

## A Study on Satisfaction of Movie Viewers Watching Movies on Smartphones

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**Abstract.** The studies empirically investigated the satisfaction of smartphone movie viewers hardly performed. This Study focuses on investigating satisfaction of movie viewers targeting those who have experience with watching movies via smart phones. As a result, instant connectivity and convenience were found to have positive effects on user satisfaction of movie viewers on smart phone. A contribution of this research is that result of this study may be considered as the useful guideline when platform service providers plan a movie services. And it can be helpful movie researchers because few researches are performed before this.

**Keywords:** Movie, Mobile Movie, Movie viewer, Movie viewers on Smart phone

### 1 Introduction

Due to the widespread use of smart devices, such as smart phones, the supply ratio of traditional IT equipment such as Televisions and personal computers has been significantly reduced [1]. The inclination for broadcast content to be viewed by mobile devices or through the internet rather than TV has been steadily increasing. This is due to the expansion of the mobile network and the spread of smart devices. According to the smartphone user survey by the Korea Internet Agency and the Korea Communications Commission in 2013, 43.7% of all people use smart phones more than TV and mostly watch the video and VOD via smart phones. Due to the accessibility of smart phones, movie distribution channels are changing and consumers who watch movies via smart phones are increasing [2]. Therefore it is necessary to examine the users who watch movies via smart phones.

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A study about the perception of users who watch movies via smart phones [3], and research about movie making with smart phones have been conducted so far [4],[5]. However, the studies empirically investigated the satisfaction of smart phone movie viewers have not been performed yet. Therefore, this study focuses on investigating movie viewers' satisfaction targeting those who have experience with watching movies via smart phones. Factors such as instant connectivity, personalization, ease of use, and the attributes of the movie contents have been appointed as independent variables. These factors are analyzed to determine what affects they have on viewers' satisfaction after watching movies on smart phones.

## 2 Model and Hypotheses

### 2.1. Research Model

The purpose of this research is to analyze and demonstrate how attributes of smart phone and unique properties of movies affect satisfaction of users' watching movies on smart phones. To build the research model of this study three attributes such as instant connectivity, personalization, and convenience are selected as major attributes from previous studies [6], [7], [8], [9]. This research chooses the story, acting, setting, and music that are proved as the attributes of movies [10], [11], [12]. Thus, the following model is proposed.

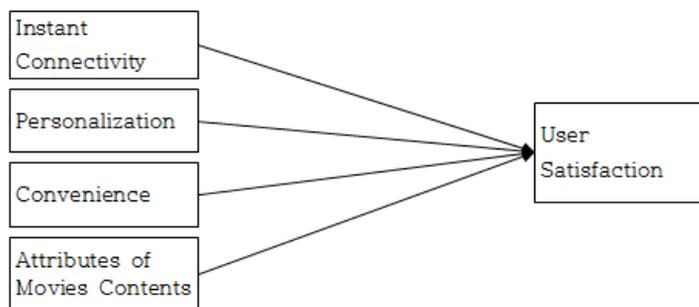


Fig.1. Research Model

### 2.2. Instant Connectivity and User's Satisfaction

One of the essential properties of smart phone is instant connectivity. Instant connectivity means the user will always be easily connected to the network [6]. With respect to time cost, instant connectivity is an important extrinsic benefit that creates a perceived value of mobile service for consumers [13]. Smart phones make us being

able to use smart phone movies at any time and any place unlike the past that we had to go to the movie theater in order to watch movies. Such instant connectivity of smart phones might positively contribute to smart phone movie users' satisfaction. Thus, the following hypothesis is proposed:

H1: Instant connectivity positively affects smart phone movie users' satisfaction.

### **2.3. Personalization and User's Satisfaction**

According to Blom & Monk(2003), personalization is a process that changes the functionality, interface, information content, or distinctiveness of a system to increase its personal relevance to the individual [14]. Personalization can affect the attitude towards the use on the intention to use mobile services [15]. Thus, the second hypothesis is proposed:

H2: Personalization positively affects smart phone movie users' satisfaction.

### **2.4. Convenience and User's Satisfaction**

Convenience can be defined as agility, accessibility, and availability of a service, which is flexible in time and location [8]. According to Argan et al. (2013), convenience can be evaluated in a broader meaning and it contains the theme of free, usability, saving money and time, and usefulness [16].Sharma & Gutierrez (2010) note that convenience has been pointed out as one of the obvious benefits of mobile computing, driven from portability and immediate accessibility [17]. Thus, the following hypothesis was developed:

H3: Convenience positively affects smart phone movie users' satisfaction.

### **2.5. Attribution of the Movies and User's Satisfaction**

The main motive for the film experience is engaging in for fun, enjoyment and leisure, consumer's experiential needs, such as emotional arousal, result in motivations for film demand[11],[18]. And the consumption and needs are associated with perceptions concerning gratifications provided by the cinema [19]. Ultimately, what really counts for the consumer is the enjoyment of film as a holistic experience in its entirety [20] they are looking for quality [21] and satisfaction in their movie viewing. Based on the literature, one can assume that the attributes of the movies such as the story, acting, sets, and music of the movies affect movie viewers' enjoyment or satisfaction and propose following hypothesis:

H4: Attributes of movie positively affect smart phone movie users' satisfaction.

### 3 Methodology

A field study was conducted to test the causal associations in the research model using a series of factor analysis, reliability analysis and regression analysis via survey study of movie viewers watching on smart phones in Korea. The questionnaire asked participants to rate the extent to which they agree with each statement by circling a number from 1 to 7. Responses were obtained from 154 actual users of smartphone movie and 6 users with incomplete assessment. Data analysis was conducted with SPSS.

### 4 Results

#### 4.1. Validity analysis and reliability analysis

To test the construct validity of the measurement, we conducted a factor analysis on the survey questions using a principal component analysis, with a varimax rotation. Factor loading cutoff was set with value greater than 0.5. Factors with eigen value greater than 1.0 were extracted. We first performed a factor analysis with 22 items. Five factors were extracted, named 'Instant Connectivity', 'Personalization', 'Convenience', 'Attributes of Movie Contents' and 'User Satisfaction'. A measurement instrument with a Cronbach's *alpha* value of 0.6 or greater is generally considered satisfactory in terms of reliability. All five factors, instant connectivity, personalization, convenience, attributes of movie contents and user satisfaction, show significant reliability level.

#### 4.2. Regression Analysis

Causal relationship(H1) between instant connectivity and user satisfaction and causal relationship(H2) between convenience and user satisfaction were showing the statistically significance. Causal relationship(H3) between personalization and user satisfaction and causal relationship(H4) between attributes of movie contents and user satisfaction did not show the significant associations. Details are shown in Table 1.

**Table 1.** Regression Analysis

	B	Std. error	$\beta$	t	<i>p</i>
Instant Connectivity	-.957	.527		-1.816	.071
Personalization	.209	.083	.155	2.535**	.012
Convenience	.022	.073	.018	.299	.765
Attributes of Movie	.879	.089	.711	9.895***	.000

Contents					
User Satisfaction	-.120	.095	-.075	-1.252	.212

\*p < 0.1, \*\* p< 0.05, \*\*\*p<0.01

## 5 Conclusion

The studies empirically investigated the satisfaction of smartphone movie viewers hardly performed. This Study focuses on investigating satisfaction of movie viewers targeting those who have experience with watching movies via smart phones. As a result, instant connectivity and convenience were found to have positive effects on user satisfaction of movie viewers on smart phone. A contribution of this research is that result of this study may be considered as the useful guideline when platform service providers plan a movie services. And it can be helpful movie researchers because few researches are performed before this.

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