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Movie Experience Sharing on Social Networking Sites of Cinema: Interplay between Telepresence and Customer Delight

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Abstract

This study aims to investigate the effects of telepresence on young moviegoers' flow experiences and social interactions, and the impact on consumer delight, trust, and experience sharing behavior on cinema mobile social network site pages. Given the scarcity of telepresence research, indirect telepresence on experience sharing via two experiences and social interactions is also included. The study used pages from Korean cinema mobile social network sites, and 175 Chinese moviegoers residing in Korea participated. We found that telepresence positively impacts the activity in both human–human and human–computer interactions. We further contend that telepresence positively affects perceived enjoyment and attentional focus. However, perceived enjoyment does not significantly affect consumer delight. We found that consumer delight positively influences consumer trust and movie experience sharing. Moreover, we illustrated that telepresence significantly and indirectly influences consumer movie experience-sharing behavior through attention focus and consumer delight. Our results provide crucial insights for future study and practical managerial.

Keywords: Telepresence; Flow Experience; Social Interaction; Consumer Delight; Trust; Experience Sharing

1. INTRODUCTION

Brand pages on social networking sites (SNS) enable companies to communicate with consumers directly in real time [1]. Most companies use social media to communicate with consumers [2]. They also provide a visual communication space for customers to share their experiences with one another. Consumers can share their consumption experiences in a more realistic online space as technological innovations in digital photography and online publishing emerge [1]. Through social networking pages, the channel also drives

consumer leisure activity opportunities [3]. Brand pages on social networking sites (SNS) enable companies to communicate with consumers directly in real time [1]. Most companies use social media to communicate with consumers [2]. They also provide a visual communication space for customers to share their experiences with one another. Consumers can share their consumption experiences in a more realistic online space as technological innovations in digital photography and online publishing emerge [1]. Through social networking pages, the channel also drives consumer leisure activity opportunities [3]. According to Korean Film Council (2019) research, CGV and Lotte Cinema audience market shares were approximately 49.3% and 28.9%, respectively [4, 5]. It was also discovered that the Korean cinema CGV, Lotte Cinema, and Metabox provide a visual space for consumers to share their movie-watching experiences with other consumers to develop a new market. Therefore, online visual reality pages have emerged as one of the primary platforms via which consumers can exchange their consumption experiences and engage in leisure activities.

In pursuit of this positive experience-sharing behavior, social brand page visual communication channels have been widely applied in many industries, including movies. Movie distributors design their homepages and websites to satisfy consumer needs and offer leisure activities more realistically. However, the Korean movie market remains limited. To keep pace with the scale of development, Korean marketers must pay attention to foreigners and provide content that satisfies their needs. Chinese consumers are Korea's largest and potentially the most profitable foreign segment [7]. According to leisure studies, watching movies is the most preferred leisure activity among Chinese youth compared with Korean and Japanese youth [8]. Cultural activities are typical leisure activities among Korean immigrants [9]. Leisure studies have highlighted the significance of leisure engagement in fostering acculturation among immigrants [10]. Furthermore, it has been discovered that Chinese youth spend at least one hour every day on social media and brand pages [11]. Additionally, they prefer more immersive social brand pages [7]. Therefore, Chinese youth represent a significant potential market for Korean movies.

How can marketers harness consumers' experience-sharing behaviors to extend the market? Previous studies have indicated that these three perspectives directly influence this behavior. First, consumer attitudes are a fundamental factor [12], and delight [13] play important roles in experience-sharing behaviors. The second is the quality of the consumer–firm or consumer–consumer relationship. Previous studies have illustrated that this develops user trust, which encourages them to participate in experience sharing [14]. Additionally, web convenience, access, and telepresence positively enhance consumers' experience-sharing behaviors [12, 15]. Based on these studies, several factors can enhance consumers' experience-sharing behaviors. However, most previous studies on the influence of consumer satisfaction on consumer experience-sharing behavior have illustrated how telepresence forms consumers' experience-sharing behavior.

This study focuses on the characteristics of telepresence and how they affect experience-sharing behaviors. According to previous studies, telepresence is an important stimulus that affects the user flow experience [16]. This flow experience can impact consumer delight, and in turn, consumer trust and experience-sharing behavior [14, 17]. Telepresence can also improve consumers' online interactions, which is a crucial factor in enhancing their experience-sharing behaviors [18]. These improved social interactions significantly increase consumer delight and impact consumer trust and experience-sharing behaviors [19]. Overall, telepresence can impact consumer flow experiences and online social interactions, eliciting positive consumer attitudes and behaviors [20]. However, most previous studies have primarily focused on the effect of telepresence on flow or interaction experiences, with limited studies illustrating the effect of telepresence on both flow and interaction experiences.

To fill these gaps in previous studies, we propose a dual-path model for this formation process by evaluating

the impact of telepresence on flow experience and social interactions, both of which promote consumer delight and, consequently, trust and active consumer experience-sharing behavior. This study intends to investigate the differential effects of telepresence in influencing moviegoers' trust and experience sharing on SNS brand pages in the Korean movie cinema market using this model, and our study attempts to expand on previous research by identifying a more effective path for the formation of consumer experience sharing behavior.

This study adds to the literature by providing useful theoretical and practical suggestions for Korean movie distributors to help develop the Chinese consumer segment in Korea. The results of this study could also provide an acculturation strategy for university international affairs employees to understand how social media page telepresence design improves international students' experience, enhancing their customer delight and sharing behavior, and assist them in illustrating and improving international students' leisure activities and acculturation.

2. THEORTETICAL BACKGROUND AND HYPOTHESESE DEVELOPMENT

2.1 Theoretical Background: Telepresence

Steuer (1992) [21] defines telepresence as "the exploration of the illusion of being present in remote spaces in a computer-based environment." Recent literature has defined telepresence as a sense of "being here" that includes both automatic and regulated mental processes [22]. Following these studies, telepresence can be interpreted as occurring in a real environment.

Several research on telepresence have been undertaken in various fields. Marketing-related studies have focused on the effects of telepresence on consumers' positive attitudes and behaviors [23]. Meanwhile, telepresence enhances consumers' online flow experiences [24]. Telepresence also improves online consumer engagement [15].

2.2 Hypotheses Development

2.2.1 Effect of Telepresence on Flow Experience

Empirical results show that telepresence is a key contributor to flow experiences in an SNS environment [25]. Previous studies have examined the impact of flow, specifically in the context of social media use. The results indicate that telepresence, PE, and AF have strong positive relationships [20]. Prior online advertising research predicted that SNS users exposed to telepresence experience enhanced enjoyment and pleasure [24]. Streaming service-related studies have also illustrated that telepresence is positively related to consumer flow experience [26]. Similarly, telepresence is an essential factor in enhancing user concentration and activity focus. Based on this discussion, the following hypothesis is proposed:

Hypothesis 1a: Telepresence positively influences flow by increasing perceived enjoyment
Hypothesis 1b: Telepresence positively influences flow by increasing attentional focus

2.2.2 Flow and Consumer Delight

Flow experience is also connected to consumer delight and is a consumer state that can affect online activities [27]. Previous studies have predicted that flow experience leads to positive behaviors such as satisfaction and sharing behavior [28]. Hsu et al. (2012) [28] argued that the online flow experience reduces risk in online behavior and is a significant predictor of trust, affecting user satisfaction and experience-sharing behaviors. Research argues that consumer delight is the result of a flow experience because it can enhance

PE, resulting in consumer delight [29]. Similarly, online tourism research has found that a flow experience can bring consumers a positive feeling about a product, which can impact consumer delight [3]. Thus, we contend that the flow experience influences consumer delight.

Hypothesis 2a: Perceived enjoyment through flow experience positively influences consumer delight

Hypothesis 2b: Attention focus through flow experience positively influences consumer delight

2.2.3 Effect of Telepresence on Social Interaction

Previous studies indicated that interactivity is positively related to telepresence. Mollen and Wilson (2010) [30] found that the online consumer experience, interaction, and telepresence have positive relationships in e-learning environments. Website marketing research has argued that increased interactivity is associated with an increased sense of telepresence [31]. A recent virtual study also found that telepresence supports richer interaction behaviors [32]. Based on these studies, we hypothesized the following:

Hypothesis 3a: Telepresence positively influences human–human interactions

Hypothesis 3b: Telepresence positively influences human–computer interactions

2.2.4 Social Interaction and Consumer Delight

Online social interaction can also affect user emotions. For example, active interactions between users can enhance consumer delight, causing them to feel joy or pleasure. Previous studies have shown a positive relationship between user interaction and consumer delight. Barnes and Krallman's (2019) [33] study on customer delight argues that interactive activities can enhance consumer engagement. Following the disconfirmation theory, theme park research indicates that interaction with staff or other consumers significantly impacts customer delight and satisfaction in an offline physical environment [19]. This is especially true for the interaction between the salesperson and the buyer, because the buyer can convey their specific needs to the salesperson. These interactions can satisfy specific consumer needs and affect delight. Previous in-store research indicates that interaction can enhance consumer delight, satisfaction, and repurchase intentions [34]. In the online environment, user interactions also indicate a positive relationship. Previous studies reveal that useful interaction experiences increases consumer delight [35]. Other value co-creation studies have demonstrated that the human–computer interaction experience increases consumer delight positively [36]. Thus, we propose the following hypothesis:

Hypothesis 4a: Human–human interactions positively influence consumer delight.

Hypothesis 4b: Human–computer interactions positively influences consumer delight.

2.2.4 Consumer Delight and Trust with Movie-goers

As previous studies have contended, in relationship marketing and brand experience environments, consumer delight can help develop relationships with a company, which can develop trust [37]. Consumer delight positively enhances trust-building benefits. A consumer delight-related study confirms that consumer delight positively enhances consumer delight [38]. Based on this information, we hypothesize:

Hypothesis 5: Consumer delight positively influences trust with movie-goers

2.2.5 Consumer Delight and Experience Sharing

Previous studies indicates that consumer delight has a significant beneficial influence on consumers' experience-sharing behavior [3]. Bechwati and Nasr (2011) [39] examined the factors that influence online consumer recommendations and discovered that consumer delight, which conveys an extremely high level

of satisfaction, is the primary motivator for positive online reviews. Thus, consumer delight can lead to long-term profitability for a business [40]. High consumer delight leads to willingness to refer and positive repurchase intention [41]. Based on this information, we hypothesized the following:

Hypothesis 6: Consumer delight positively influences experience sharing

2.2.6 Trust and Experience Sharing

Several studies have illustrated that trust improves consumer's experience-sharing behaviors. Trust is an essential factor in encouraging positive customer behavior, such as sharing [42]. Trust is crucial in strengthening customer information-sharing behavior following information exchange activities on social media [43]. Trust has been proven in e-commerce research to positively increase consumers' willingness to disclose information [44]. We propose the following hypothesis based on these studies:

Hypothesis 7: Trust in entrepreneurs positively influences experiential sharing

Based on the previous studies, Figure 1 presented research model of this study.
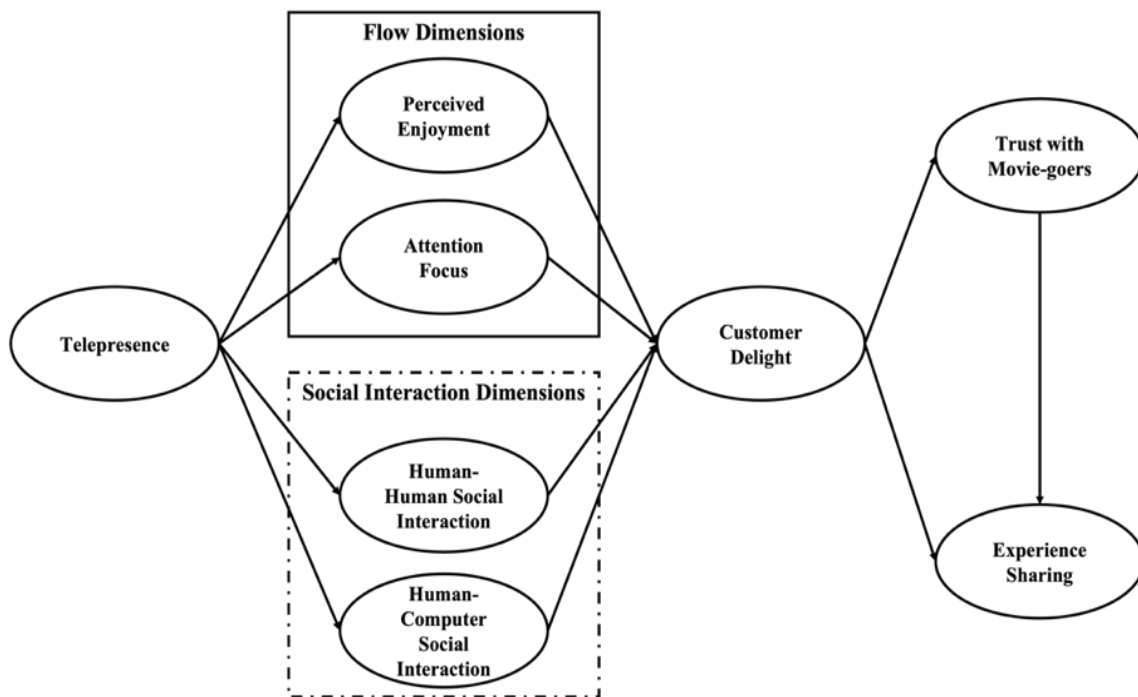

Figure 1. Research Model

3. METHOD

3.1 Measurement Development

A questionnaire was developed to measure the following variables and sub-variables: telepresence, flow experience, interaction activity, consumer delight, trust, and sharing experience. Telepresence was assessed using the scale (TELE) developed by [45]. It consists of nine constructs that focus on user perceptions of the online environment. The flow experience variable is expressed as its sub-variables, PE and FA, each of which includes four constructs adapted from [27]. The variables for interaction activities include human–human interaction and human-computer interaction, each with three constructs. The interaction activity questionnaire were adopted from [46]. Consumer delight consists of three constructs developed by [47]. Trust was measured using four constructs adapted from [48]. The final variable, experience sharing, was measured using the four constructs developed by [49].

The online questionnaire was first developed in English and then translated into Chinese by a researcher fluent in both English and Chinese. A native Chinese professor then -translated the Chinese version of the survey fluent in both English and Chinese to ensure translation equivalence. A pretest was performed to improve the measurement's content validity. A pre-test was conducted to assess the questionnaire's meaningfulness, relevance, and clarity. A pre-test on these constructs was subsequently conducted with 30 Chinese graduate students majoring in marketing. The reliability and validity of the pre-test-verified construct items and relevance were excellent. The pre-test also clarified the meaning. The results revealed no ambiguity about the questionnaire's meaning.

All the measurement items used in this study are listed in Table I. Responses were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2 Data Collection and Sample Characteristics

This research intends to understand how young Chinese moviegoers develop experience sharing behavior regarding Korean films on mobile multiplex SNSs pages. The Chinese make up almost half of the foreigners in Korea; therefore, online Chinese users are highly likely to be influenced by others on mobile SNS pages. Looking at movies and sharing consumption experiences are the main leisure activities for Chinese people. Furthermore, Korean movie distributors have begun exporting to mainland China, so the response of Chinese residents in Korea as first consumers can help distributors judge and predict movie performance. Thus, we considered Chinese users to be more suitable than others and administered online surveys to them.

Since the purpose of this study was to investigate the interrelationships among telepresence, flow experience, social interaction, consumer delight, trust with movie-goers, and experience sharing on mobile SNS pages, only responses from those who were current users of movie theater mobile SNS pages and had shared movie consumption experience in the past six months were considered for analysis. This study also limits SNS brand pages to CGV, Lotte Cinema, and Megabox, the three major movie distributors in Korea. These three movie distributors account for 97% of the market share [4]. These three cinema social networking pages are engaged in building a real communication space to assist consumers in sharing their movie consumption experiences. This study also limited consumption experience sharing among the top ten movies within a certain period.

The researchers sent a QR code invitation with an embedded link to Chinese residents in Korea, asking them to forward the survey to those interested in participating. To confirm whether respondents had sought and shared the top ten movie consumption experiences within a certain period, the survey began by asking if they

had this experience. If they clicked no, the survey ended. A total of 212 surveys were collected, of which 175 were used for data analysis.

Of the survey respondents, 48.4% were men and 51.6% were women. The mean age was 24.8 years, 18–36 years). 28% of the respondents had lived in Korea for less than one year, 37.6% between one and two years, 16.1% between two and three years, and 18.3% over three years. The majority of the respondents were in graduate school (43.0%), followed by undergraduate students (36.0%), and language courses (21.0%). Most of the respondents felt that they spoke intermediate-level Korean (44.1%), followed by advanced (39.2%) and basic (16.7%) Korean. Most of the respondents rated their listening skills as advanced (53.8%), intermediate (30.1%), or basic (16.1%). Most rated their reading skills as advanced (50.5%), followed by intermediate (35.5%), and basic (14.0%). Most rated their writing skills as intermediate (48.4%), followed by advanced (30.0%), and basic (22.6%). More than half of the respondents used SNSs for more than two hours per day (51.6%). However, many respondents used Chinese SNSs for more than two hours per day (52.7%) but used Korean SNSs for less than one hour per day (64.5%).

4. RESULTS

4.1 Measurement Model

The measurement model was generated by conducting a confirmatory factor analysis using SmartPLS software. All standardized factor loadings were significant at a 0.01 confidence level. Composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha were calculated for all measures. The CR values ranged from .839–.948, exceeding the minimum criterion of .80 (Table I). Cronbach's alpha was greater than .758. Based on these items, the measures indicated a high degree of reliability. Thus, the internal consistency of the measures for each study construct was evident [50].

Subsequently, construct validity was assessed. [51] suggested a cut-off point of .50. As presented in Table I, the factor loadings in the present study were within the constructs, with AVE values well above the suggested cutoff. The convergent validity of all the reflective measures was high (Table 1). Following Straub et al.'s (2004) [52] approach to discriminant validity, in which the squared correlation between two constructs must be lower than the AVE of each construct, discriminant validity was fully established as shown in Table 2 (i.e., squared correlations were consistently smaller than the AVE values).

Table 1. Reliability and Convergent Validity

Construct	Cronbach' alpha	CR	AVE
TELE	.917	.931	.599
PE	.822	.878	.645
AF	.895	.927	.759
HH	.830	.884	.659
HC	.758	.839	.575
CD	.915	.948	.855
TRU	.890	.918	.788
ES	.855	.903	.700

TELE = Telepresence; PE = Perceived enjoyment; AF = Attention focus; HC = Human–computer interaction; HH = Human–human interaction; CD = Consumer delight; TRU = Trust; ES = Experience sharing

Table 2. Discriminant Validity

	ES	TRU	AF	HH	PE	HC	CD	TELE
ES	.8371							
TRU	.188	.888						
AF	.261	.594	.871					
HH	.450	.417	.271	.812				
PE	.249	.421	.355	.414	.803			
HC	.137	.215	.094	.299	.104	.758		
CD	.365	.206	.337	.312	.245	.283	.924	
TELE	.301	.435	.478	.268	.495	.237	.289	.774

1Square Root of the AVE on the Diagonal

TELE = Telepresence; PE = Perceived enjoyment; AF = Attention focus; HC = Human–computer interaction; HH = Human–human interaction; CD = Consumer delight; TRU = Trust; ES = Experience sharing

4.2 Structural Model

This study used structural model path coefficients and levels of significance to test the proposed hypotheses (Chin, 1998). P-values were calculated from t-statistics to examine the significance of the path coefficients. The results of the path coefficient analysis and hypothesis testing are presented in Table 3. and Fig 3 presents an assessment of the structural model. Regarding the hypothesized effect of telepresence on the two dimensions of flow, the findings indicate that telepresence is significantly related to perceived enjoyment and attention focus (β=.478, p<.001). Thus, H1-1 and H1-2 are supported. The hypothesized effects of telepresence on the two dimensions of social interaction, H2-1 and H2-2, were also supported. The results show that telepresence positively influences human–human interaction (β=.273, p<.001) and human–computer interaction (β=.268, p<.001). On the path from flow to consumer delight, only attentional focus (β=.251, p<.05) positively enhanced consumer delight, whereas perceived enjoyment (β=.071, p>.05) did not show a significant relationship. Therefore, H3-1 was not supported, whereas H3-2 was supported. Human–human interaction (β=.206, p<.01) and human–computer interaction (β=.153, p<.05) both positively influence consumer delight; thus, H4-1 and H4-2 are supported. Finally, consumer delight is significantly related to trust (β=.206, p<.001) and experience sharing (β=.341, p<.001), and trust positively influences experience sharing (β=.118, p<.05). Therefore, H5, H6, and H7 were supported.

Table 3. Results of Path Analysis

Hypotheses	Relationships	Direct effect	t-value	Results support
Hypothesis1–1	TELE→ PE	0.497***	9.932	Yes
Hypothesis1–2	TELE → AF	.478***	9.064	Yes
Hypothesis2–1	TELE → HH	.237***	4.262	Yes
Hypothesis2–2	TELE → HC	.268***	4.001	Yes
Hypothesis3–1	PE → CD	.071	.991	No
Hypothesis3–2	AF → CD	.251***	3.938	Yes
Hypothesis4–1	HH → CD	.206**	2.961	Yes
Hypothesis4-2	HC → CD	.153***	2.291	Yes
Hypothesis5	CD → TRU	.206***	4.625	Yes
Hypothesis6	CD → ES	.341***	5.022	Yes
Hypothesis7	TRU → ES	.188*	1.986	Yes

TELE = Telepresence; PE = Perceived enjoyment; AF = Attention focus; HC = Human–computer interaction; HH = Human–human interaction; CD = Consumer delight; TRU = Trust; ES = Experience sharing

5. DISCUSSION

Mobile SNS brand pages have become a popular way to interconnect retailers and consumers, helping them build two-way communication. The consumer is not only a buyer, but also an information disseminator. This study aims to determine the differential effects of telepresence on moviegoers' trust and movie consumption experience sharing on mobile SNS brand pages in the Korean cinema market. To address this issue, we developed a dual-path research model based on telepresence theory. We collected valid data from 175 participants, using SmartPLS 2.0 software for statistical analysis, who are users of the main cinema CGV, Lotte, Megabox and shared their movie consumption sharing experience on the social brand pages. The results show that telepresence positively influences the user flow experience through both attention focus and perceived enjoyment. Telepresence also positively impacts social interactions, both human–human and human–computer. The flow experience and social interaction significantly affect consumer delight. Moreover, consumer delight affects trust and experience-sharing behaviors. Additionally, telepresence indirectly influences experience-sharing behaviors through attention focus and consumer delight. Thus, companies must create consumer delight to increase consumers' experience-sharing behaviors. These results have significant academic and strategic implications for future research.

6. CONCLUSION AND IMPLICATIONS

6.1 Theoretical Implications

This study provides several theoretical implications for a better understanding of foreigners' use of the cinema social network service in South Korea. First, the results show that it is important for Korean movie distributors to build consumer delight with Chinese customers to enhance long-term relationships and elicit desired experience-sharing behaviors. Second, we extended the telepresence model in this study to expand on previous studies. Our premise was that telepresence enhances both consumer flow experience and social interaction, with the social interaction path being more essential for foreigners. Almost no studies have explored the effect of telepresence on flow experience and social interaction behavior. We considered the effect of telepresence on both flow experience and social interaction from a dual-path perspective. Third, we expand on previous studies on consumer behavior by concentrating on consumer delight and experience-sharing behavior. Consumer delight and experience-sharing behavior are more positive than satisfaction and sharing behavior, resulting in greater firm profitability. Fourth, we extend on experience-sharing-related studies. We illustrated how consumers experience sharing behavior from the perspectives of telepresence and online experience.

6.2 Managerial Implications

Based on these results, we can develop a targeted strategy for Korean movie distributors. We can deduce that, to positively influence Chinese users' communication behavior, Korean movie distributors must provide an immersive environment and comprehendible information. Distributors must also monitor online social interactions with foreign consumers. Fortunately, positive social interactions influence consumer experience-sharing behavior. With the rise of online media environments, the results of this study could be used to better understand the online communication behavior of MS generation consumers and develop a targeted strategy.

Furthermore, this study develops a strategy for the Office of Immigration and International Affairs departments in universities to improve immigrant well-being and assist international students in adapting to university life. The most prevalent leisure activity among foreign youth living in Korea is watching movies. To diversify their cultural activities, immigration officials and employees can host movie festivals or other

related events on a regular basis. These leisure activities can assist foreigners achieve Korean acculturation. In South Korea, high acculturation promotes life satisfaction and psychological well-being. Universities can also provide international students with Korean cultural movies to help them understand Korean culture better, enjoy leisure activities, and relieve academic stress.

6.3 Limitation

Several important factors were not considered in the present study. First, only 175 valid data items were collected from Chinese students in South Korea. Therefore, our conclusions may not be applicable to other countries. To illustrate cultural differences, future studies should collect additional data to test this model. Second, it does not restrict the types of movie information shared. Movie, theater, and other information can be categorized as movie information. Therefore, more specific information should be considered in future studies. Additionally, our study limits online consumer behavior to delight and experiential sharing. Online flow experiences can also affect other behaviors such as user purchase intention [53]. Thus, future studies should extend this research model and pay special attention to purchase intention. Finally, no moderating variables were used in this study. Contingent to prior studies, foreign consumers' levels of social media consumption vary depending on their level of acculturation [54]. Further studies should include acculturation to demonstrate these distinctions.

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