

Investigating the Determinants of Online Consumer Engagement on Multiplex Social Network Sites: A Value Exchange Perspective

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Abstract

This study is intended for demonstrating the impacts of different factors on the formation of online consumer engagement behavior of young Chinese moviegoer in Korea. Based on Value-Exchange Model [Itani et al., 2019], we build research model to reveal the relationships among perceived enjoyment, perceived movie information value, multiplex-audience relationship quality, multiplex usage satisfaction, and online consumer engagement through experiments on valid data we collected from 186 participants who had lived in Korea and experienced the multiplex pages of top 3 movie theaters, where Smart PLS 3.0 is the tool used for statistical analysis. The experimental results show that both perceived enjoyment and perceived movie information value positively correlate to multiplex-audience relationship quality, and multiplex audience relationship quality significantly influences multiplex usage satisfaction and online consumer engagement. In addition, it is found that relationship quality plays the role of mediator between perceived enjoyment and satisfaction. The findings from this study offer both academic and managerial implications for movie distributors who are interested in developing potential Chinese consumer market in Korea.

Keywords : Online Consumer Engagement, Perceived Enjoyment, Perceived Movie Information,
Multiplex-audience Relationship Quality, Multiplex Usage Satisfaction

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1. Introduction

Social Network Sites (SNS) allow people to build up their online relationships [Park and Na, 2016], and recently have become the major channel through which consumers gain value, such as product information and online experiences. SNS also have commercial significance. Consumers maintain sustainable relationships with companies through the network [Wang and Chang, 2013]; at the same time, a company can easily reach its actual and potential customers through SNS [Rishika et al., 2016] and concentrate on the consumer value they provide, which is widely known as consumer value giving behavior or consumer engagement [Kim and Ko, 2012]. Firms and consumers fulfill the value exchange action when they establish reciprocal relationships.

Consumers request information from firms or others that they are connected with before buying products, especially their purchases on experience-related products. Decision making relies heavily on online information in the latest years [Huang and Mitra, 2009]. In particular, movie is one of the most representative experience products. Most movie distributors including the ones on top in Korea, namely CGV, MEGABOX, and LOTTE CINEMA, operate their homepages in a manner such that they contain both movie information and experience and empower high-quality interaction with consumers. In the South Korean movie industry, the marketing channel presented by SNS has proved to increase profits [Kim, 2014; Park, 2012].

Even so the annual growth rate of box office revenue in South Korea tended to decrease according to the 2017 Movie industry research. In order to preserve growth rate, it is necessary to expand the customer market.

After seeing through the limitation of current domestic market size, movie distributors have turned their sights on the foreign segment in Korea. The 2018 Immigration Report considered movie watching the most popular leisure activity for foreign residents, about half of them being Chinese, through which these people could adapt to local culture and stay well-being themselves [Richard et al., 2018]. Therefore, it is currently possible for the distributor to realize consumer engagement starting from building online relationships with these customers.

In general, high-quality relationship between consumer and firm can improve consumer satisfaction and online consumer engagement behavior, where high quality means consumers trust the information the company offers, which reduces their perceived risk during purchase decisions [Piercy et al., 2015]. For the Chinese who normally love to build personal social connections, it is meaningful to establish an online relationship for them which may increase consumer satisfaction. Consumer satisfaction then encourages online consumer engagement behavior, and further activate the customer market [Chanchai and Carmine, 2017; Liu et al, 2018].

How can the firm build high-quality relationship with consumers to promote consumer engagement? It can be seen that hedonic attribute is a significant stimulus for the establishment of firm-customer connection [Hwang et al., 2016; Choi et al., 2019]. On the other hand, utilitarian attributes value is another critical factor since consumers always use SNS to obtain the utilitarian value needed to solve problems, and hence offering more quality information to consumers can serve them better [Park et al., 2019; Sajadi and Ghachem, 2015], which leads to a finer

firm-consumer relationship and eventually motivates consumer engagement.

Previous studies have widely drawn on hedonic and utilitarian value effects on the relationship quality. However, hedonic and utilitarian value are multi-concept, i.e., hedonic value includes fun, playfulness, and emotional worth, while utilitarian value corresponds to usefulness, convenience, and accuracy [Childers et al., 2002; Babin et al., 1994; Reze and Ghachem, 2015]. Unlike the Korean who can obtain information from diverse channels, Chinese consumers or general foreigners believe that online social network is the most important and convenient source of information and entertainment. It is necessary to accurately analyze the factors that impact relationship quality. In the current study, we emphasize the enjoyment factor in hedonic value and information value in utilitarian value. Second, the subject has been studied earlier was retailing shopping site, researches with respect to cultural and art product has not been carried out ever since, and we attempt to focus on an example of cultural and art product, the movie multiplex page in this paper. Third, considering the Korea domestic limited, this research developed a special consumer segment, Chinese who live in Korea. These results are taken into investigation in order to make suggestions for the development of new consumer segment by Korea theaters.

The purpose of this study is to offer insight into Korea movie multiplex pages, to build high-quality relationship between Korean movie distributor and Chinese consumers, and furthermore to explore new Korea movie market, all being centered at consumer's online engagement behavior. A detailed model is developed to estimate how relationship

quality is affected by the two factors perceived enjoyment of hedonic value and perceived movie information of utilitarian value and to concentrate on consumer multiplex usage satisfaction and online consumer engagement following the value exchange action. Based on the results, the marketing implications could offer for movie multiplex pages to develop new consumer segment. This paper is organized as follows. First, we determine the significant factors involved in building high-quality relationship, including perceived enjoyment and perceived movie information. Second, we study if relationship quality consumer satisfaction and engagement behavior. Third, the mediation effect of relationship quality will be analyzed. Then academic and marketing implications will be presented based on the experimental results. The limitations of this study and directions for future research will be discussed at the end of the paper.

2. Literature Review

2.1 Perceived Enjoyment of Hedonic Value

Davis et al. [1992] have defined perceived enjoyment as the degree to which participating in a technology activity is perceived to be enjoyable. Moreover, in online information systems, perceived enjoyment has been considered the enjoyment of "using social networks while spending time on SNS" [Warshaw et al., 1992; Moghavvemi et al., 2017]. Perceived enjoyment can also be described as "the degree of enjoyment to which an SNS user participates in SNS, because the process is enjoyment and fun" [Hsu and Lin, 2008]. Following these researches, it has been argued that perceived enjoyment is a hedonic

value which measures user's intrinsic motivation to participate in SNS [Alalwan et al., 2019], and accordingly the characteristic features of perceived enjoyment always include enjoyment, fun, and entertainment factors [Sui et al., 2001]. In addition, as Van der Heijden has suggested we can achieve perceived enjoyment from the fun-based features of information systems [Van der Heijden, 2004]. All previous works have demonstrated fun, interesting, and enjoyable online context can influence users' perceived enjoyment. As in the specific case of online movie context, offering more stimulating information to the user will enhance the positive influence of their perceived enjoyment on online activities. Fun and interesting online material particularly has proved to matter to the foreigners considering their insufficient language proficiency [Sun and Zhang 2006]. Now we conclude that providing fun, interesting, enjoyable, and exciting information to users will enhance their perceived enjoyment. Furthermore, perceived enjoyment can drive netizens to enjoy SNS leisure activities.

2.2 Perceived Movie Information of Utilitarian Value

Online value has been divided into hedonic value and utilitarian value [Moon et al., 2017; Ozturk et al., 2016], where hedonic value describes the perceived enjoyment in the SNS, and in contrast, utilitarian value the term for the perception that the information given is utilitarian and functional [Batra and Ahtola, 1991]. Note that hedonic value competes with utilitarian value, yet the latter is as indispensable as the former. Perceived utilitarian value implies the offered information suffices

to assist users to achieve goals or to help them make up their mind for the decision making. Some other researchers have also confirmed that utilitarian value always offers users utilitarian facts or facilitates their problem solving [Childers, 2001; Yang et al., 2005]. Bilgihan and Bujisic have explicated utilitarian value can be characterized by accessibility, allowing users the efficient searches for valuable, new, and interesting information [Bilgihan and Bujisic, 2015], and as a consequence, the utilitarian value they need can be mined [Fan and Poole, 2006]. Thus, we summarize that perceived utilitarian value can also be portrayed as useful information that is processed by the users to gain value, solve problems, and make decisions. perceived utilitarian value is an important factor in stimulating users to stick to SNS. Moreover, results have indicated that the adequacy of information positively influences the usefulness of SNS [Herrero and Martin, 2012]. The other research also has proved that quality product information can reduce the risk of purchase failure and positively influence the perceived utilitarian value [Yang et al., 2005]. In the online context, presentation completeness and consistent information can enhance user's perceived utilitarian value [Bilgihan and Bujisic, 2015]. We make a conclusion that offering helpful, useful, complete, and new information can positively influence user' perceived product information.

2.3 Multiplex-Audience Relationship Quality

It is desired that a firm is good at building profitable yet closer relationship with its consumers, from whom the profit is made. Managing consumer relationship quality

(CRM) is an essential marketing process that a retailer must undergo during establishment of the relationship. Generally, relationship quality consists of commitment, trust, and satisfaction according to Itani & Inyang [Itani and Inyang, 2015; Ha and Jang, 2009; Loureiro et al., 2019]. In the online context, relationship quality can be represented by trust and perceived risk, where trust is the key element [Wang et al., 2015]. Indeed, consumer trust is the essence to the relationship quality as it enhances the satisfaction and the engagement of consumers. In terms of building a relationship with a distributor, trust can reduce decision-making risk and the cost of information search [Kramer, 1999] and so it is the central building element of long-term relationships with distributors [Kumar et al., 1995]. Trust is the degree of trustworthiness. Unlike the off-line, face-to-face scenes, online environment has much uncertainty. Trust is able to reduce user's uncertainty and contribute to the distributor-customer relationship. In a word, online trust positively influence relationship between users and the distributor.

2.4 Multiplex Usage Satisfaction

Information satisfaction can be defined as an information system that meets consumers' needs and enhances satisfaction with the system [Cyert and March, 1963]. On the other hand, if the system does not offer information that the user needs, the user will be dissatisfied and spend more time looking elsewhere for what they wish to have. In line with the expectancy-performance disconfirmation theory, consumer satisfaction can be explained as comparing expectation and performance [Weaver and Brickman, 1974]. A

user would like to evaluate whether the information provided meets their expectations. If the information provided does not meet a user's expectations, the user will be dissatisfied. Otherwise, he or she will be satisfied. This satisfaction can also be determined by the effectiveness of the information provided for decisions making [Ives et al., 1983].

2.5 Online Consumer Engagement

The concept of engagement was originally applied in both working and educational environments, but recently it has been proposed for the understanding of consumer behavior. Online consumer engagement is the result of a profitable relationship between the consumer and distributor, which has several definitions. First of all, online consumer engagement can be viewed as a consumer behavioral manifestation towards a brand [Jaakkola and Alexander, 2014]. second, it is the level of psychological, cognitive, and emotional engagement when consumers interact with a brand or a distributor [Ruyter et al., 2014]. Bowden has amounted online consumer engagement to consumer loyalty, indicating that consumers continue to use a product or get information from a specific channel [Bowden, 2009]. In several papers, online consumer engagement behavior has been regarded as non-transactional behavior, that is, consumers offer suggestions and electronic word-of-mouth (e-WOM)- post comments, and write blogs to share with others the information helpful to the problem solving [Van et al., 2010; Zhang, Guo, and Liu, 2017]. Our current research adopts the last description, defining online consumer engagement as non-transactional consumer behavior of offering information to others,

taking information sharing, knowledge sharing, and e-WOM as its specific methods.

3. Hypothetical Development and Research Model

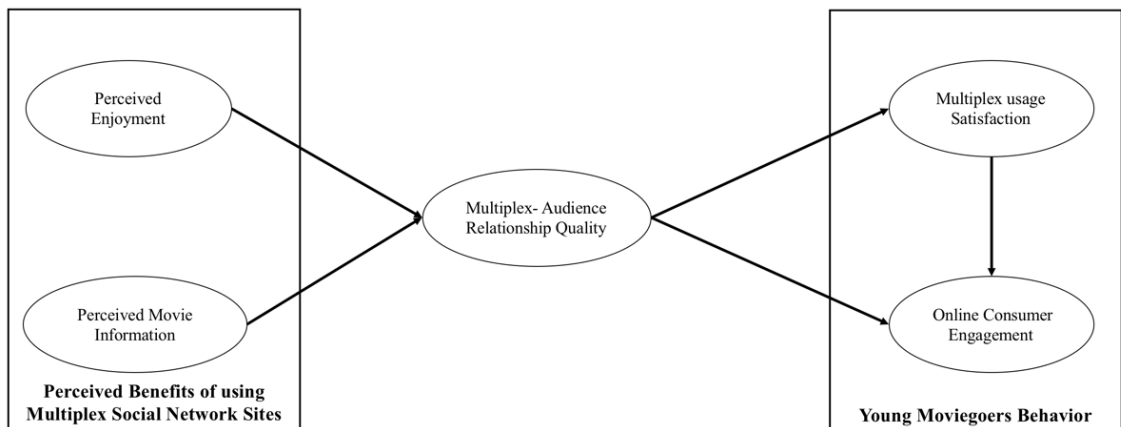
3.1 Research Model

Choi et al. [2018] have demonstrated that perceived enjoyment positively influences multiplex-audience relationship quality. Also, the perceived movie information has been noticed to help improve multiplex-audience relationship quality [Kim and Park, 2019]. On the other hand, high multiplex-audience relationship quality can promote multiplex usage satisfaction and online consumer engagement [Liu et al., 2018; Mengotti et al., 2017]. In this research, we extend the basic model to an integrated one that makes use of perceived enjoyment and perceived movie value to analyze consumer relationship quality and also promote consumer multiplex usage satisfaction and online consumer engagement behavior. The relationship between the variables are presented in <Figure 1>.

3.2 Perceived Enjoyment and Multiplex-Audience Relationship Quality

Perceived enjoyment refers to a user's hedonic experience in online participation. In our study perceived enjoyment is user's enjoyment of the SNS experience. This kind of hedonic experience can activate user's intention and foster the user's trust, which will result in a high-quality relationship. In fact, perceived enjoyment has been observed to perform positively in building a closer relationship between a firm and its customers [Venkatesh, 2000], and additionally significantly influence consumer intention [Alalwan et al., 2018]. Other researches have proved that perceived enjoyment constitutes an important dimension for building consumer relationships and consumer purchase intentions [Tsang et al., 2004; Moghavvemi et al., 2017; Teo and Noyes, 2011; Sun and Zhang, 2006] At the moment, these studies lead to hypothesis below:

H1: Perceive enjoyment has a positive relationship with Multiplex-Audience relationship quality



<Figure 1> Concept Model

3.3 Perceived Movie Information Value and Multiplex-Audience Relationship Quality

Many researches have confirmed the positive influences of perceived utilitarian value on SNS users' perception [Sajadi and Ghachem, 2015]. Perceived utilitarian value can describe the information efficiency of SNS. If the SNS offers relevant, new, helpful, and complete information, the user will build a reliable relationship with information provider, which could bring the user and information provider closer to one another. Utilitarian value is the contribution to the problem solving. The more precise the information is given to users, the faster their decision can be made. Sajadi and Ghachem have certified that utilitarian value has positive correlation with trust and relationship quality. There are other researchers, Kim and Park have concluded that higher utilitarian value indicates better firm-consumer relationship quality [Kim and Park, 2019]. These works can be formulated into following hypothesis:

H2: Perceived movie information has positive relationship with Multiplex-Audience relation quality

3.4 Multiplex-Audience Relationship Quality and Multiplex usage Satisfaction

Note that the discussion about relationship quality in this study is restricted to the relationship between firm and consumer, where trust can be treated as the reliability of the firm and it can result in a strong relationship between a firm and consumer. High relationship quality has been shown to have positive correlation with user attitude

and user behavior. Some have found relationship quality could supportively influence user satisfaction [Sharma and Sharma, 2019]. Slade et al. [2015] have stated good relationship quality could effectively reduce users' perceived risk so that they can enjoy their SNS activity, resulting in satisfaction [Slade et al., 2015]. The uniform opinion of these studies is reflected in the following hypothesis:

H3: Relationship quality has a positive relationship with Multiplex usage satisfaction

3.5 Multiplex-Audience Relationship Quality and Online Consumer Engagement

Gummerus et al. [2012] have claimed that relationship quality has impact on user's positive behavior (consumer engagement as an example) [Gummerus et al., 2012]. Investigation has explicated the positive influence of relationship quality on online consumer engagement, which could bring about financial results [Wongkitrungrueng and Assarut, 2018]. Also, online consumer engagement has been regarded as the most important benefit that companies can expect from being present on SNS [Sashi, 2012], and the firm-consumer relationship has proved to function essentially on positive consumer behavior and online consumer engagement. Next hypothesis is a reflection of these opinions up above:

H4: Multiplex-Audience Relationship quality has a positive relationship with online consumer engagement

3.6 Multiplex Usage Satisfaction and Online Consumer Engagement

Satisfaction results from comparison between

pre-expectations and actual production experience, i.e., the comparison determines consumer satisfaction and dis-satisfaction. In addition, satisfaction has been shown to have a positive impact on consumer behaviors such as information sharing, e-WOM, online consumer engagement, usage intention, and other positive behaviors [Chen et al., 2013]. Similarly, Phonthanukitithaworn and Sellitto have verified the positive influence by consumer satisfaction on online consumer engagement behavior [Phonthanukitithaworn and Sellitto, 2017]. The conclusions of these two papers correspond to the following hypothesis:

- H5: Multiplex Usage Satisfaction has a positive relationship with online consumer engagement
- H6: Multiplex-Audience Relationship quality has a mediation effect between perceived movie information value and multiplex usage satisfaction
- H7: Multiplex-Audience Relationship quality has a mediation effect between perceived enjoyment and multiplex usage satisfaction
- H8: Multiplex-Audience Relationship quality has a mediation effect between perceived movie information value and online consumer engagement
- H9: Multiplex-Audience Relationship quality has a mediation effect between perceived enjoyment and online consumer engagement

4. Statistical Analysis Technique and Research Method Development

4.1 Statistical Analysis Technique

PLS is an essential exploratory analysis

technique for finding new relationships in research [Gefen et al., 2011]. In this research, we select Smart PLS (Partial Least Squares) as the statistical analysis tool to verify this research model "since the PLS algorithm is a components-based structural equation modeling technique, which allows the indicator to vary in how much it contributes to the composite score of the latent variable" [Chin et al., 2003, p. 199]. The Smart PLS results come out following three steps: First, convergent and discriminant tests are conducted; second, the Goodness-of-Fit of the model is evaluated; and then the hypothetical results are examined by bootstrapping.

4.2 Research Methods

The data was collected through a self-administered questionnaire, where listed questions related to perceived enjoyment, perceived movie information, multiplex-audience relationship quality, multiplex usage satisfaction, online consumer engagement, and demographic information. All measurement items used in this study are presented in <Table 2>. Perceived enjoyment section has four items from Koufaris [2002], Bhattacharjee et al. [2001]. Perceived movie information consists of four items adapted from Lee and Ma [2012]. Four items for measuring Multiplex-Audience relationship quality which are adapted from Zhou [2010]. Multiplex usage satisfaction was measured by three questions from Bhattacharjee et al. [2001]; online consumer engagement by three items developed from Lee and Ma [2012] that focused on consumer online information sharing engagement. The online questionnaire was first developed in English and translated into Chinese by a researcher who is proficient in

both English and Chinese. The Chinese version of the survey was then back-translated by a native Chinese professor who is also fluent in both languages, ensuring translation equivalence. To strengthen the content validity of the measurement, a pre-test was conducted as well, to be specific a sample of 30 Chinese users were asked to complete the survey and examine the questionnaire for its meaningfulness, relevance, and clarity. The measurement model was generated by conducting a confirmatory factor analysis using Smart PLS.

5. Results

5.1 Data Collection and Profile of Participants

Aimed to the understanding of SNS usage behavior of foreign residents in Korea, the online surveys were administered to young Chinese SNS users in Korea since almost half the foreigners are from China [Immigration, 2018]. These Chinese users are university students in Seoul and Gwangju. The survey started with the questions "Have you used Korean SNS?" and "Have you shared movie information on your SNS?" to determine whether the participants conform with the research goal. 186 valid survey

respondents were chosen for the analysis at last, of which 48.4% were male and 51.6% were female. Their ages ranged from 18 to 36 years old with an overall average of 24.8. As for the length of stay in Korea, 28% of the respondents answered "less than 1 year"; 37.6% reported "between 1 to 2 years"; 16.1% responded "between 2 and 3 years" and 18.3% responded "more than 3 years". 43.0% respondents were at graduate school, 36.0% at undergraduate school (36.0%), and 21.0% were taking language courses. Most of the respondents thought that they spoke Korean at an intermediate level (44.1%), followed by advanced level speakers (39.2%), and lastly, primary or basic level speakers (16.7%). The majority of the respondents considered they had advanced listening skills (53.8%), followed by intermediate (30.1%), and primary or basic (16.1%). With regard to reading skills 50.5% were advanced, 35.5% intermediate, and 14.0% primary. The respondents were also segregated in terms of writing skills to the intermediate (48.4%), the advanced (30.0%), and the primary (22.6%). In addition, more than half of the respondents used SNS for more than two hours (51.6%). However, most of the respondents used Chinese SNS for more than two hours (52.7%), and used Korean SNS for less than one hour (64.5%). See <Table 1> in detail.

<Table 1> Demographic Information

		Frequency	%
Gender	Male	90	48.4%
	Female	96	51.6%
Age	<20	19	10.2%
	20-<25	78	41.9%
	25-<30	76	40.1%
	>30	13	7.8%
Length in Korea	<1 year	52	28.0%
	1-<2 years	70	37.6%
	2-<3 years	30	16.1%
	>3 years	34	18.3%
Education in Korea	Undergraduate	67	36.0%
	Graduate	80	43.0%
	Language	39	21.0%

5.2 Measurement Model

A factor analysis on the surveyed items highlights five underlying factors: F1) Perceived enjoyment (PE), F2) Perceived movie information

(PPI), F3) Multiplex –Audience Relationship Quality (RQ), F4) Multiplex usage Satisfaction (SAS), and F5) online Consumer engagement (CE). Their factor loading values are all larger than 0.77 (see <Table 2> and <Table 3>).

<Table 2> Measures, Standardized Loading, and Confirmation Factor Analysis

Measures	Loading	AVE	CR	Cronbach' Alpha	Rh0-A	Communality	R ²
<i>Perceived Movie information value</i>							
Multiplex pages movie information is new.	.83						
Multiplex pages movie information is useful.	.92	.78	.93	.90	.92	.78	
Multiplex pages movie information is helpful.	.86						
Multiplex pages movie information is completely.	.88						
<i>Perceived enjoyment value</i>							
Multiplex page is fun.	.83						
Multiplex page is exciting.	.77	.66	.88	.83	.83	.66	
Multiplex page is enjoyable.	.85						
Multiplex page is interesting.	.78						
<i>Multiplex-Audience Relationship quality</i>							
Multiplex pages movie information provider is trustworthy.	.84						
Multiplex pages movie information provider is believable.	.92	.68	.90	.84	.87	.68	.25
Multiplex pages movie information provider is reliable.	.86						
Multiplex pages movie information provider is expert.	.88						
<i>Multiplex usage Satisfaction</i>							
I was satisfied with the Multiplex usage	.91						
The Multiplex usage is better than I expected.	.94	.86	.95	.92	.94	.86	.21
I was satisfied with everything offered by Multiplex usage.	.94						
<i>Online Consumer engagement</i>							
I intend to share movie information on SNS in the future.	.91	.82	.93	.89	.89	.82	.80
I plan to share movie reviews regularly on SNS.	.91						
I will share movie information on SNS in the future.	.88						

<Table 3> Discrimination Analysis Results

	CE	PPI	PE	RQ	SAS	GoF
CE	.90					
PPI	.16	.88				
PE	.21	.32	.81			.37
RQ	.45	.28	.44	.83		
SAS	.35	.35	.22	.30	.93	
Square Root of the AVE on the Diagonal						

5.3 Model Goodness-of-Fit

A bootstrapping method with 5000 repetitions is applied to the path coefficients to assess the path significance [Hair et al., 2014]. Moreover, the R squares of all constructs and communality are calculated for the evaluation of the model fit. The Goodness-of-Fit (GoF) measure is expressed in terms of the average communality and the average R², as shown below.

$$GoF = \sqrt{\overline{communality} \times \overline{R^2}} \quad (1)$$

According to Hair et al. [2014], the GoF value analysis result can be small (0.02), medium (0.25), or large (0.36). In the verification, the GoF is valued 0.37, indicating that the relationship between perceived enjoyment, perceived product information, relationship quality, satisfaction, and online consumer engagement is large, signifying that our model has acceptable performance [Hair et al., 2014]

(see <Table 3>).

5.4 Results of Bootstrapping

The results of the path coefficient for the hypothesized effect are assessed. The findings indicate that perceived enjoyment is significantly related to relationship quality ($\beta = .15, p < .001$). Besides, the proposed impact of perceived product information on relationship quality is tested ($\beta = .39, p < .05$). The hypothesized mutual correlations of relationship quality, satisfaction, and online consumer engagement are also evaluated. As expected, the results show that relationship quality is a significant factor in satisfaction ($\beta = .30, p < .001$), CE ($\beta = .48, p < .001$). Moreover, satisfaction significantly influences online consumer engagement ($\beta = .24, p < .001$). We also show that relationship quality has a mediation effect between the dependent and independent variables (see <Table 4> and <Table 5> and <Figure 2>).

<Table 4> Results of Hypothesis Testing

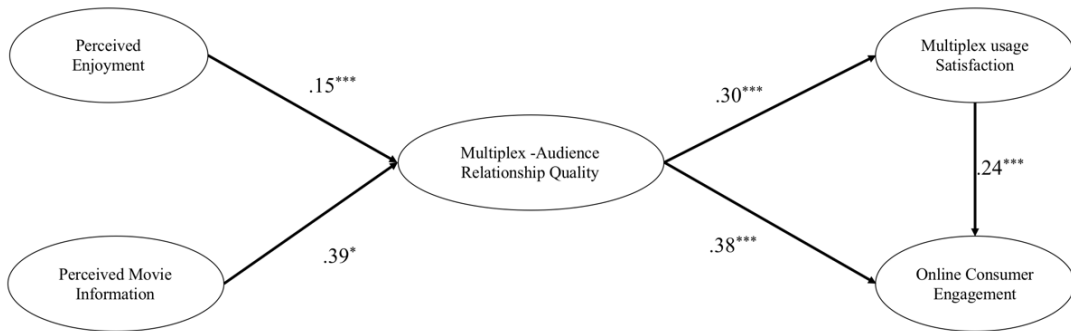
Hypotheses	Links	Coefficients	t-values
Hypothesis 1	PE → RQ	.15***	5.328
Hypothesis 2	PPI → RQ	.39*	1.940
Hypothesis 3	RQ → SAS	.30***	5.209
Hypothesis 4	RQ → CE	.38***	6.610
Hypothesis 5	SAS → CE	.24***	2.998

*p < .05, **p < .01, ***p < .001.

<Table 5> Mediation Results

Links	
Total effect:	Special Indirect effect:
$\beta_{PE-SAS} = .12^{**}$	$\beta_{PE \rightarrow RQ \rightarrow SAS} = .12^{***}$
$\beta_{PPI-SAS} = .05^{***}$	$\beta_{PPI \rightarrow RQ \rightarrow SAS} = .05^{***}$
$\beta_{PE-CE} = .17^{***}$	$\beta_{PE \rightarrow RQ \rightarrow CE} = .15^{***}$
$\beta_{PPI-CE} = .07^*$	$\beta_{SG \rightarrow RQ \rightarrow CE} = .06^*$
$\beta_{RQ-CE} = .45^{***}$	$\beta_{RQ \rightarrow SAS \rightarrow CE} = .07^{**}$
$\beta_{PE-CE} = .12^*$	$\beta_{PE \rightarrow RQ \rightarrow SAS \rightarrow CE} = .03^*$
$\beta_{PPI-CE} = .07^*$	$\beta_{PPI \rightarrow RQ \rightarrow SAS \rightarrow CE} = .01$

*p < .05, **p < .01, ***p < .001.



<Figure 2> Results of Hypothesis Testing

6. Discussion and Conclusions

SNS, the important marketing channel, contributes to capturing consumer value. This study has managed to understand the formation of Chinese online consumer engagement in Korea. In order to clarify the formation, our work started with an online value exchange action (perceived enjoyment and perceived movie information) and built specific model to determine the relationship between multiplex usage satisfaction and online consumer engagement behavior. In the next phase, we explored the relationship among perceived enjoyment, perceived movie information, multiplex-audience relationship quality, multiplex usage satisfaction, and online consumer engagement. The valid data used in the exploration was collected from 186 Chinese resident in Korea who had experienced movie multiplex pages and shared movie information on SNS and Smart PLS 3.0 was the tool for data analysis. Drawing on the results, the factors perceived enjoyment and perceived movie information was found to positively influence multiplex-audience relationship quality. In addition, multiplex-audience relationship quality was verified to have positive effects on both multiplex usage satisfaction and online consumer engagement

behavior. The results regarding the mediation effect indicated that multiplex-audience relationship quality could have a full mediation effect on perceived enjoyment, multiplex usage satisfaction, and online consumer engagement. What follow are academic and managerial implications discussed separately.

6.1 Theoretical Implications

The first to be said is, our experiment has verified that both perceived enjoyment and perceived movie information value significantly influence multiplex-audience relationship quality. Based on the path coefficient, perceived enjoyment has a more significant effect on multiplex-audience relationship quality than perceived movie information does. In previous studies perceived enjoyment haven been shown to significantly influence consumer-firm relationship quality [Rouibah et al., 2016; Choi et al., 2018] and our result is consistent with them. Additionally, the fact that perceived movie information is a significant impact factor for multiplex-audience relationship quality [Kim and Park, 2019; Etemad-Sajadi and Ghachem, 2015] conforms with the result in current paper. On the other hand, our analysis has demonstrated that the

multiplex-audience relationship positively influences multiplex usage satisfaction and online consumer engagement. Similar to the prior studies [Liang et al., 2018], we have shown high multiplex-audience relationship quality can increase multiplex usage satisfaction and online consumer engagement. Third, a mediation effect of multiplex-audience relationship mediation effect has been found for perceived enjoyment, multiplex usage satisfaction, and online consumer engagement. All of our results are consistent with previous studies.

Following the results of this paper, theoretical implication can be explained as followed. First, more detailed model has been developed to understand the formation of online consumer engagement. Prior researches have mainly relied on general hedonic value and utilitarian value. However, both hedonic value and utilitarian value are multi-concept. Our model concentrated on the perceived enjoyment from hedonic value and perceived information value out of utilitarian value with experimental results showing perceived enjoyment as a more crucial factor in building relationship quality than the other. Moreover, online consumer engagement formation behavior starts from perceived enjoyment, through relationship quality and satisfaction. Thus a delicate model has been established for further study on it. Second, value-exchange model has been adapted into relationship quality exchange model for cultural and art product, in particular, the movie, whereas other mentioned studies addressed the retailing shopping sites or physical product. Our relationship quality model can inspire future research on cultural and art product. Besides, we have set up Chinese relationship marketing model where

the data were collected from Chinese foreigners in South Korea. Through analysis, we have found the importance of enjoyment value to the relationship with Chinese. This work has revealed the importance of perceived enjoyment and will motivate future research on relationship quality with respect to Chinese customers.

6.2 Managerial Implications

There are also practical suggestions for movie distributors to build relationships with Chinese consumers. That perceived enjoyment affects relationship quality than perceived utilitarian value does. Although utilitarian value of the information is vital, offering consumers an enjoyable experience seems more important based on the statistical analysis. Therefore, we argue that Chinese consumers think of SNS participation as a form of leisure activity. It is essential to supply them fun, enjoyment, and interesting content to upgrade their SNS experience. As a result, providing consumers with an enjoyable experience can fasten the consumer-distributor relationship, promote consumer satisfaction, and stimulate online consumer engagement behavior. What is more, the strategy guarantees more potential consumers the access to valuable information for making purchase decisions, thereby enhancing the company profit.

6.3 Limitations and Future Research

However, there are several limitations in our research, which are expected to be released in future study. First, we failed to collect more data for analysis since we focused on merely foreign residents who had experience with movie sites or pages in Korea and

who had shared information on their SNS accounts. Future study should collect more data to evaluate this model. This study disregarded the moderation effect between the model variables. Future study will focus on the moderation effect as different acculturation processes have unsimilar effects on the SNS usage behavior of the foreigners [Kim et al., 2011], and construct a more holistic model for the acculturation moderation effect. On the other hand, people from different countries may have different SNS usage behaviors [Jackson and Wang, 2013]. So, in the future country of origin must be considered. At the end, this study has not addressed consumer purchase behavior, it is suggested to make use of an outcome variable in the purchase decision.

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