Application of UTAUT in Analyzing Behavioral Intention to Continue Using the Online Movie Platforms

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Abstract

This study uses the Unified Theory of Acceptance and Use of Technology (UTAUT) model to explore the influence factors of behavioral intention to continue using the online movie platforms (OMP) with Structural Equation Modeling. In this study, the model was extended to predict customer use of OMP by adding the PV variable into the UTAUT model and the key relationship was established by taking HM as a mediator of all the variables to test the behavioral intention to continue using OMP. Therefore, this study extends the role of HM as a mediator of UTAUT, which incorporates constructs such as PE, EE, SI, FC, and PV, and it has an important influence on customers' BI to continue using online movie platforms. The results show that PE, SI, and FC (except EE and PV) significantly affect the customers' HM to continue using the OMP. Moreover, PE and HM (except EE, SI, FC and PV) significantly affect the customers' BI to continue using the OMP. In addition, HM has a significant mediating effect on PE, SI, and FC for customers' BI to continue using OMP, while the mediating effect of HM on EE and PV for customers' BI to continue using OMP is not significant. The results of this study are important for customers and for-profit organizations of OMP to understand the significant factors that influence the use of OMP, which can help them address new issues.

Key Words: UTAUT; Behavioral Intention; Online movie platform; Influence factors; Hedonic motivation

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1. Introduction

According to the 46th China Statistical Report on Internet Development released by the China Internet Network Information Center in 2020, online video users in China have reached 888 million, accounting for 94.5% of Internet users. The online movie, one of the online videos, is a new type of movie art style that exists in the form of digital files and is available for online users to watch through the internet as a distribution, playback and communication channel (Wang, 2009). The online movie platform (which is called OMP) is an online platform for customers to watch online movies. From January to October 2020, online movies which have obtained planning registration numbers have reached 3,722, and 634 online movies have obtained online broadcast registration numbers (Qu, 2020). As of early December 2020, the three major online movie platforms of iQiyi, Tencent Video, and Youku have launched nearly 700 new movies and witnessed the release of 71 movies with a box office of nearly 1.2 billion, and each of these movies has a box office of over 10 million. The online movie platform has changed the development model of the film industry. Even some theatrical movies choose to be played on online movie platforms during the epidemic period, such as Lost in Russia. Wang and Li (2018) analyzed the operation modes of the three online movie platforms: the systematization of cooperation and sharing for IQiyi, the mode of manual grading, multiple accounting for Tencent Video, and Youku with the market as leverage and user experience the basis.

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Some studies focus on the future of online movies. There are two paths of integration and independence between online movies and theater-line movies. The integration mechanism includes an effective circulation mechanism and the physical integration of network theaters, as well as the trend towards market independence (Wu, 2019). Research on online movie platforms focuses on comparisons in the film industry. Kim (2017) studied the key factors on movie success in the Korean VOD market and showed that box office performance significantly affects VOD performance. In the research on the future online movie platform by Ormanlı O (2019), Netflix, founded in 1997, is an online movie giant with 130 million users in about 200 nations. Providing a personalized display according to personal preferences, Netflix can play its original films to users. With the popularity of online film platforms, Xing (2016) has conducted a study of about 2,000 cinemas in the Chinese film industry. The findings showed that self-established platforms significantly affect vertical integration and have a performance that can substitute for movie theaters. Research on Chinese online movie platforms has been focused on the film industry. Gilardi et al. (2020) gave an overview of online video platforms to sustain authors of the microfilm and promote the Chinese microfilm (online short movies) industry. Rong et al. (2019) studied the key factors of user stickiness in the online video industry using the platform theory. The results showed that appropriability resources are important for user stickiness, and the user stickiness is less affected by price. Though the quantitative research on OMP is not abundant in existing studies, some studies focus on the online video platform to watch the movies. Cha (2013) investigated the features of online video platforms and the determinants of user intention to watch videos on the Internet or TV using the theory of TPB and TAM. The results showed that online video platforms are different from TV in meeting user needs. With the movie-watching experience on YouTube, Bin et al. (2017) studied the mediating role of satisfaction between society and technology, as well as the intention to continue using YouTube. The results of SEM showed that satisfaction is the mediator of both expectations, which also leads to the intention to continue watching movies on YouTube. Moreover, Bolong et al. (2020) revealed that the gratification about movie watching experience has a significant impact on the intention to watch movies on YouTube.

According to the research by Venkatesh et al. (2003), the Unified Theory of Acceptance and Use of Technology (UTAUT) comes from eight well-known theories and models and can theoretically explain technology acceptance and use from the perspective of users, but the interpretation ability of the UTAUT is better than eight well-known theories and models. Using the UTAUT, many scholars succeed in assessing the adoption of information technology and business systems in different fields. UTAUT remains a leader in the field of information technology and cultural communication. Scholars have studied information technology (Holzmann et al., 2020), education (Kurt & Tingöy, 2017), economy (Pratama and Jin, 2019), and other fields through empirical research. For example, Pratama and Jin (2019) used the UTAUT model to analyze the user intention in other countries to use Chinese online payment platforms.

The literature review shows that there are few studies on integrating online movie platforms and UTAUT. Customer opinions about behavioral intention related to the use of OMP are largely ignored, and the HM factor as a mediator that affects the continued use of OMP has not yet been explored. Currently, few studies have focused on the factors influencing the use of online movie platforms or behavioral intention. Studies predicting people's intentions toward online movie platforms are extremely rare. This study takes the hedonic motivation (HM) as a mediator among performance expectation (PE), effort expectation (EE), social influence (SI), facilitating condition (FC), price value (PV), and behavioral intention (BI). In order to explore the customers' BI to continue using the OMP, the various factors which encourage personal behavior and HM to use online movie platforms are estimated in the research. Thus, this study explores the various factors that contribute to the continued use of OMP among customers, assesses the mediator role of HM from customers, and establishes a theoretical framework for UTAUT that provides a new contribution to the existing studies. In our study, individuals are strongly encouraged to continue using online movie platforms to watch movies. In addition, our research also provides important implications for the production of online movies for online movie industry.

There are three contributions in this research. The first contribution is to fill the research gap in this field by developing a relatively new research framework that combines the UTAUT model with OMP and to predict customers' BI to continue using the OMP. The second contribution is that this study

adopts empirical research on the use intention of online movie platforms from the perspective of the audience, opening up a new method for studying the impact of online movie platforms. Based on the mediation of HM and all UTAUT constructs (PE, EE, SI, FC, and PV), the third contribution is to expand the UTAUT model that has an impact on BI, study the key elements that lead to the reuse of the OMP by HM, and lead customers to continue using online movie platforms. This study aims to assess the key influence factors for customers to develop loyalty to continue using the online movie platforms. No research has been conducted in this field on integrating online movie platforms and UTAUT.

2. Theoretical Framework and Hypotheses

In this study, the model was extended to predict customer use of OMP by adding the PV variable into the UTAUT model and taking HM as a mediator. Our research proposed a conceptual framework based on the UTAUT model. The key relationship was established by taking HM as a mediator of all the variables to test the behavioral intention to continue using OMP. In addition, the UTAUT model was developed to assess the adoption of information technology, and this study pioneered the use of the UTAUT model to predict the application of the OMP in China. As far as the author knows, this study is an early attempt to use a mediator throughout the model and has made a significant contribution to the OMP field. It is expected that our research can greatly assist practitioners in assessing the hedonic motivation factors that constitute customer intention to continue using the OMP. The extensive use of the UTAUT model and different evaluation results prompted the author to test the mediating role of all the main factors of the model. The conceptual framework of the research is shown in Figure 1.

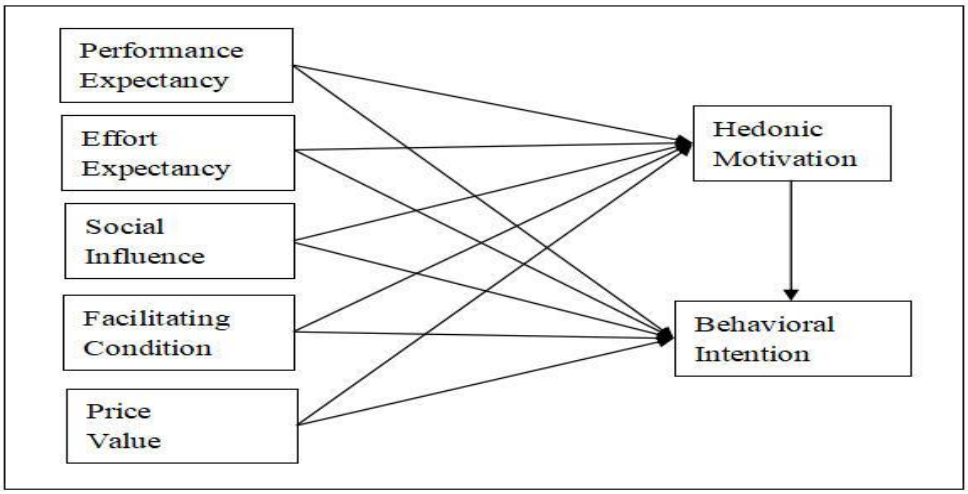

Figure 1 Conceptual framework

2.1 Behavioral Intention (BI)

Behavioral intention (BI) means the extent to which a customer intends to use a technology or device (Venkatesh et al., 2003). In this study, BI means the behavioral intention to continue using online movie platforms. Scholars have verified that the UTAUT model is applicable to various fields (Venkatesh et al., 2012), and this model is also suitable for the information technologies and communication field. This research takes the HM as a mediator to study the factors influencing customers' behavioral intention to continue using online movie platforms.

2.2 Hedonic Motivation (HM)

Hedonic motivation (HM) is the extent to which consumers think it is interesting to use a particular technology (Venkatesh et al., 2012). Basically, HM presents all internal utilities, such as playfulness, joy, fun, entertainment, and pleasure, as well as external utilities, such as usefulness and efficiency (Venkatesh et al., 2012). In this study, HM means the extent to which consumers think using online movie platforms is interesting. HM has a positive effect on consumer adoption of cashless payments (Rahman et al., 2021) and BI for mobile learning in Iraq and Saudi Arabia (Al-Azawei & Alowayr, 2020). In Yakup's (2018) research, HM significantly can affect the consumer intention to install mobile applications. Furthermore, HM has a positive effect on the adoption of e-banking and has a significant mediating role between perceived usefulness,

perceived security, and the adoption of e-banking (Salimon, 2017). Siyal et al. (2020) showed that HM positively impacts customer intention to continue using mobile taxi booking apps. In addition, other studies have shown that HM significantly impacts the intention (Baabdullah, 2018; Cabrera-Sanchez et al., 2021; Dajani et al., 2019; Kim & Hall, 2018; Merhi et al., 2019; Ramírez-Correa et al., 2019). Thus, in this study, it is assumed that HM for the use of OMP has a significantly positive correlation with BI, and hypothesis 1 is as follows:

H1. HM has a positive effect on the BI to continue using OMP.

2.3 Performance Expectation (PE)

Performance expectation (PE) means the extent to which consumers perceive benefits when using technologies (Venkatesh et al., 2012). In this study, PE refers to the benefits that consumers perceive when using online movie platforms. In the context of 5G network technology and 4K high-definition video production, effectiveness can be regarded as the extent to which online movie platforms meet user viewing needs. Therefore, PE means the degree to which people believe that the OMP will promote the user's experience to watch the movies. Research by Gursoy et al. (2019) showed that HM has a positive relation to PE on the acceptance of AI devices. According to the research by Arfi et al. (2021), PE has a positive effect on user intention to use healthcare. Furthermore, PE positively affects HM and BI for mobile learning in Iraq (Al-Azawei & Alowayr, 2020). Siyal et al. (2020) showed that PE has a positive impact on the customers' HM to continue using mobile taxi booking apps, and HM positively mediates the relationship between PE and BI to continue using these apps. In addition, other studies have shown that PE has a significant impact on user intention (Yakup, 2018; Holzmann, 2020; Kurt & Tingöy, 2017; Liang et al., 2020). Thus, in this study, it is assumed that PE significantly affects the use of OMP between HM and BI, and assumptions are proposed as follows:

H2. PE has a positive effect on HM to continue using OMP.

H3. PE has a positive effect on BI to continue using OMP.

H4. HM actively mediates the relationship between PE and BI to continue using OMP.

2.4 Effort Expectation (EE)

Effort expectation (EE) is the degree of difficulty related to using technologies (Venkatesh et al., 2003). Customers are willing to use a new system that requires no effort or minimum effort (Siyal et al., 2019b). In this study, EE means the extent of difficulty when consumers use online movie platforms. Research by Arfi (2021) showed that EE has a significant effect on user intention to use healthcare. Moreover, EE positively affects HM for mobile learning in Saudi Arabia (Al-Azawei & Alowayr, 2020). Siyal et al. (2020) showed that EE has a significant impact on the HM of customers to continue using mobile taxi booking apps, and HM positively mediates the relationship between EE and BI to use these apps. In addition, other studies showed that EE has a significant impact on user intention (Alabboodi & Shaban, 2019; Kurt & Tingöy, 2017; Pratama & Jin, 2019). Therefore, in this study, hypotheses are put forward as the followings:

H5. EE has a positive effect on HM to continue using OMP.

H6. EE has a positive effect on BI to continue using OMP.

H7. HM actively mediates the relationship between the EE and BI to continue using OMP.

2.5 Social Influence (SI)

Social influence (SI) refers to the influence of significant others on an individual in using technologies or systems (Venkatesh et al., 2003; 2012). Since the friends of the customer are using the OMP services, many users who are affected by them will choose to watch movies using OMP. The OMP supplies new movies, and customers are influenced by their friends' viewing to watch movies. In this study, HM was used as a mediator between the SI and BI to explore the users' BI to continue using the OMP. Yakup (2018) suggested that SI significantly affects the consumer intention to install mobile applications. Research showed that SI has a stronger effect on behavioral intention to use the virtual learning environment (VLE), indicating that friends and teachers who like to use the VLE significantly impact students' intention (Kurt & Tingöy, 2017). SI has a positive effect on HM and BI for the public acceptance of conditionally automated vehicles (Nordhoff et al., 2020). Siyal et al. (2020) showed that PE has a positive impact on customers to continue using mobile taxi booking apps. In addition, other studies showed that SI significantly impacts user intention (Alabboodi & Shaban, 2020; Vinnikova et al., 2020). Hence, in this study, hypotheses are put forward as the followings:

H8. SI has a positive effect on HM to continue using

OMP.
H9. SI has a positive effect on BI to continue using OMP.
H10. HM actively mediates the relationship between the SI and BI to continue using OMP.

2.6 Facilitating Condition (FC)

Facilitating condition (FC) is consumers' perceptions of resources and support available to perform a behavior (Venkatesh et al., 2003; 2012). FC solves technical problems by providing necessary infrastructures and timely support, motivating people to use the technology. In this study, FC means the available resources and support which encourage consumers to use online movie platforms. FC positively affects users' HM on public acceptance of conditionally automated vehicles (Nordhoff et al., 2020). Siyal et al. (2020) suggested that FC positively impacts the customers' HM to continue using mobile taxi booking apps and HM positively mediates the relationship between FC and BI to use these apps. In addition, other studies showed that SI has a significant impact on intention (Alabboodi & Shaban, 2020; Arfi, 2021; Holzmann, 2020; Pratama & Jin, 2019). However, this research takes FC as an incentive factor for using OMP to watch online movies. Functions and facilities available on TV or mobile phones enable individuals to use OMP services regardless of time and space restrictions. Thus, in this study, hypotheses are put forward as the followings:
H11. FC has a positive effect on HM to continue using OMP.
H12. FC has a positive effect on BI to continue using OMP.
H13. HM actively mediates the relationship between the FC and BI to continue using OMP.

2.7 Price Value (PV)

Price value (PV) is the cognitive tradeoff between consumers' perceived benefits of technologies and the monetary cost for using them (Venkatesh et al., 2012). In this study, PV means the cognitive tradeoff when consumers using online movie platforms. Studies have shown that PV positively affects consumer intention to use mobile banking (Merhi et al., 2019), and learning value significantly impacts the intention of animation usage (Dajani et al., 2019). Moreover, PV has a positive effect on HM and BI for mobile learning in Iraq (Al-Azawei & Alowayr, 2020). Additionally, other studies showed that PV could significantly impact consumer intention (Baabdullah, 2018; Cabrera-Sanchez et al., 2021). Potential customers do not understand what they can get from OMP and are reluctant to pay to watch movies. Therefore, hypotheses in this research are as follows:
H14. PV has a positive effect on HM to continue using OMP.
H15. PV has a positive effect on HM to continue using OMP.
H16. HM actively mediates the relationship between PV and the intention to continue using OMP.

3. Methodology

3.1 Research Setting

With the development of internet technology, various online platforms provide a wealth of movie resources, solving the difficulty of customers watching movies anytime, anywhere. Personalized high-end services and timely recommendation services can provide users a good experience and maintain their interest in using the online movie platform. As the online movie platform provides abundant movie resources and 24/7 service, the problem that customers cannot find resources or watch movies at a fixed time has been solved. Especially during the COVID-19 epidemic, many people were quarantined at home or hotels, and movie theaters were forced to close, causing many people to choose to watch movies on online movie platforms. In general, watching movies on online platforms can save time, energy, and money, and customers can watch their favorite movies anytime, anywhere, which is good for customers and service providers. This study aims to assess the factors influencing customers' BI to continue using online movie platforms.

3.2 Survey Sample

Online movies contain some movies that are broadcast exclusively for online movie platforms, movies that have ended in theaters, some theatrical movies which chose to play on online movie platforms and the old movies. Online movie platforms include various online movie platforms such as Tencent, Iqiyi, Youku in different terminals such as computers, TVs, smartphones. With the popularization of internet technology, most people can watch online movies through various online movie platforms. Our target group is the audiences who have watched movies on online movie platforms and were asked if they would like to help researchers fill out questionnaires about the

experience of using the OMP to watch movies.

3.3 Measure Scale

This research scale, based on the research results of Venkatesh et al. (2003; 2012), consists of three parts and is revised to suit the content of this study. The first part mainly describes the aim of this study to make customers have a clear understanding of the survey and improve the accuracy and validity of the questionnaire. The second part is some demographic information, including the gender, age, and location of the participants and the usage of online movie platforms. The third part is the design questions which mainly focus on the seven variables of the structure model about online movie platforms. There are three questions for each variable except the first one, and a total of 22 questions are designed. Please refer to the Appendix for specific information. In this study, the five-level Likert scale was used to measure the subjects, and customers were required to show their attitudes from "strongly disagree" for 1 point to "strongly agree" for 5 points. Fifty samples were selected for pre-testing, and a formal investigation was carried out after obtaining satisfactory results from the pre-testing.

3.4 Data Collection

The purpose of this study is to explore the factors influencing customers' BI to continue using online movie platforms. Online questionnaires were designed through the web of Wenjuanxing, and random surveys of Chinese customers' use of online movie platforms were conducted through social networks such as QQ, WeChat, and email. A total of 160 questionnaires were collected, and the results of the sample were obtained, as shown in Figure 2. In this study, the conceptual framework was examined by survey methodology. The SmartPLS was used to analyze the data because the software was suitable for the small samples, confirmatory research and theory development (Hair et al., 2012).

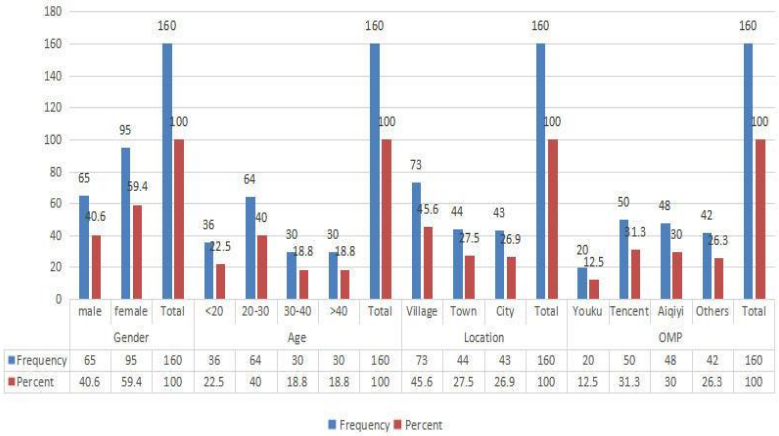

Figure 2 The demographic characteristics of the sample

4. Results

The results analysis was performed in two steps, including the evaluation of the measurement model and the evaluation of the structural model (Hair et al., 2017). First, the measurement model was evaluated by the main statistics such as the factor loading, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), variance inflation factor (VIF), and discriminant validity. Second, the structural model was evaluated to estimate the path coefficient and test the research hypotheses in the structural model (Hassan et al., 2013; Henseler et al., 2009).

4.1 Evaluation of Measurement Model

According to the study of Hair et al. (2017), the inter-item reliability was analyzed by factor loadings with a cut-off point of factor loadings above 0.7. The factor loading values in Table 1 range from 0.722 to 0.914, indicating that the inter-item reliability is good. Figure 3 shows the results of the measurement model evaluation. The reliability and validity were estimated by measuring Cronbach's alpha, with a cut-off point of Cronbach's alpha above 0.7 (Jeon et al., 2019). The results in table 1 show that the value of Cronbach's alpha was higher than 0.7. The reliability of internal consistency was evaluated by the CR. According to the study of Hair et al. (2017), the cut-off point of the CR is 0.8. The values of the CR

in Table 1 range from 0.867 to 0.927, indicating that the reliability of internal consistency is good. The reliability of the internal consistency was reported by both Cronbach's alpha and CR, and the results in Table 1 were satisfactory. The convergence validity was analyzed by AVE in this study. According to the study of Jeon et al. (2019), the threshold for AVE is more than 0.5. The values of the convergence validity range from 0.686 to 0.81, indicating that the convergence validity is highly acceptable.

Table 1: Main statistics

Factor	Item	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability(CR)	Cronbach's Alpha
BI	BI1	0.909	0.81	0.927	0.883
	BI2	0.91			
	BI3	0.879			
EE	EE1	0.794	0.697	0.873	0.787
	EE2	0.812			
	EE3	0.895			
FC	FC1	0.845	0.735	0.893	0.822
	FC2	0.834			
	FC3	0.893			
HM	HM1	0.88	0.764	0.907	0.845
	HM2	0.914			
	HM3	0.827			
PE	PE1	0.722	0.702	0.904	0.856
	PE2	0.892			
	PE3	0.886			
	PE4	0.841			
PV	PV1	0.883	0.686	0.867	0.792
	PV2	0.797			
	PV3	0.802			
SI	SI1	0.889	0.78	0.914	0.86
	SI2	0.85			
	SI3	0.91			

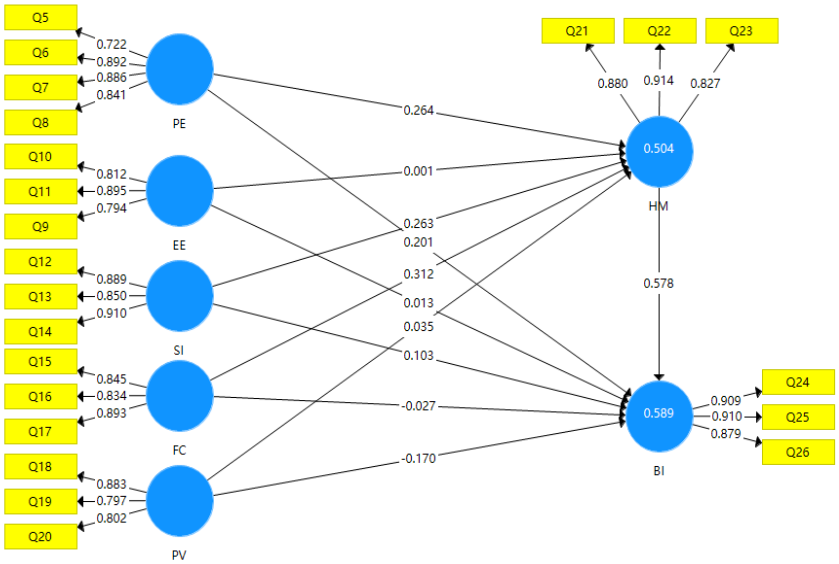

Figure 3: Measurement model evaluation results

The multicollinearity was evaluated by examining the variance inflation factor (VIF). Kline and Little (2011) recommended that a variable was redundant if VIF exceeded 10.0. The VIF values in Table 2 are below the recommended threshold, indicating that multicollinearity is not an issue of this study. To avoid Common Method Variance (CMV), all VIF values should be below the recommended threshold of 3.3 (Kock, 2015). Therefore, CMV is not an issue because the values of VIF in this study are below 3.3, as shown in Table 2.

Table 2: VIF Values

Outer VIF	PE	EE	SI	FC	PV	HM	BI
	1.469	2.3	2.126	1.839	1.435	2.252	2.475
	2.885	1.383	2.05	1.815	1.918	2.621	2.773
	2.796	2.72	2.519	1.885	2.112	1.743	2.308
	2.003						
Inner VIF (HM)	1.664	1.973	1.863	2.056	1.071		
Inner VIF (BI)	1.805	1.955	2.002	2.252	1.074	2.018	

Discriminant validity is the degree to which each construct differs from other constructs (Chin, 2010). According to Fornell and Larcker (1981), discriminant validity was determined by the square root value of AVE of each construct, which should be higher than the highest correlation of the construct with any other constructs in the model. The values in Table 3 are suitable, and the results are established for the discriminant validity of the measurement model. Furthermore, Fornell and Larcker (1981) proposed two other methods was measured to determine the discriminant validity. One is the cross-loading criterion, in which the discriminant validity is established if the items have higher loading on their respective variables than on all other variables (Chin, 1998). The other one is the heterotrait–monotrait ratio of correlations (HTMT). The discriminant validity is not a problem when the HTMT value is below the threshold of 0.85 (HTMT.85) (Henseler et al., 2015). The results of both the cross-loading criterion and the HTMT ratio of correlation indicate the discriminant validity has no problems, as shown in Table 3 and Table 4.

Table 3: Discriminant validity of constructs （Fornell & Larcker, HTMT）

Discriminant validity （Fornell & Larcker）							
Items	BI	EE	FC	HM	PE	PV	SI
BI	0.9						
EE	0.423	0.835					
FC	0.473	0.615	0.858				
HM	0.719	0.489	0.618	0.874			
PE	0.576	0.499	0.565	0.579	0.838		
PV	-0.066	0.117	0.226	0.151	0.034	0.828	
SI	0.515	0.611	0.567	0.583	0.522	0.139	0.883
Discriminant validity （HTMT）							
	BI	EE	FC	HM	PE	PV	SI
BI							
EE	0.486						
FC	0.538	0.778					
HM	0.827	0.579	0.729				
PE	0.658	0.602	0.672	0.68			
PV	0.103	0.159	0.237	0.154	0.136		
SI	0.581	0.717	0.675	0.679	0.605	0.181	

Table 4: Discriminant validity（Cross loading）

Item	BI	EE	FC	HM	PE	PV	SI
PE1	0.394	0.45	0.432	0.437	0.722	0.057	0.321
PE2	0.485	0.424	0.487	0.494	0.892	0.01	0.452
PE3	0.52	0.388	0.462	0.514	0.886	-0.014	0.422
PE4	0.519	0.423	0.513	0.493	0.841	0.068	0.541
EE1	0.258	0.794	0.507	0.29	0.357	0.037	0.404
EE2	0.384	0.812	0.483	0.497	0.465	0.064	0.629
EE3	0.388	0.895	0.557	0.393	0.407	0.179	0.452
SI1	0.513	0.602	0.528	0.53	0.498	0.12	0.889
SI2	0.341	0.525	0.503	0.473	0.449	0.192	0.85
SI3	0.489	0.491	0.476	0.536	0.438	0.071	0.91
FC1	0.347	0.475	0.845	0.492	0.521	0.127	0.522
FC2	0.34	0.656	0.834	0.456	0.415	0.189	0.437
FC3	0.501	0.481	0.893	0.617	0.512	0.249	0.5
PV1	-0.025	0.122	0.302	0.187	0.084	0.883	0.101
PV2	-0.055	0.088	0.081	0.098	0.05	0.797	0.139
PV3	-0.132	0.056	0.081	0.023	-0.137	0.802	0.121
HM1	0.588	0.439	0.558	0.88	0.523	0.102	0.601
HM2	0.69	0.394	0.558	0.914	0.546	0.108	0.502
HM3	0.606	0.456	0.504	0.827	0.445	0.192	0.421
BI1	0.909	0.462	0.484	0.712	0.553	-0.101	0.495
BI2	0.91	0.305	0.363	0.637	0.507	-0.04	0.388
BI3	0.879	0.364	0.422	0.581	0.488	-0.03	0.505

4.2 Evaluation of Structural Model Path Coefficients

First, the significance of the path coefficients and the hypotheses in the structural model were evaluated through the bootstrapping process (Hair et al., 2011). The results in Table 5 show that the hypotheses H1, H2, H3, H4, H8, H10, H11, H13 were supported, while the other hypotheses were not supported. The results in Figure 4 are the path coefficients of the structural model.

Table 5: Path coefficients and significance

Hypo	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
H1	HM -> BI	0.578	0.568	0.085	6.817	0	Support
H2	PE -> HM	0.264	0.254	0.106	2.482	0.013	Support
H3	PE -> BI	0.354	0.336	0.116	3.042	0.002	Support
H4	PE -> HM -> BI	0.153	0.145	0.066	2.308	0.021	Partial Mediation
H5	EE -> HM	0.001	0.003	0.098	0.009	0.993	No
H6	EE -> BI	0.014	0.034	0.111	0.124	0.902	No
H7	EE -> HM -> BI	0.001	0.004	0.056	0.009	0.993	No
H8	SI -> HM	0.263	0.262	0.11	2.381	0.017	Support
H9	SI -> BI	0.255	0.262	0.134	1.911	0.056	No
H10	SI -> HM -> BI	0.152	0.148	0.065	2.333	0.02	Full Mediation
H11	FC -> HM	0.312	0.314	0.116	2.687	0.007	Support
H12	FC -> BI	0.153	0.142	0.117	1.307	0.191	No

H13	FC -> HM -> BI	0.18	0.178	0.07	2.559	0.011	Full Mediation
H14	PV -> HM	0.035	0.032	0.096	0.361	0.718	No
H15	PV -> BI	-0.15	-0.139	0.107	1.406	0.16	No
H16	PV -> HM -> BI	0.02	0.02	0.054	0.373	0.709	No

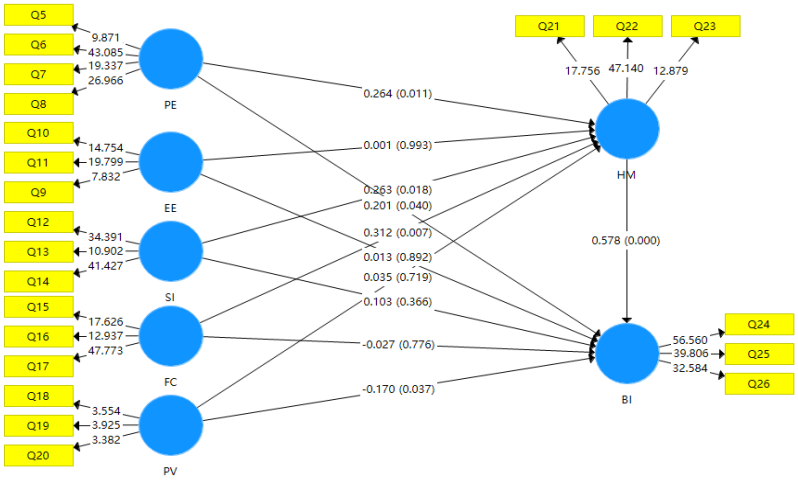

Figure 4 Structural model evaluation results

Second, the predictive power of the structural model was measured by the R2 values of the PLS algorithm. Chin's (2010) study showed that the R2 values were 0.67, 0.33, and 0.19, corresponding to the substantive, medium, and weak predictive powers of the model. As shown in Table 6, the R2 values of HM, BI are more than 0.33, indicating that the predictive power of the model is medium.

Finally, the relevance of endogenous variables was estimated by the Q2 values, which were measured by the blindfolding procedure (Fornell & Cha, 1994). According to Chin (1998), the model has a predictive relevance of the endogenous construct if the Q2 values are higher than 0. Based on this result, the Q2 values in Table 6 show that the structural model has the predictive relevance of the endogenous construct.

Table 6 Values of R2 and Q2

Items	R2	Q2
BI	0.589	0.447
HM	0.504	0.362

5. Discussions

Since online movie platforms are relatively new intelligent systems and network technologies, few studies have explored the use of the OMP, few scholars have studied the factors influencing customers' BI to continue using online movie platforms. Therefore, this study extends the role of HM as a mediator of UTAUT, which incorporates constructs such as PE, EE, SI, FC, and PV, and it has an important influence on customers' BI to continue using online movie platforms. This result confirmed that the framework in this study is acceptable and made important contributions to existing studies. These hypotheses H1, H2, H3, H4, H8, H10, H11, H13 were supported by the results of this study, while the other hypotheses were not supported.

It is estimated in H1 that HM has a significant influence on the BI to continue using OMP. The result shows that HM has a positive influence on customers' BI to continue using OMP, and watching movies on OMP is interesting for customers. H1 illustrates that the results of the UTAUT2 model (Venkatesh et al., 2012) are confirmed. When customers enjoy the activity or find it very interesting or fun, they will continue to use the online movie platform to watch movies, which also reflects that the HM contributes significantly to customer's intention to continue using the online movie platform. The result is consistent with Yakup (2018) and Siyal et al. (2020). Watching movies is an enjoyable activity itself and an interesting watching experience has a positive influence on customers to continue using the online movie platform.

H2 greatly supports that PE significantly influences the HM to encourage users to continue using the online movie platform, and H4 confirmed the mediating effect of HM on PE, which significantly influences the BI to continue using the OMP. These

are consistent with the results of Siyal et al. (2020). H2 shows that an interesting viewing experience can be significantly improved through the practicality of the service on the online movie platform, thereby attracting customers' attention and maintaining their HM to continue using the online movie platform. Similarly, many other studies support the result that PE stimulates the influence of HM on the use of OMP (Al-Azawei & Alowayr, 2020). This result of H4 reflects when the customers find that online movie platforms are more useful and effective, especially when they can benefit from the movies, they will enjoy watching movies on the online movie platform, and continue using the online movie platform for the hedonic motivation. H3 greatly supports that PE significantly influences the BI to encourage users to continue using the online movie platforms and it illustrates that the results of the UTAUT2 model (Venkatesh et al., 2003) are confirmed. When customers find that they can watch movies on online movie platforms with high quality, enjoy the entertainment process, or learn new knowledge and gain new skills, they will continue using online movie platforms.

H5, H6 are rejected, which means that EE does not significantly influence the HM and BI, and H7 are rejected means that the results do not support the HM-mediated effect between EE and BI to continue using OMP. They contradicts the results of the UTAUT model (Venkatesh et al., 2003) or (Siyal et al., 2020). The reasons are users can easily access movie resources with the fast development of the online movie platforms and most users have smartphones, computers, TVs, or other devices that they can easily watch movies on OMP. Furthermore, the network convergence in China has reached a mature stage, allowing users to easily watch movies on the online movie platform by using different devices.

H8 supports that SI significantly influences the HM to continue using the online movie platform, which is consistent with the results of Siyal et al. (2020). While H9 does not support that SI significantly influences the BI to continue using the online movie platform, and it contradicts the results of the UTAUT model (Venkatesh et al., 2003). Other people, such as family, coworkers, and friends, promote the acceptance and use of online movie platforms by customers, making them have a lot of fun with each other. It is fun for users to watch movies with family and friends on OMP, especially during the pandemic. H10 significantly supports the HM-mediated influence between SI and BI to continue using OMP and it contradicts the results of Siyal et al. (2020). This study illustrates that when people around are using online movie platforms, a process of information transmission occurs between people, prompting them to use online movie platforms to achieve knowledge sharing and information exchange. Furthermore, this study also suggests that when users find that people around them are using online movie platforms, they are more interested in them and continue to use them for their movie-watching needs. For example, family and friends can influence the customer's hedonic motivation and share happy and enjoyable moments with each other during the movie-watching process.

H11 supports that FC significantly influences the HM to continue using OMP, which is consistent with the findings of Siyal et al. (2020). Moreover, FC has a significant influence on HM to use the new technologies. This study further reveals that advanced technical services and intelligent pushing can increase customers' motivations and maintain their loyalty to use online movie platforms. When the rich resources and intelligent services provided are compatible with other platforms used by customers, FC may have a greater influence on HM to continue using OMP. The availability of network technology and intelligent systems allow users to easily access the online movie platforms, and they are more reliable to watch movies in the OMP. While H12 does not support that FC significantly influences the BI to continue using the online movie platform, and it contradicts the results of the UTAUT model (Venkatesh et al., 2003). Although online movie platforms have developed rapidly and have their own characteristics, the overall functions are similar, so that FC has little effect on users' intentions. When the platform that customers are already using is similar or technologically compatible, FC can be not a great stimulus for them to use to watch the movies. However, it is estimated in H13 that with the continuous use of OMP, the HM between FC and BI has a full mediating effect, which is consistent with the conclusion of Siyal et al. (2020). This study conceptually illustrates the availability of network technologies and intelligent systems to keep in touch with the use of online movie platforms. With frequent changes in network technology and rapid updates of movie resources, OMP can significantly enhance the hedonic motivation of customers to continue using the platform. When the online movie platform is convenient to use, customers will have a pleasant experience in watching movies and continue using OMP.

H5, H6 are rejected means that PV does not have significantly effect on the HM and BI, and H7 are rejected means, which means the results do not support the HM-mediated effect between PV and BI to continue using OMP. The reason for this result is that several online platform giants in China are in a frenzy to invest money and attract customers to their platforms. Sometimes they provide free movies for users to watch, ignoring the profitability of some movies and causing users to misunderstand the perceived value. The platform needs to be profitable, but Chinese users have no concept of paying to watch movies, making PV has little influence on behavioral intention. Thus, the government and policymakers should strengthen the copyright awareness and the users' awareness of paying to ensure the development of online movies platforms in China.

6. Conclusion, Practical Implication and Suggestions

6.1 Conclusions

Factors of the behavioral intention to continue using OMP have been explored in this study with the UTAUT model and HM factors. The results show that PE, SI, and FC significantly affect the customers' HM to continue using the OMP, while EE and PV have no significant impact on the customers' HM to continue using the OMP. Moreover, PE and HM significantly affect the customers' BI to continue using the OMP, while EE, SI, FC and PV have no significant impact on the customers' BI to continue using the OMP. In addition, HM has a significant mediating effect on PE, SI, and FC for customers' BI to continue using OMP, while the mediating effect of HM on EE and PV for customers' BI to continue using OMP is not significant. The results of this study are important for customers and for-profit organizations of OMP to understand the significant factors that influence the use of OMP, which can help them address new issues.

6.2 Practical Implications

The development of network technology has changed the way people watch movies in recent years, and this study provide some important practical implications for the customers, online movie platforms, for-profit organizations, and policymakers related to OMP.

As the OMP becomes more efficient and has higher performance, customers become increasingly motivated to continue using OMP. Therefore, to encourage consumers to continue watching movies, OMP should focus on the HM and other features that enhance the value of the viewing experience (e.g., viewing history, payment status). Specifically, the online movie platform should find how customers watch movies (e.g., collect the data to analyze customer's characteristics), and include what they like in OMP applications to ensure compatibility, practicality, and efficiency. By providing intelligent recommendations, and abundant high-quality resources, a better reputation can be developed, ensuring that customers have a high hedonic motivation to continue using OMP. Moreover, customers want to watch high-quality movies at high internet speeds at home or anywhere, and their experience can be enhanced by improving technical conditions. The high-quality, customized, and user-friendly interface facilitates customers to use OMP and keep their interest while watching movies. In conclusion, intelligent recommendations, rich resources, and all-day availability make OMP a popular form of entertainment for users. Besides, OMP can help profit organizations optimize systems and record customer preferences to improve services and business value.

For-profit organizations should maintain their advantages by improving application features to retain existing customers and provide more interesting features to enhance the enjoyment of users and maintain their loyalty to OMP. When the customers feel the enjoyment and pleasure of watching movies, they will continue using OMP. For-profit organizations can also attract new customers to join the platform through some promotional activities, thus attracting customers' friends, colleagues, and family members to join as well. For example, they can launch a promotion to provide discounts for existing users to motivate them to continue using the platform. These methods allow the existing users to continue using OMP and attract new users to use the platform. Moreover, for-profit organizations should utilize other media tools to improve such activities, and it may increase the hedonic value of users (Siyal et al., 2019a; 2019b). In addition, although the use of smartphones and computers are very common today, for-profit organizations should make the system as easy as possible to ensure that customers' FC to continue using the platform.

This study can contribute to the optimization of Chinese online movie platforms and the development of the platform economy. Since China is the second-largest economy in the world, its

development of online movies occupies an important position in economic development. Chinese policy-makers should formulate some rules for Chinese online movie platforms to guide users to form the right values for the platforms. Particularly, governments at all levels should designate detailed rules and regulations to guide the healthy development of online movie platforms.

6.3 Suggestions

Different online movie platforms provide rich movie resources and intelligent push to attract more customers and meet their needs. At the same time, online movie platforms enhance the viewing experience through technological innovation and the provision of different service modes. First of all, the for-profit organizations should produce high-quality movies and take advantage of the better communication characteristics of the online movie platform to satisfy the customers' viewing experience and improve their artistic appreciation. It plays a key role in understanding the factors influencing the maintenance of the hedonic motivation and behavioral intention for customers. Secondly, the intelligent push services of many online movie platforms can recommend favorite movies according to the types of movies customers watch, making the interaction process more user-friendly and in line with the movie-watching habits of different customers. For instance, with intelligent pushing based on customers' movie watching preferences, customers can pay more attention to the pushed movies and continue to use OMP. Thirdly, technologies such as Internet TV, smartphones, computer technology, and 5G network technology have redefined the online movie industry, providing customers with much convenience for watching movies and eliminating some difficult, unpleasant experiences. For example, the time of customers mismatches with the fixed time of movie theater. Moreover, there are even no movie theaters in some areas, such as the countryside, and the movie theaters have prescribed systems and requirements for services, which may bring many unpleasant experiences for audiences in watching movies. Therefore, OMP should use new technologies to improve the performance all the time while customers are using the online movie platform.

7. Research Limitations and Future Works

The factors of customers' BI to continue using the online movie platforms are explored in this study. The main research limitations are as follows. First, the survey samples are small, resulting in a lack of representativeness of customers' opinions. Second, the research methodology needs to be in-depth, and the interpretation of the data needs to be verified from multiple perspectives. In future studies, big data or neural networks will be used to analyze the influencing factors of customers' intention to continue using the online movie platforms from a large sample.

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Appendix: Study survey items scales

Items	Scales	Citation
PE	(1) I find OMP useful in my daily life.	Venkatesh et al., 2003, Siyal et al. 2020
	(2) Using OMP increases my chances of achieving tasks that are important to me.	
	(3) Using OMP helps me to accomplish tasks more quickly.	
	(4) Using OMP increases my productivity.	
EE	(1) Learning how to use OMP is easy for me.	Venkatesh et al., 2003, Siyal et al. 2020
	(2) My interaction with OMP is clear and understandable.	
	(3) It is easy for me to become skillful at using OMP.	
SI	(1) People who are important to me think that I should use OMP.	Venkatesh et al., 2003, Siyal et al. 2020
	(2) People who influence my behavior think that I should use OMP.	
	(3) People whose opinions that I value prefer that I use OMP.	
FC	(1) I have the resources necessary to use OMP.	Venkatesh et al., 2003, Siyal et al. 2020
	(2) I have the knowledge necessary to use OMP.	
	(3) OMP are compatible with other technologies I use.	
PV	(1) The OMP is reasonably priced.	Venkatesh et al., 2012
	(2) The OMP is a good value for the money.	
	(3)At the current price, OMP provides a good value movie.	
HM	(1) Using OMP is fun.	Venkatesh et al., 2012, Siyal et al. 2020
	(2) Using OMP is enjoyable.	
	(3) Using OMP is very entertaining.	
BI	(1) I intend to continue using OMP in the future.	Venkatesh et al., 2003, Siyal et al. 2020
	(2) I will always try to use OMP in my daily life.	
	(3) I plan to continue to use OMP frequently.	