

MOVIE THEATRES IN AN EXPERIENCE ECONOMY

**A QUANTITATIVE STUDY OF HOW ADDITIONAL EXPERIENCE
TO A MOVIE THEATRE VISIT IMPACT EMOTIONS AND
ATTITUDE FROM THE CONSUMERS' PERSPECTIVE**

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Movie Theatres in an Experience Economy: A quantitative study of how additional experience to a movie theatre visit impact emotions and attitude from the consumers' perspective

Abstract:

With the present changes in the film industry, and the experience economy at hand, it is of interest for the movie theatres to develop new ways to enable people to watch movies. This quantitative study explores how additional experience to a movie theatre visit can affect emotions and attitudes. It also investigates if Corporate Social Responsibility (CSR) can be seen as an experience and thereby used as an experience dimension for a movie theatre visit. An online questionnaire was used to collect data and to investigate (1) how consumers react to different movie theatre experiences and (2) if consumers perceived CSR as an experience. The thesis also investigates if personality can have an explanatory value on attitude. The experiment presents three movie theatre offers with additional experience based on three dimensions: intellectual, escapist/behavioural and CSR. The results suggest that across all three dimensions, added experience leads to higher evoked emotions and attitudes, contrary to the control group. Moreover, the findings indicate that CSR is seen as an experience and can be used as an experience dimension for a movie theatre visit. The escapist/behavioural dimension implied for the largest reaction on emotions and the CSR dimensions showed the highest mean in attitude.

Keywords:

Experience, Emotions, Corporate Social Responsibility, Attitude, Personality

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1. Introduction

The economy is constantly changing, and people's preferences change with the development. Today consumers demand more than just a product or a service (Pine & Gilmore, 1998). Phenomena such as sensory enjoyment, emotional responses and fun leisure activities are more important in today's society (Holbrook & Hirschman, 1982). Holbrook and Hirschman (1982) explain the consumption as “involving a steady flow of fantasies, feelings and fun” and Pine and Gilmore (1998) call the new economy - the experience economy. More and more businesses involve themselves in creating experiences that consumers of today will enjoy.

Another relatively new concept is Corporate Social Responsibility (CSR). It was established as a modern concept in the 1950s. The importance of CSR has become more and more acknowledged over the past years and today both the private- and public sector, as well as individuals, work actively towards a more sustainable future (Heynard, 2020). There are numerous ways to engage in CSR, for instance donating to causes and reducing pollution (Corporate Finance Institute).

Even though the economy changes, there is one market in particular that has changed very little over the years and that is the movie theatres. Most people in Sweden have at least once in their life got to enjoy the experience of going to the movie theatre. In order to be welcomed into the atmosphere, a ticket is bought. At the theatre, people tend to buy snacks and beverages that fill the air with its tempting smell. The movie is shown on a big screen that runs from floor to ceiling and when it starts, the room fills with sounds from every corner. Movie theatres offer a quality in screen and sound that is both expensive and hard to provide for yourself at home. Besides the improved technology, the core experience of going to the movie theatre has been the same since 1896, when the concept was first presented in Sweden.

Today there are several firms on the market, and they offer a variety of different sized saloons and niches. Filmstaden holds the majority of the market share. It is owned by

the large American movie theatre chain AMC and has approximately 16.5 million visits each year (Filmstaden, 2021).

Over many years, the number of visitors and revenue for movie theatres have been relatively steady (Alla Bolag, 2021; Filminstitutet, 2019). There have been several changes in the economy, and it seems to have had little impact on movie theatres, but new threats have recently appeared. Streaming services are expanding in their popularity and new release strategies for movies are forming. With the experience economy at hand and present changes in the film industry, movie theatres may need to adapt. They need to offer people an experience above the expected in order to keep its revenue and visitors.

1.1. Movie Theatres

1.1.1. The development through time

In 1896, the first movie screening took place in Sweden, and later in 1903 the first permanent movie theatre opened (Andersson, 2017). At this time people could only watch movies at the movie theatre, and during the 1930s and 1940s the Swedish film industry was flourishing (Filmstaden Media, n.d.). This was the case until 1956 when the first regular television broadcasts were sent (Tekniska Museet, 2019). Around this time the movie theatre attendance dropped dramatically. In 1956, approximately 80 million movie theatre visits were registered in Sweden, and seven years later it had dropped to only 40 million (Furhammar, 1991). The movie theatres upgraded their display format and sound system to try to attract the audience back (Berglund, 1993). The trials failed and the number of visitors continued to decrease. Around 1970 it decreased to 26 million visitors per year (Furhammar, 1991). This crisis would later be called "*The death of movie theatres*". The movie theatres got out of the crisis by implementing a new experience - multiple screens in multiple saloons. Instead of one movie screen, they built several ones in different sizes in the same premises. It opened up the opportunity for movies to stay longer in the repertoire, by moving the screening from the largest salon to a smaller one (Berglund, 1993).

Since then, the technical developments have implied new threats to the movie theatres and created new ways to watch movies. Today, only 4% of the way people watch movies in Sweden is at the movie theatres (Filminstitutet, 2019). Streaming services have expanded greatly in the past years. MMS conducted a study and found that 60% of Sweden's population use some sort of streaming service (MMS, 2021; Konsumentguiden, 2021). The most popular platforms are Netflix, Viaplay and HBO Nordic, but the streaming service market is evolving. New competitors, such as most recently Disney +, enter the market frequently (Konsumentguiden, 2021).

1.1.2. The incoming threats

The timespan between when a movie is premiered in the movie theatres and when streaming services are allowed to show it is called the *theatrical window*. This is the time when movies are exclusively shown in movie theatres, hence an important condition for the theatres. For the last few years, the window has been 122 days in Sweden (Lundström, 2021). Since the pandemic broke out, the film industry has faced big changes which is likely to affect the whole industry. As an effect of the pandemic, the theatrical window has decreased or got eliminated due to the closing of movie theatres. This means that movies were released directly to streaming platforms instead of waiting for movie theatres to open again (Clark, 2021). Warner Bros has announced that they will release all their movies during 2021 simultaneously to both theatres and the streaming service HBO Max. Disney has also announced that they will release two popular movies on the same day in theatres and on Disney+ in 2021. At the same time, Universal has managed to decrease the theatrical window with movie theatre owner AMC, who also owns Filmstaden's movie theatres. The window changed from three months to 17 days. There is a shift in balance of power where the movie theatres have lost parts of their power position. Before, movie theatres were the central revenue stream for film production companies. Now, when consumers can stream movies to a great extent, this has changed (Laurell, 2020; Lundström, 2021).

The pandemic has pushed the development forward and new release strategies have evolved. Thereby, one could believe that the traditional theatrical window will no longer be standard, even after the movie theatres open again. The change that is happening in

the film industry today could hence imply that movie theatres need to create an experience that cannot be achieved at home (Business Insider 2021). Movie theatres need to offer an experience that is beyond the movie in order to attract the consumers when the movies can be watched from home.

1.2. The development of the experience economy

During the 1900s many researchers had accepted the perspective of decision making where people make their purchasing decisions based on logical thinking (Bettman, 1979). However, already in the 1970's Alvin and Heidi Toffler discussed the concept of the experience economy and stated that humans will strive for a better quality of life. Later, more researchers began questioning the past perspective on decision making and if it possibly neglected other perspectives (Olshavsky & Granbois, 1979; Sheth, 1979). Emotional responses, esthetic- and sensory pleasure and fun were amongst others perceived neglected. This view of consumption is called the "experiential view" (Holbrook & Hirschman, 1982) and in the 1990s Pine and Gilmore (1998) presented the experience economy. During that time, the terms "customer experience" and "user experience" had not yet taken a stamp. Today one would not have to explain the terms to someone in the digital world. In a globalized world where customers have more options than ever before, companies need to offer more. This is where experience becomes important (Pine & Gilmore, 2013).

1.3. Problem formulation

Ultimately, with the experience economy at hand, a growing threat of decreasing or non-existing theatrical windows, it becomes utterly important for movie theatres to develop an experience that cannot be achieved at home. Therefore, this thesis aims to investigate how consumers would react to additional experience to a movie theatre visit based on the use of different experience dimensions. This is relevant to study in order to explore different strategies to be able to adapt to the present environment and experience economy. Further, as CSR becomes more and more important to include for organizations, it is interesting to investigate if it could be seen and used as an experience dimension. Since the use of experience in business offers is proven to be

beneficial, one could argue that it may be beneficial for firms to integrate CSR in an experience.

The thesis is based on three experience dimensions: intellectual-, escapist/behavioural- and CSR experience dimension. To explore consumers' reactions to the experiences within these dimensions, the thesis will measure participants' perceived emotions and attitudes. To understand how much of an experience the participants perceive it to be and what their overall assessment is, emotions and attitudes are perceived relevant.

1.4. Purpose and research question

This thesis aims to explore how consumers react to additional experience for a movie theatre visit through emotional reaction and attitude, and to investigate if Corporate Social Responsibility can be seen as an experience dimension. Two questions will be answered:

1. *Could Corporate Social Responsibility be seen as an experience dimension for a movie theatre visit?*
2. *How do consumers react to additional experience to a movie theatre visit based on the experience dimensions: (1) intellectual dimension, (2) escapist/behavioural dimension and (3) CSR dimension?*

1.5. Delimitations

Experience has been studied for many years and researchers have come forward with a variety of different definitions and models on the subject. In this study the authors therefore have selected what they have estimated most useful and valuable for the study. This includes selecting from different theories and combining them in order to fit the experience of going to the movie theatre. Actual behaviour was not measured due to delimitations of resources and the closing of movie theatres due to the ongoing Covid-19 pandemic. The scope was limited to Swedish movie theatres and the questionnaire was distributed only to Swedish consumers.

1.6. Expected contribution

The study aims to provide the film industry with useful insights of how Swedish consumers' attitude and emotional reaction is affected by additional experience to a movie theatre visit. This thesis could contribute to understanding the present economy and how consumers react in a movie theatre setting. It could be useful for strategists in the coming development that movie theatres will likely need to face. In order to widen the scope of experiences, the thesis will provide useful insights regarding if CSR can be used as an experience dimension. It has not been tested before if CSR could be seen as an experience and used as an experience dimension. This thesis will therefore fill that research gap.

1.7. Thesis disposition

First, the thesis will present relevant theories and literature to the study. The empirical study and the method will be presented and be followed with the results. Then a discussion with conclusion will follow as well as limitations and suggestions for future research. Finally, the thesis will present the reference list and the appendix.

2. Previous literature and theoretical framework

In this segment previous literature and theories used in the thesis are presented. Firstly, the theory of experience is defined and presented, followed by the concept of Corporate Social Responsibility (CSR) and the theory of emotions. Lastly, The Five-Factor Model (FEM) is introduced, as well as attitude based on The Theory of Reasoned Action (TRA).

2.1. Experience

Researchers have offered several different definitions on experience through time. Pine and Gilmore's (1998) definition of experience are "An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event". This definition suggests that experience is built on creating a memory for the consumer. Cambridge Dictionary (2021) defines an experience as "something that happens to you that affects how you feel: a good/great/positive experience, a useful/valuable/educational experience, be/provided/offer an experience".

In an experience economy, a financial offer should be constructed as an experience instead of a traditional good or service (Pine & Gilmore 1998, 1999; Poulsson & Kale 2004). Pine and Gilmore (1998) explains that goods are tangible, services are intangible, and experiences are memorable. Goods and services are external to the consumer, while experiences are internal and personal. Because of its personal character, two people will never experience an event in the exact same way. An experience exists only in the mind of the consumer since the individual is being engaged emotionally and/or intellectually (Pine and Gilmore, 1998).

2.1.1. Memory

Experiences can vary in the amount of time that they occur. Some experiences are short-lived and occur spontaneously. In these instances, there is little reflection from the consumer. However, experiences can last longer and be more deliberate, in which they can create a consumer memory. Over time, this could affect consumer satisfaction and

loyalty (McLellan, 2000; Reicheld 1996; Oliver 1997). Consumer loyalty is correlated to profits and this can often explain why some competitors are more profitable than others (Reicheld, 1993).

2.1.2. Pine and Gilmore's experience dimensions

Pine and Gilmore (1998) states that one way to think about experiences is across two dimensions: *customer participation* and *connection*. Customer participation lies between active- and passive participation. Active participation means that consumers are a key part in creating the experience. For instance, when a teacher is holding a lecture and the students actively ask questions, they become part of the experience. Passive participation in comparison is when customers are not a part of the event or performance and thereby not an active part of creating the experience. Connection lies between absorption and immersion. In the movie theatre, people are surrounded by sounds, a large screen and an audience which creates an immersive experience. Watching a movie at home is in comparison an absorptive experience.

Pine and Gilmore (1998) have formed these two dimensions into a model called *The Four Realms of Experience*. The model is divided into four categories. A visualization of the model is found in Figure 1. The two absorptive categories are *entertainment*, which is passive in its participation, and *educational*, which is active in its participation. On the other side of the spectrum lies the two immersion categories, *escapist* and *esthetic*. Escapist is active in its participation and includes experiences such as playing drums at a concert, acting in a play or similar where the person can involve themselves in learning, amusement, or both. The last category is esthetic where the participation is passive. Watching a movie at the movie theatre is a part of this category. The sounds, big screen and the smell of popcorn all create an immersed atmosphere while the customers do not participate in the performance of the experience.

2.1.3. Brakus et al's experience dimensions

The article by Brakus et al (2009) identifies different dimensions of a brand experience. A scale has been developed in order to measure at which strength the experience dimension is evoked. Brakus et al (2009) offers five dimensions: sensory, affective,

intellectual, behavioural and social. Different stimuli can trigger different dimensions, but that does not imply that one stimulus only triggers one dimension. For instance, a colour can trigger both the affective and the sensory dimension.

These five dimensions have been made into a conformity factor analysis called *The Four-Factor Model*. A visualization of the model is found in Figure 1. The Four-Factor model includes experiences where impressions on the senses, such as smells, colours and sound, affect the *sensory dimension*. Impressions on feelings and sentiments, such as seeing a sick kid, affect the *affective dimension*. The bodily experience includes engaging in movement and/or participating in the experience which affects the *behavioural dimension*. Problem-solving and engagement in thinking, such as learning new things, rehearsing or thinking of questions to ask, affects the *intellectual dimension* (Brakus et al., 2009).

2.1.4. Combining the experience dimensions

This thesis will explore how consumers react to additional experience for a movie theatre visit. Since visiting the movie theatre is an immersive experience, the study cannot test the absorptive dimensions, e.g. Pine & Gilmore's (1998) entertainment- and educational dimensions. This is because the core of the experience is immersive and can thereby not be changed. As visiting the movie theatre is within the esthetic dimension it will not be examined in this study as it does not offer additional experience.

Even though Pine & Gilmore's (1998) model is focused on staged experiences and Brakus et al's (2009) dimensions are induced by stimulus related to brands, three out of four dimensions overlap according to Brakus et al. (2009). The dimensions are comparable as follows: sensory with esthetic, intellectual with educational and affective with entertaining. The intellectual and educational dimensions can be compared with each other since they both possess elements of engaging in thinking and problem-solving. As stated, this thesis will not investigate the educational dimension since it is absorptive, but traits could still be inherited for the intellectual dimension.

One can argue that the behavioural dimension in Brakus et al. (2009) could overlap with the escapist dimension in Pine and Gilmore (1998). They both include active participation and being physical. The behavioural dimension implies physical action and behaviour when participating with the brand, and the escapist dimension includes interaction and involvement in the experience.

The sensory dimension will not be examined since it is comparable with the esthetic dimension, which includes the experience of visiting the movie theatre. Further, the affective dimension will not be tested since the study will investigate raised emotions across all dimensions. This will be presented in section 2.3.

In conclusion, this thesis will investigate if additional experience to a movie theatre visit can evoke reactions. The dimensions that will be used in order to generate additional experience is the intellectual dimension by Brakus et al. (2009) and the combined dimension escapist/behavioural by Brakus et al. (2009) and Pine and Gilmore (1998).

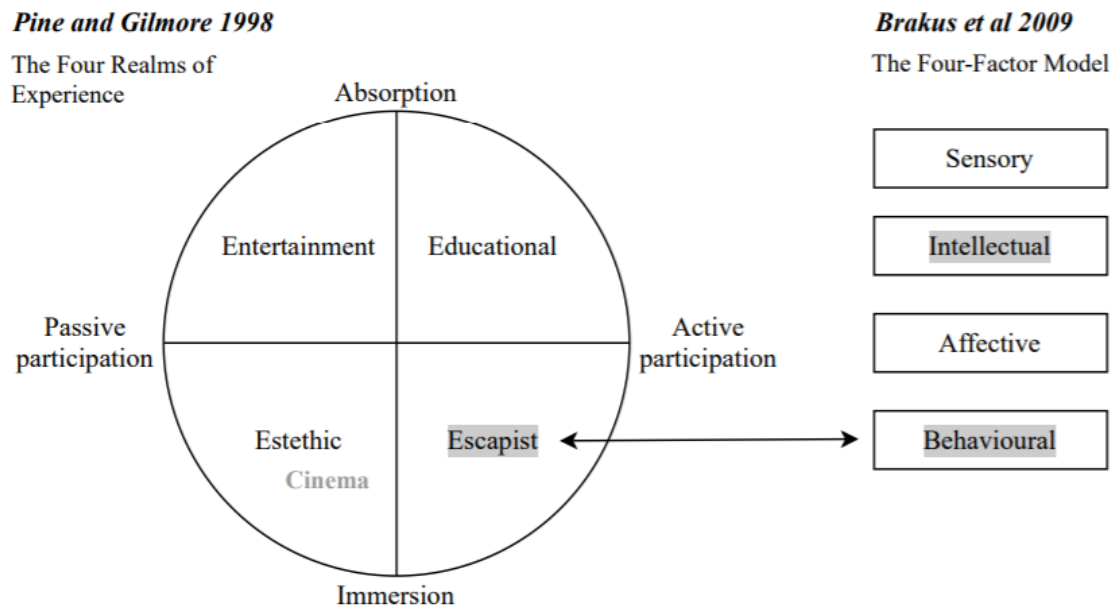


Figure 1. Visualization of The Four Realms of Experience and The Four-Factor Model.

2.1.5. Experience in the future

There is not an unanimous opinion amongst researchers regarding the experience economy. Many views are however similar to the experience economy. Jensen (1999) argued for a “Dream Society” in which communities, businesses and individuals will not only thrive on information and data, but on their stories and values. Since the demand from consumers is constantly changing, there is no telling that experiences will be as relevant in the future as it is today. Pine and Gilmore (2013) presents a new concept called *transformation* that they predict will be more relevant in the future. This is a way of individualising the experience and creating value for the individual consumer by giving them what they desire. Organizations can by customizing an experience transform it into a transformation. Boswijk et al. (2012) believe that the experience economy focuses less on the experiences and more on how they can be combined in order to generate a meaningful experience for an individual consumer. It is about creating the highest value for the individual which is similar to the transformation economy.

2.2. CSR

Since the concept of CSR was introduced, it has been debated how to appropriately define and interpret the concept. It has led to several definitions emerging over the years. The most recent and important addition to the development of the term is ISO 26000, a CSR management standard formed by the International Organization for Standardization (ISO). It provides firms an universal interpretation of CSR and an explanation of different CSR subjects, as well as a more practical dimension by offering guidance on implementation (Moratis, 2014). The standard defines CSR as:

“Responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, including health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and is integrated throughout the organization and practised in its relationships.” (ISO, 2010, pp. 3-4).

By engaging in CSR, the firm is signalling that they take responsibility in societal issues. As sustainability has become an important aspect for consumers, engaging in CSR attracts more consumers who share the same values (Epstein-Reeves, 2010). It is argued that experience is demanded in today's society. Therefore, it is relevant to investigate if CSR could be seen as an experience. This thesis will test if CSR can be perceived as an experience in combination with a movie theatre visit. Further, the thesis will test if it can be used as an experience dimension. Therefore, part of the thesis will also explore how customers will react to a movie theatre offer with additional information about CSR actions.

H1: Corporate social responsibility will be perceived as an experience.
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2.3. Emotions

Emotions have different characteristics and they are either positive or negative (Ben-Ze'Ve, 2000). Russell (1980) has developed this further by not exclusively looking at an emotion as positive or negative, but also including the level of intensity. The energy level refers to how the emotions affect the individual. Based on this, Russell (1980) created a two-dimensional model, named *A Circumplex Model of Affect*. A visualization of the model is found in Figure 2. It classifies different emotions depending on two dimensions. The horizontal axis is the positive/negative dimension, labelled *pleasure-displeasure*, and the vertical axis is the level of intensity dimension, labelled *arousal-sleep* (Russell, 1980).

An experience is conceptualized from feelings. Feelings are an individual's experience of their emotions, the body's automatic response, as a result of an event (Brakus et al., 2009; Modig, 2020). The emotional response can appear at different strengths and the probability that an individual perceives it as a feeling becomes higher as the strength of the response increases (Modig 2020).

According to Brakus et al. (2009) experiences vary in its intensity. Esthetic experiences (Pine & Gilmore, 1998) are described as positive, intense and enjoyable experiences. One could thereby argue that customers visiting the movie theatre often expect intense positive emotions to arise. Several studies have shown that such emotions often relate to a high sense of experience (Hirschman & Holbrook, 1982; Havlena & Holbrook, 1986; Holbrook et al., 1984). As intense emotions are stated to correlate with a greater experience, this thesis will investigate if additional experience, across all experience dimensions, can evoke a reaction in emotions.

In the Circumplex Model of Affect (Russell, 1980), emotions connected to visiting the movie theatre should be placed in the pleasure- arousal quadrant, as the emotions are described as intense and positive. Thereby the emotions, which are cursive in Russell's model below, are subject to this thesis. These are: astonished, excited, aroused, happy and fun. As the CSR experience dimension will be investigated on evoked emotions as well, the authors believed it to be relevant and interesting to add an emotional aspect of the emotions.

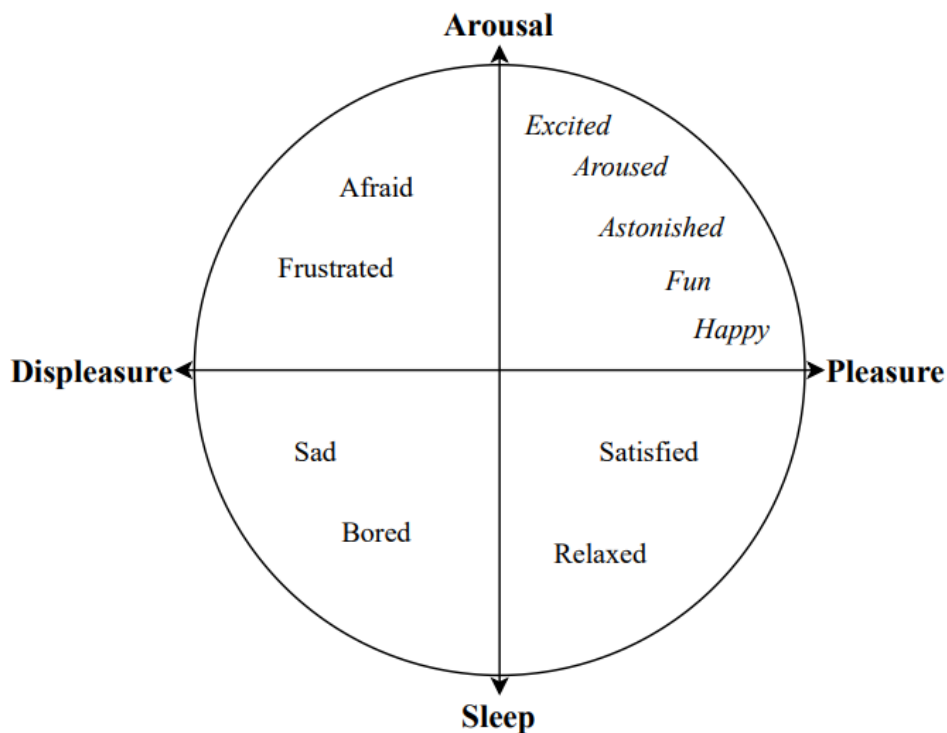


Figure 2. Visualization of the Circumplex Model of Affect

H2a: The intellectual dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience.

H2b: The escapist/behavioral dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience.

H2c: The corporate social responsibility dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience.

2.4. The Five-Factor Model

The Five-Factor Model (FEM), also called The Big-Five Theory, is a personality theory. It is based on the perception that certain personality traits are not externally influenced, such as cultural norms or life events, but instead biologically based (Costa & McCrae, 1992). For the past 30 years FEM has been the dominant model within personality psychology to describe how people's personalities are composed of different personality traits (Costa & McCrae, 2012). The theory argues that there are five factors of personality traits and together they can form a profile or map over an individual's personality. These five factors are *neuroticism*, *extraversion*, *openness*, *agreeableness* and *conscientiousness* (Costa & McCrae 1992). People that possess much openness tend to be curious intellectually and enjoy a high variety of different activities. It also includes being able to think outside of the box (Costa & McCrae, 1992; Pervin & John, 2001). According to John and Srivastava (1999), a person with openness possesses personality traits such as curious, imaginative, creative, open to trying new things and unconventional. One could thereby suggest that people scoring high on openness are more accepting and prone to try new experiences. Hence, it is relevant to explore participants' openness to experience as the thesis will investigate reactions to different experiences. This thesis will thereby exclusively investigate openness amongst the five traits as there is reason to believe that it has the most explanatory value for the study.

However, overestimation is a common attribute for individuals and can thereby affect the results (Olsson, 2014).

2.5. Attitude

The *Theory of Reasoned Action* (TRA) is a theory within behavioural psychology. It is based on the assumption that individuals are rational and systematically use existing information in order to form decisions. The theory states that beliefs affect attitude, which affects behavioural intentions, which in turn affect behaviour. Attitude is defined as “a feeling or opinion about something or someone, or a way of behaving that is caused by this” (Cambridge Dictionary, 2021) or as Fishbein & Ajzen (1975) states “a person’s general feeling of favourableness or unfavourableness toward some stimulus object”. Behavioural intentions are defined as “a person's intentions to perform various behaviours” (Fishbein & Ajzen, 1975). Included in intentions is Word of Mouth (WOM). It is achieved by exchanging information between consumers (Katz & Lazarsfeld, 1966) and has an influence on individuals' behaviours and attitude (Cheung et al., 2007). WOM is stated to be one of the most effective ways of changing consumer behaviour (Daugherty and Hoffman, 2014).

According to Ajzen and Fishbein (1980) external variables, such as demographics and even personality traits, could provide improved explanation of the individuals behaviour. Another concept researchers’ have identified as an important factor for explaining consumer behaviour and attitude formation is involvement (Foxall et al., 1998; O’Cass, 2000). The escapist/behavioural dimension offers more involvement than an ordinary movie theatre visit due to active participation and should therefore generate higher scores on consumer behaviour and attitude formation. However, Zaichkowsky (1985) identifies involvement as “a person’s perceived relevance of the object based on inherent needs, values, and interests”. This suggests that the consumers' interests rather than participation should affect consumer behaviour and attitude formation. This means that for instance the attitude could partly be based on consumers' individual interests. This is similar to Fishbein and Ajzen (1975) definition of attitude.

According to Brakus et al. (2009) experiences result in evaluations and attitudes of the experience itself. As TRA states that attitudes correlate with behaviour, one can draw conclusions from the results of attitudes to intentions and behaviour (Fishbein & Ajzen, 1975). Therefore, this thesis will focus on investigating if added experience affects the respondent's attitude positively towards the movie theatre visit. On the other hand, to make sure that there is a correlation in this thesis and being able to draw conclusions to behaviour, parts of this thesis will also test purchase intentions and WOM intentions.

Since attitude is partly influenced by individual interests, there are reasons to believe that personality traits have explanatory value for attitude. An individual that is open to experiences is more prone try new experiences. By having an open mind one could believe that it would lead to higher scores on attitude. The thesis will therefore also explore people's openness to experience and investigate if it has explanatory value for attitude.

H3a: Additional experience within the intellectual dimension will positively affect attitudes towards the movie theatre visit, contrary to a movie theatre visit without any additional experience.

H3b: Additional experience within the escapist/behavioural dimension will positively affect attitudes towards a movie theatre visit, contrary to a movie theatre visit without any additional experience.

H3c: Additional experience within corporate social responsibility will positively affect attitudes towards a movie theatre visit, contrary to a movie theatre visit without any additional experience.

H4: Openness to experience will give explanatory value to attitude towards the movie theatre visit.

3. Method

3.1. Scientific approach

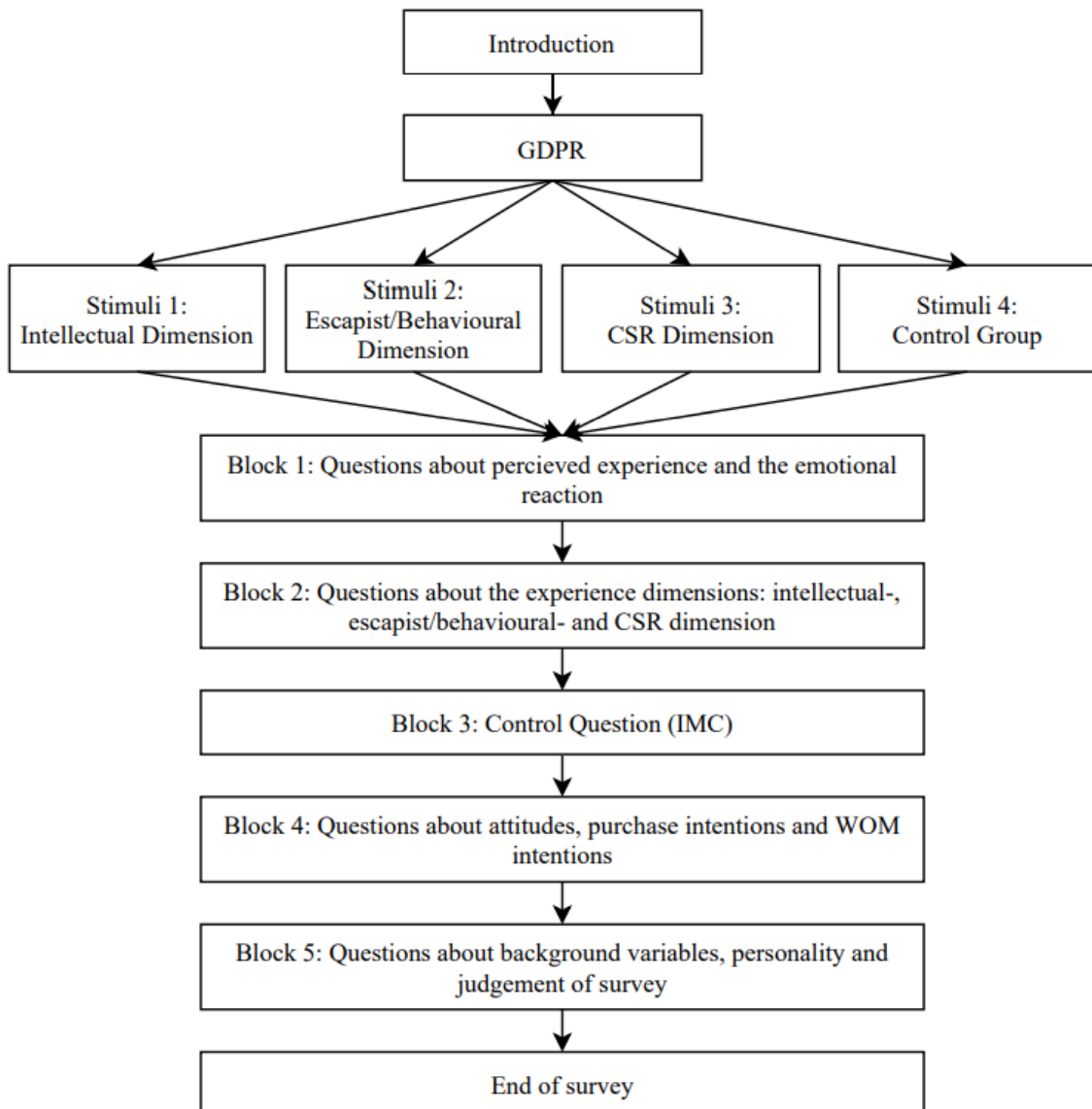
This thesis aims to explore how consumers react to additional experience for a movie theatre visit, and to investigate if CSR can be seen as an experience dimension. A deductive approach is used to recognise and understand the reactions of the participants, by studying the dependent variables: emotions and attitudes.

An experimental design was chosen and conducted through an online self-completion questionnaire. The design allows individuals in the survey to be randomly selected into different treatment groups with different stimuli. An experiment was chosen to be the most appropriate way to investigate the hypotheses as the differences between the groups are of interest (Bryman & Bell, 2018).

An alternative design to the experiment could have been to let participants experience the stimulus physically and conduct qualitative interviews. This would collect a deeper understanding of the participants' emotional reaction and attitude. The verbal protocol approach is another alternative method. It is based on capturing participants' thoughts when judging or making decisions. Then, the data would be collected through interviews and asking the participants to think out loud when answering the questions (Bryman & Bell, 2018). As the authors are interested in exploring how consumers react to different additional experiences, a questionnaire randomizing participants into the different groups was arguably the most appropriate method.

3.2. Questionnaire design

3.2.1. Survey flow



3.2.2. Questionnaire

The questionnaire was divided into 24 questions and conducted through Qualtrics. As the experiment was aimed at Swedish consumers, the survey was written in Swedish. The respondents were initially exposed to an introduction page where the aim of the survey and information concerning GDPR was presented. The participants could choose to give consent to participate in the study.

In the first block, the respondents were randomized into one of four groups: three treatment groups and one control group. The three treatment groups were based on three experience dimensions: intellectual, escapist/behavioural and CSR. Depending on which group they belonged to, the participants were exposed to different movie theatre offers. Then, all participants were tested on identical questions, divided into five blocks.

In block two, the respondents were asked to evaluate how much experience they perceived the offer to include. Further, it explored evoked emotions from the stimulus. The following three blocks consisted of a manipulation check with questions connected to the three dimensions of experience used in the three treatment groups. To investigate if the CSR dimension was seen as an experience, it was also asked if consumers perceived the offer as an experience. In between these questions, an instructional manipulation check (IMC) was used to ensure that the respondents had read the questions.

Block three collected information regarding attitudes, purchase intentions and WOM intentions. Further, block four consisted of questions about the participants' personal background as well as personality traits based on FEM. The last block investigated the respondents' experience of the survey. See Appendix 5 for more information regarding the questionnaire.

3.3. Stimuli development

The stimulus presented in the survey was designed as an online offer for a movie theatre visit. The offers were displayed with the distinct red colour and logo of “Filmstaden”, a picture of the movie *Before the Storm* and a description of the experience, as well as the price. To eliminate the risk of movie preferences and price interfering with the respondents' answers, they were asked to disregard the chosen movie and were informed that 125 SEK (Filmstaden, 2021) is the standard price of a movie theatre visit. It was considered important that the movie did not evoke specific likings or emotions, as the focus of the survey is not the specific movie but the experience. Therefore, *Before the Storm* was chosen as it was considered neutral by the authors. However, there is still a risk of participants judging the experience due to the presented movie.

What differentiated the stimulus from each other, was the different experiences presented in the offer. Participants were exposed to an offer based on the three experience dimensions, whereas the control group was presented with a regular movie theatre offer. The created stimuli needed to be as realistic as possible in order to generate results and implications that could be applicable in a real-life setting. Further, common concepts were used in the offers, such as a lecture format and a wedding tradition. The Filmstaden logo and its distinct red colour was chosen to be presented in the offers as the firm represents a majority of the market (Filmstaden, 2021). This contributes to the realistic feeling of the offer as the firm is recognisable. An online purchase setting was chosen due to the survey being distributed online. As the respondents answered the questionnaire on their phone or computer, the chosen stimuli design makes it easier and more realistic for the participants. However, in the judgement of the survey, around 20% of the respondents did not think that the scenario presented was realistic. One explanation could be that some experiences might appear as totally new for the respondent.

3.3.1. Treatment group 1: Intellectual

Research has stated that the intellectual experience dimension is triggered by engagement in thinking and problem-solving. Therefore, an experience where the visitors got the chance to learn new things, challenge their thinking and prepare beforehand was used. In this group the respondents were exposed to the following text:

Judith Lennox, who has written the book behind the movie Before the Storm, will prior to the movie share her thought process behind the book and then stay for questions after the movie. Welcome!

3.3.2. Treatment group 2: Escapist/Behavioural

The escapist/behavioural experience dimension suggests a bodily experience and an active participation from the visitors. Therefore, an experience where the visitors get to be physical, active and participate in the experience was used. In this group the respondents were exposed to the following text:

We offer you a new way to watch movies. You will be provided with props that you can use during the movie that matches the themes in the scenes. For example, if someone is getting married you will be provided with rice that you can throw on the movie screen, or if it is a water war you will be provided with water guns.

3.3.3. Treatment group 3: CSR

To test if CSR can be used as an experience dimension, the participants were presented with a movie theatre offer including a CSR activity. Donations were chosen due to the activity being easy to comprehend and it is a clear link to CSR. In this group the respondents were exposed to the following text:

Come watch Before the Storm between the 19th and 25th of April and at the same time contribute to the fight against child cancer. In collaboration with Barncancerfonden, we present the HOPE-week, where 10% of the revenue will go in full to Barncancerfonden.

3.3.4. Control Group

The control group were exposed to a standard movie theatre visit, without any additional experience. It enables comparisons with the treatment groups, to measure the effect of additional experience on consumers' emotions and attitudes. In this group the respondents were exposed to the following text:

Now the movie Before the Storm has arrived in our movie theatres. Welcome in!

3.4. Insights from the preparatory study

To evaluate the questionnaire used in the main study, a pre-study was conducted. It tested the usability of the study and gained new insights (Bryman & Bell, 2018). A sample of 20 respondents was collected between the 11th and 21th of March. The pre-study revealed that several questions needed to be rephrased to make them easier to understand for the participants. An open question at the end of the survey was used to express possible improvements. The answers revealed that some did not eliminate their

movie preferences when reacting to the stimuli. Thereby, it showed that the instructions needed to be clearer for the main study.

3.5. Main study

3.5.1. Measurements

A 7-point scale is used for measuring all variables in the study. This scale offers respondents a neutral alternative and creates a comparable mean. However, a possibility of a neutral choice provides participants with an easy choice.

CSR

When measuring if CSR could be perceived as an experience, the respondents were asked to fill in how much they agreed with the statement of “*I think that the offer is perceived as an experience*” and “How much experience do you perceive the offer to include?”. The scales ranged from strongly disagree (1) to strongly agree (7), and no experience (1) to a lot of experience (7).

Emotions

The measurement of perceived emotions was conducted through two sections of statements which stated: *This offer makes me feel...* and *I perceive this experience as...* In each of the sections, excited emotions were explored, but in two different ways, using two synonyms of excited in Swedish. The scale ranged from strongly disagree (1) to strongly agree (7).

Attitudes

Attitudes were captured by asking the respondents to fill in three statements based on the question: *What is your overall attitude to the offer?* The scales ranged from bad (1) to good (7), dislike (1) to like (7) and negative (1) to positive (7). To ensure the correlation with intentions, at least three statements each were asked about purchase intentions and WOM intentions. To explore purchase intentions, the respondents were exposed to five statements, which built on the question: *Below are some statements about your intention to participate in the experience.* The scale ranged from no, absolutely not (1) and yes, absolutely (7). The measurement of WOM intentions was

conducted through three statements built on the question: *Below are some statements about your tendency to recommend the offer*. The scale ranged from very unlikely (1) to very likely (7).

Openness to experience

To measure openness to experience, the participants were presented with four statements about themselves that they were asked to evaluate. The statements begin with “*I like to...*” or “*I am good at...*” The scale ranged from strongly disagree (1) to strongly agree (7).

3.6. Data collection and analysis

3.6.1. Data collection

The data conducted through the online questionnaire generated 160 valid responses. It was distributed on Facebook and Instagram between the 28th of March and the 9th of April. A convenience sample was chosen due to time limitations. According to Bryman and Bell (2018), the chosen sample is not representative, which makes it difficult to generalize its findings.

3.6.2. Dropout analysis

The questionnaire was answered by 228 respondents. Firstly, those who had not answered all questions were eliminated, leaving 165 completed answers. Most of the dropouts dropped out early when encountered with the GDPR segment. This section consisted of three pages of mandatory GDPR information that might have been an obstacle for people to continue the survey. Out of those who finished the survey, five did not pass the IMC control question. To summarize, 30% of the respondents were excluded.

3.6.3. Data analysis

Data was collected through Qualtrics and analysed through SPSS. A Levene's test for homogeneity was conducted to test the conditions of an ANOVA analysis. A one-way ANOVA was used to test H1 and H2 by comparing the means of the different groups. Specifically, as the groups contained an inconsistent number of respondents, a Post-

Hoc, Scheffe test was conducted to compare the treatment groups with the control group. Due to the violation of the homogeneity assumption for the dependent variable attitude, a Games-Howell test was used to test H3. To test H4 a linear regression was used to explore if openness to experience could explain the outcome in attitudes. Lastly, bivariate Pearson correlations with two-tailed tests were conducted to test the correlations of attitude with purchase intention and WOM intention. A Pearson's test was considered relevant as the relation between attitude and purchase intention, as well as WOM intention, is assumed to be linear. A suggested alpha level of maximum 0.05 was used in all tests to decide the significance level (Bryman & Bell 2018).

3.7. Reliability and Validity

3.7.1. Reliability

Reliability is concerned with the consistency of measures, hence the replicability of the study. When using multi-item measures, an overall score is created of the respondents' answers. Internal reliability refers to the issue of indicators in an index not being consistent. These indicators need to be coherent and thereby relate to each other. To test the coherence a Cronbach's alpha can be used. The given coefficient will vary between 1 (perfect internal reliability) and 0 (no internal reliability). A level of 0.8 is considered an accepted level of internal reliability (Bryman & Bell, 2018). The dependent variables attitude and emotions had an accepted level of internal reliability for all dimensions. Detailed results of Cronbach's alpha can be found in Appendix 1.

3.7.2. Validity

Validity refers to whether a set of indicators measures the specific concept (Bryman & Bell, 2018). The validity is divided into two parts: internal validity and external validity.

Internal validity

Internal validity relates to the issue of whether a study has a trustworthy cause-effect relationship between two or more variables (Bryman & Bell, 2018). To secure the internal validity of the study, the respondents were allocated into different treatment groups.

After being exposed to the stimuli, a question regarding how much experience the participants perceived the offer to include were presented. This was used as a control question. The intellectual and escapist/behavioural dimension are concluded by researchers to add experience, but the authors wanted to control that it holds in this thesis. The results of the control question showed that both dimensions differed positively in mean from the control group. This indicates that the intellectual and escapist/behavioural dimension added experience to the movie theatre visit, according to the participants. For details, see Appendix 4.

The questionnaire followed with a manipulation control on the experience dimensions to ensure that the respondents understood their specific dimension. This further ensured the validity of the study. The results are analysed in section 4.3. The means in the manipulation control are expected to show that one experience dimension also can be partly perceived as another dimension. As Brakus et al. (2009) states, stimulus is going to affect more than one dimension.

Halfway through the questionnaire, an instructional manipulation check (IMC) was used to ensure that the respondents read the instructions in the survey. The participants who did not answer it correctly were assumed to be less likely to have read the other questions. At the end of the questionnaire, additional questions were asked to ensure the validity. Respondents were asked four questions regarding their judgement of the survey as well as an additional control question asking if the survey was about adventure parks or movie theatres. The results can be found in Appendix 2.

When the dependent variables were tested, questions to ensure validity were included. The questions regarding the reactions to emotions were divided into two groups, group 1 and 2, to test similar emotions in different ways and strengthen the results. When attitudes were tested, questions about purchase intentions and WOM intentions were also asked. This was included to ensure that there is a correlation between attitudes and intentions in this study and thereby be able to draw conclusions to intentions and behaviour.

External validity

The external validity refers to the extent the results can be generalized. In this thesis a convenience sample was used, which is not representative for a population and thereby decreases the external validity (Bryman & Bell, 2018). The stimuli used in the experiment are however considered to be representative for movie theatres. Although the offers include Filmstaden's logo, the results are considered to be generalized and usable for all firms on the market and not only Filmstaden. The survey resulted in a minimum of 37 and a maximum of 44 respondents in each treatment group. Collecting more respondents could have improved the external validity of the study, but due to time limitation it was not accomplishable.

4. Results

The results from the main study are presented in three parts. In the first part the descriptive statistics are presented followed by the outlined experimental data. The last and third part presents the hypothesis testing.

4.1. Descriptive statistics

The questionnaire generated 160 valid responses. The distribution of gender was 60.6% women and 39.4% men, and the average age was 34 years. Most of the respondents were students (47.5%) and employees (45.0%). Furthermore, over half of the respondents had upper secondary school (53.1%) as their highest level of education and many had a college or university degree as well (38.1%). The socio-demographic variables are presented in Table 1.

Table 1. Overview of socio-demographic variables

Variable	N	n	% of total sample
	160		
Gender			
Male		63	39.4%
Female		97	60.6%
Age (years)			
15-25		86	54.1%
26-35		18	11.3%
36-45		12	7.5%
46-60		34	21.4%
>60		9	5.7%
Occupation			
Student		76	47.5%
Employed		72	45%
Other		12	7.5%
Education			
Elementary school		6	3.8%
Upper secondary school		85	53.1%
College or University degree		61	38.1%
Vocational education		6	3.8%
Postgraduate studies		2	1.3%

4.2. Consumption habits

The survey investigated how often respondents usually visit the cinema. A majority visits the cinema a couple of times per year (53.1%), while 25% visit the cinema once per year and 10% once a month.

4.3. Experience dimensions

To ensure that the participants perceived and comprehended the specific experience dimension that they were presented to, a manipulation check was used. For it to succeed, the treatment groups should have a higher mean on the overall score of the questions within their experience dimension, contrary to the other treatment groups and the control group. An ANOVA Post-Hoc, Scheffe test was conducted to compare the means of the groups against each other to test its significance. The result show that the manipulation check succeeded and is presented in Table 2 and Table 3. Thereby, the conclusion can be made that the participants accurately perceived and understood the stimuli and can thereby one can draw more correct conclusions.

Table 2. Overview of differences in means between stimuli groups in experiment

Variables	Intellectual		Escapist/Behavioral		CSR		Control Group	
	n=37		n=44		n=37		n=42	
	μ	σ	μ	σ	μ	σ	μ	σ
Intellectual	4.71	1.48	3.00	1.43	3.53	1.43	2.30	1.42
Escapist/Behavioural	2.22	0.97	4.31	1.58	2.25	0.95	2.13	1.10
CSR	3.54	1.50	3.77	1.70	5.89	1.35	2.29	1.40

Note: All means differ at $p < .05$.

Table 3. Overview of differences in means between treatment groups and the control group (Post-Hoc, Scheffe)

Variables	Intellectual	Escapist/Behavioural	CSR	Control Group
Intellectual	-	1.71***	1.18*	2.41***
Escapist/Behavioural	2.10***	-	2.06***	2.18***
CSR	2.35***	2.12***	-	3.60***

Note: * The mean difference is significant at the 0.05 level, *** The mean difference is significant at the 0.001 level

4.4. Experimental data

Presented below are the means and standard deviation of the treatment groups and control group. The means and standard deviations of CSR and the dependent variables emotions and attitude is presented.

4.4.1. CSR

In Table 4 the result of the measurements regarding if CSR is seen as an experience is presented. The means for the CSR treatment group were higher than the control group.

Table 4. Overview of differences in means between stimuli groups in experiment

Variables	CSR n=37		Control Group n=42	
	μ	σ	μ	σ
If it is perceived as an experience	4.86	1.55	3.38	1.82
Amount of perceived experience	5.06	0.98	3.22	1.29

4.4.2. Emotions

In Table 5 the results of the respondents' perceived emotions of the stimuli are presented. The escapist/behavioural treatment group had the highest mean and the control group had the lowest mean, for both group 1 and 2. The escapist/behavioural treatment group has the largest spread and the highest median among all groups. However, the CSR treatment group has the highest mean of perceived emotional emotions by a large margin, and the control group had the lowest mean. The treatment group also has the highest median for emotional emotions in contrary to the other groups, which all has a median below 4.

Table 5. Overview of differences in means between stimuli groups in experiment

Variables	Intellectual n=37		Escapist/Behavioral n=44		CSR n=37		Control Group n=42	
	μ	σ	μ	σ	μ	σ	μ	σ
Perceived Emotions Group 1	4.70	1.51	4.89	1.65	4.86	1.28	2.85	1.42
Perceived Emotions Group 2	4.57	1.56	4.79	1.57	4.37	1.27	3.00	1.41
Emotional	3.00	1.24	3.26	1.45	5.27	1.58	2.50	1.33
All emotions	4.63	1.50	4.84	1.55	4.58	1.21	2.93	1.35

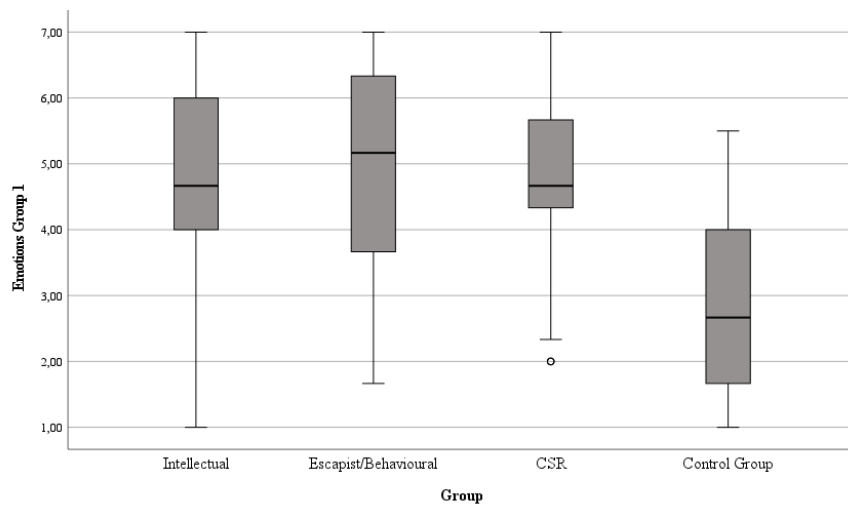


Figure 3. Visualization of emotional group 1 means for each group

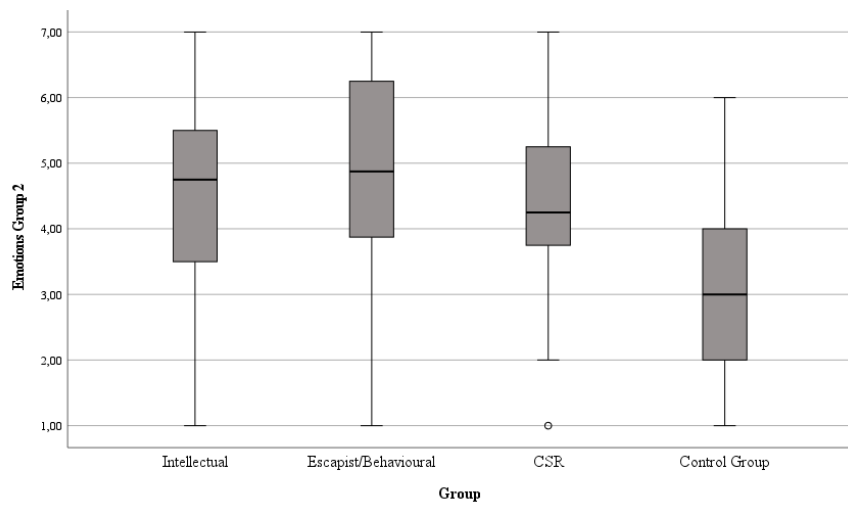


Figure 4. Visualization of emotional group 2 means for each group

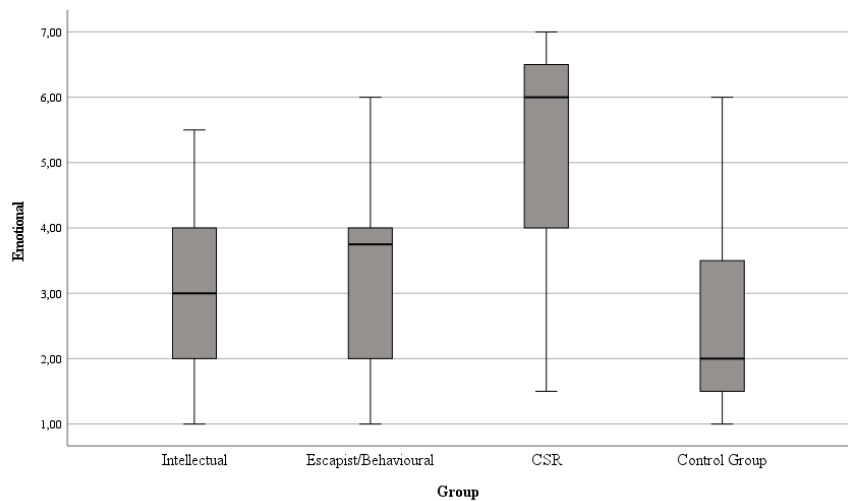


Figure 5. Visualization of emotional means for each group

4.4.3. Attitude

In Table 6 the results of the respondents' attitude, purchase intention and WOM intention towards the experience are presented. The CSR group had the highest mean on attitude and the control group had the lowest mean.

Table 6. Overview of differences in means between stimuli groups in experiment

Variables	Intellectual n=37		Escapist/Behavioral n=44		CSR n=37		Control Group n=42	
	μ	σ	μ	σ	μ	σ	μ	σ
Attitudes	5.00	1.63	4.83	1.79	5.83	1.10	3.44	1.23
Purchase Intentions	4.39	1.76	4.64	1.82	4.93	1.64	3.00	1.58
WOM Intention	4.55	1.85	4.92	1.78	5.17	1.74	2.72	1.44

Note: All means differ at $p < .05$.

The spread is the lowest for the control group and the highest for the escapist/behavioural dimension. The attitude for CSR were consistently high according to Figure 6.

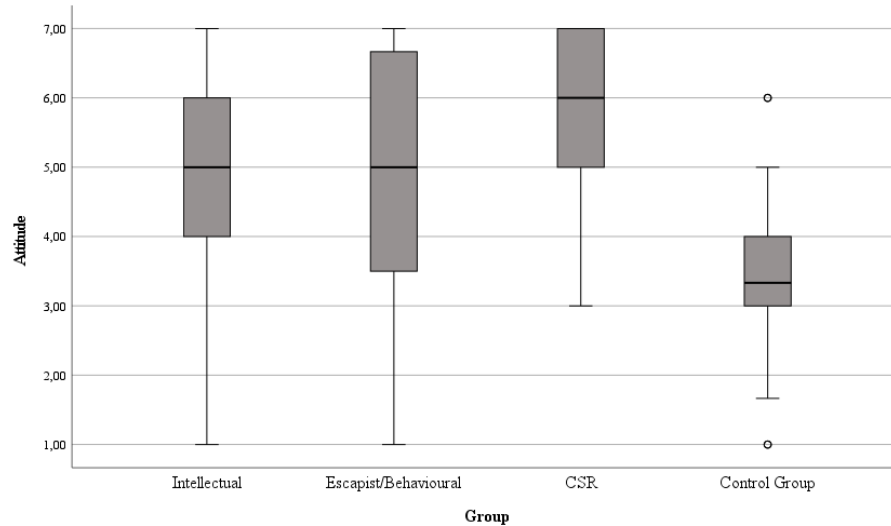


Figure 6. Visualization of attitude means for each group

To test the correlations of attitude with purchase intention and WOM intention, bivariate Pearson correlations with two-tailed tests were used. Table 7 presents the results. It shows that all correlations are positive and have a statistically significant linear relationship, with a significance at the 0.01 level. As the relationships are positive, it indicates that attitude, purchase intentions and WOM intentions tend to increase together. All correlations have a large strength.

Table 7. Bivariate Pearson correlation coefficients for attitude, purchase intention and WOM intention

Correlating variables	Pearson	
	Coefficients	Strength
Attitude – Purchase intention	0.808**	Large
Attitude – WOM intention	0.774**	Large
Purchase intention – WOM intention	0.830**	Large

Note: ** Correlation is significant at the 0.01 level. Small implies $0.10 \leq r \leq 0.29$, medium $0.30 \leq r \leq 0.49$ and large $0.5 \leq r \leq 1$ (Pallant, 2013)

4.5. Hypothesis testing

To test the hypothesis H1 and H2 an one-way ANOVA analysis was used. In order to test if the variances are equal over all subpopulations, i.e. homogeneous, a Levene's test was conducted. The results showed that all variables except from attitude were tested significantly homogeneous. Therefore, Post-Hoc Scheffe tests were conducted to compare means, except attitude, of the treatment groups against the control group. Since the homogeneity assumption was violated for attitude, there is a greater probability of falsely rejecting the null hypothesis. In order to test the differences between treatment groups, literature is recommending using an ANOVA, Games-Howell test (SPSS Tutorials, 2021). The test will be used to compare the mean of attitude. To test H4 a linear regression was used to explore if openness to experience could explain the outcome in attitudes.

4.5.1. CSR

An ANOVA Post-Hoc, Scheffe analysis was used to compare the agreeableness of the offer being perceived as an experience between the CSR dimension and the control group. The results are summarized in Table 8. It shows that the treatment group differed significantly positive in mean of from the control group. The results for CSR are slightly lower than for the other dimensions but still significant. This indicated that H1 has empirical support.

Table 8. Overview of differences in means between the CSR treatment group and the control group (Post-Hoc, Scheffe)

Variables	CSR
If it is perceived as an experience	1.48*
Amount of perceived experience	2.47***

Note: * The mean difference is significant at the 0.05 level, *** The mean difference is significant at the 0.001 level

4.5.2. Emotions

An ANOVA Post-Hoc, Scheffe analysis was used to compare the means of perceived emotions between the treatment groups and the control group. The results are summarized in Table 9. It indicates that all dimensions significantly generated a higher mean on all emotions, contrary to the control group. This also implies for emotions group 1 and group 2 individually. However, only the CSR treatment group significantly generated a higher mean on emotional emotions, contrary to the control group. This indicated that H2 has empirical support.

Table 9. Overview of differences in means between treatment groups and the control group (Post-Hoc, Scheffe)

Treatment group (in relation to control group)	Emotions Group 1	Emotions Group 2	Emotional	All emotions
Intellectual	1.86***	1.58***	0.50	1.69***
Escapist/Behavioural	2.04***	1.80***	0.76	1.90***
CSR	2.02***	1.37***	2.77***	1.65***

Note: * The mean difference is significant at the 0.05 level, *** The mean difference is significant at the 0.001 level

4.5.3. Attitude

An ANOVA Post-Hoc, Games-Howell analysis was used to compare the means in attitude between the treatment groups and the control group. The results are summarized in Table 10. It shows that additional experience for all treatment groups will significantly affect attitude positively towards a movie theatre visit, contrary to the control group. This indicated that H3 has empirical support.

Table 10. Overview of differences in means between treatment groups and the control group (Post-Hoc, Games-Howell)

Variables (in relation to control group)	Intellectual	Escapist/Behavioral	CSR
Attitude	1.56***	1.39***	2.39***

Note: *** The mean difference is significant at the 0.001 level

4.5.4. Openness to experience

A linear regression analysis was used to explore if openness to experience could explain the outcome in attitude. The results are summarized in Table 11. It shows a significant correlation between attitude and openness to experience. The adjusted R square is low which indicates that personality have little explanatory value for the variation in attitude. This indicates that personality is affecting attitudes mean very little. This indicates that H4 is not empirically supported.

Table 11. Linear regression for attitudes correlation with openness to experience

Variables	Unstandardized		Adjusted R square
	B-coefficients	Std Error	
Openness to experience	0.466*	0.152	0.05

Dependent variable: Attitude

* $p < 0.05$

Table 12. Summary of hypothesis

H1	Corporate social responsibility will be perceived as an experience	Supported
H2a	The intellectual dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience	Supported
H2b	The escapist/behavioral dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience	Supported
H2c	The corporate social responsibility dimension will generate a higher score on perceived emotions, contrary to a movie theatre visit without any additional experience	Supported
H3a	Additional experience within the intellectual dimension will positively affect attitudes towards the movie theatre visit, contrary to a movie theatre visit without any additional experience	Supported
H3b	Additional experience within the escapist/behavioural dimension will positively affect attitudes towards a movie theatre visit, contrary to a movie theatre visit without any additional experience	Supported
H3c	Additional experience within corporate social responsibility will positively affect attitudes towards a movie theatre visit, contrary to a movie theatre visit without any additional experience	Supported
H4	Openness to experience will give explanatory value to attitude towards the movie theatre visit	Not supported

5. Discussion

This study aimed to explore how consumers react to additional experience for a movie theatre visit, and to investigate if CSR can be seen as an experience dimension. The results indicated that the participants viewed CSR as an experience. Moreover, it showed that added experience for all treatment groups led to higher perceived emotions and attitude towards the movie theatre visit, contrary to the control group.

5.1. Conclusions and implications

5.1.1. CSR as an experience dimension

The first research question in this thesis is “*Could Corporate Social Responsibility be seen as an experience dimension for a movie theatre visit?*” The results implied that adding the CSR activity to the movie theatre visit was more agreed to be perceived as an experience, contrary to the control group. There are several other findings that strengthen this result. Firstly, when asking the respondents to state how much experience they perceived the offer to include, the CSR dimension scored the highest among all dimensions. Secondly, the emotional reaction of the CSR treatment group generated a significantly more positive result in means, in contrary to the control group. As mentioned, several studies have shown that positive-intense emotions often are connected with a high sense of experience, which further supports that CSR is perceived as an experience in a movie theatre environment.

5.1.2. Customers reaction to additional experience

The second research question is “*How do consumers react to additional experience to a movie theatre visit based on the experience dimensions: (1) intellectual dimension, (2) escapist/behavioural dimension and (3) CSR dimension?*”. The results show that the intellectual-, escapist/behavioural- and CSR experience dimension generates significantly higher scores on both perceived emotions and attitudes, contrary to the control group. These results indicate that additional experience across all dimensions studied in this thesis can be adopted in the movie theatre environment. This implies that movie theatres should aim at creating additional experience in order to increase consumer attitude and thereby purchase- and WOM intentions. As the theory states,

behaviour and intention is correlated with attitude. This is correct for this thesis as well, regarding the result of the Pearson's correlation analysis. Thereby one can draw the conclusion that behaviour, such as visiting the movie theatre, will increase in accordance to increasing attitudes.

According to theory, attitude is correlated with individual interests and this can explain the significantly higher scores on attitude. It is researched that people demand more experience today, which is reflected in their interests and the additional experience is therefore appreciated and liked.

Intellectual Dimension

The results show that engaging consumers in thinking, learning and problem-solving increases attitudes and the emotional reaction. The intellectual dimension is often used in classrooms in order to enhance learning and affect the memory of the students (Pine and Gilmore, 1998). When movie theatres engage in this type of experience and trigger consumers' thinking process, they are able to affect memory to a greater extent. As presented in the theory, improved memory will lead to satisfaction and loyalty which is beneficial for the firms.

Respondents did not perceive the experience to be significantly emotional, in contrast to the control group. Instead emotions of the intensive-positive character were measured significant. This indicates that people exposed to an experience within the intellectual dimension feel emotions such as happiness, excitement and fun instead of feeling emotional. A student in a classroom is usually not feeling emotional, and it is reasonable that an individual in a movie theatre setting of the intellectual dimension is not either.

Escapist/Behavioural Dimension

The escapist/behavioural dimension is already used in theatres today. For instance, in the production of Rocky Horror Picture Show the audience use props and costumes during the play. The study shows that similar concepts can be adapted into a movie theatre setting. Participation, physical involvement, and interaction is all aspects in the

escapist/behavioural dimension and is shown to increase attitudes and evoked emotions for the movie theatre visits. The result from the test of perceived emotions showed that group one and two scored higher in this dimension than emotional feelings, contrary to the control group. Emotional feelings were not significant. The outcome can find its explanation in that people perceive an experience within an escapist/behavioural dimension as more exciting, fun and arousing rather than emotional.

The escapist/behavioural dimension had the largest spread and lowest score on attitude among the dimensions. This might be a consequence of its out of the box concept. As stated in the theory, interest can have a significant effect on attitude. Due to the specific design of the escapist/behavioural experience, it will meet specific interests and thereby have a greater spread of attitude than other dimensions.

CSR Dimension

The emotional reaction of the CSR treatment group differed from the other treatment groups. It shows that the respondents scored higher on feeling emotional than on other emotions, contrary to the control group. The CSR stimuli did not evoke feelings of fun, excitement or astonishment to the same degree, which could be expected because of the serious character of the donation.

The results show that adding CSR to a movie theatre visit contributes to higher attitudes, contrary to the control group. This can be explained by the fact that individuals like to positively contribute to society. In fact, it generated the highest score on attitude among the tested dimensions. In the CSR stimuli however, individuals were presented to a regular movie theatre visit but with an added CSR activity. The experience did not demand any extra effort from the respondents and at the same time they could contribute to a good cause. People who are not particularly open to trying new experiences may still have a positive attitude towards attending this experience, since the dimension does not change the core design of the experience. This implies that it is beneficial for firms to engage in CSR and merge their customer offer and CSR activity together, in order to positively affect attitudes. It does not have to demand much effort from the firms, especially if they already engage in CSR.

There is conflicting research on whether CSR leads to business revenue or not (Manescu, 2010; Robbins, 2015). From this study the conclusion can be drawn however, that CSR included in a movie theatre offer lead to a positive attitude, which according to theory is correlated to intentions and thereby behaviour. This indicates that even if CSR is not directly correlated to revenue, it can still contribute to revenue by an increase in visitors.

Openness to experience

The significant correlation between personality and attitude can be explained by the fact that people who score higher on attitude generally possess more openness to experience. However, the resulting low adjusted R square implies that it has little explanatory value for attitude in this study. The respondents' score on openness to experience might indicate that people are prone to overestimate themselves. As stated in the theory, overestimation is a common attribute for individuals and most likely played a part in these results. The questions used in the survey might have allowed for overestimation as they asked respondents about how they perceive themselves.

Furthermore, the attitude does not have homogeneity in its variance. According to Fishbein & Ajzen (1975) attitude is a function of individual interests and beliefs and those are very different from person to person. This may have caused the scores to shift since people have very different preferences and some might have liked the offer while others did not.

Experience Economy

As an effect of the experience economy, many organizations are trying to include experiences into their operations. The concept might therefore become exhausting for consumers and result in urges for the usual or offers that include less experience. However, the results show that people still enjoy experiences. In a globalised world, consumers have numerous firms to choose between and it is important to attract their attention and offer something beyond the usual. It creates a tipping scale of offering a distinct experience and including individuals' interests.

5.2. Limitations and suggestions for future research

In this study a convenience sample was used. This sample limits the generalization of the results because of homogeneity in respondents. Instead using a random sample would avoid the issues of generalization. As a sample size of 50 participants in each group is needed to guarantee statistical power, future research needs to take this aspect into account. To collect data, a self-completion questionnaire was used. This method implies that respondents can not ask questions while answering the survey, which requires unambiguous questions. Of all participants, 96% thought that the questions in the questionnaire were asked in a clear way, which implicates that there was little ambiguousness. On the other hand, the stimulus presented included only a short descriptive text and could possibly explain a new concept for participants. This creates a risk that the respondents did not manage to fully comprehend the concept of the stimuli. Despite the risk, the manipulation control succeeded, which indicates that the participants understood the stimuli clearly. The method was, regardless of its shortcomings, chosen due to its appropriateness when having limited resources.

For future research, the authors recommend researchers to use a method that can give more generalized results. To avoid homogeneity of respondents, a larger sample distributed over a larger geographical area and through several channels is suggested. It would be interesting to use this study but instead let participants experience the different stimulus in reality, since it would give the researchers the opportunity to measure variables both before, during and after the experience. It could also be of interest to replicate this study with different stimuli within the experience dimensions to strengthen the findings. This could show implications of whether the specific activity plays a vital role or if the experience dimension generates steady results indifferent to the specific experience offered. As this thesis partly investigates CSR as an experience dimension in movie theatres, it could be of interest to dedicate a full study on this implication. Because of the growing popularity and importance of CSR, it would be interesting to investigate if CSR could be used as an experience in other environments.

Final words

To watch movies has never been easier. As streaming services are growing in popularity and the theatrical window is closing in, movie theatres may need to develop their offer. Will an unique experience or using the CSR experience dimension become the new way of attracting consumers? In an ever changing world, will it be beneficial for movie theatres to change with it?

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7. Appendix

Appendix 1 – Cronbach’s alpha

Table 13. Summary of Cronbach’s alphas for the dependent variables

Variable	Cronbach’s alpha	n	Number of items
Attitude (Intellectual)	0.938	37	3
Attitude (Escapist/Behavioural)	0.954	44	3
Attitude (CSR)	0.907	37	3
Attitude (Control Group)	0.923	42	3
Emotions (Intellectual)	0.914	37	9
Emotions (Escapist/Behavioural)	0.936	44	9
Emotions (CSR)	0.904	37	9
Emotions (Control Group)	0.924	42	9

Appendix 2 – Judgement of survey

Table 14. Judgement of Survey, Mean and Standard deviations

	N	M	Min	Max	SD
The survey was meaningful	160	3.68	1	5	1.04
The scenario was realistic	160	4.45	2	5	0.74
The questions were clearly formulated	160	3.87	1	5	1.20
The survey questions tried to influence you in a certain direction	160	1.67	1	5	0.92
Is the online survey examining cinema offerings?	160	4.16	1	5	1.12
Does the online survey examine offers from adventure parks?	160	1.3	1	3	0.70

Note: The questions were asked on a scale of 1 to 5.

Table 15. Judgement of survey, distribution of answers in %

	No, absolutely not	No, basically not	Doubtful	Yes, basically	Yes, absolutely
The survey was meaningful	1.9	12.5	25.6	35.6	24.4
The scenario was realistic	4.4	15	6.3	36.3	37.3
The questions were clearly formulated	-	3.8	3.8	36.3	56.3
The survey questions tried to influence you in a certain direction	55	28.1	10	4.4	1.3

Note: The questions were asked on a scale of 1 to 5.

Appendix 3 – Levene’s test

Table 16. Levene’s test for homogeneity of variances

Dependent variables	Levene statistic	p-value
Attitudes	4.394	0.005
Emotions	1.224	0.303

Appendix 4 – Perceived Experience

Table 17. Overview of mean differences between treatment groups and the control group (Post-Hoc, Scheffe)

Variables	Intellectual	Escapist/Behavioural	CSR
Amount of perceived experience	1.86***	2.16***	2.47***

Note: *** The mean difference is significant at the 0.001 level

Appendix 5 – Detailed Questionnaire (in Swedish)

Hej!

STORT tack för att du tar din tid för att besvara denna enkät som ligger till grund för en kandidatuppsats på Handelshögskolan i Stockholm.

Syftet med undersökningen är att vi vill skapa en större förståelse för hur du och andra konsumenter tänker kring biobesök. Vi hoppas och tror att detta kommer kunna vara till underlag för hur företag inom biografmarknaden ska tänka kring upplevelseinnehåll.

För varje deltagare som är med i undersökning skänker vi 2 kr till Unicefs arbete för att hjälpa utsatta barn som drabbats extra hårt under pandemin. DIN MEDVERKAN GÖR SKILLNAD!

Vid frågor maila gärna oss.

Svaren är anonyma, och kommer behandlas konfidentiellt. Enkäten tar ungefär 5 minuter att genomföra.

Allt gott,

Linn Saadon - 24307@student.hhs.se

Tova Geiger - 24569@student.hhs.se

Projekt: Kandidatuppsats i Marknadsföring

År och termin: 2021, Vårterminen

Studenter ansvariga för studien: Linn Saadon, BSc student (24307@student.hhs.se) och Tova Geiger, BSc student (24569@student.hhs.se)

Handledare och ansvarig utgivare: Magnus Söderlund, Professor, Department of Marketing and Strategy

Kontaktuppgifter handledare: Magnus.Soderlund@hhs.se

Dessa personliga uppgifter kommer behandlas av dig som svarar: Kön, ålder, sysselsättning, utbildningsnivå, bostadsort

Samtycke till deltagande i enkäten

All information behandlas efter ramverket GDPR. Vänligen läs informationen nedan.

Projektet

Som en integrerad del av utbildningsprogrammet vid Handelshögskolan i Stockholm, slutför inskrivna studenter en individuell avhandling. Detta arbete bygger på en enkät som ansluter till ämnet. Deltagande är naturligtvis helt frivilligt, och denna text är avsedd att ge dig nödvändig information om det som kan gälla ditt deltagande i enkäten. Du kan när som helst återkalla ditt samtycke och dina uppgifter raderas därefter permanent.

Sekretess

Allt du säger eller anger i undersökningen kommer att hållas strikt konfidentiellt och kommer endast att vara tillgängligt för handledare och kursledningen.

Säker lagring av data

All data lagras och behandlas säkert av SSE och kommer att raderas permanent när kandidatuppsatsen är klar.

Inga personuppgifter kommer att publiceras

Examensarbetet skrivet av eleverna kommer inte att innehålla någon information som kan identifiera dig som deltagare i undersökningen.

Dina rättigheter enligt GDPR

Du är välkommen att besöka <https://www.hhs.se/en/about-us/data-protection/> för att läsa mer och få information om dina rättigheter relaterade till personuppgifter.

Vänligen skriv dina initialer och dagens datum som signatur till frågan om du valde alternativet: "Jag har tagit del av informationen ovan och samtycker till att delta i denna studie".

Nedan ser du ett bioerbjudande. Vänligen läs och beskåda det noggrant, detta är den enda gången du kommer att få beskåda det, **fokusera på erbjudandet och upplevelsen i sig och inte vilken film det är.**

Bortse från din inställning till filmen, till exempel om du sett filmen innan eller tror att du skulle gilla/inte gilla den. Kolla alltså endast till erbjudandet. Standard biljettpris för att gå på bio är 125 kr.

<p>Författare besöker biografen</p>  <p>Före stormen</p> <p>Judith Lennox som skrivit boken bakom filmen <i>Före stormen</i> kommer innan filmen berätta om tankeprocessen bakom boken och sedan stanna för frågestund efter filmen. Välkommen!</p> <p>Biljettpris: 125 kr</p> <p>F Filmstaden</p>	<p>Se på bio i kampen mot barncancer</p>  <p>Före stormen</p> <p>Gå och se <i>Före stormen</i> mellan 19/4–25/4 och samtidigt bidra i kampen mot barncancer. I samarbete med Barncancerfonden presenterar vi HOPE-veckan, där 10% av alla intäkter under veckan går oavkortat till Barncancerfonden.</p> <p>Biljettpris: 125 kr</p> <p>F Filmstaden</p>
<p>Se på bio i en helt ny dimension</p>  <p>Före stormen</p> <p>Vi erbjuder er ett nytt sätt att gå på bio. Ni kommer att bli försedda med rekvisita som ni har möjlighet att använda under filmen som matchar filmens olika teman. Till exempel, är det någon som gifter sig kommer ni att bli försedda med ris som ni kan kasta på filmduken eller om det är vattenkrig kommer ni själva bli försedda med vattenpistoler.</p> <p>Biljettpris: 125 kr</p> <p>F Filmstaden</p>	<p>Se på bio i veckan</p>  <p>Före stormen</p> <p>Nu har filmen <i>Före stormen</i> börjat visas i våra biografier. Välkommen in!</p> <p>Biljettpris: 125 kr</p> <p>F Filmstaden</p>

Du har nu fått tagit del av ett bioerbjudande. Baserat på det med **fokus på erbjudandet och upplevelsen i sig och inte vilken film det är**, kommer du att få ett antal påståenden. Vänligen ange i vilken grad du håller med om påståendena.

Hur mycket upplevelse skulle du anse att detta erbjudande innehåller?

Ingen upplevelse | 1 2 3 4 5 6 7 | Mycket upplevelse

Det här erbjudandet får mig att känna mig:

- 1) Exalterad
- 2) Glad

3) Förväntansfull

4) Emotionell

- Håller inte alls med
- Håller inte med
- Håller delvis inte med
- Neutral
- Håller delvis med
- Håller med
- Håller helt med

Jag uppfattar den här upplevelsen som:

- 1) Spännande
- 2) Händelserik
- 3) Rolig
- 4) Fängslande
- 5) Emotionell

- Håller inte alls med
- Håller inte med
- Håller delvis inte med
- Neutral
- Håller delvis med
- Håller med
- Håller helt med

Den här upplevelsen kommer att...

- 1) ... lära mig något nytt
- 2) ... utmana mitt tänkande
- 3) ... svara på frågor jag har eller hade haft
- 4) ... få mig att förbereda mig innan

- Håller inte alls med
- Håller inte med
- Håller delvis inte med
- Neutral
- Håller delvis med
- Håller med
- Håller helt med

Hur troligt är det att du kommer...

- 1) ...sitta ner under hela filmen?
- 2) ...röra dig mycket under filmen?
- 3) ...bli andfådd under filmen?
- 4) ...interagera med andra gäster?

- Mycket otroligt
 - Otroligt
 - Ganska otroligt
 - Vet ej
 - Ganska troligt
 - Troligt
 - Mycket troligt
-

Jag tycker att...

- 1) ...erbjudandet uppfattas som en upplevelse
- 2) ...erbjudandet ger positiva effekter på någon annan än mig själv
- 3) ...upplevelsen är en del av socialt ansvarstagande

- Håller inte alls med
 - Håller inte med
 - Håller delvis inte med
 - Neutral
 - Håller delvis med
 - Håller med
 - Håller helt med
-

För att säkerställa att du läser instruktionerna och informationen i enkäten så vill vi testa din uppmärksamhet. Nedan står det att du ska välja svarsalternativ "Inception", istället vill vi att du ska välja svarsalternativ "Avatar".

- Inception
 - Interstellar
 - Avatar
-

Vidare följer några frågor och påståenden kring din attityd och köpintuition till

erbjudandet.

Vad är din övergripande attityd till erbjudandet?

Dåligt | 1 2 3 4 5 6 7 | Bra

Gillar inte | 1 2 3 4 5 6 7 | Gillar inte

Negativt intryck | 1 2 3 4 5 6 7 | Positivt intryck

Nedan följer några påståenden om din intention att delta i upplevelsen

- 1) Jag har för intention att delta
- 2) Jag tror att jag kommer att delta
- 3) Jag tror att jag kommer att gå in på hemsidan och läsa mer
- 4) Sannolikheten att jag kommer delta är hög
- 5) Sannolikheten att jag kommer delta om priset är 10% högre är hög

- Nej, absolut inte
- Nej, i stort sett inte
- Nej, i viss grad inte
- Tveksam
- Ja, i viss grad
- Ja, i stort sett
- Ja, absolut

Nedan följer några påståenden om din benägenhet att rekommendera erbjudandet

- 1) Jag kommer att säga positiva saker om erbjudandet
- 2) Jag kommer att uppmana vänner och bekanta att gå med mig
- 3) Jag kommer att rekommendera erbjudandet för andra personer

- Mycket otroligt
- Otroligt
- Ganska otroligt
- Vet ej
- Ganska troligt
- Troligt
- Mycket troligt

Filmen Före Stormen användes i bioerbjudandet. Jag har tidigare...

- ...hört talas om filmen Före Stormen
- ...sett filmen Före Stormen
- ...aldrig hört talas om eller sett filmen Före Stormen

Tack för att du har svarat på frågorna kring bioerbjudandet. Nu vill vi istället ställa frågor om dig orelaterade till erbjudandet du tidigare tagit del av.

Hur gammal är du? Ex. "24"

- Öppen fråga

Vilket kön identifierar du dig med?

- Man
- Kvinna
- Annat

Vad är din högsta avslutade utbildning?

- Grundskola
- Gymnasium
- Universitet-eller högskoleutbildning
- Yrkesutbildning eller motsvarande
- Forskarutbildning eller motsvarande

I vilken stad bor du? Ex "Stockholm"

- Öppen fråga

Vad är din huvudsakliga sysselsättning?

- Studerar
- Arbetar
- Tjänstledigt
- Föräldraledigt
- Arbetslös
- Sjukskriven
- Annat

Hur många gånger skulle du uppskatta att du vanligtvis brukar du gå på bio? (Bortse från den rådande pandemin)

- Mer än 1 gång i veckan
- En gång i veckan

- Två eller tre gånger per månad
- En gång i månaden
- Några gånger per år
- En gång per år
- Mindre än en gång per år

Nedan följer några påståenden om dig själv. Försök svara så sanningsenligt som möjligt.

- 1) Jag tycker om att testa nya saker
- 2) Jag tycker om att lära mig nya saker
- 3) Jag är bra på att tänka utanför boxen
- 4) Jag gillar förändring

- Håller inte alls med
- Håller inte med
- Håller delvis inte med
- Neutral
- Håller delvis med
- Håller med
- Håller helt med

Nedan följer några avslutande frågor om undersökningen

- 1) Kändes undersökningen meningsfull?
- 2) Upplevde du erbjudandet i början av webbenkäten som realistiskt?
- 3) Var webbenkätens frågor tydligt formulerade?
- 4) Anser du att frågorna försökte påverka dina svar i en viss riktning?
- 5) Undersöker webbenkäten bioerbjudanden?
- 6) Undersöker webbenkäten erbjudanden från äventyrsparker?

- Nej, absolut inte
- Nej, i stort sett inte
- Vet ej
- Ja, i stort sett
- Ja, absolut

Erbjudandet som används i undersökningen är inget riktigt erbjudande och varumärket som presenteras står inte bakom det. Detta erbjudande är helt framtaget i forskningssyfte för att undersöka upplevelseinnehåll inom biografmarknaden.

Tack för din medverkan! Du har hjälpt oss att komma närmare en examen och som tack för det kommer vi att skänka 2 kr till Unicef och deras arbete att hjälpa utsatta barn som drabbats extra hårt under pandemin.

Allt gott,
Linn och Tova