

Users' Attitudes Toward Movie-Related Websites And E-Satisfaction

Yoon Cho (Email: ycho@hpu.edu), Hawaii Pacific University
Joseph Ha (Email: jha@hpu.edu), Hawaii Pacific University

Abstract

Numerous websites provide information, sell products, and offer services. However, not many websites have focused on usability issues, such as ease of use, usefulness, and customer satisfaction. Therefore, in this paper, the authors first consider what factors affect ease of use and usefulness and then how ease of use and usefulness affect attitudes toward websites and customer satisfaction. This study classified four different user groups based on their degree of involvement to measure different levels of perceived ease of use and usefulness. Uses and gratification theory (Herzog 1944; McGuire 1974; Luo 2002) has been applied in this study to explain users' attitudes toward movie-related web sites and consumer satisfaction. This study found that online users' positive attitudes towards movie-related websites impact their satisfaction, while their positive attitudes do not significantly lead to the actual purchase of tickets online. The findings of the study contribute to the development of the uses and gratification theory by applying it to the online users' attitudes toward movie-related sites. Further, this study provides implications and offers suggestions to e-businesses dealing with movie-related products and services.

1. Introduction

Numerous commercial websites have become a place where consumers obtain vast information, but understanding how and why online users actually become consumers, specifically loyal consumers, is a major concern for practitioners and academics. The incidence of consumers purchasing through the hosting company site or through advertisements placed by sponsors has been quite low, except for some particular online brand or products. For example, purchasing a book or CD is becoming more common online, yet purchasing clothing or groceries is still less preferable online than in brick-and-mortar stores.

Concerned that online consumers' preferences differ according to the categories of product/service, the purpose of this study is to investigate online users' attitudes and satisfaction regarding movie-related web sites. The film industry has been used online as an interactive marketing tool to increase awareness and promote both new and old movies. For instance, Lions Gate films applied the impact of viral marketing by sending 16,000 people e-mail for 30 days prior to the 1999 opening of *American Psycho* (Strauss 2000). Major portals, such as MSN and AOL, promote movies by providing information, including trailers, show times, and movie news, etc. Movie-specific sites, such as moviefone.com and movietickets.com also provide similar services to movie sections under the portals, but differ because they generate additional revenue by selling the tickets. Perhaps, more profitably, markets for DVDs, such as Amazon.com and ebay.com, have become more prevalent online than traditional brick-and-mortars.

This study investigates 1) the factors affecting online users' attitudes toward movie-related websites, which have become an interactive marketing tool for online users; 2) how those factors affect perceived ease of use and usefulness; 3) the effects of perceived ease of use and usefulness to the attitudes toward the movie-related websites; 4) how overall attitudes toward the site affect overall user satisfaction; and 5) how online users' attitudes toward movie-related sites differ from individual users' various levels of website usages. This paper also discusses how online communication tools, for example, email, online community, and real-time chatting can be useful sources of viral marketing for the film industry.

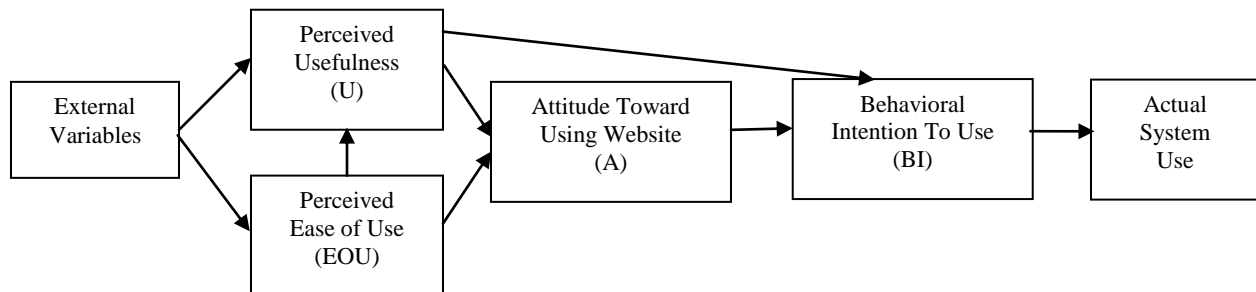
2. Conceptual Framework

Uses and gratification theory (Herzog 1944; McGuire 1974; Luo 2002) has been applied in this study to explain users' attitudes toward movie-related web sites and consumer satisfaction. A previous study by Luo (2002) developed the theory by linking the well-grounded uses and gratifications framework to online consumer behaviors (Luo 2002). *Uses and gratification theory* has been developed from research in the context of traditional media, such as TV, magazines, or radio (Herzog 1944; McGuire 1974). It has been extended to research in the context of the online environment (e.g., Luo 2002). Recent studies, held in the online context, frequently measure web usage, attitudes toward websites, and satisfaction (Korgaonkar and Wolin 1999; Chen and Wells 1999; Luo 2002). Application of uses and gratification theory in the online context has drawn the attention of scholars since the Internet, as an interactive multimedia tool, has become a place that provides a new, many-to-many communications model and dramatically alters the traditional view of communication media (Hoffman & Novak, 1995).

The present study has been supported by another theory, proposed by Ajzen and Fishbein (1980) and often used in behavioral research. The *Theory of Reasoned Action* (TRA), which suggests that individuals' performance of a given behavior is primarily determined by their intention to perform that behavior. According to the TRA, two major factors influence the intention to perform a given behavior: i) the individuals' attitude toward personally performing the behavior which is based on their beliefs, and ii) the subjective norm concerning the behavior (i.e., the individuals' belief that "most important others" think that they should or should not perform the behavior (Ajzen and Fishbein 1980; Fishbein and Ajzen 1975).

Further, researchers criticized the *Theory of Reasoned Action* (TRA) for not explaining the beliefs that are operative for a particular behavior, which is related to the usage of information technology (Succi and Walter 1999). Thus, the *Technology Acceptance Model* (TAM: Figure 1) has been proposed by Davis (1989a and b) to explain specific behavior from electronic commerce. The *Technology Acceptance Model* has been widely used in the study of online user behavior explaining the effect of perceived usefulness, perceived ease of use, and user acceptance of information technology. The TAM model has been adopted in this study to describe consumer behavior in the online environment. The model explains why online users accept or reject websites and how their internal beliefs and attitudes affect their usage behavior (Davis 1989b; DeSantics 1983; Ives, Olson, and Baroudi 1983).

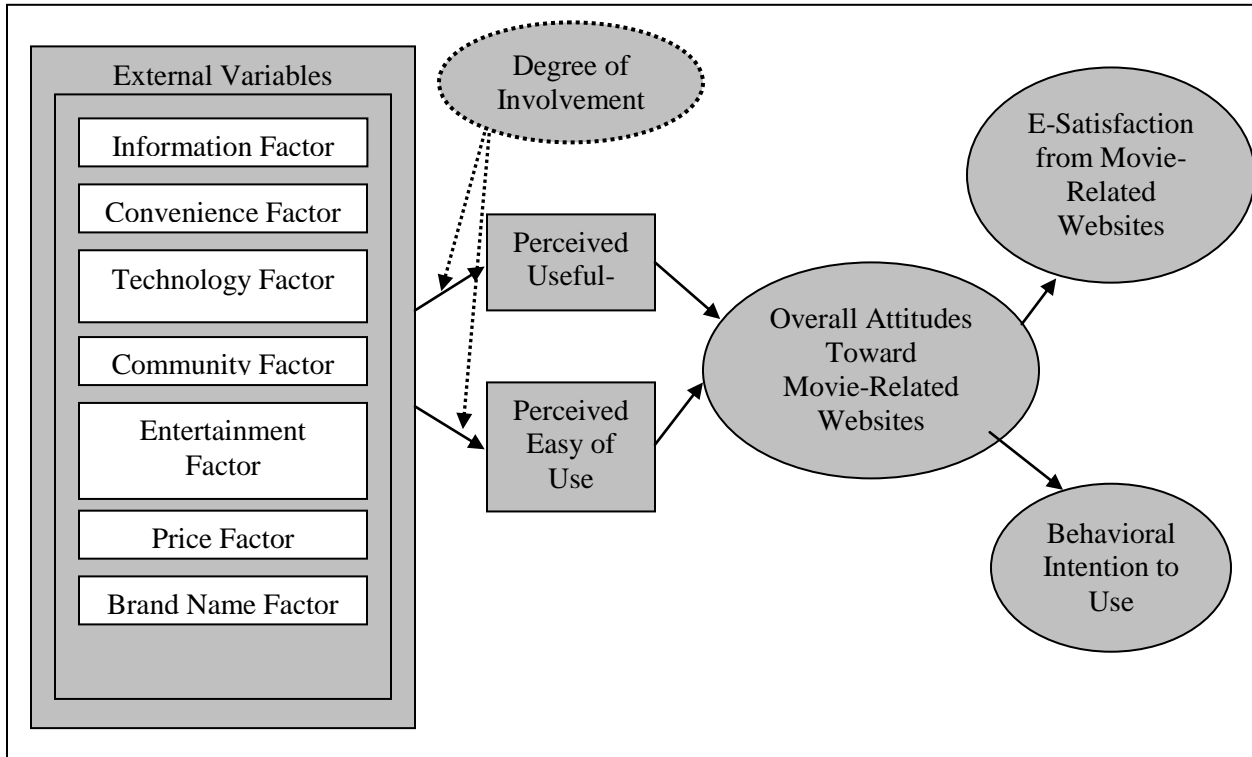
Figure 1. Technology Acceptance Model (TAM: Davis 1989a and b)



Therefore, within the uses and gratification framework and the theory of reasoned action, this study investigates how movie-related websites can be an interactive marketing tool for online users by exploring factors that affect perceived ease of use (EOU) and usefulness (U). Particularly, this study classifies factors that can be used to measure perceived ease of use and usefulness. Factors, proposed in this study include information, convenience, technology, community, entertainment, and price. This study also measures the impact of such factors to the users' attitudes toward the specific website, i.e., movie-related websites. The study also measures how consumers' attitudes toward specific websites affect their user satisfaction or behavior intention to use. User satisfaction has been obtained from the current users and behavior intention to use from the potential users of movie-related websites. For current users, the present study adopted the levers, suggested by Mohammed (2002), across the stages of movie-

related websites to see whether those factors have a different impact on user satisfaction based on a different extent of individual user’s usage on information systems (see table 1). Further, this study also suggests how the file industry effectively operates online communication tools, such as email, online communities, and real-time chatting system as useful sources of viral marketing.

Figure 2. The Proposed Model of Users’ Attitudes Toward Movie-Related Websites & E-Satisfaction



The proposed model of this study is determined by the different factors that arouse perceived ease of use and usefulness and also dummy variables for the levers across the stages on movie-related websites with coefficients.

$$A_o = U + EOU \quad (1)$$

$$U = \alpha + \sum_{i=1}^n \beta_i b_i + \beta_{1k} D_{1k} + \beta_{2k} D_{2k} + \beta_{3k} D_{3k} \quad (2)$$

$$EOU = \alpha + \sum_{i=1}^n \beta_i b_i + \beta_{1k} D_{1k} + \beta_{2k} D_{2k} + \beta_{3k} D_{3k} \quad (3)$$

where:

A_o = The overall attitudes toward the movie-related websites,

b_i = Importance for the i^{th} factor,

$D_{1k \sim 3k}$ = Dummy variables for the Levers Across the Stages on Movie-Related Websites

$\beta_i, \beta_{1k \sim 3k}$ = Coefficients of variables.

This study adopted the above model to measure the impact attitudes toward the websites to the behavioral intention to use by potential users, i.e., users who never log on to the movie-related sites. However, for the current users, the study measures the impact of the overall attitudes toward the websites toward e-satisfaction. Therefore, two regression lines for potential and current users are described as follows (4) & (5).

$$BI = \alpha + \beta_j A_{O_j} \quad (4)$$

$$SAT = \alpha + \beta_m A_{O_m} \quad (5)$$

2.1. Perceived Usefulness & Perceived Ease Of Use

Perceived usefulness (U) and *perceived ease of use* (EOU) have been frequently used to measure users' attitudes toward websites and technology acceptance. Based on a definition by Davis (1989), perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance." Davis (1989 a and b) also described the definition of perceived ease of use: "the degree to which a person believes that using a particular system would be free of effort." In this study, perceived usefulness and ease of use are considered predictors to investigate the external variables that affect users' acceptance of movie-related websites. Both variables, perceived usefulness and perceived ease of use, are the equivalent of internal beliefs (b_i) from the *Theory of Reasoned Action* (TRA).

Hypothesis 1: As perceived usefulness on movie-related websites is greater, users' positive attitudes toward those websites increase.

Hypothesis 2: As perceived ease of use on movie-related websites is greater, users' positive attitudes toward those websites increase.

2.2. Attitudes Toward The Site, Behavioral Intention To Use, & E-Satisfaction

Attitudes toward a website have been often considered as a variable to measure the effectiveness of websites, systems, or advertising (e.g., Zhou 2002; Chen and Wells 1999). Previous researchers found that attitudes toward a site are quite measurable (Gibson 1997). Users' attitudes toward the usage of computer concern perceptions of the competence and productivity of computers (Zoftan and Chapanis 1982). Researchers (Zoftan and Chapanis 1982) found that those with higher attitudes view computers as more efficient, dependable, precise, and organized. Prior studies also addressed that attitudes toward computers have important effects on the usage and ultimate success or failure of computer systems (Webster and Martocchio 1992; Igbaria et al. 1990). Further, attitudes toward a site have been discussed to measure the ease of building a relationship with a business, website loyalty, e-satisfaction with the site or service provided by the business, length of time to stay on a website, or a comparison analysis between or among the sites (Chen and Wells; Schubert and Selz 1999; Cho et al. 2002). Thus, we hypothesized that positive attitudes toward websites increase e-satisfaction for existing users, while those increase intention to use for those, who never visited movie-related websites. This is a different point from *Technology Acceptance Model* (TAM: Figure 1) proposed by Davis (1989a and b), as TAM only considered the effect of attitudes toward a website based on the behavioral intention to use and actual system use. This study modified the model considering different types of users, existing users and potential users. Therefore, for existing users, this study proposes that attitudes toward websites affect e-satisfaction, while for potential users, the study hypothesizes that attitudes toward websites affect behavioral intention to use.

Hypothesis 3: For existing (potential) users, attitudes toward movie-related websites positively affect e-satisfaction (behavioral intention to use).

Hypothesis 4: The impact of attitudes toward movie-related websites on e-satisfaction increases, as the degree of involvement increases.

2.3. Degree Of Involvement

Involvement theory often has been studied in the traditional marketing and online context. In traditional marketing, involvement has been adopted in the study of purchase decisions (Clarke and Belk 1978), advertisements (Krugman 1977), or products (Howard and Sheth 1969), etc. For example, involvement with purchases leads one to search for more information and spend more time searching for the right selection (Zaichkowsky 1985). Past studies in the online context have considered the degree of involvement as a predictor of technology acceptance (Stafford and Stern 2002). Stafford and Stern (2002) summarized the opinions on involvement that perceived ease of use is superior to involvement (Venkatesh and Davis 2000), while others argue that “subjective experiences such as involvement” ultimately drive behavior (Webster and Martocchio 1992). Degree of involvement in this study has been treated as a mediator to affect perceived usefulness and ease of use for movie-related websites. Assuming that Internet users’ attitudes toward websites are quite varied based on their levers on websites, this study uses the framework the levers across the stages,” proposed by Mohammed (2002). The levers were introduced based on different stages to classify the factors that account for the success of the movie-related websites’ marketing plans (Mohammed 2002). This study adopted this framework by positing that proposed different levers could be explained to group different users’ usages of the websites.

Table 1. The Levers Across The Stages On Movie-Related Websites (Modified, Mohammed 2002)

	Novice	Awareness	Exploration/Expansion	Commitment
Online Users’ Attitudes and Behavior	Beginner for movie-related site	<ul style="list-style-type: none"> ❖ Recognize the campaign (e.g., Greeting visual campaign) ❖ Get information about the movie (e.g., Search the show time or theater) ❖ AOL content placement Contests and Sweepstakes 	<ul style="list-style-type: none"> ❖ Downloads trailers and Opt-In ❖ Click – through to website or trailer from keyword, links, or partner websites. ❖ Click on advertising related to movie Sony/Loews theater couponing 	<ul style="list-style-type: none"> ❖ Opt-ins to view subsequent episodes ❖ Customized browser. Click-throughs (e.g., AOL Moviefone) to purchase tickets

This study also assumed that the levers are on the continuum of the degree of involvement on the websites. Thus, when users are in the stage of higher degree of web usage, such as commitment, their involvement on the website is also higher. In other words, the degree of involvement on the movie-related websites increases from novice to commitment considering the levers on the continuum. Therefore, this study hypothesized that user involvement increases when the levers on movie-related websites are commitment rather than awareness or expansion. The current study considers the degree of involvement as a mediating variable based on the suggested model (Figure 2). The suggested levers across the stages by Mohammed (2002) are modified for this study (Table 1).

2.4. Information Factor

The Internet has assumed a crucial role as a source of enormous information. Online users are able to easily find the almost unlimited information, conveniently, 24/7. The Internet as a source of information significantly affects users’ search behavior. Therefore, the quality of information content provided websites often reduces users’ search efforts and agitates their behavioral intention to use. It is expected that overall aroused satisfaction will positively affect an individual user’s attitudes toward a website. Online users often log on to the movie-related websites, such as www.moviefone.com, www.movietickets.com in order to get show times, theater locations, and/or other information about a film. The film industry can increase brand awareness among its score target markets by an average of about 20% across the board, which was determined by an annual awareness tracking study Virgin does

across all its markets (Mohammed 2002). This study hypothesized that consumers' positive attitudes toward the website increases as their perceived ease of use and usefulness of information increase.

Further, this study also measures impacts based on different degrees of user involvement. Traditional marketers addressed the effects of the degree of involvement on the information search effort, or vis-à-vis (e.g., McGaughey and Mason 1998). Prior researchers (McGaughey and Mason 1998) determined that if consumers have low involvement with products that can satisfy their perceived need, they exert little effort in the information search. However, with high involvement, the consumer is likely to conduct a more active information search (McGauphey and Mason 1998). Further, in a state of high involvement, the consumer may be more willing to seek out detailed information through product trial experiences (McGauphey and Mason 1998).

When the impact of involvement is discussed in the online context, the effects of user involvement in information systems have been investigated (Franz and Robey 1986; Baroudi, Olson, and Ives 1986). Various studies (McGauphey and Mason 1998; Cho et al. 2002) have investigated the degree of involvement, attitudes toward a website and e-satisfaction. This study hypothesizes that for more involved online customers, those whose degree of involvement moves from novice to committed, their positive attitudes toward websites will affect a higher e-satisfaction.

Hypothesis 5: User perception on an information factor toward movie-related website is positively associated with both perceived usefulness and perceived ease of use.

Hypothesis 5a: The impact of the information factor on perceived usefulness and easy of use will be higher as the degree of user involvement increases.

2.5. Convenience Factor

Various researchers found that a major factor to increase consumer satisfaction from electronic commerce is convenience (Cho et al. 2002). It is well known that a media-inherent characteristic of the Internet is its accessibility since users are able to use the Net 24 hours/7days a week. Online shoppers can save time on trips to stores when they place orders online. Similarly, movie-related website users can easily reach sites for various purposes and with increased frequency on the Internet. Film companies such as New Line Cinema leveraged an outstanding deal with AOL, gaining access to its 20 million users (Mohammed 2002). Online users enjoy the convenience of easily purchasing movie tickets, viewing trailers, and obtaining information, via various websites, such as www.moviefone.com, www.movietickets.com, and links to entertainment via ISPs, such as <http://entertainment.msn.com/>. In addition, by personalizing websites and using permission marketing tools, such as opt-in, users receive recent information about films and also information based on their preferences. For instance, moviefone offers the service called, "Get Movie Mail" with options allowing customers to choose their preferred types of movies. This study hypothesizes that users' perception of the convenience of movie-related websites positively affects perceived usefulness and ease of use, as proposed by Davis (1989a and b).

Hypothesis 6: User perception of the convenience of movie-related website is positively associated with both perceived usefulness and perceived ease of use.

In addition, this study proposes how the impact of the convenience factor on perceived usefulness and ease of use is positively associated with the degree of user involvement. The authors posit that as users' perception of movie-related websites as interactivity tools increases, the degree of involvement on those sites also increases. Users' interactivity with movie-related websites increases through the stages. An online campaign offered by the film industry actively advances users through the stages (Mohammed 2002). For example, New Line Cinema developed a complete line of personalized and interactive tools that kept customers interested in the franchise and ensured that they would purchase tickets (Mohammed 2002). According to Mohammed (2002), New Line used its partnership with Moviefone to make it easy for customers moving through the stages to not only discover where the movie was playing, but also purchase tickets from a Web browser (Mohammed 2002). Moviefone also partnered with AOL, Netscape, and Palm, and mobile companies, such as Sprint PCS Internet-ready phones, and AT&T

Digital PocketNet, providing services to increase involvement. Movietickets.com offers the service, called “Join My MovieTickets” that processes fast checkout when users purchase tickets online.

Hypothesis 6a: The impact of the convenience factor on perceived usefulness and ease of use will be higher as the degree of user involvement increases.

2.6. Technology Factor

Prior studies discussed how perceived usefulness and ease of use are influenced by various factors, including the system’s technical design characteristics (Benbasat and Dexter 1986; Benbasat, Dexter and Todd 1986; Dickson, DeSanctis, and McBride 1986; Malone 1981). Technology factors include website effectiveness such as speed and customer interface design factors (Mohammed 2002), such as content, context, and customization. Technology and media-inherent factors, proposed by Schubert and Dettling (2002), are applied in this study. The extended Web Assessment Method (EWAM), proposed by Schubert and Dettling (2002), focuses on the special features that are inherent in the Internet. This study selected criteria, related to the technology factor from the Web Assessment Model, which was proposed by Schubert and Selz (1999), prior to EWAM. Based on the suggested phases (e.g., settlement, agreement, and information phases) from the Web assessment model, criteria, related to the technology factor at each stage, such as good user interface, structure of content, adjustable customer profile, and possibility of customized products, are used in this study.

Hypothesis 7: User perception of the technology factor of movie-related websites is positively associated with both perceived usefulness and perceived ease of use.

Hypothesis 7a: The impact of the technology factor on perceived usefulness and ease of use will be higher as the degree of user involvement increases.

2.7. Community Factor

A community is known as a set of interwoven relationships built upon a shared interest, not simply held together by a shared interest (Hanson 2000). Online communities include Bulletin Board System (BBS), discussion groups, such as industry portal discussion areas, professional groups or groups by interests, Forums and Internet Relay Chat (IRC), which is often offered by Internet Service Providers (ISPs). For instance, AOL provides an example of the explosive growth of community-building technologies (Hanson 2000). Users are allowed to send more than 290 million real-time “instant messages” every day and also as many as 19,000 different AOL chat rooms were active on a peak day (Hanson 2000). Discussion groups are often held based on similar interests. Users in popular discussion groups, such as www.icq.com and www.cafeuten.com join the group by selecting the topic they are interested in. Negative feedback systems also offer a place to hold a discussion group. Users of feedback systems, such as www.epinions.com, www.cnet.com, www.planetfeedback.com, leave opinions about products or brands creating a discussion group. Such opinions also can be a useful source to improve consumer satisfaction and minimize complaints (Cho et al. 2002).

Due to the nature of the Internet, as an interactive media, messages or opinions from an online community can be easily spread out. Reichheld and Schefter (2000) indicated that the Web is actually a very sticky space and a powerful tool for strengthening relationships. Thus, the degree of commitment and intensity between individuals, business-to-consumer, and business-to-business increase on the Web (see also Hanson 2000). Various researchers stressed that an online community could become a useful marketing tool by gaining widespread attention and building traffic to the site (Hanson 2000). According to Reichheld and Sasser (1990), an online community improves loyalty that can have a substantial impact on profits. Moreover, communities play a significant role in reinforcing the social interactions, building trust, and creating loyalty (Hanson 2000). For example, by creating communities, e-business/e-commerce will reap the benefits of greater “customer loyalty” and may gain important insights into the nature and needs of their “customer usage” (Hanson 2000). Moreover, most of today’s online customers exhibit a clear proclivity toward loyalty, and Web technologies, used correctly, reinforce that inherent loyalty (Reichheld and Schefter 2000).

The film industry uses the Internet for various promotional tools. First, the Internet can be a viral marketing tool, which is the online equivalent of Word of Mouth (WOM: Hanson 2000) for industries. According to Hanson (2000), the Net amplifies the power and accelerates the speed of feedback from users to potential adopters. A good example is the success story of “American Psycho.” Lion Gate films sent 16,000 people email for 30 days prior to the 1999 opening of the film (Hanson 2000). Austin Powers also used the similar strategy by sending a message to the people (Mohammed 2002). For example, by using Austin, the film industry allows people to talk in regular conversation or mimick Austin’s nemesis, Dr. Evil (Mohammed 2002). Further, in order to target specific segments without losing the movie’s intended brand appeal, film industries create, a cleverly designed movie-community website, e.g., www.DanferWillRobinson.com (Mohammed 2002). The site acts as an online community that effectively piques the interests of several movie-goer segments (Mohammed 2002). Online communities can become an interactive tool for relationship marketing. In order to read other users opinions or leave comments, users register to the website and manage personal information. This study hypothesizes that users’ perception of the usefulness of the community factor affects their attitudes toward movie-related websites.

Hypothesis 8: User perception of the community factor of movie-related websites is positively associated with both perceived usefulness and perceived ease of use.

The study also posits that users attitudes toward movie-related websites regarding the community factor will improve as the degree of involvement increases. According to by Mohammed (2002), both novel and traditional users use movie-related websites as viral marketing tools to promote movies to their friends. In particular, in the awareness stage, New Line Cinema generated substantial recognition of the *Austin Powers* character and movie (Mohammed 2002). In the exploration and expansion stage, moviegoers were able to learn much more about Austin and his forthcoming movie, and New Line provided a full set of tools to help people inform their friends about the movie (Mohammed 2002). In the commitment stage, the studio made it easy to see the film, to promote it, and to enjoy Austin Powers even outside the movie theater (Mohammed 2002).

Hypothesis 8a: The impact of the community factor on positive perceived usefulness and ease of use will be higher as the degree of user involvement increases.

2.8. Entertainment Factors

Prior studies (e.g., Danet et al. 1996a) note that computer-mediated communication (CMC) is strikingly playful. Various studies have recognized the inherently playful nature of the computer as medium (e.g., Danet et al. 1996b; Rafaeli, 1984, 1986; Kuehn, 1993; Lanham, 1993; Ruedenberg et al., 1995). Danet et al. (1996a and b) also mentioned that millions of people are playing with their computer keyboards in various ways, thus an application of computers to theater-related purposes is perhaps inevitable. Researchers (Webster and Martocchio 1992) argue that microcomputer playfulness represents a degree of cognitive spontaneity in computer interactions. Playfulness is an important factor to acquaint with the computer, by shifting attitudes from fearful and awesome aspects to positive factors (Webster and Martocchio 1992; Gardner et a. 1989; Howard and Smith 1986). It is also viewed as the capacity to draw satisfaction from the immediate intellectual development of a topic, irrespective of any ulterior motive (Dewey 1913).

Social escapism motivation refers to consumers’ motives for using the Web as a reliever of day-to-day boredom and stress (Zhou 2002; Korgaonkar and Wolin 1999). Movie-related websites are a pleasurable, fun, and enjoyable activity that allows one to escape from reality (Zhou 2002). As Zhou (2002) cited, users may perceive movie-related websites as more entertaining than informative. Therefore, this study separates the entertainment factor for movie-related websites from the information factor to investigate the effects to the perceived usefulness and ease of use. This study proposes that users’ perceptions about movie-related websites as an entertainment factor significantly affect their perceived usefulness and ease of use.

Hypothesis 9: User perception of the entertainment factor of movie-related websites is positively associated with both perceived usefulness and perceived easy of use.

Hypothesis 9a: The impact of the entertainment factor on perceived usefulness and ease of use will be higher as the degree of user involvement increases.

2.9. Brand Name Factor

The role of brand has been frequently addressed in previous studies. Traditionally, brand names serve a variety of purposes for consumers and advertisers (Meyers-Levy 1989). Various researchers (e.g., Levy 1989) have noted that firms with extremely memorable brand names often regard those names as their most valuable asset because these labels provide immediate recognition, and often, acceptance of new products that may be introduced under the brand name. This study points out that the role of a brand name is also significant in the online environment. Consumers log on to certain websites based on their recognition of the brand names. The role of the URL (Uniform Resource Locator), which represents the online business, is also important as online consumers recall the e-commerce sites depending on how much the URL is memorable.

Therefore, brand names could help consumers make purchase decisions in the computer – mediated environment as they enable highly reliable inferences about consumption benefits after one purchase and use (Alba et al. 1997). Keller (1993) also posited that the stronger the brand image held in the consumers' memories, the more likely they will purchase those products without any additional decision making. However, as Dick et al. (1990) pointed out, brand attribute value inferences depend on the accessibility of information. This study hypothesizes that brand name importantly affects consumer choice behavior in the electronic marketplace.

Hypothesis 10: User perception of the brand name factor of movie-related websites is positively associated with both perceived usefulness and perceived easy of use.

Hypothesis 10a: The impact of the brand name factor on perceived usefulness and ease of use will be higher as the degree of user involvement increases.

2.10. Price Factor

Previous researchers stated that price is a major factor to measure consumer sensitivity (Krishnamurthi and Raj 1988). The price factor has a large role in the choice and quantity of buying decisions (Krishnamurthi and Raj 1988). Price affects online users' perception both positively and negatively. Hanson (2000) posits that the Internet will raise or lower price sensitivity among customers. Price sensitivity might increase in the online environment due to the availability of price comparisons on the Web. Many online companies provide services, such as price and service comparisons, so customers can easily compare the price with the various service options. In addition, consumers often have a negative perception of price offered by electronic commerce, particularly regarding delivery costs. Various studies proved that online customers are often unsatisfied with the delivery costs (e.g., Cho et al. 2002), while often satisfied with discounted prices. However, in general, online customers expect a lower price than in the traditional marketplace, as in fact, online customers offer lower prices than do traditional stores. It is well known that in the online shopping environment the costs of producing, processing, and overhead and banking transactions are lower. It is possible for online stores to reduce costs when they maintain an efficient distribution system allowing them to provide a similar price for the same product as physical stores. Moreover, effective online distribution systems such as just-in-time inventory, EDI (Electronic Data Interchange), and supply chain management play a role in reducing costs. Movie-related website users save money and time by purchasing tickets online. Therefore, this study hypothesizes that price is an important factor in consumer choice behavior in the electronic marketplace. In other words, customers are more sensitive to price as product quality is not easily determined in the online environment.

Hypothesis 11: User perception of the price factor of movie-related websites is positively associated with both perceived usefulness and perceived ease of use.

Hypothesis 11a: The impact of the price factor on perceived usefulness and ease of use will be higher as the degree of user involvement increases.

3. Methodology

The study conducted a survey with four hundred and ninety randomly selected subjects in U.S. The response rate was 85% and about 64% of respondents answered that they have used movie-related websites at least once. Quantitative methods, including factor, regression, and path analysis, were applied to measure perceived usefulness, perceived ease of use, online users' attitudes towards sites, behavioral intention to use and satisfaction. This study developed the scales from previous studies. For example, scales for perceived usefulness and perceived ease of use were from the study by Davis (1989a and b) and Davis, Bagozzi, and Warshaw (1989). Scales for other variables were from studies by Succi and Walter (1999), Zhou (2002), Schubert and Selz (1999), and Chen and Wells (1999). Likert scales, Semantic differential scales, and open-ended questions were used to measure the items. For Likert scale questions, a five-point scale with extremes labeled, "Strongly Disagree" and "Strongly Agree" was used. Multivariate data analyses, such as factor and regression analyses were used to analyze this study.

In order to measure the degree of involvement, this study used the scale items for each lever across the stages on movie-related websites, proposed by Mohammed (2002) with modifications. This study measures the average for the items for each lever, which represents the degree of involvement, e.g., average for items of novice, awareness, exploration/expansion, and commitment. Users' degree of involvement on movie-related websites was decided based on the average scores, obtained above. For instance, if a user has the highest score for the items of awareness, we consider that s/he is in the stage of awareness. After the lever was found, dummy variables were used to code the data. This study used novice as a base for dummy variables.

4. Results

The first step in this analysis was intended to validate the factors that affect two predictors perceived usefulness and ease of use. This study ran the confirmatory factor analysis to identify those factors. Using principal components analysis as the extraction method and varimax rotation methods with Kaiser Normalization, the most relevant data emerged. This analysis showed a distinct reduction of six factors, with Eigen values over 1.00. The factor analysis results including scaled items, which were grouped as a factor, Eigen values, and components are summarized in table 2. As proposed, the seven factors that affect perceived usefulness and ease of use toward movie-related websites appeared to be "information factor," "convenience factor," "technology factor," "community factor," "entertainment factor," "brand name factor," and "price factor."

A separate factor analysis was done to group scale items for predictors, perceived usefulness and ease of use, which affect attitudes toward websites. Scale items were developed from the previous study by Davis (1989a and b). Table 3 shows the results of factor analysis for external variables, which affect perceived usefulness and ease of use. As table 3 shows, factors, which have Eigen values over 1.00 are grouped as variables. Three items represent perceived ease of use (EOU) and four items represent perceived usefulness (U).

This study analyzed simple linear regression analyses and the analyses of variance. Factor scores were used for regression analyses. First, this study used regression analyses for the impacts of external variables to the predictors that are perceived usefulness and ease of use. The different degrees of involvement were considered as dummy variables. Since four different levers were used as different degrees of involvement, three dummy variables were added to the regression analyses. Another regression analysis was conducted to examine the effects of perceived usefulness and ease of use to the attitudes toward the websites and the effects of attitudes toward the websites on e-satisfaction and behavioral intention to use. The results are showed in table 4 to 7 respectively.

Table 2. Component Matrix

Items		Component						
External Factors	Scale Items	1	2	3	4	5	6	7
CONVENICENCE I	It is convenient to view the films anytime and anywhere.	.897						
CONVENICENCE III	No more phone calls to obtain movie-related information after I used websites.	.876	.839					
PRICE II	Ticket price via online is in general, bit cheaper than the price at traditional box office.		.788					
PRICE I	I saved a lot using movie-related websites.			.824				
COMMUNITY II				.754				
COMMUNITY I	Good access to community			.712				
COMMUNITY IV	Using community, I share lots of opinions about the movie.				.705			
TECHNOLOGY III	Comments about the movie, obtained from online community are quite useful.				.681			
TECHNOLOGY II	Using advanced technology from movie-related websites give me a pleasure.					.776		
ENTERTAINMENT III	Web interface from movie-related websites are better than other websites.					.690		
ENTERTAINMENT V						.667		
ENTERTAINMENT IV	Using movie-related websites give me a lot of fun.						.789	
INFORMATION I	I use movie-related websites for pleasure.						.642	
INFORMATION II							.591	
INFORMATION V	Movie-related websites are enjoyable.							.765
BRAND I	Information, provided from movie-relate Websites is quite useful.							.698
BRAND II	Quality of information from movie-related websites is quite high.							
	Using the websites, I can find lots of information regarding films.							
	Familiar brand names (e.g., URL) give me lots of motivation when I log on the movie-related websites.							
	When I log on the movie-related websites, I use the site that I easily remember the URL.							
Eigen Value		4.922	2.321	1.614	1.543	1.399	1.120	1.09

Table 3. Component Matrix (Rotated)

Items		Component	
External Factors**	Scale Items*	1	2
EOU	Interacting with the movie-related websites does not require a lot of my mental effort.	.889	
EOU	I find it easy to get the movie-related websites to do what I want it to do.	.843	
EOU	I find it easy to recover from errors encountered while using movie-related websites.	.791	
U	Using movie-related websites improve my performance.		.869
U	Using movie-related websites increase my productivity.		.843
U	Using movie-related websites allow me to accomplish more work than would otherwise be possible.		.810
U	Using movie-related websites save me time.		.733
Eigen Value		4.199	2.791

* Scale items were modified from Davis (1989a and b)

** EOU: Perceived Ease of Use; U: Perceived Usefulness

The following table (table 4) presents the results of the regression analyses for the effects of external variables to the perceived usefulness (U) and ease of use (EOU). Factor coefficients, found from factor analyses, were used for regression analyses. Stepwise regression analysis was applied to find how indicators affect perceived usefulness and ease of use. The results in table 4 show that all external variables except price factor affect perceived usefulness and perceived ease of use. Factors such as information and community are the first and second variables strongly associated with perceived usefulness (U), while factors such as convenience and entertainment are strongly related to perceived ease of use (EOU). Thus, hypotheses 5-10 – i.e., the impacts of factors, such as information, convenience, technology, community, entertainment, and brand factors- to perceived usefulness and easy of use were accepted, while hypothesis 11 – i.e., the impact of price factor to perceived usefulness and ease of use – was rejected. The results of the analysis of variance found the models significant at .01 level with $F = 15.724$ (two-tailed, $r\text{-square} = .493$).

Table 4. Summary Of The Effects Of External Variables On The Perceived Usefulness (U) And Perceived Easy Of Use (EOU)

Variable	Standard Coefficient (t-value (Sig))	
	U	EOU
Information factor	.314 (4.766**)	.226 (3.196**)
Convenience factor	.181 (2.911**)	.352 (5.121**)
Technology factor	.253 (3.471**)	.251 (3.449**)
Community factor	.291 (3.985**)	.193 (2.434**)
Entertainment factor	.202 (2.949**)	.301 (4.741**)
Price factor	.052 (0.125)	.060 (0.135)
Brand Name factor	.321 (4.955**)	.307 (4.210**)

** Significant at 0.01 level (2-tailed)

Table 5 shows the regression analyses with dummy variables to examine the relationship between the degree of involvement, external variables, perceived usefulness, and ease of use. ANCOVA (Analysis of Covariance) was also applied in this study in order to examine the effect of the degree of involvement. Those results of the ANCOVA, regression analysis and ANOVA were used to test hypotheses. This study used dummy variables to test the differential effects of external variables by the degree of involvement on perceived usefulness and ease of use. The findings of regression analyses indicate that the impacts of external variables on perceived usefulness and ease of use are higher if the degree of involvement is higher. For example, this impact scored higher when the degree of involvement is in the stage of commitment rather than in the novice stage. Further, the results of ANCOVA showed that the impact of the external variables on the perceived usefulness and ease of use was significantly different according to the degree of involvement ($F = 8.131$, $Eta\text{-squared} = .134$, significant at .01 level).

Table 5. Summary Of The Effects Of External Variables On The Perceived Usefulness (U) And Perceived Easy Of Use (EOU) By The Degree Of Involvement (Novice N = 108, Awareness N = 84, Exploration/Expansion N = 45, Commitment N = 35)

Variable	Standard Coefficient* and Significance					
	Awareness		Exploration/Expansion		Commitment	
	U	EOU	U	EOU	U	EOU
Information factor	.312 (4.071**)	.228 (3.205**)	.339 (4.981**)	.304 (4.011**)	.290 (3.881**)	.226 (3.196**)
Convenience factor	.200 (3.019**)	.299 (3.281**)	.213 (3.102**)	.387 (5.098**)	.189 (2.940**)	.352 (5.121**)
Technology factor	.233 (3.541**)	.220 (3.319**)	.211 (3.311**)	.271 (3.879**)	.311 (4.411**)	.305 (4.019**)
Community factor	.189 (2.415**)	.193 (2.571**)	.228 (3.445**)	.202 (2.651**)	.319 (4.513**)	.231 (3.332**)
Entertainment factor	.301 (4.471**)	.347 (5.123**)	.209 (2.987**)	.299 (4.041**)	.243 (3.188**)	.299 (3.765**)
Price factor	.032 (0.137)	.051 (0.143)	.050 (0.127)	.041 (0.145)	.030 (0.121)	.022 (0.109)

** Significant at 0.01 level (2-tailed).

* Standard coefficients show the effects of the three levers, such as awareness, exploration/expansion, and commitment, while novice was used as a base.

Another regression analysis was conducted to see how attitudes toward movie-related websites are affected by perceived usefulness and ease of use. Table 6 shows the results of regression analysis for the impact of U and EOU to the attitudes toward the websites. The results of analysis of variance found that overall, the regression model is significant ($F = 13.121$, significant at .01 level, two-tailed, $r\text{-square} = .685$). The impact of two predictors to the attitudes toward the movie-related websites were almost equivalent.

Table 6. The Effects Of Predictors On The Overall Attitudes Toward Websites

Predictors	Standard Coefficient*	t-value (Sig)
Perceived Usefulness	.322	4.876**
Perceived Easy of Use	.331	4.911**

** Significant at 0.01 level (2-tailed).

As table 7 shows, this study also found the impacts of the attitudes toward movie-related websites to the e-satisfaction and behavioral intention to use. The study measures the effects on e-satisfaction using the existing movie-related website users, while the effects to the behavioral intention to use measure subjects who have never logged in to movie-related sites. Two separate regression analyses were used to measure the impacts. In order to measure the impact of attitudes toward the website on the behavioral intention to use, this study conducted multivariate analyses using data collected from subjects, who have never used movie-related websites. The study found that attitudes toward movie-related websites significantly affect both e-satisfaction and behavioral intention to use.

Table 7. The Effects Of Attitudes Toward Websites To E-Satisfaction And Behavioral Intention To Use

Variable	Standard Coefficient*	t-value (Sig)
Attitudes toward websites to E-Satisfaction	.341	4.701**
Attitudes toward websites to Behavioral Intention to Use	.291	3.177**


** Significant at 0.01 level (2-tailed)

5. Discussion And Conclusion

In this paper, the authors explore users' attitudes toward movie-related web sites and consumer satisfaction. Applying *uses and gratification theory* (Luo 2002) and *Technology Acceptance Model* (Davis 1989a and b), this study investigates factors affect online users' attitudes toward movie-related websites; how those factors affect perceived ease of use and usefulness; the effects of perceived ease of use and usefulness on overall attitudes toward movie-related websites; and how online users' attitudes toward movie-related websites affect user satisfaction and behavioral intention to use.

This study found important factors that affect online consumer attitudes toward the movie-related websites. The "information factor," "convenience factor," "technology factor," "community factor," "entertainment factor," "brand name factor," and "price factor" are external variables affecting perceived usefulness. This study also found that most factors except price significantly affect both perceived usefulness and perceived ease of use. However, this study found that price does not significantly affect perceived usefulness and perceived ease of use. Based on the open-ended question, authors found that online consumers more likely use movie-related websites for the purpose of getting information rather than purchasing tickets. There are several reasons for this: because the price is not much cheaper online; consumers do not want to provide credit card information; it is easy to get tickets at the theater; and people often change their mind to see another movie than they initially thought. Therefore, the authors posit that online movie-related business should provide more convenient options for consumers to purchase tickets on the Web.

The study has some limitations. Although this study uses multivariate statistics, such as factor and regression analysis and ANOCOVA, the study didn't measure the cause and effect relationship using a program, such as LISREL. The authors will consider this issue in our future research. A framework to classify the different levels of involvement will be also developed and applied to measure consumer attitudes toward various websites. For our further study, more number of subjects will be considered.

Based on the results, the authors suggest that online communication tools and advertising significantly affect users' positive attitudes toward movies, while they do not significantly affect viewers' satisfaction about movies. The findings of the study contribute to the development of the uses and gratification theory and Technology Acceptance Model by applying it to the online users' attitudes toward movie-related sites. Further, this study provides implications and offer suggestions to e-businesses dealing with movie-related products and services. 

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