

# Sustainable moviegoer intention to attend cinemas based on the theory of planned behavior

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## **Abstract**

The present research aims to determine which factors of the theory of planned behavior most influence the intention to watch Mexican movies, and, at the same time, to measure the impact of eWOM and the level of audience involvement in the intention. For this purpose, an online questionnaire was applied through social networks, obtaining a sample of 334 Mexican people over 18 years old. The data were analyzed using a partial least squares structural equation model (PLS-SEM). The results confirmed that the variables that explained the intention to watch Mexican movies were attitude, perceived purchase control, and involvement, with the latter being the attitude variable the one that contributed the most to intention. The present research contributes to the literature on movie consumption in Mexico with an empirical perspective from the marketing field. © 2021 by the authors. Licensee MDPI, Basel, Switzerland.

## **Author keywords**

Consumer behavior; Engagement; Purchase intention; Theory of planned behavior (TPB), eWOM