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Trans-purchase Intention in Transmedia Storytelling

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Abstract

- **Purpose:** This study examines the impact of customer satisfaction on consumption intention for content in another medium. Moreover, the mediating role of customers' word of mouth in the relationship between customer satisfaction of a media and purchase intention of the same content in another media is tested.
- **Design/methodology/approach:** The author uses Structural Equation Modeling to investigate the hypotheses and use bootstrapping method to examine the mediating role of word of mouth
- **Findings:** Our results demonstrate the positive relationships among customer satisfaction, word of mouth, and purchase intention. Furthermore, word of mouth partially mediates the relationship between customer satisfaction and their trans-purchase intention
- **Originality/value:** In the present day, there are many film studios try to gain and attract audiences to watch their movies and try to find many ways to maintain the existed audiences by using many platforms to promote their new movies and the audiences can be easy to find the trailer or the teaser from the television, internet (Youtube). Therefore, transmedia storytelling was considered in the case of reducing the financial risk in several ways. The author uses Mat Biec movie/novel to examine customers who have had a consumption of the same content in different media in this study
- **Research limitations:** transmedia storytelling in this study is limited to the case of novels and movies
- **Practical implications:** It is meaningful for producers to implement a transmedia storytelling strategy

Keywords: transmedia storytelling, customer satisfaction, word of mouth, trans-purchase intention, Mat biec.

1. Introduction

In the present day's highly competitive innovation in the movie/novel industries, even in the company which produces innovative technologies to compete on price has become increasingly difficult. Thus, the development of movie/novel content requires creativity in production. The development of the movie/novel industry needs creativity in the production process. Besides, considerable financial resources are necessary for many successful movies/novels of content to interpret a preliminary imaginative approach to the chosen medium. On the other way, the movie studio or novel writer needs to gain a worldwide financial approach, risk can be diminished through using the content better. And the audiences want the new, attractive with computer graphics, exciting plot and memorable experience when watching movies. To gain the financial approach, the production teams seek new concepts from many sources, for example, comic books, games, novels, or animation series. Based on these resources, the producer team creates the movie/novel, and also this movie/novel is also created in the advertisement form of television or the internet. Park and Ahn (2010) have mentioned that "The concept of transmedia storytelling, in which one can produce entertainment content in another medium based upon the storyline of previously released content, is at the heart of this reuse of content across different forms of media."

Transmedia storytelling can tell the single plot or the story experience across multiple platforms using current digital technologies. To provide special pieces of content in each channel, the production of transmedia will build stories through numerous kinds of media. In particular, those pieces of content are both connected and told in stories synchronously with one another. In the global marketplace, there are some famous cases of using transmedia storytelling such as Harry Potter, Pirates of the Caribbean, Conan, Doraemon. In Vietnam,

Mat Biec is an example of transmedia storytelling. Mat Biec is a novel written by writer Nguyen Nhat Anh in 1990 and its story was adapted for a movie directed by Victor Vu in 2019. Mat Biec - a movie tells the story about Ngan – a young man who is in unrequited love with Halan – Ngan’s girlfriend from childhood. This movie was so successful with a turnover of over 172 billion VND. Therefore, transmedia storytelling can help to reduce financial risk.

There are some research studies on transmedia storytelling (Alves et al., 2012; Bourdaa, 2014; Wang, 2018). However, very few studies have in-depth research. This research analyzes the impact of customer satisfaction on intention to consume the same content in other mediums. Besides, this study also tested the mediating effect of customers’ word of mouth in the relationship between customer satisfaction with the movie/novel and purchase intention of the movie/novel, which have not been studied before.

2. Literature review

2.1. Transmedia storytelling

It is defined by Jenkins (2006) that “transmedia storytelling is a new aesthetic that has emerged in response to media convergence – one that places new demands on consumers and depends on the active participation of knowledge communities”. Besides, “each medium does what it does best—so that a story might be introduced in a film, expanded through television, novels, and comics, and its world might be explored and experienced through gameplay.” will form a perfect pattern of transmedia storytelling (Jenkins, 2003).

According to Park and Ahn (2010), transmedia storytelling can decrease a financial risk by creating a new medium after the success of the previous medium of the same story. Transmedia storytelling is a technique of thinking about how to organize media to maximize audience participation (Cliff, 2017; Graves, 2017). Take the case of the Fox series 24 as an example. It started as a television show and expanded involving video games, mobile games, comics, novels, board games, etc (Scolari et al., 2014).

2.2. Customer satisfaction (CS)

One of the extreme purposes of service organizations is to satisfy customers (El-Adly, 2019). According to Santini et al. (2018), CS could be a degree of how well a company’s products and services reach or surpass the needs, desires, or expectations of its customers. CS has been a central concept in marketing literature and is an important goal of all business activities. Every enterprise mainly aims to satisfy customers. It was recognized by Rahman (2013) that CS is the main antecedent of customer retention and loyalty, so the experts essentially aim to attain a great CS. Satisfied customers are more likely to buy products again and turn them into faithfully (Khadka & Maharjan, 2017). Many studies have been conducted on the significance of CS. Kotler and Caslione (2009) stated satisfaction as: “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) about his or her expectations”.

Kotler (2003) points out that satisfaction is the feeling of the person expressing feeling delighted or unhappy when the perceived performance of a product or service is compared to the expected performance of the same product or service. If the customer’s expectations are not met, he or she will be displeased or unhappy. If the performance reaches the customer’s expectations, he or she will be pleased. If the performance surpasses the customer’s expectations, he or she will be very pleased. Shortly, the customer’s satisfaction or dissatisfaction about the product or service contributes to his or her happiness which is the most important factor for any organization.

2.3. Word of mouth (WOM)

According to Chaniotakis and Lymperopoulos (2009), word of mouth was defined as

informal communications between private parties relating to assessments of goods and services rather than formal ones. Besides, the practice of customers interchange their straight or indirect acquirement is known as word of mouth intention (Kim et al., 2019).

Positive word of mouth consists of pleasant or novel experiences, recommendations to others, while negative word of mouth includes unpleasant experiences, rumors, and private complaining (Zhang et al., 2018). Based on Ansary and Hashim (2018), word-of-mouth can regulate to boost product adoption when customers can get the experience quickly through indirect experience, they will be able to adopt a product or service quickly.

2.4. Trans-purchase intention (TPI)

It is said that TPI is the likelihood that a customer will purchase a product in the future (Hsiao & Chen, 2018). TPI was defined by Mirabi et al. (2015) as a circumstance in which a person tends to buy a specific product in a specific condition. While according to Kim et al. (2019), a customer's TPI predicts his or her future behavior.

In addition, Chen and Chang (2018) interpreted TPI as an individual's intention to choose to buy a particular brand after assessing certainly. Besides, some variables such as the likelihood of buying a brand and the expectation of buying a brand in the future can be used to evaluate TPI (Laroche & Sadokierski, 1994). Mirabi et al. (2015) stated that all feasible brands in the market must be evaluated when conducting TPI for a particular brand. It is also stated by (Kim et al., 2019) that TPI is a factor that has a direct impact on a customer's purchase decision.

2.5. Hypothesized relationship between CS and TPI

A set of studies addressed the connections between CS and TPI, and also investigated the positive connections between CS and TPI (Chen & Chang, 2018; Chi, 2018; Hossain et al., 2018; Panigrahi et al., 2018). Park and Ahn (2010) indicated that consumers who were satisfied with TV series significantly affected TPI to movie

In their study, Taylor and Baker (1994) found out that satisfaction moderated the relationship between service quality and TPI. Besides, it is stated by Panigrahi et al. (2018) that CS mediates the relationship between service quality factors and TPI. According to Ooi et al. (2011), to keep customers coming back, CS is considered to be one of the most essential factors. Consequently, in the present research, we hypothesized this hypothesis:

H1: CS of the movie/novel will have a positive effect on the TPI of the novel/movie

2.6. Hypothesized relationship between CS and Word of Mouth

Many research found a positive relationship between CS and word of mouth (Hapsari et al., 2017; Wang et al., 2018; Wardi et al., 2018). They confirmed that the higher level of satisfaction is, the higher the level of positive word of mouth is. According to this research, satisfied customers are agreeable and pleased to distribute their conclusive experiences with their relatives and friends. In their study, Park and Ahn (2010) stated that in both cases of movie-to-TV series and TV series-to-movie, CS has a significant impact on positive word of mouth. Besides, it is stated by Munapa and Yahayab (2019) that the most important aspect in developing word of mouth is CS. Hence, we hypothesized:

H2: CS of the movie/novel will have a positive effect on word of mouth of the novel/movie

2.7. Hypothesized relationship between WOM and TPI

Customers' word of mouth is an antecedent of their TPI (Bataineh, 2015; East et al., 2017; Fan & Miao, 2012; Khan et al., 2015). According to Chang and Chin (2010) or Moslehpour et al. (2017), customers recommendations are positively related to intentions to purchase, which can influence customers' choices. Besides, customers have favorable or unfavorable attitudes decided by positive or negative reviews of customers (Lee et al., 2008). Some researchers proved that positive word of mouth leads to a positive TPI (Aditya & Wardana, 2017; Crawford et al., 2006; Ng et al., 2011; Soelasih & Sumani, 2021; Temaja & Yasa, 2019). They stated that word of mouth has a positive and significant effect on TPI. Moreover, in transmedia storytelling research, Park and Ahn (2010) proved that when a person talks incoherently about a movie or series to others, it's more probable that he or she would trans-purchase it in a different medium.

Therefore, in this study, the author hypothesized the hypothesis as follow:

H3: WOM of the movie/novel will have a positive effect on the TPI of the novel/movie

2.8. Customers' WOM mediates the effect of CS with a movie/novel and their TPI of a movie/novel

The direct paths among factors were discussed in previous parts. CS significantly affects word of mouth (Wang et al., 2018; Wardi et al., 2018). Besides, word of mouth has a significant influence on purchase intention (East et al., 2017; Khan et al., 2015; Soelasih & Sumani, 2021; Temaja & Yasa, 2019). On the other hand, CS directly influences purchase intention influences (Chen & Chang, 2018; Chi, 2018; Hossain et al., 2018). In their study, Park and Ahn (2010) proved that in the case of movie-to-TV series, word of mouth fully mediated the relationship between CS and purchase intention and in the case of TV series-to-movie, word of mouth partially mediated the relationship between CS and purchase intention. Therefore, in this study, in cases of movie-to-novel and novel-to-movie, the author expects that CS on the movie/novel affects their word of mouth which successively afford to intend to purchase the novel/movie. Are there any indirect pathways existing among CS, word of mouth, and TPI? Accordingly, we proposed this hypothesis as follow to investigate the relationship between CS and TPI through word of mouth:

H4: Customers' WOM mediates the effect of CS with a movie/novel and their TPI of a movie/novel.

Regarding the above review of the literature and the purposes of the present research, the following figure illustrates the research framework

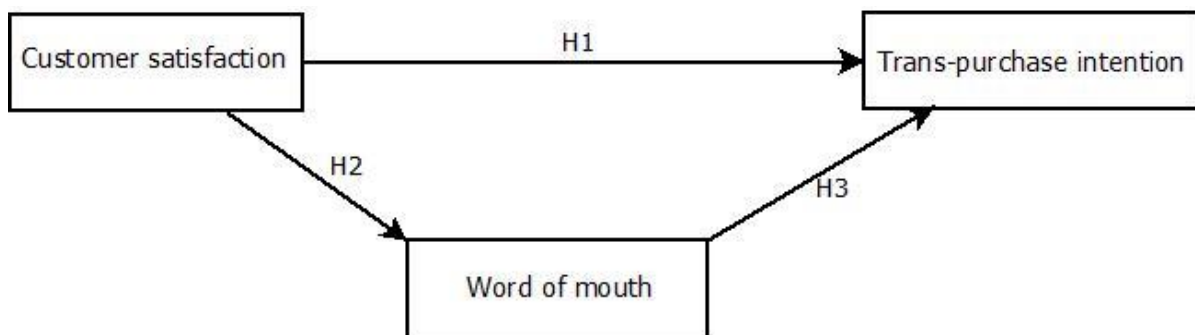


Figure 1. The illustrated research framework.

3. Research Method

3.1. Sample and data collection

We determined the criteria for the respondent to be involved in this study. The criteria of the respondents are people who already watched Mat Biec movie or read Mat Biec novel because we tried to capture their previous satisfaction. We sent an invitation to our prospective respondents through email and Facebook. We conducted the survey in Vietnam from January to March 2021. At the beginning of the survey, we put a screening question whether the respondents have watched or read Mat Biec. From 400 invitations, we received 386 responses. The respondents presented according to gender, age, marital status, education level, occupation, and monthly income. The results indicate that the majority of participants are females (64.2%), from 31 to 50 years old (133 respondents = 34.5%), single with 197 respondents (51.0%), bachelor degree (208 respondents = 53.9%), employee (141 respondents = 36.5%), and monthly income higher than 10 million VND with 112 respondents (occupied 29%). The summary of demographics is presented in Table 1.

Table 1. Respondents' demographics

Demographics	Frequency	Percentage
Gender		
Male	138	35.8%
Female	248	64.2%
Age		
Less than 18	16	4.1%
18-22	94	24.4%
23-30	116	30.1%
31-50	133	34.5%
Above 50	27	7.0%
Education		
Below high school	21	5.4%
High school	46	11.9%
Bachelor	208	53.9%
Master	70	18.1%
Doctor	21	5.4%
other	20	5.2%
Marital status		
Single	197	51.0%
Married	189	49.0%
Income		
Less than 1million VND	90	23.4%
1-3 million VND	23	6.0%
3-6 million VND	66	17.1%
6-10 million VND	95	24.6%
Over 10 million VND	112	29.0%

3.2. Measures

A quantitative research method is applied with a survey questionnaire working with a five-point Likert scale (from strongly disagree to strongly agree) to investigate the relationship of the constructs. Measurement of all constructs comes from the review of the literature. Customer satisfaction items come from Chitnis (2006) (e.g. “*I am satisfied with the quality of the novel/movie*”, “*I think that this novel/movie is good*”). The items of word of mouth are adapted from (Goyette et al., 2010; Jalilvand & Samiei, 2012) (e.g. “*I often read other readers/ watchers’ reviews to know what novels/movies make good impressions on them*, “*I will say positive thing about the novel/movie to other people*”). Purchase intention items come from Park and Ahn (2010), Moslehpour et al. (2018), Zboja and Voorhees (2006) (e.g. “*I plan to read/watch the novel/movie*”, “*I think the novel/movie is worth reading/watching*”)

4. Data Analysis

We employed partial least square (PLS) through smart PLS 3.3 to further analyze our data. Before we test our proposed hypotheses, we have to assess the measurement model by using convergent validity, reliability, and also discriminant validity. After ensuring the data quality, we assess the structural model to test our proposed hypotheses.

4.1. Assessment for the measurement model

In order to assess the data quality, we used three kinds of validity assessment. First, we assessed the convergent validity of the measurement by assessing the loading scores and the average variance extracted (AVE). The recommended cut-off value for the loading scores and AVE is 0.5 (Hair et al., 2016; Moslehpour et al., 2021). Based on table 2, all of the measurements’ loading and AVE scores are exceeding the cut-off value. Second, we assessed the reliability of the measurements by evaluating the composite reliability (CR) score. The cut-off value for the composite reliability is higher than 0.70 (Hair et al., 2016; Moslehpour et al., 2019).

Table 2. Measurement's assessment

Variable	Indicators	Loading score	AVE	CR	α
Customer satisfaction	I am satisfied with the quality of the novel/movie	0.733	0.584	0.894	0.858
	I think that this novel/movie is good	0.779			
	I am satisfied with the overall price of this novel/movie	0.747			
	I am satisfied with the advertising of the novel/movie	0.760			
	I enjoy the novel/movie's content.	0.763			
	I am satisfied with my previous experience with this novel/movie	0.802			
Word of mouth	I often read other readers/watchers' reviews to know what novels/movies make good impressions on them	0.800	0.583	0.894	0.860
	To make sure I do the right choice, I often read other readers/watchers' reviews	0.775			
	I will say a positive thing about the novel/movie to other people	0.791			
	I will recommend the novel/movie to someone seeking entertainment	0.746			
	I will encourage friends/relatives to read/watch the novel/movie	0.791			
	I have spoken favorably of this company to others	0.673			
Trans-purchase intention	I plan to read/watch the novel/movie	0.754	0.584	0.893	0.858
	The likelihood that I would read/watch the novel/movie is high	0.835			
	I think the novel/movie is worth reading/watching	0.841			
	The content of this novel/movie motivated me to make a purchase decision	0.804			
	I would recommend this novel/movie to others	0.768			

*Notes: AVE: Average Variance Extracted; CR: Composite Reliability

Last, we evaluate the discriminant validity using both the Fornell - Larcker criterion and the Heterotrait - Monotrait correlations (HTMT) (Sulistiawan et al., 2022). Table 3 shows the Fornell - Larcker criterion. It can be seen in table 3 that the AVE of each variable is greater than the correlation with all other variables. Table 4 shows the HTMT scores for each variable which indicates that the variables were discriminant since the score is lower than 0.85 (Henseler et al., 2015).

Table 3. The Fornell - Larcker criterion

	TPI	CS	WOM
TPI	0.801		
CS	0.718	0.764	
WOM	0.757	0.681	0.764

*Notes: CS: customer satisfaction; TPI: trans-purchase intention; WOM: word of mouth

Table 4. The Heterotrait - Monotrait result

	TPI	CS	WOM
TPI	-		
CS	0.826	-	
WOM	0.806	0.773	-

*Notes: CS: customer satisfaction; TPI: trans-purchase intention; WOM: word of mouth

4.2. Assessment for structural model

4.2.1. Direct effect

To evaluate our proposed hypotheses, we assessed the path coefficient. We employed bootstrapping technique in PLS with 5,000 subsamples to assess the significance of the hypotheses (Hui-Wen Chuah et al., 2022; Sulistiawan et al., 2022). The summary of hypotheses testing is in table 5. Hypothesis 1 assumed that customer satisfaction predicts customer TPI. In figure 2, our results revealed that customer satisfaction positively affects TPI ($\beta=0.377$; $p<0.001$), thus hypothesis 1 was supported. Our result also strong support for the positive relationship between customer satisfaction and WOM ($\beta=0.681$; $p<0.001$), thus supporting hypothesis 2. A similar result also occurs for hypothesis 3, WOM positively affects TPI ($\beta=0.500$, $p<0.001$), thus hypothesis 3 was supported.

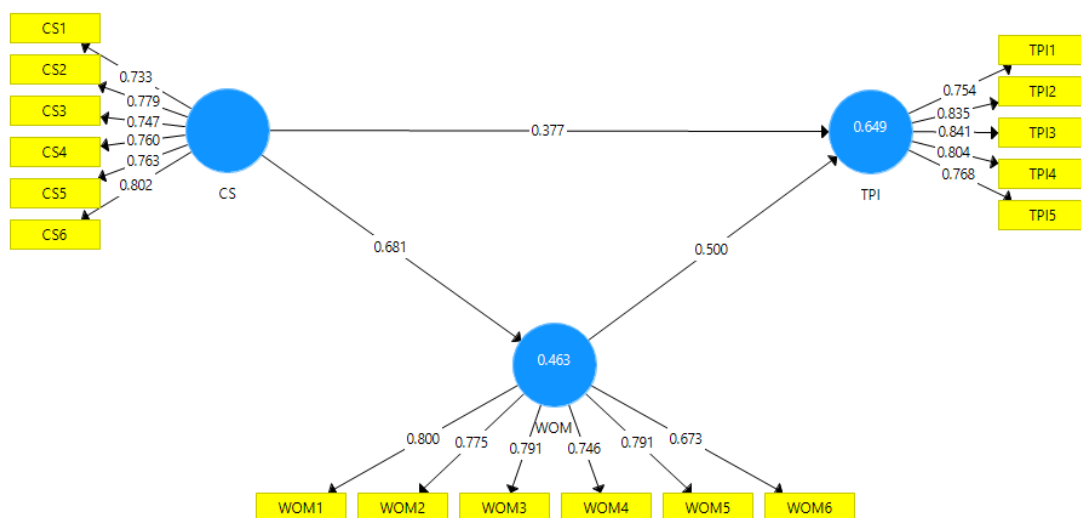


Figure 2. PLS Structural Path

Table 5. Direct Effect

Structural path	β	T-statistics	P-values	Bias-corrected 95% CI		Result
				Lower	Upper	
CS \rightarrow TPI	0.377	6.525	0.000	0.252	0.469	Supported
CS \rightarrow WOM	0.681	18.954	0.000	0.606	0.744	Supported
WOM \rightarrow TPI	0.500	10.742	0.000	0.417	0.598	Supported

Notes: CS: customer satisfaction; TPI: trans-purchase intention; WOM: word of mouth

4.2.2. Indirect effect

To test the mediating effect of WOM, we employed a procedure from Hair et al. (2016). First, we assess the indirect effect of customer satisfaction on TPI through WOM. If the result is significant, we continue to test the direct effect of customer satisfaction through TPI. If the result is also significant, we can conclude that WOM has a partial mediating effect. On the contrary, if the result is not significant, we conclude that WOM fully mediates the relationship between customer satisfaction and TPI. In table 6, the indirect effect of WOM is significant ($\beta=0.340$, $p<0.001$). Thus, hypothesis 4 was supported.

Table 6. Indirect Effect

Structural path	Path coefficients	T-statistics	P-values	Bias-corrected 95% CI		Result
				Lower	Upper	
CS \rightarrow WOM \rightarrow TPI	0.340	9.365	0.000	0.277	0.417	Supported (Partially mediated)

*Notes: CS: customer satisfaction; TPI: trans-purchase intention; WOM: word of mouth

5. Discussion

This study examines how customer satisfaction affects customer TPI. Furthermore, we also examine how WOM mediates the relationship between customer satisfaction and TPI. This study broadens the literature related to customer satisfaction, WOM, and TPI.

Hypothesis 1. Customer satisfaction with the movie/novel will have a positive effect on the TPI of the book/film. The results of statistical analysis indicated that there is a relationship between customer satisfaction and trans-purchase intention in the context of media. This result is consistent with previous research (Dash et al., 2021; Fornell, 1992; Kuo et al., 2009; Maharsi et al., 2021; Ooi et al., 2011). Customer satisfaction had a consequent effect on trans-purchase intention. Satisfaction about the film brought on trans-buying intention in the novel itself, and satisfaction about the novel brought on trans-buying intention in the movie/novel itself. This is the perfect match relationship between satisfaction and trans-purchase intention in both cases: movie to novel and novel to the movie.

Hypothesis 2. Customer satisfaction with the movie/novel will have a positive effect on word of mouth of the movie/novel. The results of the analysis show that this hypothesis is

supported. It means that CS of a movie/novel leads to their word of mouth of the novel/movie. This result confirms previous research findings (Ahmadinejad, 2019; Anderson, 1998; File et al., 1992; Melastri & Giantari, 2019; Nguyen et al., 2019).

Hypothesis 3. WOM of the movie/novel will have a positive effect on the TPI of the novel/movie. From the results of the testing hypothesis in this study (the path coefficient is .128 and the p-value is less than .01), this hypothesis is supported. In line with this finding, WOM communication has a positive relationship with TPI. Other studies reported the same results as this study, such as the studies by Knox and Inkster (1968), Molinari et al. (2008), Aditya and Wardana (2017), Temaja and Yasa (2019), Soelasih and Sumani (2021). For transmedia storytelling, when an individual gives other a conclusive opinion about a movie/novel, she/he may have the ability to trans-purchase the same content in other mediums.

On the other hand, the findings of statistical analysis show that hypothesis 4 is supported. As a result, customers' WOM mediates the effect of their previous satisfaction on TPI. This means that CS on a movie or novel positively affects their WOM and following, their WOM may bring on TPI.

6. Conclusion, implications, limitations, and future studies

This study examined the antecedent and outcome of WOM. Specifically, we assessed whether CS affects WOM. In addition, we also examined the relationship between CS to TPI. This study also addressed the mediating role of WOM in the association of CS and TPI. PLS was used in this study to test the hypotheses as well as to assess the validity and reliability of our measurements. The result of this study contributes to the customer behavior literature in several points. First, this study broadens the existing literature by examining the determinant and the consequences of WOM. Therefore, this study contributes to the practical aspect of how to enhance the likelihood of repurchase. Second, the result of this study revealed that WOM becomes a significant determinant in enhancing the likelihood of customers to repurchase. Last, this study revealed that WOM has mediating effect in the relationship between previous customer satisfaction and purchase intention.

From the result, generating a movie or writing a novel seems to be a good strategy. The results of this study offer significant contributions to practitioners. First, the previous customer satisfaction will lead to repurchase intention. Customer satisfaction is a transactional concept; in the case of movies/novels, the writer or filmmaker must ensure that the consumer has a pleasurable experience while reading or watching the movie, respectively. This is related to the expectations that consumers have for the novel, whether they watch it or read it. Consumers have expectations that watching or reading novels will be a pleasurable experience, and writers and filmmakers must meet or exceed these expectations. When consumers' expectations are met or even exceeded, the higher the level of customer satisfaction, which in turn increases the likelihood of repeat purchases. Second, this study demonstrates that customer satisfaction has an indirect impact on repurchase through positive word-of-mouth. Since it is derived from previous consumer experiences, particularly contentment, positive word-of-mouth is vital because it will lead to an increase in repeat purchases. Consumers' positive feedback will serve as a reference for other potential customers in the future. Writer or filmmaker must encourage their readers or the audiences to tell the people about the superior service they received from the company. It will assist the writer or filmmaker is raising the number of sales of his or her products or services in the future.

The author gives some recommendations for future research. Firstly, the study engages in the effect of the continuation of transmedia storytelling—from a movie to a novel against

from a novel to a movie. Nonetheless, future research can examine the effect of the different characteristics of a specified media and change the content. With this approach, some interesting results may be found. Secondly, trans-mediums used in this study are movies and novels. However, many contents are reused in the genre of game. Hence, future research can explore the differences between movies, novel, and game.

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