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Does Foreign Language Proficiency Help to Enhance Sustainable Online Brand Community Experiences? Modeling the Predictors of Movie Information Sharing Behavior for Young Chinese Students Staying in Korea

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Abstract: Building upon studies on the information diffusion theory of a viral marketing survey, this study aims to understand the effect of young Chinese students' online information sharing behavior on online brand community and determine the relationship among telepresence, flow-attention focus, flow-perceived enjoyment and electronic word-of-mouth depending on the level of the foreign students' Korean language proficiency. Here, 178 valid data are obtained from an online survey of social networking service users who live in Korea and are experienced in using online movie brand communities. SmartPLS 2.0 is utilized to determine the relationship between variates. Statistical analysis shows that telepresence is applicable to the Chinese students' online perceived enjoyment and attention focus, which both positively affect trust and movie information sharing behavior. Language proficiency has a significant moderation effect on the model. This study offers insights toward attaining a better understanding of online communication behaviors and establishing marketing strategies that are extendable to young Chinese students staying in Korea. This finding helps movie distributors to develop effective foreigner-inclined information diffusion strategies. This study contributes to the impact factor on consumer information sharing behavior and adds language proficiency as a moderator to determine consumer behavior.

Keywords: telepresence; perceived enjoyment; attention focus; trust; information sharing behavior; language proficiency

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1. Introduction

A social networking service (SNS) provides a two-way communication opportunity as an effective marketing channel. Notably, SNS has become a popular communication mechanism between users and retailers. Presently, 81.6% of population use SNSs, such as Facebook and Instagram [1]. With the emergence of diverse SNSs, the acquisition or exchange of information by users has been facilitated, thereby building and reinforcing interrelationships [2]. Meanwhile, an SNS offers distributors a chance to provide product information and build relationships with their consumers in an online environment [3]. Through two-way communication, consumers always exhibit information diffusion behavior, including information sharing, to generate more positive word-of-mouth (WOM) and consequently lead to financial success [4,5]. Moreover, movie distributors use SNSs to offer differentiation services to different consumer segments. Notably, CGV, Lotte Cinema and Megabox, which are three major movie distributors in Korea, have their own SNS brand pages and manage their consumers through online communication behavior.

Communication is no longer limited to a one-way approach, which emanates from firm to consumer. Recently, information diffusion has become multi-way [6]. More importantly, when a firm builds a trusting relationship with its consumers, it can influence consumer beliefs and attitudes, such as electronic WOM (e-WOM) [7]. Viral marketing mainly refers to the strategy employed by a company such that individuals are encouraged to diffuse marketing information to others for exponential growth via message exposure and influence. Through viral marketing, product information can be disseminated to thousands or millions of consumers [8]. Especially, the viral marketing approach is focused on reaching specific individuals who intend to spread the product information to others [9]. Considering that different consumer segments have dissimilar requirements; firms have to offer them different types of information. Moreover, owing to language challenges, foreigners always have different requirements and show a variety of information sharing behaviors.

Consumers always obtain various relative types of information from firms or their friends before they make purchasing decisions. Especially, foreigners always prefer information from their friends because of language-related issues. Thus, exploring foreigner information diffusion provides more information that is extendable to foreigner consumer segments. However, it is essential for distributors to effectively manage moviegoers' information diffusion vis-à-vis the different consumer segments. Information diffusion is a representative communication approach of viral marketing. Numerous research works have established that online flow experience is widely used to understand users' online behavior [9–12]. However, several previous studies only focus on attitudes rather than behavior. Nonetheless, it is more important to study moviegoers' information sharing behavior, particularly when a distributor intends to use consumer influence to trigger financial success. According to previous studies, SNS users' online flow experience is an important factor that could affect user information sharing behavior.

The main factor, which is the important stimulus to affect user's flow experience, remains inadequately studied. According to Pelet et al. [13], telepresence is an important stimulus that affects users' flow experience [14,15]. As technology keeps developing, text-based information cannot satisfactorily satisfy consumer requirements. Consumers require more substantial information for their flow experience activities. Notably, young Chinese consumers prefer visual information with known text to enjoy their online communication [16]. Most telepresence-related research works are based on the visual factor to influence consumer attitude and behavior, such as colorfulness, vivid graphics or three-dimensional (3D) authenticity [17–19]. Only a few studies have concentrated on attracting consumer attention through consumer telepresence by image with text message.

Moreover, foreign consumers have different levels of language proficiency, which results in different attitudes and behaviors [16]. However, there is insufficient research focus on foreigners' online behavior. Based on foreigners' Korean language proficiency, foreign consumers present different SNS usage and information diffusion behaviors [20,21]. Furthermore, language proficiency uniquely influences consumers' perceived advertising effectiveness [16]. Thus, it is important to understand their different requirements and acknowledge their different experiences. Consequently, an effective differentiation strategy could be utilized for different consumer segments.

This study aims to fill the gaps in previous studies and develop different marketing strategies for various consumer segments. The conceptual model is developed based on the information diffusion theory behavior model. Our study extends the information diffusion theory model to understand Chinese online information diffusion behavior, which comprises several main sections. Based on the results, this study concludes with robust academic and marketing implications.

2. Theoretical Background and Development of Hypotheses

2.1. Information Diffusion Theory

The diffusion theory has been widely studied because of its significance in various fields, such as marketing [22] and social behavior [23]. A better understanding of consumer information diffusion behavior can help distributors to maximize benefits and consumers to minimize risks [24]. Regarding online marketing strategies, online information-seeking behavior is the key channel to help consumers acquire new product experiences. Online social networks, such as Facebook and Twitter, are integrated into people's lives. Moreover, consumers mainly obtain information from others before they make purchasing decisions. In the online environment, consumers are especially more influenced by others. Understanding peer-to-peer eWOM and mechanisms has become more important in marketing fields. Prior studies have predicted that peer–trust relationship is a key stimulus to impact consumers' information sharing behaviors [25–27]. However, users' online flow experience is an important stimulus to help distributors build trust with consumers [28,29]. As technology continues to develop, more real information can become available for users to attract their flow experience [30]. Thus, in this study, we start with the online environment to attract users' flow experience, trust and information sharing behavior. Moreover, this study establishes the moderation effect of users' Korean language proficiency on how it contributes to the difference in their information sharing behaviors [31].

2.2. Telepresence and Flow

With the continued development of technology, online content can provide more pleasure, such as perceived enjoyment, for SNS users. Telepresence, as identified and empirically tested by Novak et al. [32], is a key attribute of flow experience in an SNS environment. Based on previous studies, telepresence, perceived enjoyment and attention focus have a strong, positive relationship [13]. As prior research has predicted, SNS users who experience telepresence enhance their enjoyment and pleasure [15]. Telepresence allows SNS users to join the online environment, which causes a loss of self and makes them experience enhanced perceived enjoyment. Similarly, telepresence is also an essential construct to enhance users' concentration on their activity [33]. The following hypotheses are suggested:

Hypotheses 1 (**H1**): *telepresence positively influences flow-perceived enjoyment*.

Hypotheses 2 (**H2**): *telepresence positively influences flow-attention focus*.

2.3. Flow, Trust and e-WOM

Flow experience refers to a consumer's online state that can affect his or her online activity [34]. Previous studies have predicted that flow experience leads to positive behaviors [35,36]. Furthermore, prior studies have argued that consumers' flow experience in online activities can affect their satisfaction and loyalty [37]. Moreover, Hsu et al. [38] argue that online flow experience, which is a significant predictor of trust, reduces risk in online behavior and affects users' satisfaction and e-WOM behavior. Thus, it is arguable that flow experience can affect users' trust. The following hypotheses are suggested:

Hypotheses 3 (**H3**): *flow experience-perceived enjoyment positively influences trust*.

Hypotheses 4 (**H4**): *flow experience-attention focus positively influences trust*.

2.4. Trust and Information Sharing Behavior

Young moviegoers trust and information sharing behavior with movie distributors is formed by not only young moviegoers' online flow experience perceived enjoyment and attention focus but also overall online SNS environment. Movie brand multiplex pages, which provide diverse information, are designed to create a reality environment about movie information to encourage moviegoers' trust about the information and increase

movie information diffusion behavior with hosts and other moviegoers [39,40]. Further the SNS makes real information about the movie available, product performance risk to build young moviegoers' trust about the movie can be reduced. Based on previous studies, telepresence can enhance online communication cues that users' trust [41]. Additionally, as young moviegoers become increasingly immersed in the online SNS environment, they are likely to build a sense of presence and develop sharing behaviors [30]. The following hypothesis is formed:

Hypotheses 5 (**H5**): *trust positively influences information sharing behavior*.

2.5. Moderation Effect of Foreigners' Language Proficiency Level

Foreign residents in a new country have to accept the new language and culture. The level of their foreign language proficiency will determine their level of foreign language enjoyment of SNSs and will show their different behaviors on SNS movie multiplex pages [20,21]. High-level language proficient consumers will present a better understanding of the language and usage of SNS movie multiplex pages and would like to explore the information. Conversely, low-level language proficient consumers will have poor language ability and prefer to obtain information in their known language. According to previous studies, image with text in known language attracts more consumer visual attention and enjoyment than image with text in an unknown language [16]. Thus, the level of foreign language proficiency determines the different experiences in SNS movie multiplex pages.

Hypotheses 6 (**H6**): *foreigners' language proficiency level has a moderation effect*.

3. Methods

3.1. Proposed Model

Our proposed research model is presented in Figure 1. This conceptual model includes telepresence, flow experience (i.e., perceived enjoyment and attention focus), trust, satisfaction and information sharing behavior. A total of six research hypotheses relating the relationships among these variables are formulated (H1–H6).

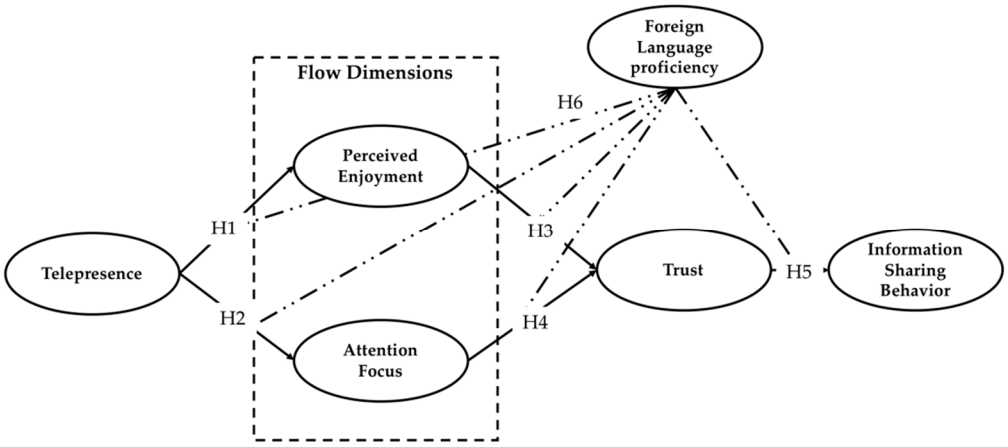


Figure 1. Proposed model.

3.2. Questionnaire Development

A self-administered questionnaire is utilized to collect data. The questionnaire designed for this study includes information on telepresence, perceived enjoyment, attention focus, trust, information sharing behavior and demographics. All the measurement items used in this study are presented in Table 1. Telepresence consists of nine items adapted from Kim and Biocca [42]. Perceived enjoyment includes four items, while attention focus consists of four items adapted from Koufaris [34]. Trust is measured with four items adapted from [43]. Information sharing behavior is measured with four items developed

by Lee and Ma [44]. Korean language proficiency is measured in various ways. According to Allen and Katayama [45], for example, second language proficiency can be measured based on four criteria: (1) task response, (2) coherence and cohesion, (3) lexical resource and (4) grammatical range and accuracy. However, this measurement, which is specifically used in IELTS Writing Task 2, is utilized to evaluate second language learners' writing proficiency (for detailed information, see www.IELTS.org; (accessed on 15 March 2021)). Thus, this study measures language proficiency based on four items, listening, speaking, reading and writing, as developed by Hammer et al. [46] and Rui and Wang [47], whereby measurement focuses on online behavior.

Table 1. Measures and standardized loadings.

	Measures	Loadings
Telepresence (Strongly disagree [1]–Strongly agree [5])	Q8: While browsing through movie information, I momentarily forget where I am	0.815
	Q5: The world generated by movie information on SNS seems to me as "a place I visit" rather than "something I see"	0.808
	Q3: I forgot my immediate environment when I was browsing through movie information	0.797
	Q7: While searching for movie information, I feel that I am in a world created by that movie	0.779
	Q4: While browsing through movie information, I felt like my body was in the room, but my mind was inside a world of movie	0.778
	Q1: While browsing, the movie information was comprehensible and created a new world for me that suddenly disappeared after the information ceased to be displayed	0.763
	Q9: While browsing through movie information, I acquire a sense of reality	0.744
	Q2: While browsing through movie information, I felt I was in a world of movie	0.742
	Q6: While browsing through movie information, the world generated by the website is more real or present to me compared with the real word	0.740
Perceived Enjoyment (Strongly disagree [1]–Strongly agree [5])	Q3: Using SNS is enjoyable	0.858
	Q1: Using SNS is fun	0.835
	Q2: Using SNS is exciting	0.832
	Q4: Using SNS is interesting	0.731
Attention Focus (Strongly disagree [1]–Strongly agree [5])	Q2: Using SNS, my attention was focused on the activity	0.916
	Q4: Using SNS, I was deeply engrossed in the activity	0.882
	Q3: Using SNS, I concentrated fully on the activity	0.846
	Q1: Using SNS, I was intensely absorbed in the activity	0.840
Information Sharing Behavior (Strongly disagree [1]–Strongly agree [5])	Q2: I would like to add movie information on SNSs	0.893
	Q4: I would like to share movie information on SNSs in the future	0.891
	Q3: I would like to update SNSs or personal websites about movies in the future	0.882
	Q1: I would like to post something about movies on SNSs or personal websites	0.684

Note. All standardized factor loadings are significant ($p < 0.01$).

3.3. Data Collection

The online surveys are administered to young Chinese students studying in Korea. This research intends to understand foreigners' SNS usage behavior in Korea. Approximately half of the foreigners in Korea are Chinese. Chinese online users affect and are affected by other SNS users. Furthermore, CGV has been exporting into Mainland China. For Chinese residents in Korea, as the first consumers, their response about a movie would help the distributor to judge and predict whether it would be chosen by the Chinese. Thus,

the Chinese language is an appropriate choice. Therefore, this research considers that the Chinese language is more suitable than others.

The online questionnaire is first developed in English and translated into Chinese by a researcher who is fluent in both English and Chinese. The Chinese version of the survey is then back-translated by a native Chinese professor who is also fluent in both English and Chinese to ensure translation accuracy. To increase the content validity of the measurement, a pre-test has been conducted, using a sample of 30 Chinese users who were asked to complete the survey and examine the questionnaire for meaningfulness, relevance and clarity.

A QR code invitation with an embedded link is sent by the research team to Chinese students in Korea, asking them to forward the survey to others who are interested in participating in the study. Since the purpose of this study is to investigate interrelationships among SNSs, information seeking behavior, telepresence, flow, satisfaction and information sharing behavior in movie retail domains, only responses from those who are current SNS users and have sought and shared movie information via SNS in the past six months are considered in the analysis. To confirm that the respondents have sought and shared movie information, the survey starts with an evident question on whether they have experience (see Figure 2). If they click "No," the survey closes automatically. If they choose "Yes," the survey continues. A total of 212 cases are collected, and 178 are utilized for data analysis.



Figure 2. This example represents the introduction of movie in the online brand community.

Among the survey respondents, 48.4% are male, while 51.6% are female. The mean age is 24.8 years, ranging from 18 to 36 years of age. Regarding the length of stay in Korea, 28% of the respondents report less than 1 year; 37.6% report between 1 to 2 years; 16.1% report more than 2 years and less than 3 years; and 18.3% report it to be over 3 years. T majority of the respondents are in graduate school (43.0%), followed by undergraduate school (36.0%) and language course (21.0%). Most of respondents think that they speak intermediate Korean (44.1%), followed by advanced (39.2%) and primary (16.7%) speakers. Majority of the respondents think that they possess advanced (53.8%), intermediate (30.1%) and elementary (16.1%) listening skills. Regarding reading skills, most of them think that they have advanced (50.5%), intermediate (35.5%) and primary (14.0%) abilities. Most report that their writing skill is intermediate (48.4%), advanced (30.0%) and primary (22.6%). More than half the respondents use SNSs for over 2 h (51.6%). However, several of the respondents use China SNSs for more than 2 h (52.7%) and use Korean SNSs for less than 1 h (64.5%).

4. Statistical Analysis

4.1. Measurement Model

The measurement model is generated by conducting a confirmatory factor analysis using SmartPLS. As Table 1 shows, all standardized factor loadings are significant at 0.01 level. The composite reliability (CR), average variance extracted (AVE), Cronbach's alpha and Rho-A of the measures are calculated. The CR values range from 0.86 to 0.92, exceeding the minimum criterion of 0.80 (see Table 2). The Cronbach's alpha of the measures is greater than 0.83, while the Rho-A value of the measures is between 0.84 to 0.92. Based on CR, Cronbach's alpha, and Rho-A, the measures suggest a high degree of reliability. Thus, the internal consistency of the measures for each study construct is evident [48]. Subsequently, the construct validity is assessed. To evaluate convergent validity, Hair et al. (1998) suggest a cutoff point of 0.50. As presented in Table 2, for the present study's factor loadings within constructs, the AVE values are greater than 0.50 and all of them are well above Hair et al.'s (1998) suggested cutoff of 0.50. Thus, the convergent validity of all the reflective measures presents a high degree [48] (See Table 2). Following Straub et al.'s (2004) approach to discriminant validity, wherein the squared correlation between two constructs must be lower than the AVE of each individual construct, means that discriminant validity is fully established (squared correlations are consistently smaller than AVE values) [49]. Details of the measurement model results are shown in Table 3.

Table 2. Results of the reliability, convergent validity.

	AVE	*CR*	*Cronbach' Alpha*	*Rh0-A*
ISB	0.70	0.90	0.86	0.88
AF	0.77	0.93	0.90	0.91
PE	0.66	0.88	0.83	0.84
TELE	0.61	0.93	0.92	0.92
TRU	0.68	0.90	0.84	0.85

Note. TELE = Telepresence, PE = Perceived enjoyment, AF = Attention focus, TRU = Trust, ISB= Information sharing behavior, CR = Composite reliability, AVE = Average variance extracted.

Table 3. Results of discriminant validity, correlation.

	ISB	**AF**	**PE**	**TELE**	**TRU**
ISB	0.84	-	-	-	-
AF	0.22	0.88	-	-	-
PE	0.22	0.33	0.81	-	-
TELE	0.27	0.48	0.48	0.78	-
TRU	0.49	0.28	0.43	0.26	0.83

Note. TELE = Telepresence, PE = Perceived enjoyment, AF = Attention focus, TRU = Trust, ISB= Information sharing behavior.

4.2. Structural Model

In this research, the structural model path coefficients and level of significance are utilized to test the proposed hypothesis [50]. T-statistic values are calculated to examine the statistical significance of the path coefficients.

The results of the path coefficient analysis and hypothesis testing are presented in Table 4 and Figure 2 to show the assessed structural model. The hypothesized effect of telepresence on 3D flow is assessed. The findings indicate that telepresence is significantly related to perceived enjoyment ($\beta = 0.48$, $p < 0.001$) and attention focus ($\beta = 0.48$, $p < 0.001$). Thus, Hypotheses 1 and 2 are supported. Moreover, the proposed impact of flow dimensions on trust is tested. The results show the effect of perceived enjoyment on trust ($\beta = 0.38$, $p < 0.05$) and attention focus on trust ($\beta = 0.16$, $p < 0.005$). Thus, Hypotheses 3 and 4 are supported. The hypothesized relationship between trust and information sharing behavior is evaluated. As expected, the results present that trust is a significant function of information sharing behavior ($\beta = 0.45$, $p < 0.001$). Hypothesis 5 is supported.

Table 4. Results of the structural equation modeling.

Hypotheses	Links	Coefficients	*t*-Values
Hypothesis 1	TELE→PE	0.48 ***	6.983
Hypothesis 2	TELE→AF	0.48 ***	7.343
Hypothesis 3	PE→TRU	0.38 ***	5.252
Hypothesis 4	AF→TRU	0.16 *	1.999
Hypothesis 5	TRU→ISB	0.45 ***	8.521
	Total effect:	Special Indirect effect:	
	$\beta_{TELE-TRU}$ = 0.26 ***	$\beta_{TELE→PE→TRU}$ = 0.18 ***	
	-	$\beta_{TELE→AF→TRU}$ = 0.08 *	
	β_{PE-ISB} = 0.17 ***	$\beta_{PE→TRU→ISB}$ = 0.17 ***	
	β_{AF-ISB} = 0.07	$\beta_{AF→TRU→ISB}$ = 0.07	
	$\beta_{TELE-ISB}$ = 0.12 ***	$\beta_{TELE→PE→TRU→ISB}$ = 0.08 ***	
	-	$\beta_{TELE→AF→TRU→ISB}$ = 0.03	

Note.* $p < 0.05$, *** $p < 0.001$; TELE = Telepresence, PE = Perceived enjoyment, AF = Attention focus, TRU = Trust, ISB = Information sharing behavior.

4.3. Mediating Effects

This study implies that customer online flow experience mediates the effects of telepresence and trust as well as information sharing behavior. This research employs partial least squares mediation effect analysis of consumer online flow experience to determine the relationship between both telepresence and trust as well as information sharing behavior.

Mediation effect analysis is conducted according to the following steps to test Preacher [51] and Hayes' [52] mediation effect: first, whether the direct path coefficient is significant was found out. If the direct path coefficient is not significant, there is no mediating effect. Second, whether the total effect and the indirect effect of path coefficients are significant was determined. Thereafter, this study uses specific indirect effect *p*-value to determine whether the mediation effect is significant [53] (see Table 4).

4.4. Moderation Effect

In this study, the respondents are divided into two groups according to their Korean language proficiency level. This study adds the Korean language question and evaluates the average score of the respondents based on their Korean language proficiency level. The score used is above the average high-level language proficiency; otherwise, in the low-level language segment, participants will present less language proficiency. The result shows that the language level has a moderation effect in telepresence and perceived enjoyment ($\beta = 0.16$, $p < 0.01$) as well as perceived enjoyment and trust ($\beta = 0.25$, $p < 0.005$) (see Table 5).

Table 5. Results of the moderating effect.

Links	Coefficients	*t*-Values
TELE * LANG→PE	0.16	2.336
TELE * LANG→AF	0.07	0.848
PE * LANG→TRU	0.25 ***	3.959
AF * LANG→TRU	0.08	1.050
TRU * LANG→ISB	0.09	1.472
High Segment:	Low Segment:	
$\beta_{TELE-PE}$ = 0.55 ***	$\beta_{TELE-PE}$ = 0.30	
$\beta_{TELE-AF}$ = 0.50 ***	$\beta_{TELE-AF}$ = 0.31 *	
β_{PE-TRU} = 0.12	β_{PE-TRU} = 0.55 ***	
β_{AF-TRU} = 0.22	β_{AF-TRU} = 0.03	
$\beta_{TRU-ISB}$= 0.58 ***	$\beta_{TRU-ISB}$= 0.47 ***	

Note. * $p < 0.05$, *** $p < .0\,001$; TELE = Telepresence, PE = Perceived enjoyment, AF = Attention focus, TRU = Trust, ISB= Information sharing behavior

5. Discussion and Conclusions

5.1. Discussion

As SNSs become an increasingly popular communication approach, they help distributors and consumers to build two-way communications. The result shows that telepresence positively influences users' flow experience (attention focus and perceived enjoyment). As the previous studies have demonstrated, telepresence is a significant impact factor to flow-attention focus and flow-perceived enjoyment [13]. The user's flow experience also positively impacts trust, which can build a high relationship quality between firms and consumers [38]. Moreover, trust can impact consumer information sharing behavior. Thus, to contribute consumer information diffusion behavior, a high-level relationship with the consumer is essential. Following the consumers' language proficiency levels, they show different information diffusion behaviors. Hence, firms have to develop different strategies for different segments. Drawing on these results, academic and strategic implications can be offered.

5.2. Theoretical Implications

This study aims to understand the online communication behavior, in SNS, of young Chinese students in Korea. We perform a survey, and the results show that it is important to build relationships and trust with the young Chinese foreigners living in Korea. Trust could facilitate communication between companies and their consumers. The theoretical implications are presented as follows:

The information diffusion model has been extended. This research starts with the online environment in relation to consumer behavior. As the result indicates, SNS flow experience, perceived enjoyment and attention focus can promote users' trust and their communication behavior. Most of the previous studies to determine consumer information diffusion behavior has been based on consumer satisfaction. This study draws on consumer online flow experience and trust to determine the factors that influence consumer information diffusion in online movie brand communities.

It is also evident that telepresence is the key stimulus to improve users' perceived enjoyment and attention focus. This study explores consumer telepresence by images and text message rather than 3D authenticity. Most telepresence-related research has drawn on visual factors, such as colorfulness, vivid graphics or 3D authenticity, to influence consumer attitude and behavior [17–19]. This study finds that online image and text message could also help consumers to have telepresence. Future study could consider this type of telepresence to determine an effective approach.

This study also extends the consumers' foreign language proficiency toward different effects. The result reveals that image with text in a language known by the consumer ensues more effective consumer enjoyment and behavior than image with unknown text languages. This study establishes that by following different consumer foreign language proficiency levels, their attitude and behavior could be increased.

5.3. Managerial Implications

Several managerial implications could also be offered. To positively influence Chinese students' communication behavior, it is essential to provide a realistic environment and information that is easy to understand. For instance, explaining information using pictures or videos with their known language. Based on the results, image with known language is the most effective approach to assist consumer telepresence, and this results in positive consumer attitudes and behaviors.

This study also finds that consumer online flow experience is critical. How to provide consumer flow experience is a critical antecedent to positively influence consumer attitude and behavior. As the results have determined that consumer online flow enjoyment is very important, brand communication should offer some activities to enhance their enjoyment to induce the formation of their positive attitude such that positive consumer behavior will also be presented. As other studies have found that the nature of games

could offer consumer enjoyment, brand communication should also provide some of the names of games.

Moreover, the results of the Korean language enjoyment hypothesis show that high-level Korean language proficient users display higher information sharing behavior and can be information influencers for companies. Movie brand communities should pay attention to the impact of customers information sharing behavior. For instance, giving points as incentives to impact customers behavior. Differential marketing strategies should also be appraised.

5.4. Limitations

There are several important factors that have not been considered in this research. First, this study has not been restricted by which movie information is shared. Information about the movie, theater and other details could be generally categorized as movie information. Thus, the restricted information should be considered in future studies. Furthermore, the measurement of language proficiency has been limited to speaking, writing, reading and listening. There are some other factors that could also be included as language ability. Therefore, the evaluation of language proficiency should be reconsidered. The online consumer behavior is limited to information sharing behavior only. Online flow experience can also affect users' purchase intention [54]. Future studies should extend the research model and focus on purchase intention.

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