

THE EFFECTS OF SPOILED PREVIEWS ON MOVIE-SEEING INTENTION

Abstract

The controversy over the impacts of spoilers remains unresolved throughout the years, whether movie spoilers spoil movies becomes a question that interests not only researchers, but also film studios or production companies that wish to tailor trailers to fulfill the market's needs. While the effects of spoilers on enjoyment of stories have been heavily studied, this research focused on the effects of spoilers on consumers' attitudes and behavioral intentions before consuming the narratives. Specifically, consumers' forecasted enjoyment and movie-seeing intention were investigated. It was found that the effects of spoilers on movie-seeing intention were specific to spoiler type, story genre and individual traits. Spoilers revealing the beginning of a story resulted in no significant effects, whereas those revealing the middle or the end of a story have both positive and neutral and negative impacts depending on the story genre and the related individual trait. Through an inclusive investigation, the spoiler effect was made clearer such that content creators may decide what to reveal or not reveal about the story of a particular movie in order to maximize its appeal to a specific group of audience.

Keywords: spoiler types, genre categories, individual traits, movie-seeing intention