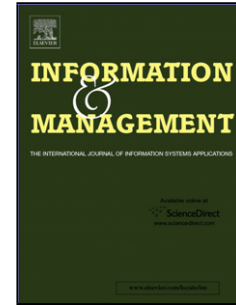


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Beyond Likes and Tweets: Consumer Engagement Behavior and Movie Box Office in Social Media

Abstract

This study examines the effects of social media, from the perspective of consumer engagement behavior (CEB), to investigate how CEB is associated with economic performance. Based on social media activities surrounding US movies, we used ordinary least square (OLS) regression models and found that CEB on Facebook and YouTube positively correlate with box-office gross revenue; however, the same effect was not observed on Twitter. This study proposed and tested a set of metrics for CEB on social media, and also provided empirical support for associating CEB with economic performance. The results underscore the importance of investing in social media communication across multiple channels.

Keywords: social media, social media analytics, consumer engagement behavior, personal engagement, interactive engagement, movie box office

1 Introduction

Edge of Tomorrow, the much anticipated blockbuster film starring Tom Cruise, debuted in US cinemas nationwide on 6 June 2014 and grossed \$28.7 million in its opening weekend. It was unexpectedly overshadowed by *Fault in Our Stars*, a \$12 million budget movie with \$48 million opening-weekend revenue. While *Edge of Tomorrow* cost the producer Warner Bros. a whopping \$178 million in production budget and a return on investment (ROI) of 16%, *Fault in Our Stars* exceeded all expectations with its ROI of 400%.

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