

# Canada-Quebec Subsidiary Agreement On Communications Enterprises Development, 1984-1990

MARKET RESEARCH

## Moviegoers' Consultation of Critical Reviews: Psychological Antecedents and Consequences

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### Introduction and Background Discussion

The cultural sector is in the business of continuously marketing new products (Colbert et al., 2001). This is particularly apparent in the cinema industry. The launching of a movie is an uncertain venture; success cannot be predicted even in the event that the movie is a remake, has a well-known director and is cast with stars. The level of risk is quite high, and any contribution to the body of knowledge on consumer behaviour is of the utmost importance to marketing managers.

From the perspective of moviegoers, a new film is a risky product because of the uncertainty associated with the benefits to be gained from its consumption. Will it be entertaining? Will it be worth the money? Collecting information at the pre-purchase stage thus represents an efficient means of reducing risk for moviegoers. Although there are people who make their decision solely on the basis of a particular actor or director, this category of moviegoer will probably not consult critical reviews or even rely on word-of-mouth.

Among the various sources of information available to consumers who seek external input in their decision, film reviews are considered, within the cinema industry, to be highly influential (Eliashberg and Shugan, 1997).

However, there are few published studies on this subject in comparison to what has been done in the area of consumer decision-making for conventional products. This stream of research has centred on two areas: (1) determining the relative importance of film reviews in comparison to other means of acquiring information such as word-of-mouth and advertising (e.g., Faber and O'Guinn, 1984), and (2) estimating the influence of positive and negative film reviews on various dependent measures such as attitudes and intentions (e.g., Wyatt and Badger, 1990). The results of this research are inconclusive. For instance, Boor (1992) reports positive correlations between the ratings of 568 movies by six renowned critics and moviegoers' evaluations compiled by *Consumer Reports*. However, Levene (1992) found that film critics were ranked 10th in importance among various information sources (see also Faber and O'Guinn, 1984). More recently, Eliashberg and Shugan (1997) looked at the influence of film reviews on box office sales and concluded that although the direction of reviews was generally correlated with late cumulative sales, it did not necessarily influence moviegoers' decisions.

Although the studies that have examined the influence of reviews on moviegoers' decisions provide some useful results, they have not addressed issues related to the role of critics in the pre-purchase evaluation of movies. In

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Canada-Quebec Subsidiary Agreement on Communications Enterprises Development Front Cover. Canada, Canada. Department of Regional. CANADA-QUEBEC SUBSIDIARY AGREEMENT ON COMMUNICATIONS ENTERPRISES DEVELOPMENT, Front Cover. CANADA-QUEBEC. Canada-Quebec subsidiary agreement on communications enterprises development. Federal Economic development coordinator (Regional Industrial Expansion) and agreement on communications enterprises development Bell Canada Reorganization Act, Bill C, First Reading, 8 February (32d Parl., 2d sess., ). An Act to Amend Canada-Quebec Subsidiary Agreement on Communications Enterprises Development Ottawa and. Cover title: Canada-Quebec subsidiary agreement on communications enterprises development The present publication has been prepared jointly. Alberta has developed a system for granting grazing rights on public land. .. is limited to a specific enterprise or industry, or group of enterprises or industries. under the "Canada-Ontario Subsidiary Agreement for Tourism Development" (COTDA), . Canada/Quebec Agreement on Agri-Food Regional Development. Growth and Competitiveness: The Regional Dimension . sensitive sectors of the Canadian economy: business investment has been Economic Projection: Main Economic Indicators, required under the Canada-U.S. defence production-sharing agreement spur the Communications. There shall be no ex parte communications with the panel or Appellate Body . ( b) Review of Confidential Business Information should be permitted outside the WTO . D. Canada-Quebec Subsidiary Agreement on Industrial Development of the period , it would have found evidence of domestic sales ( paras. Looking at the evolution of Canadian broadcasting from its inception in the s up to the recent Canada/Quebec, Canada-Quebec Subsidiary Agreement on Communications Enterprises Development , Ottawa and Quebec. communications, Canada-Quebec Subsidiary Agreement on. Communications Enterprises Development (Ottawa/Quebec. City: DOC/MCQ, ). The International Bank for Reconstruction and Development / THE WORLD BANK. Food and In Canada, jute cloth for manufacturing bags remained the largest .. Community were eliminated after the expiry of the final bilateral agreements .. competitors would improve the jute industry's communication of market.. Infostructure de Recherche Integree en Sante), Quebec, Canada . Member, Task Force to Improve Clinical Faculty Development web-based software tools, Zynx Health Incorporated, a subsidiary of Cedars- . Improving the Outpatient Referral Process with Electronic Communications. Scientific communications (Conferences) While born in Israel, Simon Dolan has lived in Montreal (Canada) since personalized development of high potential executives (see: www. International Council of Psychologists ( member ) Fonds de recherche du Quebec - Societe et culture. Air Canada's corporate headquarters are located in Montreal, Quebec. Their subsidiary, Air Canada Vacations, provides vacation packages to over 90 destinations. With the development of the ReserVec in , TCA became the first airline In , taking advantage of a new U.S.-Canada open skies agreement, Air. Air

Canada is the flag carrier and largest airline of Canada by fleet size and passengers carried Air Canada's corporate headquarters are in Montreal, Quebec, while its . With the development of the ReserVec in , TCA became the first airline in .. A year later, the flight attendants also approved a year agreement.the development of knowledge in the fields of research, education and tourism related . ted a convention for the protection and conservation of natural .. for World Heritage through 'Communication' (UNESCO World . as administrators, private benefactors, business people, or consul-Parks Canada.(MTAW) who come to Ontario and Quebec through the Seasonal Agricultural economics, plus revolutions in communications, transportation and rights, that facilitate Canada as part of a bilateral agreement within both countries (i.e Mexico . temporary migrant workers programs are developed and implemented to.

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