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# Perceived Value and Continuance Watching Intention Toward Chinese Food Documentaries: The Sequential Mediating Roles of Watching Satisfaction and Audience Affection

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### Abstract

Based on the study of Guangzhou undergraduate students, this study examined the impact of perceived value (PV) on continuance watching intention (CWI) to Chinese food documentaries from the perspective of sequential mediating role of watching satisfaction (WS) and audience affection (AA). Food documentaries in the digital media can fulfill a dual function of cultural dissemination and in influencing the values of young students and thus their cultural identity. However, the current research is primarily at the textual level of analysis or cultural interpretation, and there is only a little systematic empirical studies that explore the mechanisms of audience behaviours. To fill this void, this study used purposive sampling to send out questionnaires to 450 students in various universities in Guangzhou and 384 questionnaires were successfully collected and analyzed with Structural Equation Modelling (PLS-SEM). The results showed that multidimensional PV (quality value, cultural value and innovation value) was a significant predictor of WS, AA, and CWI. In addition, WS and AA mediated the effect of PV on CWI in turn. This research adds to the theory by applying perceived value theory (PVT)-Expectancy Confirmation Model (ECT) to cultural consumption contexts and theorizing and empirically testing a new sequential mediation mechanism. In practice, the document provides recommendations for documentary producers to ensure that their documents have high quality AV effects, rich cultural depth and high innovation value of AV effects, and that they can attract long-term audience attention to promote the sustainable development of the documentary industry.

**Keywords:** Perceived Value; Watching Satisfaction; Audience Affection; Continuance Watching Intention; Chinese Food Documentaries

## 1. Introduction

Content consumption has been dramatically changing in the era of digital media, and video streaming platforms are emerging as a crucial source of entertainment, edutainment, and cultural engagement (Jia et al., 2023). As a variety of content, food documentaries have become a unique genre that goes beyond simply a culinary representation and can be used as a medium for cultural transmission, historical documentation, and social value formation (Chen & Lin, 2018). Even if content is created with a lot of efforts to deliver high-quality documentaries, keeping an audience is still a challenge in today's digital content market as users are surrounded by numerous options. Producing high-quality documentaries is a painstaking task, even for the creators, but keeping the audience is still a problem in the market in which users have so many options. (Jia et al., 2023). A failure to engage viewers can have a negative impact on the future of documentary production and the wider dissemination system, for documentaries are investing in research, production and circulation, and consequently, ongoing audience support is essential if documentary production is to be sustainable (Bhattacharjee, 2001). When the audience is not sufficiently engaged, the relationship between audience-content deteriorates, resulting in audience dropout and possible loss of cultural appreciation opportunities. Tackling audience loss and aiming for enduring interaction, numerous content creators and platforms are leveraging value enhancement techniques to improve viewer satisfaction and forge emotional connections. But, many scholars and practitioners still do not fully grasp the interaction and interrelationship between perceived value dimensions-audience's psychological response in the context of documentary viewing, which makes it possible that the strategies are designed inappropriately (Chen & Lin, 2018; Zhang et al., 2021). This may have led to mismatching of content creation and resource deployment, leading to dissatisfaction by viewers and

dropouts. To tackle this problem, this study proposes a comprehensive framework to overcome the problem of audience discontinuance and promote long-term audience participation in Chinese food documentaries. The deliberate viewing action of the public or audience on a specific content over time is called CWI, which is an important content success factor in the digital era (Hsiao et al., 2016). Although several previous studies have emphasized the significance of understanding these mechanisms of audience retention to establish sustainable consumption patterns in content (Bhattacharjee, 2001; Hsiao et al., 2016), the ordered relationships between perceived value dimensions, WS, AA and CWI in the cultural documentary context have been neglected to a significant extent (Sweeney & Soutar, 2001; Thomson et al., 2005). Although the audiences' motivations and viewing patterns in entertainment content have been studied extensively, the 'foodness' of food documentaries, which encompass the educational, cultural and aesthetic aspects of food, requires a more complex understanding of the psychosocial processes that lead to a desirable viewing experience (Jia et al., 2023). In this context, WS is considered to be a critical measure because it refers to the cognitive dimensions of audience experiences and is a rational judgement of the quality of the content compared with audience expectations (Bhattacharjee, 2001). Different researchers have further explained the connection between satisfaction and behavioral intentions in digital media usage, and satisfaction is considered a key determinant in continuance behavior (Bhattacharjee, 2001; Lin et al., 2014). The importance of WS as a determinant of viewers' decisions on whether to continue viewing has been confirmed, but satisfaction is not a sole determinant (Lin et al., 2014). This study develops arguments based on evidence based on experiences that some viewers find that content makes them happy, but that as their choices change over time or different content is presented as an alternative that is more emotionally resonant, viewers stop viewing that content (Thomson et al., 2005; Kim et al., 2020). In the context of a documentary viewing, therefore, continuance watching decisions may not be determined solely by the concept of watching satisfaction; instead, these decisions must be based on a variety of cognitive evaluations of content quality that need to be complemented by deeper emotional connections that go beyond immediate satisfaction. To substantiate this idea, we suggest that AA could impact CWI, directly or indirectly (through the mediation of satisfaction evaluation), and could thus provide a more complete explanation for the continued engagement with the documentary. Little research has examined the relationship between WS-AA and documentary viewing behaviour (Lin et al., 2014; Thomson et al., 2005). According to Thomson et al. (2005), affection has been seen as a key element in intimacy in media psychology, the emotional groundwork which forms the basis for long-term relationships. Thomson et al. (2005) confirmed that intimacy is an intrinsic part of the relationship-building process, and that affection is the basis element of this process. Thomson et al. (2005) indicated that within the process of relationship-building, intimacy is an intrinsic part, and affection is the basis element of it. Thomson et al. (2005) found three dimensions of attachment: passion, affection and connection: affection is warm feelings towards an object, passion is impulsive feelings towards an object, and connection is trying to maintain the relationship. In contrast to these studies, Zhang et al., (2021) defined affection as a complex emotion with three sub-dimensions: passion/love, intimacy and commitment, a conceptualization that was used in consumer research. The role of affection can differ a little from one study to another, but the common theme is that affection is the key to building a strong bond between audience and audience member/content provider that is strong enough to overcome competition and the occasional imperfection in the content (Thomson et al., 2005). This study adopts Thomson et al.'s (2005) definition of affection as friendly, warm, and peaceful emotions toward Chinese food documentaries, as it can shed light on sustained involvement beyond cognition-based assessments. Many researchers believe that affection is different from the short-term emotions of the audience, because short-term emotions can only bring a temporary change of mood to the audience when watching a movie (Kim et al., 2020). AA, however, is a state of mind, the warm feelings of attachment are not necessarily of a high quality, but the connection is more permanent and stable, psychological rather than content based (Thomson et al., 2005). For instance, affection can fill the gap between audience/content if proper value enhancement is done in the following moments, which is a buffer against temporary disappointment (Zhang et al., 2021). Thomson et al. (2005) theorized that the emotions of consumers would either enhance or diminish their affection, since affection is developed through multiple positive experiences and interactions with the content over time. The resulting "cumulative affection" makes it a more representative predictor in the long-term than emotional reactions, which are short-term. The previous studies identified the role of emotions while consuming the media and their effect on attitudinal and behavioral consequences. By showing that media experiences affect the emotions of the audience, these feelings affect their loyalty and engagement to media, and by adopting the uses and gratifications model, they also explained how the emotion and behavioral responses of the audience are related to media consumption contexts in general. The reason for the criticism of the emotions is that they have a short-term or fleeting impact on the behavior of the audience (Kim et al., 2020). So, in our study, we looking at AA, which can be a better predictor of CWI. The principal aims of this study are two-fold: to determine the impact

of PV (as a second order construct) on WS-AA. Secondly, the current study examines the impact of AA-WS on the viewers' CWI. There are numerous studies that address the satisfaction's effect on consumer behavior and consumer loyalty, but very few research studies that focus on the role of WS-AA as intervening variables between PV-CWI (Bhattacharjee, 2001; Hsiao et al., 2016). The current study contributes to the existing literature in multiple ways. First, PV is examined as a second order formative construct involving three dimensions—quality value, cultural value, and innovation value. The influence of PV on AA, WS, and CWI is explored in this study. It is not clear how WS-CWI can be enhanced, but we believe that existing content development approaches may not have been aligned with audience expectations. Second, the relationship between WS-AA is examined in this study to gain an understanding of the relative effect to better understand continuance watching behavior to add to the understanding of the sequential mediating relationship between these constructs. Third, AA is a relatively novel term of a documentary consumption research that requires more investigation (Thomson et al., 2005). As the most fundamental relationship in the audience-content relationship, affection can offset the small defects of content and inspire the viewing behavior, so this study reveals that the affection towards Chinese food documentaries can be transmitted through a sequential mediation.

## **1.2 Study Context**

Chinese food documentaries have become extremely popular and successful both in China and in other countries, such as *A Bite of China* and *Once Upon a Bite*, which gained widespread popularity and cultural influence (Qu, 2023). Such films not only highlight Chinese culinary culture but also act as cultural messengers, introducing Chinese history, regional differences, and cultural values to the world (Qu, 2023). Their impact has been further magnified in the era of digital streaming, which has seen platforms such as Bilibili, Tencent Video and iQiyi develop the huge documentary libraries that have made cultural content easily accessible to young audiences (Jia et al., 2023). In addition to the entertainment, the food documentaries also have a significance in the cultural aspect because they can impact the culture of young viewers and help people value intangible cultural elements (Chen & Lin, 2018). Yet these gains are also met with ongoing obstacles in sustaining audiences, especially among younger audiences who have many other content options and even shorter attention spans (Jia et al., 2023). In particular, the audience of Chinese food documentaries is a group of undergraduate students, who are at an early stage of cultural identity formation and are consuming a lot of digital media content (Zhang et al., 2021). In light of the rich Cantonese culture and the flourishing digital media industry in Guangzhou, a major metropolitan city in the South of China, this study is conducted to explore documentary viewing behavior in Guangzhou (Qu, 2023). Although the extension of this group is strategic, there is limited empirical studies that have systematically examined the psychological processes that accounts for their continuance watching behavior towards food documentaries. The results have academic significance in terms of extending documents' application of PVT (Sweeney & Soutar, 2001; Bhattacharjee, 2001) in cultural consumption studies, and also have practical significance for the creators and operators of documentaries in maintaining the quality of their audiovisual effects, enhancing the cultural depth and innovativeness of documentaries, and ultimately driving the sustainable development of the documentary industry (Qu, 2023).

## **2. Hypothesis Development**

### **2.1. Perceived Value, Watching Satisfaction, and Continuance Watching Intention**

WS is of great importance for sustainable audience-content relationships. According to Bhattacharjee (2001), WS is a viewer's reaction to the content when it meets his/her expectation(s). There are many previous studies that have investigated the relationship between satisfaction and users' continuance intention in digital media settings (Bhattacharjee, 2001; Lin et al., 2014). Viewers' satisfaction has been proposed as a positive influence of PV on meeting or exceeding the content expectations from a value fulfillment perspective, when it is met or exceeded (Sweeney & Soutar, 2001). Zeithaml (1988) proposed that the way content creators deliver value to the viewers of the content experience is the key determinant of their satisfaction with the content because the viewers of the content experience a favorable evaluation of the experience. This has been backed by several empirical studies which have approached the issue of documentary viewing from the perspective of PV and which have indicated that PV could have an impact on satisfaction with the viewing experience (Sweeney & Soutar, 2001; Zeithaml, 1988). Jia et al. (2023) validated that quality value, cultural value, and innovation value of content significantly affect the viewers' evaluation of content experiences (content satisfaction) and that emotional connection has a positive impact on the relationship between value perception-content satisfaction. Chen & Lin (2018) demonstrated that the perception of value had a significant impact on continuance satisfaction. Viewers' engagement can be improved by content orientation (Lin et al., 2014), and the quality of the content that is consumed can be enhanced by using effective value delivery measures, which boosts

viewers' satisfaction about the quality of the consumed content (Zeithaml, 1988). PVT is a popular model to describe WS and its consequences following content exposure (CWI) (Bhattacharjee, 2001; Hsiao et al., 2016). WS is regarded as an important antecedent of continuance intention. This has been confirmed by Bhattacharjee (2001) who saw that watching satisfaction was followed by positive word of mouth and continued engagement. Lin et al. (2014) showed that the delivery of an excellent value is positively related to audience loyalty (continuance watching). An unhappy user ends viewing behavior and moves on to alternative viewing options. Therefore, it appears that developing CWI is a precondition to developing WS in response to PV. Based on this, we assumed that:

H1: There is a positive link among PV-WS.

H2: There is a positive link among WS-CWI.

H3: There is a positive link among PV-CWI.

## **2.2. Perceived Value, Audience Affection, and Continuance Watching Intention**

PV is seen as an audience-centred evaluation, which involves a consideration of the benefit to be gained from the documentary material and the cost of its viewing. PV is a multi-dimensional construct, quality value (Sweeney & Soutar, 2001; Zeithaml, 1988), cultural value, and innovation value. Quality value is related to the perceived quality of the production and content craft, including the quality of the audiovisual effects. The level of cultural value is closely connected with the perceived significance of cultural representation, heritage preservation and identity formation imbedded in documentary content; the depth and authenticity of cultural narratives are important aspects of cultural value (Chen & Lin, 2018). Innovation value is an assessment of the freshness and creativity of storytelling techniques, visual presentation, thematic development, including the use of original perspective, creative cinematography and new storytelling methods used by content makers in the process of making documentaries. A number of previous research has validated the activation of emotions by PV following exposure to high-quality content (Kim et al., 2020; Lee & Chang, 2020). Thomson et al. (2005) illustrated that when the content creators deliver value effectively, they bring happiness; when there is a lack of value, it causes disappointment, boredom or frustration. According to another study, emotions were called as a cause of relationship (mediator) between PV-audience loyalty in the context of media consumption (Kim et al., 2020). Furthermore, Lee & Chang (2020) theorized that the dimensions of PV influence feelings (happiness, pleasure, disappointment) which, in turn, influence the audience's loyalty (or discontinuance). Although this stream of research enhances our knowledge of the importance of audience emotions in content consumption, this domain of research has faced criticism from certain scholars due to its short-term and temporary effect on consumer behavior (relationship quality) (Kim et al., 2020). For this study, therefore, the emotion was replaced by AA, where the affection level depend on the positive experience or interaction with the content while the strength or weakness of the affection depend on how the value is delivered. AA is an affection or attachment (warm feeling) with the documentary content, a quality deficiency due to the creators could evoke negative feelings, but creating a relationship with the content might mask the content imperfections, bringing the relationship back into a positive feeling. Contrary to this, if content quality failure is very severe, it may put audience affection to a test and break the affectionate viewer tie (warm feelings) with the content, leading to discontinuance. Audience-content affection is formed when a person becomes attached to the content; it establishes an emotional tie between a viewer and content, which helps to sustain a relationship (Thomson et al., 2005). Hence, extending previous research, this study investigates the link between AA and PV, instead of PV and emotions. In addition to the content itself, AA with content is also a method of delivering value fulfillment by the content creator. CWI results from strong affectionate ties that are created based on PV. Thomson, et al. (2005) hypothesized that "emotionally connected" people ignore other competing content alternatives. Users want to build up a complex set of relationships with content and the strength of the relationship can range from friendly to passionate engagement (Thomson et al., 2005). AA can shape or alter viewers' perception by making viewers forget about the time and effort required for consuming documentary content (Zhang et al., 2021). Content providers who aren't content developers don't tend to attract patronage or loyalty from viewers (Thomson et al., 2005). Increased CWI after content consumption with increased level of AA. Thus, we hypothesized:

H4: There is a positive link among AA-CWI.

H5: There is a positive link among PV-AA.

## **2.3. Audience Affection and Watching Satisfaction as Mediators**

PV is the overall impression of the usefulness of documentary content in terms of what the audience perceives being received and what the sender is transmitting (Zeithaml, 1988). Positive or negative emotions from PV fulfillment or deficiency with content ultimately leads to the weakening or strengthening of AA. Emotions do

not endure and do not happen all the time; they do not affect user behavior in the long-term, but can either enhance or diminish affectionate user relationships with content. For this reason, AA is added to the proposed model to get more stringent results. Previous research has supported the positive relationship between AA and the satisfaction, such as the fact that content personality is positively associated with the internal affection and trust of viewers, which in turn affects the satisfaction of content (Thomson et al., 2005), and destination attachment has also been found to positively influence destination satisfaction and revisit intentions in the tourism field. The warm feelings (affectionate ties) of the creator with the content are reported as an important variable for WS in interpersonal relationships; in the context of content consumption, superior value (affectionate ties) provided by the creators result in positive feelings with the content, which in turn reduces minor imperfections and affects positively on WS. When users experience something that doesn't meet their expectations, however, negative emotions can come up, especially in the context of this study. Subsequent value enhancement might overcome negative emotions, and positive evaluation of WS ultimately affects AA (warm feelings, liking, etc.) with the content. WS works as an underpinning mechanism to strengthen and reinforce the affectionate relationship between viewer-content (Thomson et al., 2005; Lin et al., 2014). Thus, it can be inferred that AA is re-established by WS. An indirect effect of PV on CWI via WS has also been confirmed in some previous studies. Bhattacharjee (2001) had found that satisfaction plays a significant mediating role between PV and continuance intention and Jia et al. (2023) had also found that PV indirectly affects continuance intention through satisfaction. However, there are few studies examining the impact of satisfaction on viewer intentions (Lin et al., 2014). Existing literature has supported the idea that WS is not necessarily a necessary sign of CWI (Lin et al., 2014; Hsiao et al., 2016), as a viewer might be content with a content's value delivery but not be motivated to continue watching because there are better alternative content options and/or lingering disappointment with previous content experiences. Furthermore, affectionate viewer relations (warm feelings) with content based on viewing satisfaction evaluation may be more predictive of CWI because emotional attachment serves as a resistance force that does not allow the viewers to easily switch to different content and so on. In a similar vein, Hsiao et al. (2016) validated the role of customer forgiveness between perceived justice-customer satisfaction. Thus it may be assumed that:

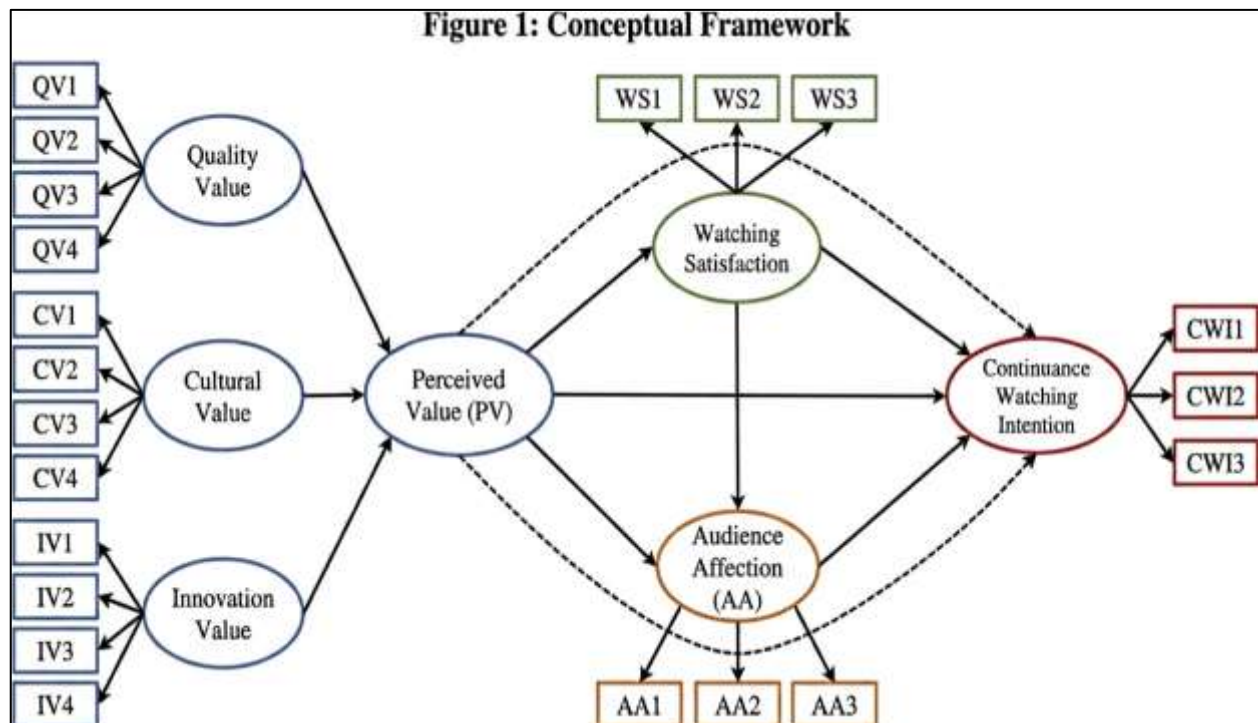
H6: There is a positive link among WS-AA.

H7: WS mediates the link among PV-CWI

H8: AA mediates the link among PV-CWI.

H9: WS and AA sequentially mediate the link among PV-CWI.

The conceptual framework is illustrated in Figure 1.



### 3. Methodology

Official statistics from the Guangzhou Education Bureau were consulted to understand the current situation of “viewing documents” and to estimate the number of undergraduate students who are in Guangzhou. These records show that there are about 1.4 million undergraduate students enrolled in higher education institutions throughout Guangzhou, many of whom have a frequent engagement with digital streaming platforms and documentary material. Data collection was done through a non-probability sampling technique (purposive sampling with snowball referral). University administration did not want to provide the contact information of students, this is why non-probability sampling was employed, but it did not allow for making a strict statistical inference to the entire Guangzhou undergraduate population. Findings should thus be considered as a sample representation and not as a statistically representative population estimate, as it is not statistically representative of the population. Sample size was calculated using the G\*Power (Faul et al., 2007) software. Using  $f^2 = 0.15$ , an  $\alpha$  error probability = 0.05, statistical power = 0.99, and 3 predictors, 119 respondents were calculated. However, with the objective of improving result generalizability and to account for possible non-response, 450 questionnaires were aimed. The three-predictor specification is the largest single structural equation in the model and the achieved sample size of 384 comfortably exceeds this as well as the more conservative 10-times-largest-number-of-formative-indicators rule of thumb that is applicable to the second-order PV construct. Some challenges were encountered when trying to obtain responses from the undergraduates, for there were concerns from University administration about confidentiality when releasing the students’ contact details. In response to this, formal assurances of anonymity of respondents and the protection of their data were provided to respondents’ institutional authorities enabling them to provide access to participants. Purposive sampling and snowball referral methods were then used to find out more eligible respondents. The sampling was given strict inclusion criteria to assure the appropriateness of samples. Specifically: 1) university students who are currently studying at Guangzhou universities. 2) Participants should have watched a Chinese food document at least within the last 6 months. 3) Participants should have experience with digital platforms where documentary content is displayed. 4) The food documentary material is subject to the subject’s free choice without pressure or persuasion. Survey approach was self administered and the respondents were well informed about the purpose of the research before they took part in it. A two-part design with a time-lag of three weeks between each wave of data collection (De Clercq et al., 2017) was included. In the first phase eligible respondents gave feedback on the independent variable (perceived value). In the next step, the same respondents were asked about dependent variables (audience affection, satisfaction of watching, and intention to continue watching). Note that all three WS, AA and CWI were taken at the same time in the second wave. The removal of PV from its downstream effects minimizes CMB for paths beginning with PV (H1, H3, H5), but does not completely rule out common method bias risk for paths estimated only within WS, AA, and CWI (H2, H4, H6, and H9 sequential mediation). This is recognized as a design constraint in Section 5.3 and is suggested as a future study to have these constructs separated across other waves. Out of 450 questionnaires distributed, 384 questionnaires were retrieved successfully giving a response rate of 85.3%. The incomplete responses and the removal of unreliable entries were done during preliminary data screening. A valid 384 cases remained for further statistical analysis. A number of methodological advantages made the choice of using PLS-SEM instead of covariance-based SEM (CB-SEM). PLS-SEM first enables simultaneous analysis of the relationships between multiple latent variables defined by complex indicators within a theory. Second, PLS-SEM is a nonparametric method and has no distributional assumptions for manifest variables and can be used with moderate sample sizes. Third, PLS-SEM is best suited to research in which prediction is a goal, but not explanation (Hair et al., 2013). It should be emphasized that there is no dichotomy between a prediction orientation and explanatory hypothesis testing in PLS-SEM: The latter is often used, as here, when a well-founded a priori theory is formulated, while the predictive diagnostics ( $R^2$ ,  $Q^2$  and out-of-sample diagnostics) serve to validate the practical relevance of the estimated paths (Hair et al., 2019). PLS-SEM is thus applied in two ways: to test the hypothesized explanatory pathways (H1-H9) and to evaluate their predictive relevance by means of  $Q^2$ . Table 1 contains the measurement item sources for each of the constructs.

#### 3.1. Participants

Respondents were asked a series of screening questions before filling out the entire questionnaire to ensure they met the criteria. The first filter asked participants if they have watched Chinese food documentaries on any digital platform in the past six months. A second filter determined if the respondents continued watching the documentary content after their first viewing experience or not. Only those respondents who answered “yes” to the first question were given a full-length questionnaire. Demographic characteristics of the final sample are shown in Table 2. The majority of respondents were female (58.6%) and the minority were male

(41.4%). 100% of respondents were full-time undergraduate students. Distribution of age showed that 72.4% aged between 18-22 years, 21.9 per cent aged between 23 to 25 years while 5.7% aged above 25 years. As for academic standing, 28.1% were freshmen, 31.3% were sophomores, 24.5% were juniors and 16.1% were seniors. When asked how often they watched food programs, 38.5% said monthly, 33.9% said weekly, 18.8% said daily and 8.8% said rarely. Bilibili (42.7%), Tencent Video (28.9%), iQiyi (19.3%), and other platforms (9.1%) were preferred platforms.

## 4. Results

The data collected were analyzed with SmartPLS software. Confirmatory factor analysis (CFA) procedures were used for psychometric properties (validity and reliability) of the measurement scales. Path analysis was analyze the impacts of exogenous constructs on endogenous and specific indirect impacts as confirmation of mediation. The data analysis was conducted in 2 stages: First, the measurement model was assessed, and second, the structural model was evaluated with SmartPLS 3.2.9 software. First, measurement model was examined to check its psychometric validity and suitability of reflective and formative specifications. Then the structural model was created with the two-step modeling approach recommended by Becker et al. (2012) for developing the second-order formative construct of PV. Manipulated variables were screened for outliers before analysis, and the results showed that none of the variables were exceeding the range of  $\pm 3$  standard deviations. In order to minimize CMB concerns, data for theoretical constructs were gathered at different time points from same respondents. All items were categorized under relevant constructs with explanatory text at the beginning of each construct, as per the theoretical concepts (Podsakoff et al., 2003). A single factor test was also performed and found that a single factor had accounted for 36.84% of total variance, which was below 50% threshold, Podsakoff et al., (2003) indicating that there was not a significant problem of common method bias for the entire sample. To provide further evidence, a full collinearity assessment (Kock, 2015) was conducted with the VIF values presented in Table 5: all the inner VIF values did not surpass the conservative limit of 3.3, which supports the Harman's single factor result and indicates that common method bias is not a major concern for the structural relationships. However, as mentioned in Section 3, this procedural remedy most relevant for paths that originate from PV, and residual CMB risk within each of the constructs available in the Wave-2-only group (WS, AA, CWI) remains a study limitation.

### 4.1. Step 1: Measurement Model

Reflective-formative combinations are shown in the conceptual framework in Figure 1. PV is a second order reflective construct consisting of three dimensions (quality value, cultural value, and innovation value) that are measured at the reflective level. In the meantime, the AA, WS, quality value, cultural value, innovation value, and CWI are modeled as the first-order reflective constructs. The assessment of reliability and validity began with first-order reflective constructs and then with the second-order formative constructs.

### 4.2. Reflective check (First-Order) Measurement Model

Hair et al. (2019) suggested certain quality checks for sound reflective constructs. As for outer loadings, they must be higher than 0.40; reliability coefficients are higher than 0.70; and convergent validity (AVE) is higher than 0.50. Another important criterion for reflective constructs is the discriminant validity. The Heterotrait-Monotrait Ratio (HTMT) method recommended by Henseler et al. (2015) was used, and a value of 0.85 or less (or 0.90 or less as more lenient; Voorhees et al., 2016) was recommended. Table 3 showed that there were no discriminant validity concerns as the results were below the critical thresholds.

### 4.3. Evaluation of the Measurement Model

The Fornell-Larcker criterion and HTMT ratio were also used to confirm the discriminant validity. Table 4a shows that the square roots of all constructs were higher than the correlations between the constructs, thus meeting the Fornell-Larcker criterion (Fornell & Larcker 1981). All variable pairs had an HTMT value below 0.85 (see Table 4b), which resulted in no problems with discriminant validity.

### 4.4. Assessment of Formative (Second-Order) Measurement Model

The second-order formative construct of perceived value was developed by using the software SmartPLS 3.2.9. Becker et al. (2012) used a two-stage process to arrive at a latent variable score that was then loaded onto a second-order formative construct. The criteria for variance inflation factor (VIF) values were  $< 5$  with the more stringent  $< 3.3$  (Kock & Lynn, 2012). The weights of indicators and their meaning were also investigated. The results of table 5 verified the criterion of VIF values under 3.3, and the indicator weights of quality value,

cultural value and innovation value were statistically significant, which confirmed the second order formative construct.

#### 4.5. The second step is Step 2: Structural Model Analysis.

The assessment of the structural models addressed the beta coefficients, t-values,  $R^2$ , effect sizes, and predictive relevance (Hair et al., 2019). Bootstrapping was used to test the significance of structural parameters, using 5000 subsamples. The results of the structural model are shown in Table 6, which leads to the conclusion that all hypotheses (H1–H6) are confirmed.

PV (H1:  $\beta = 0.412$ ; [0.328, 0.496],  $p = 0.000$ ) demonstrated a statistically significant positive effect on WS, explaining 17.0% ( $R^2 = 0.170$ ) of variance in WS with predictive relevance exceeding zero ( $Q^2 = 0.158$ ). Collectively, WS, PV and AA had statistically significant positive effects on CWI (H2, H3, H4, respectively) and accounted for 54.6% of the variance of CWI ( $Q^2 = 0.512$ , significantly  $> 0$ ). WS significantly impacted CWI (H2:  $\beta = 0.287$ ; [0.201, 0.373],  $p = 0.000$ ). PV-AA also showed significant positive effects on CWI, with H3:  $\beta = 0.342$ , [0.254, 0.430],  $p = 0.000$ , and H4:  $\beta = 0.224$ , [0.142, 0.306],  $p = 0.000$ , respectively. PV demonstrated a significant impact on AA (H5: t-value = 15.834,  $p < 0.001$ ):  $\beta = 0.564$ , [0.493, 0.635], and WS also positively explained AA (H6: t-value = 4.927,  $p < 0.001$ ):  $\beta = 0.218$ , [0.131, 0.305]. PV-WS together explained 52.4 percent ( $R^2 = 0.524$ ) variance in AA with  $Q^2$  of 0.498. Effect size interpretation is based on Cohen's benchmarks,  $f^2 = 0.35$ , 0.15, and 0.02 are large, medium, and small, respectively.

Table 6 shows that PV had highest  $f^2$  value (0.538,  $p < 0.001$ ) for variance explained in AA. Conversely, the effect size from AA to CWI ( $f^2 = 0.062$ ,  $p < 0.001$ ) was smaller compared to WS to AA ( $f^2 = 0.082$ ,  $p < 0.001$ ), which approached a medium effect. PV-WS demonstrated medium effect sizes in CWI, with  $f^2 = 0.146$ ,  $p < 0.001$  and  $f^2 = 0.118$ ,  $p < 0.001$ . The effect size ( $f^2 = 0.205$ ,  $p < 0.001$ ) of PV on WS was medium & significant.

#### 4.6. Mediation Analysis

Bootstrapping (with 5,000 resamples) and bias corrected (95%) confidence intervals were used to examine mediation effects. Results confirmed H7, which suggests that WS is a mediator with the effect size of 0.118. H8 was tested with AA as a mediator and results supported hypothesis and effect size of 0.126. Further, the relationship between PV-CWI was mediated by WS-AA in a sequence, and the effect size of this sequence was statistically significant (Table 7), 0.019.

To quantify mediation effects beyond the statistical level, VAF was used, which is defined as the ratio of each indirect effect to total effect (indirect effect + direct PV→CWI effect,  $\beta = 0.342$ ). VAF for H7 (PV→WS→CWI) was approximately 25.7 percent ( $0.118 / [0.118 + 0.342]$ ), and VAF for H8 (PV→AA→CWI) was approximately 26.9% ( $0.126 / [0.126 + 0.342]$ ); both fall within the 20–80 percent band conventionally interpreted as partial mediation (Hair et al., 2019). The partial mediation effect in the model with PV→WS→AA→CWI was fairly small, with VAF being about 5.3% ( $0.019 / [0.019 + 0.342]$ ). VAF below 20% is considered to be a substantively meaningful partial mediation effect. This suggests that the pathway PV→WS→AA→CWI is statistically “detectable” and theoretically “informative,” but the effect of the pathway is modest compared to the effect of the pathway AA directly to the outcome (CWI) and the pathway PV directly to the outcome (CWI). Thus, H9 is called a theoretically new but moderately important pathway, instead of being the main pathway to continuance watching intention for PV.

**Table 1. Construct and Source**

| Construct                  | Source                                    |
|----------------------------|-------------------------------------------|
| Quality Value (4 Items)    | (Sweeney & Soutar, 2001; Zeithaml, 1988)  |
| Cultural Value (4 Items)   | (Chen & Lin, 2018; Zhang et al., 2021)    |
| Innovation Value (4 Items) | (Kim et al., 2020; Lee & Chang, 2020)     |
| AA (3 Items)               | (Thomson et al., 2005)                    |
| WS (3 Items)               | (Bhattacharjee, 2001; Lin et al., 2014)   |
| CWI (3 Items)              | (Bhattacharjee, 2001; Hsiao et al., 2016) |

**Table 2. Respondents' Profile**

| Respondents' Profile | Percentage % |
|----------------------|--------------|
| Gender               |              |
| Male                 | 41.4         |
| Female               | 58.6         |
| Age                  |              |

|                    |      |
|--------------------|------|
| 18 to 22           | 72.4 |
| 23 to 25           | 21.9 |
| Above 25           | 5.7  |
| Academic Year      |      |
| Freshman           | 28.1 |
| Sophomore          | 31.3 |
| Junior             | 24.5 |
| Senior             | 16.1 |
| Viewing Frequency  |      |
| Daily              | 18.8 |
| Weekly             | 33.9 |
| Monthly            | 38.5 |
| Rarely             | 8.8  |
| Preferred Platform |      |
| Bilibili           | 42.7 |
| Tencent Video      | 28.9 |
| iQiyi              | 19.3 |
| Others             | 9.1  |

**Table 3. Reflective Model Analysis**

| Construct                      | Code | Outer Loadings | VIF   | T-Value | p-Value | $\alpha$ | CR   | AVE   |
|--------------------------------|------|----------------|-------|---------|---------|----------|------|-------|
| Quality Value                  | QV1  | 0.798          | 2.142 | 43.56   | 0.00    | 0.87     | 0.87 | 0.632 |
|                                | QV2  | 0.834          | 2.389 | 58.92   | 0.00    |          |      |       |
|                                | QV3  | 0.786          | 2.078 | 49.14   | 0.00    |          |      |       |
|                                | QV4  | 0.758          | 1.912 | 37.45   | 0.00    |          |      |       |
| Cultural Value                 | CV1  | 0.812          | 2.245 | 54.83   | 0.00    | 0.85     | 0.85 | 0.598 |
|                                | CV2  | 0.781          | 1.987 | 45.27   | 0.00    |          |      |       |
|                                | CV3  | 0.739          | 1.854 | 33.86   | 0.00    |          |      |       |
|                                | CV4  | 0.747          | 1.876 | 35.12   | 0.00    |          |      |       |
| Innovation Value               | IV1  | 0.793          | 2.134 | 46.75   | 0.00    | 0.83     | 0.83 | 0.561 |
|                                | IV2  | 0.764          | 1.956 | 40.38   | 0.00    |          |      |       |
|                                | IV3  | 0.712          | 1.723 | 28.94   | 0.00    |          |      |       |
|                                | IV4  | 0.701          | 1.667 | 26.58   | 0.00    |          |      |       |
| Audience Affection             | AA1  | 0.861          | 3.156 | 112.47  | 0.00    | 0.91     | 0.91 | 0.774 |
|                                | AA2  | 0.898          | 3.389 | 136.82  | 0.00    |          |      |       |
|                                | AA3  | 0.879          | 3.072 | 116.39  | 0.00    |          |      |       |
| Watching Satisfaction          | WS1  | 0.904          | 4.415 | 201.53  | 0.00    | 0.92     | 0.92 | 0.798 |
|                                | WS2  | 0.912          | 4.561 | 218.76  | 0.00    |          |      |       |
|                                | WS3  | 0.861          | 3.823 | 148.92  | 0.00    |          |      |       |
| Continuance Watching Intention | CWI1 | 0.848          | 2.267 | 63.84   | 0.00    | 0.86     | 0.86 | 0.672 |
|                                | CWI2 | 0.829          | 2.198 | 58.27   | 0.00    |          |      |       |
|                                | CWI3 | 0.779          | 1.923 | 42.15   | 0.00    |          |      |       |

**Table 4a. Fornell-Larcker Criterion**

|                       | AA    | CV    | CWI   | IV    | QV    | WS    |
|-----------------------|-------|-------|-------|-------|-------|-------|
| AA                    | 0.880 |       |       |       |       |       |
| Cultural Value (CV)   | 0.598 | 0.773 |       |       |       |       |
| CWI                   | 0.637 | 0.574 | 0.820 |       |       |       |
| Innovation Value (IV) | 0.561 | 0.528 | 0.549 | 0.749 |       |       |
| Quality Value (QV)    | 0.589 | 0.553 | 0.578 | 0.524 | 0.795 |       |
| WS                    | 0.578 | 0.512 | 0.609 | 0.503 | 0.542 | 0.893 |

**Table 4b. HTMT**

|                  | AA    | CV    | CWI   | IV    | QV    | WS |
|------------------|-------|-------|-------|-------|-------|----|
| AA               |       |       |       |       |       |    |
| Cultural Value   | 0.621 |       |       |       |       |    |
| CWI              | 0.658 | 0.594 |       |       |       |    |
| Innovation Value | 0.577 | 0.548 | 0.569 |       |       |    |
| Quality Value    | 0.612 | 0.579 | 0.601 | 0.543 |       |    |
| WS               | 0.599 | 0.534 | 0.633 | 0.526 | 0.564 |    |

**Table 5. Formative Measurement Model**

| Construct | Item             | Scale Type | Weight | T-statistics | P-value | VIF   |
|-----------|------------------|------------|--------|--------------|---------|-------|
| PV        | Quality Value    | Formative  | 0.398  | 6.512        | <0.001  | 1.386 |
|           | Cultural Value   | Formative  | 0.374  | 5.683        | <0.001  | 1.329 |
|           | Innovation Value | Formative  | 0.341  | 4.976        | <0.001  | 1.254 |

**Table 6. Structural Model Results**

| Hypothesis | $\beta$ | SE    | $f^2$ | t-value | P-Value | $R^2$ | $Q^2$ | Result |
|------------|---------|-------|-------|---------|---------|-------|-------|--------|
| H1: PV→WS  | 0.412   | 0.043 | 0.205 | 9.581   | <0.001  | 0.170 | 0.158 | Yes    |
| H2: WS→CWI | 0.287   | 0.044 | 0.118 | 6.523   | <0.001  | 0.546 | 0.512 | Yes    |
| H3: PV→CWI | 0.342   | 0.045 | 0.146 | 7.600   | <0.001  |       |       | Yes    |
| H4: AA→CWI | 0.224   | 0.042 | 0.062 | 5.333   | <0.001  |       |       | Yes    |
| H5: PV→AA  | 0.564   | 0.036 | 0.538 | 15.834  | <0.001  | 0.524 | 0.498 | Yes    |
| H6: WS→AA  | 0.218   | 0.044 | 0.082 | 4.927   | <0.001  |       |       | Yes    |

**Note:**  $R^2$  and  $Q^2$  values are properties of the endogenous constructs (WS, CWI, AA) rather than of individual hypotheses; they are listed once against the row in which each construct is first predicted, consistent with the original table layout, to avoid altering the reported figures.

**Table 7. Mediation**

| Specific Indirect Effect | Hyp. # | $\beta$ | STDEV | CI             | T Stat | P Value | Result |
|--------------------------|--------|---------|-------|----------------|--------|---------|--------|
| PV → WS → CWI            | H7     | 0.118   | 0.023 | [0.076, 0.166] | 5.130  | 0.001   | Yes    |
| PV → AA → CWI            | H8     | 0.126   | 0.038 | [0.054, 0.203] | 3.316  | 0.001   | Yes    |
| PV → WS → AA → CWI       | H9     | 0.019   | 0.006 | [0.008, 0.033] | 3.167  | 0.002   | Yes    |

## 5. Discussion and Implications

This study builds on the previous ones by proposing and testing the relationship between PV-WS and that between PV-AA, and further analyzes the mediational mechanisms of the two by PV-CWI, which are largely unexplored in the documentary consumption context. This study findings showed that PV has a statistically significant positive influence with the value of 17% (H1:  $\beta = 0.412$ ,  $p < 0.001$ ) on WS. In accordance with previous empirical studies which have always confirmed that value-satisfaction relation in digital media environment. However, in digital streaming contexts, Jia et al. (2023) found that value perceptions have a significant influence on users' satisfaction, which is consistent with the research conducted in other digital service fields. The results validate this existing relationship in the cultural documentary field, and demonstrate that the increase of Chinese food documentaries' quality value and cultural value, and innovation value, corresponds with the improvement of viewers' cognitive evaluation of the viewing experience. The results support the basic tenet of the ECT model proposed by Bhattacharjee (2001) that satisfaction is one of the key factors influencing the continuance intention (H2:  $\beta = 0.287$ ,  $p < 0.001$ ). This is also align with following empirical validations in the digital environment: Lin et al. (2014) found that satisfaction had a significant influence on continuance use of mobile social applications, which aligns with general satisfaction-continuance relationship as established by Bhattacharjee's (2001) expectation-confirmation model. The research is contribution to this stream of research since it is the first to explore the effect of undergraduate students' satisfaction with Chinese food documentaries on their CWI and extend ECT to consumption of cultural documentaries. Importantly, the effect size found ( $f^2 = 0.118$ ) is similar to the previous studies, and indicates that satisfaction continues to be a strong predictor even in studies conducted in situations where emotional and/or cultural considerations may interfere with viewing decisions. H3: PV has a positive and direct effect on CWI ( $\beta = 0.342$ ,  $p < 0.001$ ) also gained empirical support as per previous studies which have established direct

value-intention relationships. As per the value-intention relationship found in PV research in general (Sweeney & Soutar, 2001) and PV in digital streaming specifically (Jia et al., 2023), PV significantly directed positive influence on CWI. This is an interesting aspect as discovered, where direct effect of PV on CWI ( $\beta = 0.342$ ) was more significant than the effect of WS on CWI ( $\beta = 0.287$ ). This differs somewhat from previous research which found satisfaction to be the more significant factor. Bhattacharjee (2001), for example, initially suggested that there is a direct link between satisfaction-continuance intentions, as the primary link. The present findings indicate that in cultural documentary consumption, PV dimensions (cultural value and innovation value) might have a motivational power that is different from that of an evaluation of the cognitive satisfaction of the consumption. This difference might point to the unique characteristics of food documentaries as cultural products, where value perception is not only associated with the evaluation of content quality, but also with cultural identity affirmation and creative appreciation, which may directly activate viewing motivation independent of the satisfaction judgement. This is in line with the expectancy-confirmation literature that indicates that, under specific circumstances, value-related determinants can impact behavioral intention without necessarily going through the cognitive evaluation of satisfaction (Bhattacharjee, 2001). Finally, the strongest path of the structural model was the relationship between PV-AA (H5:  $\beta = 0.564$ ,  $p < 0.001$ ), which accounted for 52.4% of variance in AA. This result is consistent with theory proposed by Thomson et al. (2005), who theorized that emotional attachment forms as a result of a series of positive, value-laden interactions with an object. In the research, the strong effect of PV on the AA indicates that documentary audience can create warm emotions with the content consistently when they have experienced high quality, cultural authenticity and creative novelty. The result adds to the previous findings by showing that the value-affection relationship also exists in cultural media settings, where emotions could be more important than ever since they are of particular significance in establishing identity through food documentaries. The strength of this relationship ( $f^2 = 0.538$ ) shows that it has a substantial effect, which means that in viewing a documentary, the greatest influence in forming emotional attachments is PV. The findings supported the positive effect of AA on CWI (H4:  $\beta = 0.224$ ,  $p < 0.001$ ), which is similar to the previous result of consumer behavior literature. Thomson et al. (2005) confirmed that strength of emotional attachment correlates positively with the persistence of the relationship and loyalty actions, while Kim et al. (2020) noted that consumers' affection positively affects repurchase intentions in services. The study extends this work to the case of Chinese food documentaries, revealing that students espousing warm attitudes toward Chinese food documentaries tend to have longer engagement with the documentaries. The size of the effect ( $f^2 = 0.062$ ) was, however, relatively small compared to other paths in the model, indicating that affection is important but this may be mediated by other factors influencing continuance intention. This is align with Thomson et al. (2005) proposed that emotional attachment works on several pathways to influence behaviour, with its direct effects being complemented by attitudinal mediators. The relationship between WS-AA (H6:  $\beta = 0.218$ ,  $p < 0.001$ ) was supported, providing empirical support for the satisfaction-affection sequence suggested by literature in the field of relationship marketing. This is in line with theories that say cognitive satisfaction can be used as a basis to build emotional attachment (Thomson et al., 2005; Bhattacharjee, 2001). The present study adds to this knowledge by showing that cognitive satisfaction with the documentary content is conducive to the formation of emotional bonds, thus suggesting a cognitive-to-affective continuum of audience-content bond formation. The discovery is especially relevant to the documentary producers, since it shows that the satisfaction of the viewers is not only a goal but a link to a greater emotional response. As for the mediation results, an indirect effect of PV on CWI was significant, which was align with other studies finding satisfaction as a mediator between value and intention, with a value of  $\beta = 0.118$ ,  $p < 0.001$ . The effect of perceived value on the digital service continuance intention mediated by satisfaction was also supported by studies conducted by Jia et al. (2023) in digital service contexts. Building on these results, this study extends the findings to the consumption of cultural documents, finding that satisfaction acts as a cognitive link between value perceptions and continuance behavior. This pathway's VAF (25.7%) suggests partial rather than complete mediation, which means that satisfaction is a mediator between two variables in this pathway, but there is still a significant portion of value's effects directly or indirectly. Moreover, the role of audience affection in the relationship between PV-CWI was supported (H8:  $\beta = 0.126$ ,  $p < 0.001$ ), which is a new addition to the literature. The previous research focused on affection as an outcome variable, but few studies focused on affection as an intervening variable between value-continuance. The results that support emotional attachment theory as a mechanism for sustaining the relationship (Bhattacharjee, 2001) and how this mechanism translates into behavioral loyalty in the following states—cognitive, emotional, and continuance intention—also held true in this study. Interestingly, the mediation effect of AA (0.126) was slightly stronger than mediation effect of WS (0.118), indicating that in cultural documentary context, affection may be a somewhat more powerful mediator than cognition in satisfaction. Both effects are of moderate magnitude (25.7 percent and 26.9 percent VAF respectively) and that ordering is to be taken as a

modest difference, rather than a substantial one. The mediation was sequential (via WS), indirect (AA), and significant ( $H9: \beta = 0.019, p < 0.01$ ), a novel finding that extends the ECT in that it includes emotional attachment as a downstream effect of satisfaction. This sequence (PV, WS, AA, CWI) reflects the mental steps from value perception towards cognitive evaluation towards emotional bonding towards behavioral intention. This result is congruent with the theoretical model proposed by Thomson et al. (2005) that satisfaction and affection do not just act together, but can one after another affect behaviour. Yet this sequential pathway accounts for only a small proportion of the overall PV–CWI relationship (5.3 percent), as the analysis above demonstrates. Therefore, it is important to emphasize that the proposed sequential pathway, represented by H9, is theoretically coherent and exists, but may not be practically significant relative to the direct effect of PV and the two simple mediation pathways. This sequential mediation contributes to the understanding of the relationship between satisfaction-continuance intention by revealing that relationship between satisfaction-continuance intention is partly mediated by emotional bonding, thus adding depth to the existing models. It is worth discussing the relative strength of the direct effects of PV on AA and CWI, relative to indirect effects. From this pattern, it is observed that there is a more direct pathway in which values perceptions occur in cultural documentary consumption in contrast to the mechanisms of satisfaction and affection in the less dominant part. This result somewhat contrasts with initial ECM formulation, which included satisfaction as the mediator. The opinion of this divergence may be due to the specific nature of cultural documentary content, in which value dimensions like cultural value and innovation may directly trigger viewing behavior without going through dimension of satisfaction evaluation. The results on the second order of PV are also a contribution to the theory. The indices of the formative measurement model were significant for the higher-order construct of PV, with the value of quality (weight = 0.398), cultural value (weight = 0.374), and innovation value (weight = 0.341). The cultural value was the second highest and cultural significance contributed a significant portion of value perceptions in food documentary context. This is a result that complements the previous findings which have been mainly focused on the quality and price PV dimensions, proving that cultural and innovation dimensions are not less important in cultural content consumption. The relatively even weights indicate that documentary viewer is not more concerned with any particular dimension than with others, but that he or she is concerned with combining several value facets in forming a holistic evaluation.

### **5.1. Managerial Implications**

The implications of this empirical research for documentary makers, streaming platform providers, and cultural content makers are several. Firstly, knowing about PV and their impact on AA would assist content providers in identifying the current gaps in audience/Content relationships and planning how to keep audiences engaged over the long term. If deficiencies in quality, culture, or innovation are identified, creators can create mechanisms that will make it easier to engage viewers with enhanced value delivery, at a lower cost. For the documentary sector, there is a need for the content creators to build complete AMR solutions, not just for viewing data, but for online feedback systems that collect audience perceptions and emotional reactions. These feedback mechanisms can help create accountability for content, and foster trust in content credibility. In general, since viewers' content consumption experiences are subjective, there is a risk of some viewers' discontentment's from time to time, but when that happens, there are effective responses that can change the negative evaluation into a positive emotional bond and help increase viewers' affection for the content, which in turn can help increase WS and CWI. Secondly, documentary production teams creating the food documentaries need to give the cultural authenticity and innovative ways of making the documentaries to create affectionate ties, WS-CWI. Production staff needs to be informed about the importance of ensuring high quality of audiovisual material and respect for cultural traditions when working with cultural narratives. In documentary production, the drive to generate as many viewers as possible can be an incentive to sensationalize the content or to sacrifice cultural authenticity, leading to the loss of a loyal audience. It is important for creative teams to keep artistic integrity, yet find a balance for entertainment value and educational content. Professional development should be done to improve the productivity in several value dimensions. Furthermore, production team should be trained using case studies of successful documentaries and the analysis and understanding of the elements of quality, culture and innovation in these documentaries. Technological advances, like VR previews, interactive feedback systems, and data analytics, should be utilized to gain insights into audience preferences and adjust the content to match. In addition, the operators of the platform can use sophisticated communication techniques to optimally inform viewers about documentary content and culture. Cultural background information, production insights, and creator profiles, for example, could be featured on the platform interfaces to enrich the audience's appreciation of value dimensions. The use of social media can help to share behind-the-scenes footage, cultural context, production techniques and so on so that viewers can gain a greater understanding and emotional connection with documentary material.

Documentary collections should be themed on streaming platforms and enable users to browse associated cultural content and to become more immersed into the collection over the long term. Value-based matching is crucial in recommendation algorithms, where content is recommended based on the viewer's existing preference for high quality, cultural relevance or creative originality. Furthermore, if handled appropriately, the feedback from the viewers can be a great help in creating long-lasting affectionate relationships with content. It's important for viewer comments and reviews to be closely tracked and the creator should show responsiveness to viewer concerns and suggestions. By involving viewers in the production process, it creates a feeling of co-creation and community, fortifying emotional connections between viewers-content. Production teams need to be given the freedom to adapt their content in a responsive way to suit the audience, such as adding more content, clarifications, or presentation formats. Consequently, viewers feel valued and the enhanced emotional connections with documentary content create more CWI. Last, the results indicate that documentary maker needs to have a comprehensive value delivery approach that integrates quality, cultural and innovation aspects. A successful documentary doesn't pay special attention to either production value or cultural content but combines all value dimensions in a harmonious way. The combination of these elements ensures that viewers can truly appreciate the content on all levels, promoting both understanding and engagement. Strategic collaboration between documentary producers, cultural institutions, and educational institutions can further enrich the value delivery, with authentic cultural knowledge, academic credibility, and creative collaboration. Partnerships can help raise documentary content above entertainment and make it a valid cultural object that evokes strong feelings of audience identity and values.

## 5.2. Limitations and Future Research Directions

In addition to the above mentioned implications, the following limitations of study should be noted. Firstly, there could be recall bias which is a possibility for the data recorded in the survey was from people who reported their documentary viewing experiences in hindsight. Their answers included memories of real viewing and feelings, that could be prone to distortion over time. Therefore, it may have been possible to have been subject to recall bias that may have influenced the findings (Bhattacharjee, 2001). Future research could be done using a more controlled method of presentation through experimental studies where the presentation of documentary content is controlled and direct responses can be measured after each viewing session. While experimental methods have their own drawbacks (e.g., recall bias can be reduced, and causal relationships may be established), they also have their benefits (e.g., potential artificiality) (Lee & Chang, 2020). Secondly, it is a time-lagged study, which has the benefits over single-time data collection studies, but causality cannot be ruled out from a single study. Similarly, since WS, AA, and CWI were measured within the same wave (see Section 3), this "temporal separation" is mainly used to separate causal ordering between PV-WS, AA, and CWI, rather than to overcome either of the two issues in this context. Thus, longitudinal studies conducted over longer time periods, and preferably with three or more timepoints that are spaced apart and have measures of PV, WS, AA, and CWI, would be better for stronger causal inferences. Further studies could follow viewers over a period of months or years to pinpoint the changes in PV, WS and AA as well as the effects of these on extended viewing habits. Thirdly, the study only included undergraduate students in Guangzhou, which restricts the generalizability of the results to other groups of students and regions. This restriction is further compounded by the fact that the sample is not a random or probability sample – given a non-probability sampling strategy (purposive and snowball sampling) – but may not be regarded as being statistically representative even of the undergraduates in the city of Guangzhou. Future studies should investigate the proposed relationships across age groups, degrees of education, and cultures (where possible using probability-based sampling frames). Fourthly, the study analysed Chinese food documentaries as a whole content category, hence the findings can only be applied to other kinds of documentaries or other contents. Further studies may focus on the possibility of applying the model to the future study of value dimensions and emotional mechanisms in nature documentaries, historical documentaries, or social issue documentaries, in which these factors may be different. Fifthly, the relationship between PV-AA could be moderated by the viewer's involvement or documentary genre preferences, which may have an effect on the dependent variables explored (Lee & Chang, 2020). Future studies should explore whether a moderator (cultural identity strength, prior documentary exposure, viewing motives, and emotional responsiveness) could affect the findings. Sixth, all the measures in this study were self-reported, and even with the procedural remedies, this approach could create CMB. The results of the above factors – temporal separation, procedural remedies, Harman's single factor test and a full collinearity check – indicate that it is unlikely CMB will be severe but not impossible, especially on the Wave-2-only relationships. Objective behavioural measures, e.g. self-reported actual viewing of streaming platforms could be added to future research in addition to self-reported measures. Seventhly, the study did not distinguish between food documentaries focusing on traditional culinary culture and those on modern food

culture. Future research might investigate if there are different sub-type patterns of value perceptions, emotion response, and continuance intent in documents. Finally, the cross-sectional nature of the mediation analysis, although some variables were separated in time, should be used with caution in interpreting the indirect effects, especially as the sequential mediation effect (H9) was statistically significant but rather small (VAF  $\approx$  5.3 percent; see Section 4.6). Experimental manipulation of the dimensions of perceived value, and/or longitudinal mediation analysis could yield more robust evidence for causal mediation. Further, using some advanced analyses, such as latent growth modeling or cross-lagged panel designs, could provide more definitive answers to causality questions, as it would be able to detect the reciprocal relationships among variables over time. Ninthly, the raw data and the complete SmartPLS project and output files should be provided to allow transparency and independent assessment of the psychometric properties reported, and independent replications of this model are encouraged to confirm the stability of the reported loadings, reliabilities and path estimates.

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