Effects of American drama familiarity on Chinese people's remote acculturation, attitudes, and watching intentions

Zeguang Liang

International College, Krirk University, Thailand.

(*Email: zglzg@vip.qq.com*)

Abstract

The study aims to examine the impacts of American drama familiarity on Chinese people's remote acculturation to American culture, attitudes towards American dramas, and watching intentions of American dramas. A total of 358 survey data points from Chinese respondents were collected, and structural equation modeling (SEM) analysis was conducted in an effort to verify the research hypotheses. The research outcomes indicate that American drama familiarity significantly positively impacts American cultural orientation, attitudes towards American dramas, and watching intentions of American dramas, but does not significantly bear upon Chinese cultural orientation. American cultural orientation significantly positively affects attitudes towards American dramas. Additionally, Chinese cultural orientation significantly negatively influences attitudes towards American dramas. Attitudes towards American dramas engender significant positive effects on watching intentions for American dramas. American drama familiarity, the remote acculturation of Chinese people to American culture, attitudes towards American dramas, and watching intentions of American dramas are significantly interrelated. The research is only targeted at Chinese people, and the remote acculturation is bi-dimensional in this study. Thereby, the remote acculturation of local people to multiple cultures simultaneously ought to be delved into in subsequent research. It is recommended that stakeholders and marketers of American dramas take essential marketing measures to increase the familiarity of Chinese people with American dramas and promote their friendly attitudes toward American dramas. This study contributes to yielding empirical evidence for the interrelation between American dramas and the remote acculturation of Chinese people to American culture.

Keywords: American cultural orientation, American TV dramas, Attitudes, Chinese cultural orientation, Familiarity, Remote acculturation, watching intention.

Competing Interests: The author declares that there are no conflicts of interests regarding the publication of this paper.
Transparency: The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.
Institutional Review Board Statement: The Ethical Committee of the International College, Krirk University, Thailand has granted approval for this study on 19 May 2022 (Ref. No. 2022-0519).

1. Introduction

American culture is one of the most influential cultures in the world, promoting cultural exchange and integration in various countries worldwide, so the influence of American culture on the world cannot be underestimated. As a consequence of geographical barrier presented by the expansive Pacific Ocean, a significant proportion of individuals residing on the Chinese Mainland have limited opportunities for direct interaction with the United States or its citizens [1]. However, geography no longer serves as an essential determining factor for acculturation, and individuals can experience acculturation in their own countries, which is referred to as remote acculturation [2]. In other words, the globalization of the twenty-first century has triggered acculturation's brand-new forms, which people worldwide are experiencing [3]. For instance, the development of globalization has rendered Chinese people able to contact American culture and gain an understanding of American culture by means of the Internet, mass media, social media, cross-border trade, and other channels, thus enabling Chinese people within China to remotely acculturate to American culture.

Multiple scholars have conducted research on the remote acculturation of local people (Jamaican teenagers, Zambians, Mexican people, etc.) to American culture, and previous study findings have confirmed that local people can develop remote acculturation to American culture [4-7]. As a consequence, it has been manifested that research on the remote acculturation of local people within other foreign countries to American culture is feasible, academically valuable, and significant. Nevertheless, there is a scarcity of scholarly investigations concerning the process of the remote acculturation experienced by Chinese individuals residing in China with regards to American culture. Accordingly, it is necessary to conduct studies on remote acculturation of Chinese people within China to American culture.

The cultural imprint of the United States of America (America for short hereinafter) spans the world, and America largely leads its popular culture, conveyed in music, movies and television programs. Namely, the enormous influence of American culture worldwide cannot be separated from American music, movies, and television programs. Besides, music, movies, television programs (e.g., TV dramas, variety shows), etc. serve as vehicles for remote acculturation [8]. Therefore, American music, movies, TV dramas, and variety shows may also exert a crucial role in prompting the remote acculturation of local people in other countries to American culture, especially American TV dramas (hereinafter referred to as American dramas), which have strong global influence.

American dramas are popular in China and even globally. It has been over 40 years since China Central Television introduced the first American drama, *The Man from Atlantis*. Afterward, multiple American dramas were introduced to China, which let Chinese audiences have an increasingly greater understanding of American dramas and American culture. As TV dramas, as a form of popular culture and cultural products, are one of the typical representatives of cultural exports [9], American dramas display American culture, values, religious beliefs, etc. [10]. As a result, the engagement of Chinese individuals with American plays serves to promote familiarity with several elements of American culture, including its values, religious perspectives, and associated phenomena. Consequently, the consumption of American plays by Chinese individuals facilitates exposure to various aspects of American culture, encompassing values, religious views, and related phenomena. Furthermore, it may lead to Chinese people's identification with and acculturation to American culture and values. Thereby, American dramas may facilitate Chinese individuals within China to remotely acculturate towards American culture. Moreover, Chinese individuals' understanding and remote acculturation toward American culture may further promote their liking for American dramas. Further, Chinese people's favorable attitudes toward American dramas may trigger their strong watching intention of American dramas, which requires in-depth investigation in this study.

Hence, the research aimed to probe into the associations between American dramas and the remote acculturation of Chinese people to American culture. Specific research objectives have been laid down for the purpose of the study: (1) To ascertain the bearings of American drama familiarity on remote acculturation, attitudes towards American dramas, and watching intentions of American dramas. (2) To delve into the bearings of remote acculturation on attitudes towards American dramas as well as the bearings of attitudes toward American dramas on intentions to watch American dramas, with remote acculturation and attitudes toward American dramas being mediating variables.

2. Conceptual Framework and Research Model

2.1. American Dramas Familiarity

Familiarity has been defined in multiple ways. For tourism, familiarity refers to subjective evaluations of the respondents' degree of knowledge and information, together with their experiences about a certain place [11, 12]. Additionally, familiarity with tourist attractions is considered a subjective attitude shaped by people's experiences about tourist attractions accumulated through varied channels [13]. Regarding marketing, familiarity denotes the quantity of product-related information or experience that consumers harbor [14, 15]. Familiarity with a product means that consumers have extensive direct or indirect experience with the product [16], which can affect consumers' choice decisions [17]. Therefore, in this study, American drama familiarity signifies subjective evaluations of individuals' degree of knowledge, information, and experiences about American dramas.

2.2. Remote Acculturation

Acculturation denotes the phenomenon occurring when groups of individuals with distinct cultures engage in first-hand and continuous contact, and subsequently, the one or two groups' original cultural patterns change [18], which has been regarded as acculturation's first overall and comprehensive definition in anthropology [19]. At present, globalization, involving the interdependence as well as multi-directional flows of persons, commodities, and ideas [20], enables people from most countries around the world to gain an understanding of foreign cultures by way of mass media and information exchange, so people are increasingly having interaction with a number of cultures near and far. Therefore, acculturation can

be facilitated by firsthand and continuous intercultural contact, for example, proximal acculturation in the immigration context, or indirect and/or discontinuous (remote) engagement among non-migrants through the boost for globalization [21, 22].

So, remote acculturation can be helped by indirect and/or intermittent intercultural engagement as well as contact [23]. Traditional theories and methods of acculturation can also be used for remote acculturation [8]. So, remote acculturation can be two-dimensional, including both remote (foreign) cultural orientation and local (native) cultural orientation [4, 7, 24]. In this article American cultural orientation and Chinese cultural orientation are used as examples.

A number of studies on remote acculturation have been done [6, 8, 25]. It is expected that Chinese people with more American drama familiarity can have more utilization of American dramas by means of greater access to media, which is a vehicle for people to learn about foreign and native cultures [25, 26]. Besides, the media may serve as a potential carrier in the process of remote acculturation [4]. Thus, American drama familiarity may produce more use of American dramas via media, which impacts remote acculturation (i.e., giving rise to stronger remote cultural orientation and lower local cultural orientation) [6], and thereby may induce stronger American cultural orientation and lower Chinese cultural orientation, being remote cultural orientation along with local cultural orientation of Chinese people in the article. Hence, based on the aforementioned research, the hypotheses were established below to ascertain the bearings of American drama familiarity on the remote acculturation of Chinese people.

H₁. American drama familiarity will significantly positively influence American cultural orientation.
H₂. American drama familiarity will significantly negatively influence Chinese cultural orientation.

2.3. Attitudes toward American Dramas

Attitudes have been defined in various ways since the early 19th century. For instance, attitudes are psychological tendencies expressed through evaluation through some extent of disfavor or favor toward specific entities [27], which encompass negative and positive attitudes [28]. Additionally, attitudes mean the likelihood that people will make a specific response to a specific situation Kim and Kwon [29]. Spears and Singh [30] have asserted that "attitudes are summary evaluations" (p. 56). In other words, attitudes indicate an individual's evaluation of a given object [31]. Attitudes have been described as general and a little persistent positive or negative feelings toward, or evaluative judgments of, a certain person, object, or issue [32].

Numerous scholars have proven the impact of familiarity on attitudes. For example, Jung [33] examined the influence of Korean consumers' familiarity with American products on their attitudes toward American products, and in accordance with the findings, Korean consumers' familiarity significantly positively affects their attitudes toward American products. Furthermore, the research results of Lee and Ryu [34] have indicated that familiarity significantly positively influences attitudes. Additionally, Lee and Ryu [35] have explored the influence of the familiarity of Chinese consumers with Home Meal Replacement (HMR for short) on their attitudes toward HMR, and the outcomes have indicated that familiarity with HMR significantly positively influences attitudes toward HMR. In other words, Chinese consumers who are more familiar with HMR exhibit more favorable attitudes toward HMR. Plus, Jung and Park [36] have investigated the relationship between familiarity and attitudes, and according to the study findings, familiarity generates significant positive impacts on attitudes. Accordingly, in view of the above-mentioned results, the hypothesis was built as below in an effort to determine the relationship between American drama familiarity and attitudes toward American dramas.

H₃. American drama familiarity will significantly positively affect attitudes toward American dramas.

Besides, according to the research findings of Sun and Jun [37], foreign cultural orientation significantly positively influences attitudes toward a foreign country. Hence, foreign cultural orientation has significant effects on attitudes. Besides, Chinese individuals, who show stronger American cultural orientation, are likely to exhibit higher American cultural pride [38]. Accordingly, those Chinese individuals who show a higher American cultural orientation may display stronger pride in American culture, thereby being willing to accept American culture as well as American cultural contents, e.g., American dramas. Therefore, the hypothesis was proposed below for the sake of ascertaining the association between American cultural orientation and attitudes toward American dramas.

H₄. American cultural orientation will generate significant positive bearings on attitudes toward American dramas.

Moreover, Chinese individuals who show stronger Chinese cultural orientation tend to own higher ethnic cultural pride [38], and pride indicates a universal endorsement and affinity for the ethnic culture(s) and/or majority culture(s) [39, 40]. Thereby, those Chinese individuals with stronger Chinese cultural orientation are inclined to be prouder of Chinese culture, own an endorsement and affinity for Chinese culture, and be reluctant or refuse to accept other foreign cultures and foreign cultural contents, e.g., American dramas. Thus, the hypothesis was framed as below to determine the relation between Chinese cultural orientation and attitudes toward American dramas.

H₅. Chinese cultural orientation will have significant negative bearings on attitudes toward American dramas.

2.4. Watching Intention of American Dramas

Intention denotes the motivation of a person to consciously plan and strive to execute a behavior [27]. Intention signifies a consumer's expected or planned future behavior, or the possibility that attitudes and beliefs will turn into action [41]. In accordance with Swan and Trawick [42], behavioral intention was regarded as a person's predicted or planned future behavior. Boulding, et al. [43] viewed behavioral intention as a person's beliefs and willingness to employ specific future actions after people form attitudes toward an object. Furthermore, behavioral intention was deemed to be the extent to which an individual consciously planned to conduct a certain specific future behavior [44]. Thereby, a specific action can

be performed after the intention is determined [45]. In addition, behavioral intention denotes behavioral tendencies, such as travel, purchase, recommend, and visit [46]. Behavioral intention is also tightly associated with future action and behavior.

The determinants of behavioral intention, i.e., watching intention, have been explored. For instance, Kim, et al. [47] have delved into the effects of familiarity on behavioral intention, and the outcomes have indicated that familiarity significantly positively affects behavioral intention. Furthermore, the research results of Lee and Ryu [34] have indicated that familiarity generates significant positive bearings on behavioral intention. Moreover, Yoo and Baek [48] have examined the associations between perceived familiarity and intention to watch the performance of Korean traditional dance, and according to the research results, familiarity and watching intention of the performance of Korean traditional dance have positive correlations. In other words, it has been demonstrated that familiarity has a positive correlation with watching intention. Thereby, it was hypothesized as below to determine the relationship between American drama familiarity and the intention to watch American dramas.

H₆. American drama familiarity will significantly positively impact watching intentions of American dramas.

In addition, a great many investigations have demonstrated that attitudes serve as a strong predictor of behavioral intention. For instance, Jung and Park [36] have explored the associations between attitudes and behavioral intention, and in line with the research findings, attitudes significantly positively impact behavioral intention. Moreover, Lee and Lee [49] have investigated the influence factors of watching intention, and the findings have suggested that attitudes significantly positively influence watching intention. That is, the more positive attitudes the viewers harbor, the stronger watching intentions they have. In addition, Sokolova and Perez [50] have probed into the relationship between attitudes and watching intention, and the outcomes have revealed that attitudes serve as a strong predictor of watching intention of fitness videos on YouTube. Accordingly, attitudes have been proven to significantly positively influence intention. Therefore, in line with previous results, the hypothesis was proposed below for the sake of ascertaining the associations between attitudes toward American dramas and watching intentions of American dramas.

H₇. Attitudes toward American dramas will significantly positively impact watching intentions for American dramas.

2.5. Research Model

On the basis of theoretical discussion along with research hypotheses, the research model was developed exhibited in Figure 1.
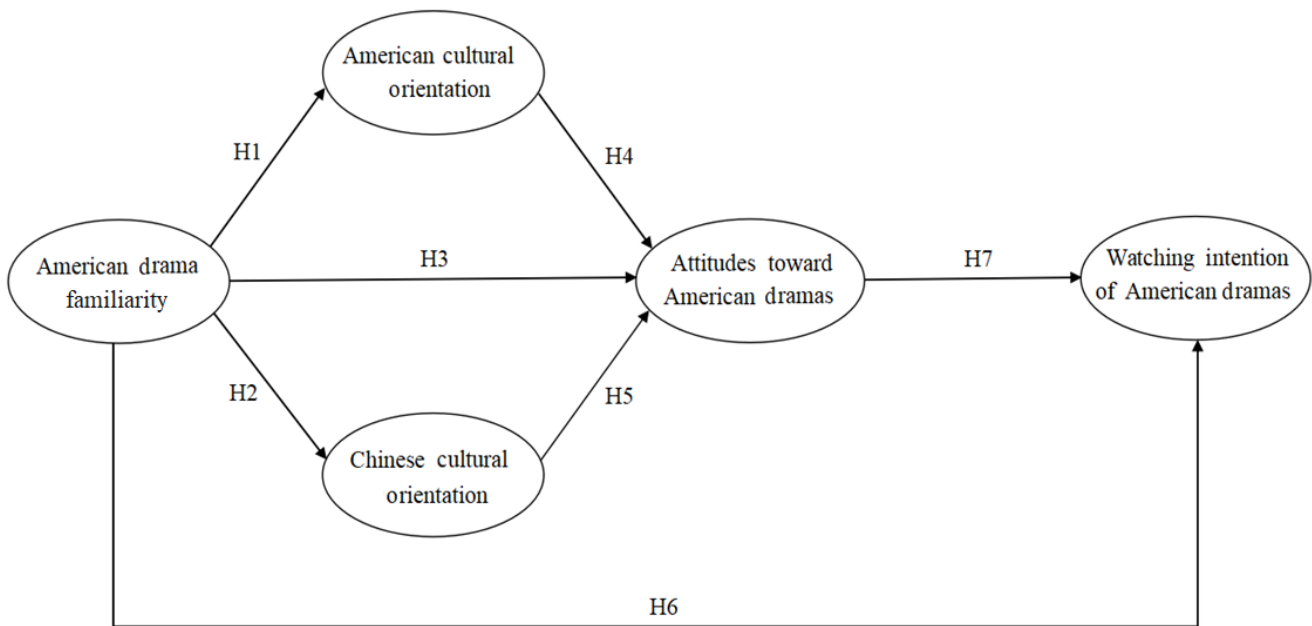

Figure 1.
Research model.

3. Materials and Methods
3.1. Sample Characteristics

This study established the research model on the basis of previous research (e.g., [6, 35, 37, 50]), and modeled the measurement items for each variable based on existing studies [4, 7, 49, 51, 52]. After the final questionnaire was set, a questionnaire survey was conducted through a professional online platform for questionnaire surveys in China, named WENJUANXING. After the collation of the data collected by way of the online questionnaire survey, SPSS (Statistical Package for the Social Sciences, a software package utilized for the analysis of statistical data) and Amos were used for statistical analysis of the data.

In the exploration, the targeted respondents focus on Chinese people who have utilized American dramas. An online questionnaire survey was conducted by means of WENJUANXING for roughly one and a half months. Participants could engage in the online questionnaire survey via the link generated on WENJUANXING, and participants were encouraged to share the online questionnaire survey link with their friends, classmates, workmates, etc., who had experienced of watching

American dramas. In total, 358 Chinese individuals with experience watching American dramas were involved in the online questionnaire survey. Among the 358 questionnaires, 323 were used for final analysis, as 35 were discarded due to missing values, insincere responses, and no experience in utilizing Disney content, with a response rate of 90.2%.

The frequency analysis was performed on the demographic characteristics of Chinese respondents (see Table 1). Regarding gender, 164 Chinese respondents (50.8%) are male, and 159 (49.2%) are female. In accordance with the result of the descriptive statistics, the age range of Chinese respondents is from 19 to 55. Among them, 4.0% are below 20 years old, 32.8% are in their 20s and below, 40.6% are between 30 and 39 years old, 21.4% are in their 40s, and 1.2% are aged 50 or above. Respecting education background, 1.2% turns out below high school graduation, 8.7% completed graduation from high schools, 26.9% finished graduation from junior colleges, 47.4% graduated from colleges, and 15.8% gained master's degree or higher degree. Concerning occupation, 20.1% are students, 2.2% are housewives, 25.7% are office workers, 17.0% are civil servants, 19.8% work as professionals, 11.5% harbor their individual business, and 3.7% have other occupations. In regard to monthly income, 72.2% of the Chinese respondents' monthly income is lower than 5000 CNY, and 27.8% of the Chinese respondents' monthly income is 5000 CNY (Chinese Yuan) and higher.

Table 1.
Respondents' demographic characteristics.

Variables	Items	Frequency	Percent
Gender	Male	164	50.8
	Female	159	49.2
Age	Below 20 years old	13	4.0
	20 - 29 years old	106	32.8
	30 - 39 years old	131	40.6
	40 - 49 years old	69	21.4
	50 years old and above	4	1.2
Educational Background	Below high school graduation	4	1.2
	High school graduation	28	8.7
	Junior college graduation	87	26.9
	College graduation	153	47.4
	Postgraduate school graduation or higher	51	15.8
Occupation	Student	65	20.1
	Housewife	7	2.2
	Office worker	83	25.7
	Civil servant	55	17.0
	Professional	64	19.8
	Individual business	37	11.5
	Other	12	3.7
Monthly income	Below 1000￥	38	11.8
	1000￥- below 3000￥	61	18.9
	3000￥- below 5000￥	134	41.5
	5000￥- below 10000￥	54	16.7
	10000￥ and above	36	11.1

3.2. Measurements

In the research, measurement items for American drama familiarity, remote acculturation, attitudes toward American dramas, and watching intention of American dramas were built upon extant literature.

Regarding American drama familiarity, it was assessed via three items, which were modeled after Kent and Allen [51], encompassing "Regarding American dramas, I am familiar", "Regarding American dramas, I am experienced", and "Regarding American dramas, I am knowledgeable".

Ten items were employed for the sake of measuring remote acculturation, which were built on Lorenzo-Blanco, et al. [7], together with Ferguson and Bornstein [4]. Five items were used for the assessment of American cultural orientation, covering "I enjoy watching American movies", "I enjoy watching American TV programs", "I enjoy listening to American music", "I enjoy reading American books/newspapers/magazines", along with "I enjoy eating American food", and five items were utilized measure Chinese cultural orientation, including "I enjoy watching Chinese movies", "I enjoy watching Chinese TV programs", "I enjoy listening to Chinese music", "I enjoy reading Chinese books/newspapers/magazines", as well as "I enjoy eating Chinese food".

Moreover, attitudes toward American dramas were measured via five items that originated from Van der Veen and Song [52], including "good", "like", "pleasant", "positive", and "favorable".

The three items for watching intentions of American dramas were built upon Lee and Lee [49], incorporating "I intend to watch American dramas in the near future", "I will make an effort to watch American dramas in the near future", and "I plan to watch American dramas in the near future".

A 7-point Likert scale was employed for the assessment of these measurement items.

3.3. Data Analysis

Exploratory factor analysis (hereinafter referred to as EFA) and reliability analysis were performed via SPSS to examine factor structures and factors' reliability. Concretely, factor loadings, communalities, and eigenvalues were adopted in order to inspect the validity of the factors [53]; respecting the validation of factors' reliability, Cronbach's α was utilized.

Confirmatory factor analysis (hereinafter referred to as CFA) was implemented via Amos to validate construct validity. In the investigation, the normalized χ2 (χ2/df or CMIN/DF, i.e., Chi-Square/Degree of Freedom), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Tucker Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA) were adopted to appraise goodness-of-fit. After confirming the measurement model's fit, the model's construct validity was evaluated by way of convergent validity together with discriminant validity. One criterion for convergent validity is to calculate AVE (average variance extracted) along with the composite reliability of each construct [54]. Furthermore, discriminant validity validates whether one construct differentiates from others [55]. In addition, the maximum likelihood estimation method of SEM by means of Amos was adopted for hypothesis testing.

4. Results

4.1. Measurement Model

Before the implementation of EFA, the KMO (Kaiser-Meyer-Olkin) test and Bartlett's test of sphericity were employed to evaluate suitability of the original variables for EFA. The KMO test result lay at 0.924 exceeding 0.50, the threshold, with Approximate Chi-Square being 5025.353 and Degree of Freedom (df) being 210 [56]; consequently, in terms of EFA, original variables were proved to be desirable. Additionally, the significant probability turned out to be statistically significant ($p < 0.001$) by way of validation of Bartlett's test of sphericity, demonstrating the applicability of the sample data for EFA [53]. Thereafter, EFA was performed; regarding the extraction method, principal component analysis was adopted; and concerning the rotation method, Varimax with Kaiser Normalization was employed.

Moreover, EFA results are displayed in Table 2. To be more concrete, five factors were extracted from 21 original items or variables. Among the five extracted factors, American drama familiarity, American cultural orientation, Chinese cultural orientation, attitudes toward American dramas, and watching intention of American dramas were named based on previous research [4, 7, 49, 51, 52] together with the results of the Rotated Component Matrix. The minimum value of American drama familiarity (ADF), American cultural orientation (ACO), Chinese cultural orientation (CCO), attitudes toward American dramas (AAD), and watching intention of American dramas (WI)'s factor loadings was 0.775, outweighing 0.50, evincing that the 21 items should be reserved [53]. Plus, the lowest value of original variables' communalities lay at 0.724, exceeding 0.50, the acceptable level [56], which manifested that all the variables harbored a sufficient explanation and ought to be retained. Moreover, the five extracted factors' eigenvalues were 2.389, 3.760, 4.036, 3.822, and 2.405, which outweighed 1, comforting the requirements of K1 or Kaiser criterion [57]; therefore, the five extracted factors ought to be retained. Besides, the variance explanation power of the extracted five factors amounted to 78.154%, over 50% of the minimum required [56], demonstrating the ideal effect of EFA.

Besides, Table 2 also exhibited reliability analysis results; the range of Cronbach's α values of the variables is between 0.875 and 0.936, above 0.70, the reference value [58], evincing measurements' high reliability.

Table 2.
EFA & reliability analysis results.

Factors	Items	Mean	S.D.	Factor loadings	Communalities	Eigen values	% of variance	Cronbach's α
American drama familiarity (ADF)	Regarding American dramas, I am familiar. (ADF1)	4.26	2.005	0.817	0.803	2.389	11.375	0.884
	Regarding American dramas, I am experienced. (ADF2)	4.31	1.976	0.856	0.828			
	Regarding American dramas, I am knowledgeable. (ADF3)	4.26	1.875	0.827	0.822			
American cultural orientation (ACO)	I enjoy watching American movies. (ACO1)	4.68	1.898	0.837	0.785	3.760	17.907	0.919
	I enjoy watching American TV programs. (ACO2)	4.70	1.932	0.788	0.756			
	I enjoy listening to American music. (ACO3)	4.72	1.885	0.803	0.750			
	I enjoy reading American books, newspapers, magazines. (ACO4)	4.77	1.817	0.821	0.762			
	I enjoy eating American food. (ACO5)	4.67	1.949	0.779	0.758			
Chinese cultural orientation (CCO)	I enjoy watching Chinese movies. (CCO1)	3.34	1.992	0.855	0.805	4.036	19.221	0.936
	I enjoy watching Chinese TV programs. (CCO2)	3.31	2.063	0.824	0.796			
	I enjoy listening to Chinese music. (CCO3)	3.37	1.851	0.836	0.772			
	I enjoy reading Chinese books, newspapers, magazines. (CCO4)	3.33	2.135	0.825	0.801			
	I enjoy eating Chinese food. (CCO5)	3.30	2.006	0.861	0.822			
Attitudes toward American dramas (AAD)	Good (AAD1)	4.72	1.855	0.815	0.752	3.822	18.200	0.915
	Like (AAD2)	4.85	1.856	0.838	0.770			
	Pleasant (AAD3)	4.78	1.872	0.798	0.748			
	Positive (AAD4)	4.86	1.824	0.775	0.724			
	Favorable (AAD5)	4.91	1.869	0.804	0.753			
Watching intention of American dramas (WI)	I intend to watch American dramas in the near future. (WI1)	4.75	1.865	0.828	0.794	2.405	11.451	0.875
	I will make an effort to watch American dramas in the near future. (WI2)	4.79	1.840	0.836	0.819			
	I plan to watch American dramas in the near future. (WI3)	4.73	1.899	0.820	0.791			
All factors							78.154	0.775

Further, Table 3 exhibited the satisfactory level of the measurement model's goodness of fit. Specifically, CMIN/DF value was 1.112 (<3.0) [59], CFI was 0.996 (>0.90) [53], IFI was 0.996 (>0.90) [60], TLI was 0.995 (>0.90) [61], and RMSEA lay at 0.019, below the threshold of 0.08 [62], fulfilling the requirements.

Table 3.
Fitting test.

Model fit indexes	Evaluation indexes	Model's values
CMIN/DF	<3.0	1.112
CFI	>0.90	0.996
IFI	>0.90	0.996
TLI	>0.90	0.995
RMSEA	≤0.08	0.019

Respecting verification of convergent validity, Table 4 manifested composite reliability values of ADF, ACO, CCO, AAD, and WI, which were 0.885, 0.919, 0.936, 0.915, and 0.876, above 0.70, the recommended threshold [54]; ADF, ACO, CCO, AAD, and WI's AVE values turned out to be 0.719, 0.693, 0.746, and 0.682 as well as 0.702, over 0.50, the reference value [54]. As a consequence, the convergent validity of the research model was tested. Table 5 showed that square roots of AVE of all latent variables outweighed correlation coefficients between variables; hence, the discriminant validity of the research model was proved.

Table 4.
Convergent validity analysis.

Latent variables	Items	Std. estimates	AVE	Composite reliability
ADF	ADF1	0.832	0.719	0.885
	ADF2	0.847		
	ADF3	0.865		
ACO	ACO1	0.848	0.693	0.919
	ACO2	0.829		
	ACO3	0.823		
	ACO4	0.815		
	ACO5	0.847		
CCO	CCO1	0.868	0.746	0.936
	CCO2	0.867		
	CCO3	0.836		
	CCO4	0.871		
	CCO5	0.876		
AAD	AAD1	0.824	0.682	0.915
	AAD2	0.830		
	AAD3	0.833		
	AAD4	0.806		
	AAD5	0.836		
WI	WI1	0.824	0.702	0.876
	WI2	0.866		
	WI3	0.822		

Table 5.
Discriminant validity analysis.

Latent variables	ADF	ACO	CCO	AAD	WI
ADF	0.848				
ACO	0.148	0.832			
CCO	-0.061	-0.605	0.864		
AAD	0.571	0.315	-0.301	0.826	
WI	0.398	0.381	-0.291	0.495	0.838

4.2. Structural Model

Evaluating the goodness-of-fit of the research model proposed serves as SEM analysis's foremost step. CMIN/DF lay at 2.023 (368.185/182) (<3.0) [59], CFI was 0.962 (>0.90), [53], IFI was 0.963 (>0.90) [60], TLI was 0.957 (>0.90) [61], and RMSEA lay at 0.056 (≤0.08) (see Table 6) [62], proving acceptable goodness-of-fit of this model.

Table 7 reveals hypothesis test results. Namely, six hypotheses were adopted, but one hypothesis was rejected. Respecting H1, American drama familiarity significantly positively impacted American cultural orientation (H1: $\beta = 0.183$, $p = 0.002$). American drama familiarity did not significantly affect Chinese cultural orientation (H2: $\beta = -0.099$, $p = 0.127$). Besides, American drama familiarity and American cultural orientation positively influenced attitudes toward American dramas (H3: $\beta = 0.550$, $p < 0.001$; H4: $\beta = 0.107$, $p = 0.018$); Chinese cultural orientation significantly negatively bore upon attitudes toward American dramas (H5: $\beta = -0.181$, $p < 0.001$). Accordingly, the mediating effect of American cultural orientation between American drama familiarity and attitudes toward American dramas was proved, and Chinese cultural orientation did not mediate between American drama familiarity and attitudes toward American dramas. Plus, American drama familiarity and attitudes toward American dramas generated significant influence on watching intention of American dramas (H6: $\beta = 0.157$, $p = 0.025$; H7: $\beta = 0.452$, $p < 0.001$). Accordingly, attitudes toward American dramas are mediated by American drama familiarity and watching intention of American dramas.

Table 6.
Final fitting test.

Model fit indexes	Evaluation indexes	Model's values
CMIN/DF	<3.0	2.023
CFI	>0.90	0.962
IFI	>0.90	0.963
TLI	>0.90	0.957
RMSEA	≤0.08	0.056

Table 7.
Results of SEM analysis.

Hypotheses	Paths	β	C.R.	p	Conclusions
H1	ADF→ACO	0.183	3.039	0.002	Supported
H2	ADF→CCO	-0.099	-1.524	0.127	Rejected
H3	ADF→AAD	0.550	10.258	***	Supported
H4	ACO→AAD	0.107	2.360	0.018	Supported
H5	CCO→AAD	-0.181	-4.366	***	Supported
H6	ADF→WI	0.157	2.235	0.025	Supported
H7	AAD→WI	0.452	5.663	***	Supported

Note: *** indicates $p < 0.001$.

5. Conclusion

This article probed into the relationship between American dramas and remote acculturation, more specifically, the impacts of American drama familiarity on remote acculturation, attitudes toward American dramas along with watching intention of American dramas, the bearings of remote acculturation on attitudes toward American dramas, as well as the influence of attitudes toward American dramas on watching intention of American dramas. In line with empirical research results, American drama familiarity significantly positively influences American cultural orientation, attitudes toward American dramas, and watching intentions of American dramas, but does not significantly influence Chinese cultural orientation. Besides, American cultural orientation significantly positively impacts attitudes toward American dramas. American cultural orientation mediates between American drama familiarity and attitudes toward American dramas. Chinese cultural orientation significantly negatively affects attitudes toward American dramas. Plus, attitudes toward American dramas engender significant positive effects on watching intentions for American dramas. Attitudes toward American dramas play a mediating role between American drama familiarity and watching intention of American dramas.

To begin with, the research findings reveal that American drama familiarity significantly positively bears upon American cultural orientation; thus, H1 has been supported. It is expected that Chinese people with more American drama familiarity will have more utilization of American dramas by means of greater access to media, which is a vehicle for people to learn about foreign and native cultures [25, 26]. Besides, media may serve as one potential carrier in the process of remote acculturation [4], and media access can affect remote acculturation [6]. Hence, American drama familiarity may trigger more utilization of American dramas via media, which bears upon remote acculturation (e.g., bringing about stronger remote or foreign cultural orientation) [6], and thereby may result in stronger American cultural orientation, which is the remote (foreign) cultural orientation of Chinese people in this article. Hence, Chinese people with more American drama familiarity tend to display stronger American cultural orientation.

Second, H2 has been rejected, as the study outcomes demonstrate that American drama familiarity does not significantly negatively impact Chinese cultural orientation. It is possible that American drama familiarity does not trigger sufficient American drama utilization by way of media to significantly negatively affect Chinese cultural orientation. Therefore, although American drama familiarity has significant positive impacts on American cultural orientation, American drama familiarity does not generate negative bearings on Chinese cultural orientation.

Third, in the light of the research results, American drama familiarity significantly positively affects attitudes toward American dramas; thus, H3 has been adopted. This study outcome is in alignment with previous findings [33-36]. Familiarity significantly positively influences attitudes. For instance, Lee and Ryu [35] have delved into the influence of

Chinese consumers' familiarity with Home Meal Replacement (HMR for short) on their attitudes toward HMR, and the outcomes have denoted that familiarity with HMR exerts significant positive bearings upon attitudes toward HMR, which is the supporting evidence for the positive impacts of familiarity on attitudes. Consequently, Chinese people who are more familiar with American dramas exhibit more favorable attitudes toward American dramas.

Fourth, the study results report that American cultural orientation significantly positively influences attitudes toward American dramas, so H4 has been proven. In accordance with the empirical research results of Sun and Jun [37], foreign cultural orientation significantly positively impacts attitudes toward a foreign country. Thereby, foreign cultural orientation significantly affects attitudes. In addition, Chinese individuals with a stronger American cultural orientation are inclined to own stronger American cultural pride [38], and are more willing to accept American culture together with American cultural contents, for instance, American dramas. Accordingly, Chinese people with stronger American cultural orientation display more favorable attitudes toward American dramas. As H1 and H4 have supported, American cultural orientation mediates between American drama familiarity and attitudes toward American dramas. Concretely, the investigation demonstrates mediating effects of American cultural orientation with direct relations of American drama familiarity to attitudes toward American dramas.

Fifth, the research outcomes suggest that H5 has been supported. Chinese individuals who show stronger Chinese cultural orientation may display stronger ethnic cultural pride [38], and pride signifies a general endorsement as well as affinity for the ethnic culture(s) and/or majority culture(s) [39, 40]. Hence, Chinese individuals that show Chinese cultural orientation are inclined to be prouder of Chinese culture, have an endorsement along with affinity for Chinese culture, and are disinclined or repudiate other foreign cultures and foreign cultural contents, including American dramas. Thereby, the stronger Chinese cultural orientation Chinese individuals show, the more unfavorable attitudes toward American dramas they harbor.

Sixth, the exploration has supported H6, as the findings denote that American drama familiarity significantly positively impacts attitudes toward American dramas. This research result coincides with previous outcomes of Yoo and Baek [48]; Kim, et al. [47] and Lee and Ryu [34]. To be more specific, the findings of Kim, et al. [47] as well as Lee and Ryu [34] have demonstrated that familiarity significantly positively influences behavioral intention. Moreover, the study results of Yoo and Baek [48] have suggested that familiarity is positively correlated with watching intention. As a consequence, Chinese people who are more familiar with American dramas are inclined to display more favorable attitudes toward American dramas.

Seventh, H7 has been accepted, as the research results evince that American drama familiarity produces significant positive effects on watching intentions of American dramas. This study's findings are in line with previous explorations [49, 50]. To be more specific, the empirical analysis results of Lee and Lee [49] have shown that attitudes significantly positively influence intention. The outcomes of Sokolova and Perez [50] have demonstrated that attitudes serve as an important variable to predict watching intention. Moreover, the research results of Jung and Park [36] have reflected that attitudes significantly positively affect behavioral intention. Thus, Chinese people who are more familiar with American dramas show stronger intentions to watch American dramas. Moreover, as H3 and H7 have been adopted, it has been demonstrated that attitudes toward American dramas play a mediating role between American drama familiarity and watching intention of American dramas.

6. Implications, Limitations and Future Research

6.1. Theoretical Implications

This article has several academic implications. Firstly, this study delves into the relationships between American dramas and remote acculturation. Although multiple scholars have conducted studies on remote acculturation [5, 7, 8], there has hardly been any attempt to identify the relations between American dramas and remote acculturation. The research yields supporting evidence for significant positive effects of American drama familiarity on American cultural orientation, positive bearings of American cultural orientation on attitudes toward American dramas, and significant negative influence of Chinese cultural orientation on attitudes toward American dramas, which have been neglected in previous research.

Furthermore, the research has found significant positive impacts of American drama familiarity on attitudes toward American dramas. This study outcome is consistent with previous research findings by Jung and Park [36], Jung [33], Lee and Ryu [34], and Lee and Ryu [35], which have suggested that familiarity produces significant positive effects on attitudes. In other words, familiarity serves as a significant variable to predict attitudes. Therefore, the investigation replenishes the literature on the positive bearings of familiarity on attitudes by proving the significant positive impacts of American drama familiarity on attitudes toward American dramas.

Additionally, the study has explored factors that affect watching intention of American dramas, and demonstrated the significant positive effects of American drama familiarity and attitudes toward American dramas on watching intention of American dramas. The research contributes to yielding empirical support for the determinants of watching intention in American dramas. In accordance with the research results, Chinese people who are more familiar with American dramas are inclined to harbor more intention to watch American dramas; besides, Chinese people with more favorable attitudes toward American dramas tend to have stronger intention towards watching American dramas.

Finally, the research leads to demonstrating the mediating role of American cultural orientation between American drama familiarity and attitudes toward American dramas and the mediating role of attitudes toward American dramas between American drama familiarity and watching intention of American dramas, which have rarely been explored in

extant studies; thus, this investigation provides a fresh perspective for research on remote acculturation and attitudes toward American dramas.

6.2. Managerial Implications

In the research, multiple managerial implications have been provided as well. To begin with, the research outcomes have confirmed the significant positive effects of Chinese individuals' familiarity with American dramas and attitudes toward American dramas on watching intentions of American dramas, which may directly influence the viewing rate of American dramas by Chinese people in China. Hence, the conclusions from this study are tightly related to the TV drama industry. In order to boost the viewing rate of American dramas in China, stakeholders and marketers of American dramas ought to pay close attention to Chinese audiences' familiarity with and attitudes toward American dramas and take essential marketing measures to increase the familiarity of Chinese people with American dramas and promote their friendly attitudes toward American dramas. For instance, producers of American dramas ought to add appropriate Chinese elements to American dramas, as Chinese individuals are inclined to show identification with American dramas where Chinese elements have been displayed [63]. Plus, American drama producers should appropriately increase China's positive image in American drama, as Chinese people are willing to exhibit favorable attitudes toward American dramas, in which China's positive image has been shown [64].

In addition, the significant bearings of American drama familiarity on American cultural orientation and attitudes toward American dramas have been demonstrated; consequently, it is beneficial to enhance Chinese people's familiarity with American dramas so as to encourage Chinese people to form stronger American cultural orientation and promote the formation of their good attitudes toward American dramas. Accordingly, American drama stakeholders and marketers ought to keep a close watch on Chinese audiences' familiarity with American dramas and adopt the requisite measures in order to raise Chinese people's familiarity with American dramas. For example, producers of American dramas should leverage China's Internet platforms to increase the promotion of American dramas and attract Chinese audiences to watch them. With the help of China's online media platforms, the latest American dramas should be updated so that Chinese audiences can watch the latest American dramas in a timely manner. Thus, Chinese audiences' familiarity with American dramas will increase. Further, American drama scriptwriters, directors, and producers should place great emphasis on setting suspense and conflicts in American dramas, which can arouse the curiosity of Chinese audiences toward American dramas [9] and stimulate Chinese audiences to continue watching American dramas, thereby enhancing the familiarity of Chinese audiences with American dramas.

6.3. Limitations & Future Research

The research harbors multiple limitations that ought to be tackled in future explorations. Thereby, future research can extend this study by the following means: First, this study is targeted at Chinese people, and accordingly, future research can validate the research model with respondents from other contexts since American culture is influential all over the world. Second, in this investigation, the relations between American dramas and remote acculturation have been explored. However, American music, movies, and dramas are extremely popular worldwide and convey American culture to other countries. Besides, music, movies, and television programs (e.g., TV dramas, variety shows), etc. can be vehicles for remote acculturation [8]. Accordingly, it is of great significance to delve into the relationship between American music, American movies, and the remote acculturation of local people from different backgrounds to American culture in future research. Third, remote acculturation is bi-dimensional in this study. Yet, remote acculturation is multi-dimensional [65] as well. Accordingly, the remote acculturation of local people to multiple cultures simultaneously ought to be probed in subsequent research.

References

[1]   P. Gries, M. Sanders, D. Stroup, and H. Cai, "Hollywood in China: How American popular culture shapes Chinese views of the "beautiful imperialist" – An experimental analysis," *The China Quarterly,* vol. 224, no. 224, pp. 1070-1082, 2015. https://doi.org/10.1017/s0305741015000831

[2]   W. A. Asekun, "Identity construction among remotely acculturating non-migrant youths: Psychological and social implications," *Discover Psychology,* vol. 2, no. 1, pp. 1-11, 2022. https://doi.org/10.1007/s44202-022-00049-z

[3]   G. M. Ferguson, J. M. Causadias, and T. S. Simenec, "Acculturation and psychopathology," *Annual Review of Clinical Psychology,* vol. 19, no. 1, pp. 381-411, 2023. https://doi.org/10.1146/annurev-clinpsy-080921-080622

[4]   G. M. Ferguson and M. H. Bornstein, "Remote acculturation of early adolescents in Jamaica towards European American culture: A replication and extension," *International Journal of Intercultural Relations,* vol. 45, pp. 24-35, 2015. https://doi.org/10.1016/j.ijintrel.2014.12.007

[5]   G. M. Ferguson, "Remote acculturation and the birth of an americanized caribbean youth identity on the islands in caribbean psychology: Indigenous contributions to a global discipline." Washington, DC: American Psychological Association, 2016, pp. 97-117.

[6]   E. I. Lorenzo-Blanco, E. Arillo-Santillán, J. B. Unger, and J. Thrasher, "Remote acculturation and cigarette smoking susceptibility among youth in Mexico," *Journal of Cross-Cultural Psychology,* vol. 50, no. 1, pp. 63-79, 2019. https://doi.org/10.1177/0022022118807578

[7]   E. I. Lorenzo-Blanco, J. B. Unger, and J. F. Thrasher, "E-cigarette use susceptibility among youth in Mexico: The roles of remote acculturation, parenting behaviors, and internet use frequency," *Addictive Behaviors,* vol. 113, p. 106688, 2021. https://doi.org/10.1016/j.addbeh.2020.106688

[8]   L. Eales, S. Gillespie, S. Eckerstorfer, E. M. Eltag, and G. M. Ferguson, "Remote acculturation 101: A primer on research, implications, and illustrations from classrooms around the world," *Online Readings in Psychology and Culture,* vol. 8, no. 1, pp. 1-41, 2020. https://doi.org/10.9707/2307-0919.1168

[9]   G. H. Yin, "The cross cultural development direction of American dramas in China," *Media Forum,* vol. 4, no. 11, pp. 125-126, 2021.

[10]   L. Bi, "A study on the impact of political dramas on college students," *Journal of Mudanjiang College of Education,* vol. 6, pp. 38-41, 2023.

[11]   S. Baloglu, "Image variations of Turkey by familiarity index: Informational and experiential dimensions," *Tourism Management,* vol. 22, no. 2, pp. 127-133, 2001. https://doi.org/10.1016/s0261-5177(00)00049-2

[12]   R. Prentice, "The distant familiar? Young British adults' imaginings of Australia in R. L. Braithwaite & R. W. Braithwaite (Eds.), riding the wave of tourism and hospitality research." Lismore, N.S.W: Southern Cross University, 2003, pp. 846-862.

[13]   Y. H. Lee, "A study of the effect on Chinese tourists consumption behavioral of Korean food related on their familiarity with the Korea wave - by the theory of planned behavior," Ph.D. Dissertation, Youngsan University, 2013.

[14]   J. W. Alba and J. W. Hutchinson, "Dimensions of consumer expertise," *Journal of Consumer Research,* vol. 13, no. 4, pp. 411-454, 1987. https://doi.org/10.1086/209080

[15]   M. Toyama and Y. Yamada, "The relationships among tourist novelty, familiarity, satisfaction, and destination loyalty: Beyond the novelty familiarity continuum," *International Journal of Marketing Studies,* vol. 4, no. 6, pp. 10-18, 2012. https://doi.org/10.5539/ijms.v4n6p10

[16]   J. C. Park, "A study of effect of visitors' familiarity on evaluation of local festival," *Journal of Hospitality and Tourism Studies,* vol. 8, no. 4, pp. 278-292, 2006. https://doi.org/10.23841/egsk.2008.11.4.631

[17]   P. M. Bentler and D. G. Bonett, "Significance tests and goodness of fit in the analysis of covariance structures," *Psychological Bulletin,* vol. 88, no. 3, pp. 588-606, 1980. https://doi.org/10.1037/0033-2909.88.3.588

[18]   R. Redfield, R. Linton, and M. J. Herskovits, "Memorandum for the study of acculturation," *American Anthropologist,* vol. 38, no. 1, pp. 149-152, 1936. https://doi.org/10.1525/aa.1936.38.1.02a00330

[19]   J. W. Berry, "Globalisation and acculturation," *International Journal of Intercultural Relations,* vol. 32, no. 4, pp. 328-336, 2008. https://doi.org/10.1016/j.ijintrel.2008.04.001

[20]   L. A. Jensen and J. J. Arnett, "Going global: New pathways for adolescents and emerging adults in a changing world," *Journal of Social Issues,* vol. 68, no. 3, pp. 473-492, 2012. https://doi.org/10.1111/j.1540-4560.2012.01759.x

[21]   J. W. Berry and D. L. Sam, "Theoretical perspectives in D. L. Sam & J. W. Berry (Eds.), Cambridge handbook of acculturation psychology," 2nd ed. Cambridge, UK: Cambridge University Press, 2016, pp. 11-29.

[22]   G. M. Ferguson, "The big difference a small island can make: How Jamaican adolescents are advancing acculturation science," *Child Development,* vol. 7, no. 4, pp. 248-254, 2013. https://doi.org/10.1111/cdep.12051

[23]   G. M. Ferguson and M. H. Bornstein, "Erratum: Remote acculturation: The" Americanization" of Jamaican Islanders," *International Journal of Behavioral Development,* vol. 36, no. 4, pp. 327-328, 2012. https://doi.org/10.1177/0165025412437066

[24]   G. M. Ferguson and R. Dimitrova, "Behavioral and academic adjustment of remotely acculturating adolescents in urban Jamaica," *New Directions for Child and Adolescent Development,* vol. 2019, no. 164, pp. 27-47, 2019. https://doi.org/10.1002/cad.20278

[25]   G. M. Ferguson, H. Muzaffar, M. I. Iturbide, H. Chu, and J. Meeks Gardner, "Feel American, watch American, eat American? Remote acculturation, TV, and nutrition among adolescent–mother dyads in Jamaica," *Child Development,* vol. 89, no. 4, pp. 1360-1377, 2018. https://doi.org/10.1111/cdev.12808

[26]   S. M. Islam and C. A. Johnson, "Western media's influence on Egyptian adolescents' smoking behavior: The mediating role of positive beliefs about smoking," *Nicotine & Tobacco Research,* vol. 9, no. 1, pp. 57-64, 2007. https://doi.org/10.1080/14622200601078343

[27]   A. H. Eagly and S. Chaiken, *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich College Publishers, 1993.

[28]   A. H. Eagly and S. Chaiken, "The advantages of an inclusive definition of attitude," *Social Cognition,* vol. 25, no. 5, pp. 582-602, 2007. https://doi.org/10.1521/soco.2007.25.5.582

[29]   S.-B. Kim and K.-J. Kwon, "Examining the relationships of image and attitude on visit intention to korea among tanzanian college students: The moderating effect of familiarity," *Sustainability,* vol. 10, no. 2, pp. 1-15, 2018. https://doi.org/10.3390/su10020360

[30]   N. Spears and S. N. Singh, "Measuring attitude toward the brand and purchase intentions," *Journal of Current Issues & Research in Advertising,* vol. 26, no. 2, pp. 53-66, 2004. https://doi.org/10.1080/10641734.2004.10505164

[31]   A. H. Eagly and C. Shelly, "Attitude, structure and function in D. T. Gilbert, S. T. Fiske, & G. Lindsey (Eds.), handbook of social psychology." New York: McGowan-Hill, 1998, pp. 269-322.

[32]   T. Shimp, *Advertising, promotion and supplemental aspects of integrated marketing communications fort worth*. London: Dryden Press, 2003.

[33]   H. K. Jung, "Effects of country image and familiarity on purchasing decision," *The Society of Convergence Knowledge,* vol. 5, no. 1, pp. 1-9, 2017.

[34]   Y. Lee and M. Ryu, "A study on the health functional food purchase intentions of Chinese consumers in their 20s and 30s: Focusing on extended model of goal-directed behavior," *Journal of Eurasian Studies,* vol. 17, no. 4, pp. 41-69, 2020.

[35]   Y. Lee and M. H. Ryu, "The effect of Chinese consumers' consumption value, familiarity, and positive online word-of-mouth for HMR on attitude and online repurchase intention," *The Journal of Eurasian Studies,* vol. 19, no. 3, pp. 1-26, 2022.

[36]   Y. J. Jung and B. G. Park, "The structural analysis between Korean culture familiarity and behavior intention for Japanese tourists-Using the theory of planned behavior," *The Japanese Modern Association of Korea,* vol. 37, pp. 481-496, 2012. https://doi.org/10.16979/jmak..37.201208.481

[37]   L. Sun and J.-W. Jun, "Effects of hallyu on Chinese consumers: A focus on remote acculturation," *Sustainability,* vol. 14, no. 5, pp. 1-0, 2022. https://doi.org/10.3390/su14053018

[38]   Y.-W. Ying, M. Han, and S. L. Wong, "Cultural orientation in Asian American adolescents: Variation by age and ethnic density," *Youth & Society,* vol. 39, no. 4, pp. 507-523, 2008. https://doi.org/10.1177/0044118x06296683

[39] J. L. Tsai, J. Chentsova-Dutton, and Y. Wong, "Why and how researchers should study ethnic identity, acculturation, and cultural orientation in G. C. Nagayama Hall & S. Okazaki (Eds.), Asian American Psychology: The science of lives in context." Washington: American Psychological Association, 2002, pp. 41-65.

[40] D. Sue, S. S. Mak, and D. W. Sue, "Ethnic identity in L. C. Lee & N. W. Zane (Eds.), handbook of Asian American psychology." Thousand Oaks, CA: Sage, 1998, pp. 289-323.

[41] J. E. Engel, R. D. Blackwell, and P. W. Miniard, *Consumer behavior*, 8th ed. Forth Worth, TX: The Dryden Press, 1995.

[42] J. E. Swan and I. F. Trawick, "Disconfirmation of expectations and satisfaction with a retail service," *Journal of Retailing,* vol. 57, no. 3, p. 49, 1981.

[43] W. Boulding, A. Kalra, R. Staelin, and V. A. Zeithaml, "A dynamic process model of service quality: From expectations to behavioral intentions," *Journal of Marketing Research,* vol. 30, no. 1, pp. 7-27, 1993. https://doi.org/10.2307/3172510

[44] P. R. Warshaw and F. D. Davis, "Disentangling behavioral intention and behavioral expectation," *Journal of Experimental Social Psychology,* vol. 21, no. 3, pp. 213-228, 1985. https://doi.org/10.1016/0022-1031(85)90017-4

[45] J. Kuhl and J. Beckmann, "Historical perspectives in the study of action control in action control ". Heidelberg: Springer Berlin Heidelberg, 1985, pp. 89-100.

[46] C. Jeong, "Effects of exposure time to travel information sources on familiarity, destination image, and intention to visit," Ph.D. Dissertation, University of Florida, 2009.

[47] S. Kim, S. Kim, and J. F. Petrick, "The effect of film nostalgia on involvement, familiarity, and behavioral intentions," *Journal of Travel Research,* vol. 58, no. 2, pp. 283-297, 2019. https://doi.org/10.1177/0047287517746015

[48] J. Y. Yoo and H. S. Baek, "Familiarity recognized by foreigners and estimation of intention of watching performance for Korean traditional dance," *The Journal of Korean Dance,* vol. 32, no. 3, pp. 163-184, 2014. https://doi.org/10.15726/jkd.2014.32.3.006

[49] J. Lee and M. Lee, "Factors influencing the intention to watch online video advertising," *Cyberpsychology, Behavior, and Social Networking,* vol. 14, no. 10, pp. 619-624, 2011. https://doi.org/10.1089/cyber.2009.0305

[50] K. Sokolova and C. Perez, "You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise," *Journal of Retailing and Consumer Services,* vol. 58, p. 102276, 2021. https://doi.org/10.1016/j.jretconser.2020.102276

[51] R. J. Kent and C. T. Allen, "Competitive interference effects in consumer memory for advertising: The role of brand familiarity," *Journal of Marketing,* vol. 58, no. 3, pp. 97-105, 1994. https://doi.org/10.2307/1252313

[52] R. Van der Veen and H. Song, "Impact of the perceived image of celebrity endorsers on tourists' intentions to visit," *Journal of Travel Research,* vol. 53, no. 2, pp. 211-224, 2014. https://doi.org/10.1177/0047287513496473

[53] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, *Multivariate data analysis*, 7th ed. Englewood Cliffs: Prentice Hall, 2009.

[54] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research,* vol. 18, no. 1, pp. 39-50, 1981. https://doi.org/10.2307/3150979

[55] J. Collier, *Applied structural equation modeling using AMOS: Basic to advanced techniques*. Milton: Taylor & Francis Group, 2020.

[56] E. Mooi, M. Sarstedt, and I. Mooi-Reci, *Market research: The process, data, and methods using stata 1st ed. 2018. ed., Springer texts in business and economics*, 1st ed. Singapore: Springer Nature Singapore Pte. Limited, 2018.

[57] H. F. Kaiser, "The application of electronic computers to factor analysis," *Educational and Psychological Measurement,* vol. 20, no. 1, pp. 141-151, 1960. https://doi.org/10.1177/001316446002000116

[58] J. C. Nunnally and I. H. Bernstein, *Psychometric theory*, 3rd ed. New York: McGraw-Hill, 1994.

[59] R. B. Kline, *Principles and practice of structural equation modeling*, 3rd ed. New York: Guilford Press, 2011.

[60] I. F. Liu, M. C. Chen, Y. S. Sun, D. Wible, and C. H. Kuo, "Extending the TAM model to explore the factors that affect intention to use an online learning community," *Computers & Education,* vol. 54, no. 2, pp. 600-610, 2010.

[61] C. Forza and R. Filippini, "TQM impact on quality conformance and customer satisfaction: A causal model," *International Journal of Production Economics,* vol. 55, no. 1, pp. 1-20, 1998.

[62] R. C. MacCallum, M. W. Browne, and H. M. Sugawara, "Power analysis and determination of sample size for covariance structure modeling," *Psychological Methods,* vol. 1, no. 2, pp. 130-149, 1996. https://doi.org/10.1037/1082-989x.1.2.130

[63] B. Fu, "Exploring the application of Chinese elements in American dramas," *Journal of West Anhui University,* vol. 36, no. 1, pp. 141-152, 2020.

[64] Y. Ma, "The evolution of China's image in American dramas," *Contemporary TV,* vol. 10, pp. 39-40, 2016.

[65] K. T. Ferguson, Y. L. Ferguson, and G. M. Ferguson, ""I am Malawian, Multicultural or British": Remote acculturation and identity formation among urban adolescents in Malawi," *Journal of Psychology in Africa,* vol. 27, no. 2, pp. 122-131, 2017. https://doi.org/10.1080/14330237.2017.1301701