



Entertainment Behavior by Copyrighted Movies of Vietnamese Youth

¹Mai Thi Nga

^{1,2}University of Labour and Social Affairs, Vietnam

ABSTRACT

From the collected data, the study will show an overview of the entertainment trends that are popular today, with a special emphasis on entertainment activities using copyrighted movies. Descriptive statistics show characteristics of movie viewing behavior according to classification criteria. Furthermore, with the 5W1H research process, the research team can also point out the types of movies that are popular with young people, the most used movie viewing platforms, and who young people often go to see movies with... Thereby, film production and distribution businesses can apply this research to their business activities to gain optimal profits. After researching and synthesizing previous research articles, the research team has proposed a model with 6 main independent variables: Attitude, Subjective Norms, Risk, Ethics, Cost; and 1 independent variable by period: Covid - 19 pandemic. These independent variables will impact the dependent variable: Intention to use. The collected primary data set will be used to run SPSS and SEM analysis software to conclude how each scale of the variables will have an impact on a person's intention to use copyrighted film platforms. youth. Along with that, the direction of impact and the level of impact of the variables will also be clearly calculated. Finally, we provide an accurate research model for studying the entertainment behavior of copyrighted movies among Vietnamese youth today. The research team hopes to be able to make conclusions and recommendations that have weight in proposing amendments to the laws to be closer to the actual situation.

Keywords: Youth, movies, Vietnam

1. Introduction

The situation of non-copyrighted movie websites providing free online movie watching services is growing more widespread and sophisticated. According to statistics from the Cinema Department in 2021, more than 400 Vietnamese movie websites are blatantly showing a series of movies on the Internet. While these works have not been copyrighted by the website or application owner. It is not difficult to find copyright-free movie websites using web browser tools. Viewers just need to accept watching the ads attached to the website to be able to watch the movies they want without spending any money.

A March 2021 survey conducted by UK-based consumer research group YouGov found that 60% of Vietnamese consumers are currently visiting pirated streaming websites, 21% of Consumers use illegal streaming devices (ISDs) to access television programs and videos. Also according to YouGov's survey results, Vietnam is the only country in Southeast Asia where streaming copyright infringement has increased in the past 24 months. By 2022, about 15.5 million people will watch non-copyrighted movies in Vietnam, expected to lose 348 million USD, accounting for 18% of the entire legal video industry's revenue, ranking 3rd in Southeast Asia only. after Indonesia and the Philippines.

The research team conducted a practical experiment by searching for the copyrighted movie "She is the man" (2006) on the paid movie viewing application Netflix. The results showed that there were no compatible movies because Netflix had cleaned the data of old movies to add new data. However, when searching for the keyword "She is the man" on browser tools, the first 10 matching search results come from non-copyrighted sources such as fsharetv.com, thicxemphim.net, nguonphimtv. com,... Viewers only need to accept viewing the ads attached to the website to be able to watch the movie completely free of charge with sharp images, vivid sound and fully aligned Vietnamese translation lines. bottom of the screen.

Furthermore, Vietnamese law still does not have appropriate ways to handle this copyright violation. Based on Decree No. 131/2013/ND-CP on "Regulations on penalties for administrative violations of copyright and related rights", the research team has studied a number of laws related to copyright infringement. applies to film violations as follows:

Clause 1, Article 11 on "Copyright violations of publishing works": Fine from 5,000,000 VND to 10,000,000 VND for acts of publishing works without the permission of the copyright owner according to the law

Clause 1, Article 17 on "Acts of infringing on the right to communicate works to the public": Fine from 15,000,000 VND to 30,000,000 VND for acts of communicating works to the public by wire means, radio, electronic information network or any other technical means without the permission of the copyright owner according to regulations.

Clause 1, Article 28 on "Acts of infringing on the right to distribute to the public originals or copies of audio and video recordings": Fine from 10,000,000 VND to 30,000,000 VND for acts of distributing to the public originals or copies of audio or video recordings without the permission of the rights owner of the audio or video recording producer.

Along with administrative sanctions, copyright infringing units are only required to remove copyright-infringing works from their platforms. It can be clearly seen that all of the above administrative fines are still incomparable to the huge amount that non-copyrighted platforms earn after distributing films that do not belong to them. The proposed laws and fines are only for review purposes and are not enough of a deterrent. Furthermore, the implementation of checking non-copyrighted content on digital platforms has not yet received careful attention from Vietnamese legal units. Communication and propaganda work about copyright law and its accompanying harmful effects have not been widely organized by government units.

To repel the problem of copyright infringement and gradually change the habit of watching non-copyrighted movies on infringing applications and websites, changing user awareness is extremely important. Because many people still think that watching non-copyrighted movies will have little or no negative effects.

As a pioneering young generation, Vietnamese youth also need to have the right awareness about the issue of film copyright protection. And once Vietnamese young people have the right awareness, they will also contribute to spreading this awareness to everyone. Through this research, it will help to identify perspectives on factors that influence Vietnamese young people's intention to be entertained by copyrighted movies. For the above reasons, the research team decided to learn about: "Research on entertainment behavior with copyrighted movies of Vietnamese youth"

2. Content

2.1. Tổng quan nghiên cứu

Research by Shin and colleagues published in 2008 shows that the Technology Acceptance Model (TAM) is applied in studying attitudes and behavior using the Cyworld application. With the topic "Applying the Technology Acceptance Model and Flow Theory to Cyworld User Behavior: The Meaning of Web2.0 User Acceptance", the research paper shows the influence of TAM acceptance. Model used in experimental testing of Cyworld's own users to test and measure user attitudes. Thereby proposing solutions to improve quality and enhance online customer experience for Cyworld. However, the research only focuses on applications on one technology platform, Cyworld, and has no connection to other online platforms. Therefore, it is not representative of the whole.

Research by Lu and colleagues in 2014 with the topic "Research on the intention to use social networking platforms: The extension of the fit between technology and social development". This research is another perspective on the integrated application of the TAM Technology Acceptance Model and the TTF Technology Acceptance Model in determining the behavior of using online platforms. The research sample is a survey of 315 Facebook users through SmartPLS. The research results have assessed the level of technology use based on users' awareness of social ethics and social needs. This can be used as a scale of technology-related factors for future research. Although the study has expanded the research model, it is still not generalizable because it only focused on surveying Facebook users. Different online platforms will have different users, purposes of use, and ways of use. Therefore, this study cannot be used as a reference framework for enhancing usage intention with platforms.

And finally, it is impossible not to consider research on how the Covid - 19 pandemic affects entertainment activities.

The topic "The impact of the Covid - 19 pandemic on the entertainment industry" by author Sarah Moon (2020) discusses the work of preventing and preventing the spread of the Covid - 19 epidemic on the industry. entertainment industry. The topic was analyzed using qualitative methods, the results were as follows: First, WHO's standard principles should be applied to all health care facilities, including outpatient care facilities. residence and primary health care. Second, it is necessary to apply necessary measures such as: Hand hygiene, respiratory hygiene and use of medical masks. It is necessary to classify and recognize symptoms early for patients with Covid - 19, in addition to ensuring mental reassurance for them. Evaluation of the research topic has focused on exploiting the dangers of the Covid - 19 epidemic as well as WHO standard prevention measures. However, the study has not yet clearly stated the impact of the epidemic on the entertainment industry such as: Which fields are most affected, the level of impact, and proposed solutions to minimize the impact of the epidemic on the entertainment industry. mind.

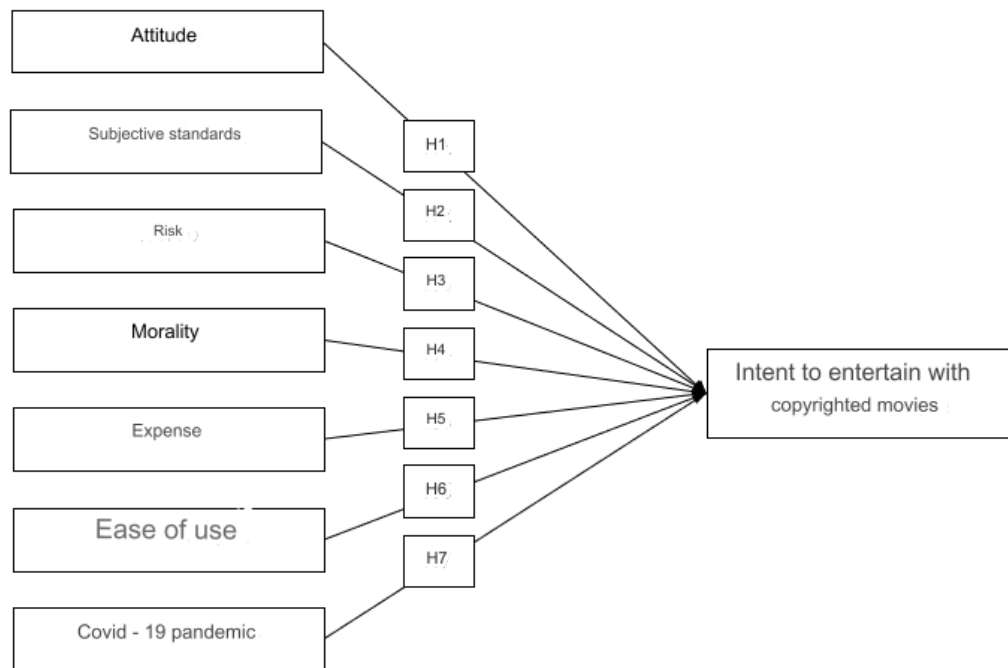
2.2. RESEARCH METHODS AND DATA

The author conducted the research with the following steps: Step 1: Review previous studies; Step 2: Identify research gaps; Step 3: Identify research hypotheses; Step 4: Research design; Step 5: Collect data; Step 6: Analyze data.

Based on the overall research results, the Author proposes a research model

Proposed research model

After researching from the basic theories, the research team has proposed a research model including the following factors: Attitude, Subjective Norms, Risk, Ethics, Cost, Ease of Use. Application, Covid - 19 Pandemic. In particular, the Covid - 19 Pandemic factor is a period factor. The research team proposed a model for the entire research paper with the following structure:

Figure 1: Research model on Vietnamese youth's intention to be entertained by copyrighted movies

Source: Recommended by the research team

□ Research hypothesis

a. Attitude

According to Ajzen (1967), attitude is one of the important factors determining behavioral intention. These attitudes are influenced by two factors: the strength of the person's belief about the outcome of the behavior performed and the evaluation of the potential of that outcome. Present in the Theory of Reasoned Action, Theory of Behavioral Planning, and Technology Acceptance Theory, the Attitude factor is a factor that has a direct impact on Intention to Use. Vietnamese youth's attitude toward copyrighted movies will be built from behavioral beliefs. From there, creating a positive, neutral or negative attitude towards supporting copyrighted films. Therefore, the research hypothesis is proposed:

H1: Attitude positively affects Vietnamese youth's intention to be entertained by copyrighted movies

b. Subjective standards

Ajzen (1991) defines subjective norm as the perception of influencers who think an individual should or should not perform that behavior. It can be simply understood as advice from people around such as school, family, friends and even predecessors. Family plays a major role and influence on the entrepreneurial intentions of students in Bangalore (Jeganathan, 2014). The support or opposition of those subjects has a very strong impact on the individual's intention to perform the action. It can be understood that all it takes is one word of opposition, negative or agreement, positive. In extreme cases, the person performing the action is also influenced in their thinking and can change their behavior. From here, the research team proposes the following hypothesis:

H2: Subjective norms positively affect Vietnamese youth's intention to be entertained by copyrighted movies

c. Risk

Risk is an unwanted event that happens to people. It causes consequences, leaving damage that we do not know and cannot predict. In the theory of risk perception (TPR), risk perception includes perceived risk related to products/services and risks related to online transactions. Risks can include: revealing personal information, personal devices being infected with malware, viruses or seeing negative ads... The trend of online shopping will decrease when perceived risk increases. (Jeganathan, 2014). The lack of security and information security is a huge factor in the intention to use online services on the Internet (Wu et al., 2017). Along with the benefits that bring customer satisfaction, there are still potential risks mentioned above that make customers afraid of movie watching services on paid online platforms. With the above, the hypothesis is made:

H3: Risk positively affects Vietnamese youth's intention to be entertained by copyrighted movies

d. Morality

Ethics is a system of rules and social norms by which people voluntarily adjust their behavior to suit the interests of the community and society. According to research by Quoc Trung Pham and colleagues (2019), ethics is a factor that limits digital copyright infringement. Research by Sardanelli and colleagues

(2019) has also shown that ethical conduct, as well as high awareness of digital piracy, plays an important role in increasing the tendency to purchase traditional products. official, legal and copyrighted information. Therefore, ethical awareness can play an essential role in convincing consumers to refuse illegal, non-copyrighted channels. Building on consumer awareness of rejection of piracy will increase the likelihood of consumers paying for online movie services. The research team proposed the following hypothesis:

H4: Ethics positively affects Vietnamese youth's intention to be entertained by copyrighted movies

e. Expense

Hsiao & Chen (2016) examined in-app purchase intentions for mobile games similar to Wang et al. (2013) for online content services. According to Lin et al. (2013), there will be a negative impact on consumers' willingness to pay. Anderson and Heinonen (2002) in a study of mobile service adoption, suggest that the practice of having a fee involved in trying out a new service may deter users from actually using it. Cheong and Park (2005) also warn about the negative influence of perceived price on the intention to use mobile internet. Like Liao & Cheung (2001) in their study on internet-based e-shopping. Therefore, the research team proposed:

H5: Cost positively affects Vietnamese youth's intention to be entertained by copyrighted movies

f. Ease of use

According to Davis et al (1989), ease of use is used to determine the aspects that users expect when using that system without having to spend much effort to implement and in the TAM model, this factor is one of the main factors affecting intended behavior. Wang et al (2003) showed that the adoption of e-banking increases if customers perceive online banking as easy to use and useful. From here, the research team proposed the following hypothesis:

H6: Ease of use positively affects Vietnamese youth's intention to be entertained by copyrighted movies

g. Covid - 19 pandemic

Covid-19 is an infectious respiratory disease caused by a coronavirus called SAR-CoV-2. The first case of Covid-19 was recorded in Ho Chi Minh City and as of February 2023, the country had recorded more than 11 million infections with about 43,000 deaths. Due to the rapid spread in many countries and territories around the world, Covid-19 was declared a global pandemic by the World Health Organization (WHO). Vietnam's economy and society were affected, but thanks to the Government's resolute and correct steps, it helped curb the spread and impact of the Covid pandemic. Among them, it is impossible not to mention that the Government has launched activities to limit freedom of movement. Realizing that this is an unexpected factor that appeared during the research period and significantly changed the entertainment trends of Vietnamese youth. It has a negative impact because it limits real outside activities, but it also has a positive impact because it makes online activities increasingly invested and developed. The research team hypothesized:

H7: The Covid - 19 pandemic positively affects Vietnamese youth's intention to be entertained by copyrighted movies

2.3. Research results and discussion

Based on research on behavioral theories such as: Theory of Reasoned Action - TRA

Theory of planned behavior – TPB; Theory of risk perception – TPR; Technology acceptance model - TAM

Next, the Author introduces basic concepts of:

Youth are individuals between the ages of 15 and 30 who have the cognitive capacity to decide their own behavior. Youth are the golden force that needs to cultivate the essence of knowledge because this will be the most important group in the process of developing and innovating the country.

Entertain is from the Old French word *entretenir* meaning to bind together or support, associated with hospitality. When you entertain a guest, you are making them feel happy.

Television series are one-episode or multi-episode movies shown on television or online. These films will often be promoted in the media for a period of time before the official screening to announce the weekly screening schedule at a fixed hour and allowed duration. The movie's duration is quite short, usually 1 hour or less divided into several episodes

Use the Likert scale for the research problem to test the following hypotheses:

The results of the official research sample are shown in Table 1 below:

Table 1: Scale coding

Variable code	Observation signs	Reference source
TD – Attitude		
TD1	I feel excited when watching copyrighted movies	(Shin & Kim, 2008); (Viana & Oliveira, 2016)
TD2	I feel satisfied when watching copyrighted movies	
TD3	I feel that watching copyrighted movies is the right action	
TD4	All the movies I want to watch are available on copyrighted platforms	
CCO – Subjective standard		
CCQ1	I care because my relatives and friends all support watching copyrighted movies	(Lu & Yang, 2014); (Ha, 2015)
CCQ2	I watch copyrighted movies because I'm easily influenced by advice on social networks	
RR - Risk		
RR1	I have no problems with malicious code spreading, virus infection, or data loss when using copyrighted forms of watching movies.	(Wu et al., 2017); Research team proposed
RR2	I can watch movies with accurate content, good image and sound quality	
RR3	I get to see movies coming out in the future	
RR4	I take no risks when paying for copyrighted movies	
DD – Ethics		
DD1	I feel proud in front of everyone when watching copyrighted movies	(Sardanelli et al., 2019)
DD2	I respect copyright by watching copyrighted movies	
DD3	Watching copyrighted movies does not cause damage to the author and producer	
DD4	Movie copyright infringement is unfair to the author	

DD5	I watch copyrighted movies because I want to support the units that own the rights	
DD6	Watching copyrighted movies should be encouraged	
CP - Cost		
CP1	The cost I pay for watching copyrighted movies is reasonable	(Shin & Kim, 2008); (Viana & Oliveira, 2016)
CP2	The costs incurred when I use copyrighted forms of watching movies are insignificant	
CP3	The monthly cost of watching copyrighted movies is within my control	
CP4	The promotion of watching copyrighted movies attracts me	
CP5	The cost of watching copyrighted movies is important to me	
DSD – Ease of use		
DSD1	I use copyrighted movie viewing services easily	(Wang et al., 2003); (Tan, 2013); (Thuc, 2021)
DSD2	Buying movie tickets at the theater is easy for me	
DSD3	Operation with applications on phones and TVs is clear and easy to understand	
DSD4	Copyrighted movie viewing services can be easily downloaded and installed via the application	
DSD5	I find payment transactions on copyrighted movie viewing services to be simple	
DB - Covid - 19 pandemic		
DB1	The Covid-19 pandemic promotes watching copyrighted movies at home	(Moon, 2022); Research team proposed
DB2	The Covid-19 pandemic gives me a lot of time to watch copyrighted movies	
DB3	The Covid-19 pandemic has made it easier for me to access many forms of watching copyrighted movies	
YD – Intention to entertain with copyrighted movies		

YD1	I intend to use the paid copyrighted movie viewing service in the future	(Viana & Oliveira, 2016)
YD2	I am willing to share with people around me about good experiences	
YD3	I intend to advise relatives, friends, and people important to me to use the paid copyright movie viewing service.	
YD4	I will stick with the copyrighted movie viewing service for a long time	

Source: Compiled by author

2.3.1. Test Cronbach's Alpha coefficient

The standard for choosing a suitable scale is that the scale must have Alpha reliability with a minimum value of 0.60. At the same time, if there are variables that return results with a correlation coefficient of the total variable less than 0.30, that variable will be removed from the scale. After conducting Cronbach's Alpha analysis of each variable, the research team obtained the results as shown in the following table:

Table 2: Cronbach's Alpha results of the scales

Item - Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
Attitude	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.825			
TD1	11.66	6.381	0.695	0.760
TD2	11.55	6.142	0.756	0.731
TD3	11.37	6.560	0.627	0.791
TD4	11.80	6.810	0.537	0.832
Subjective standards	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.801			
CCQ1	2.90	0.978	0.668	
CCQ2	2.81	0.970	0.668	
Risk awareness	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.804			
RR1	12.30	6.440	0.573	0.777
RR2	12.06	6.443	0.655	0.740
RR3	12.10	5.925	0.733	0.700
RR4	12.35	6.220	0.536	0.800
Morality	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.861			
DD1	20.15	13.217	0.654	0.837
DD2	19.70	13.014	0.756	0.818
DD3	19.88	12.681	0.718	0.825
DD4	19.83	13.602	0.655	0.837
DD5	19.76	14.022	0.621	0.843
DD6	19.70	15.162	0.512	0.860
Expense	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.824			
CP1	13.26	8.983	0.637	0.784
CP2	13.49	8.617	0.697	0.766
CP3	13.37	8.771	0.701	0.766
CP4	13.30	8.855	0.564	0.807
CP5	13.00	9.492	0.509	0.820
Ease of use	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.838			
DSD1	15.11	8.777	0.519	0.841

DSD2	14.94	8.236	0.725	0.782
DSD3	14.91	8.485	0.709	0.787
DSD4	15.20	8.357	0.637	0.806
DSD5	14.98	8.857	0.634	0.807
Covid - 19 pandemic	Reliability Statistics Cronbach's Alpha Based on Standardized Items: 0.844			
DB1	7.37	3.030	0.711	0.782
DB2	7.42	3.081	0.753	0.742
DB3	7.27	3.207	0.667	0.823

Source: Analysis results of the research team

From the results shown in the table above, it can be seen that all the scales presented pass this test with all having Cronbach's Alpha coefficients reaching values above 0.60, especially the scales reaching over 0.80 with the scale with the highest reliability being Ethics (0.861), followed by the Covid - 19 Pandemic factor (0.844), followed by Ease of Use (0.838), Attitude (0.825), Cost (0.824), Risk (0.804) and finally the factor belonging to Subjective Norm (0.801). At the same time, all variables present in those scales have total variable correlation coefficients greater than 0.30. In general, all variables are accepted and retained without removing any variables and the next step of the research can be carried out.

2.3.2. EFA exploratory factor analysis

EFA exploratory factor analysis for independent variables

Table 3: Results of KMO and Bartlett's Test for independent variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3587.026
	df	406
	Sig.	0.000

Source: Analysis results of the research team

Analyzing EFA for all independent variables will help the research team determine which factors need to be retained and which need to be eliminated through the Principal Components extraction method with Varimax rotation. The condition for the factors in the article to be retained is if and only if the value Eigenvalue > 1 and the total variance extracted is greater than or equal to 50%. After conducting the analysis, the research team obtained the results of EFA analysis to extract 07 factors and these 07 factors explained 66.475% of the variation of observed variables.

Table 4: Results of factors extracted from EFA with independent variables

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative %
1	9.001	31.038	31.038	9.001	31.038	31.038	3,689	12,722	12,722
2	2.378	8.199	39.237	2.378	8.199	39.237	3,126	10,779	23,501
3	2.161	7.452	46.689	2.161	7.452	46.689	3,010	10,379	33,880
4	1.620	5.588	52.277	1.620	5.588	52.277	2,749	9,478	43,358
5	1.476	5.091	57.367	1.476	5.091	57.367	2,594	8,944	52,302
6	1.419	4.893	62.260	1.419	4.893	62.260	2,329	8,030	60,333
7	1.222	4.215	66.475	1.222	4.215	66.475	1,781	6,143	66,475
8	0.913	3.148	69.624						
9	0.796	2.744	72.368						
10	0.753	2.597	74.965						
11	0.692	2.386	77.350						
12	0.648	2.235	79.585						
13	0.580	1.999	81.584						
14	0.577	1.988	83.572						
15	0.514	1.773	85.345						
16	0.481	1.658	87.003						
17	0.413	1.425	88.427						
18	0.396	1.366	89.793						
19	0.364	1.254	91.048						
20	0.348	1.201	92.248						
21	0.321	1.107	93.356						

22	0.309	1.067	94.423						
23	0.297	1.023	95.445						
24	0.268	0.925	96.370						
25	0.256	0.883	97.253						
26	0.240	0.827	98.080						
27	0.223	0.770	98.850						
28	0.171	0.590	99.441						
29	0.162	0.559	100.000						

Source: Analysis results of the research team

Extracted 07 influencing factors representing these 29 variables including: (1) Attitude, (2) Subjective Norms, (3) Risk, (4) Ethics, (5) Cost, (6) Ease of use and (7) Covid - 19 Pandemic. Through the results of the quantitative analysis exploring the EFA factors, it shows that the results of the analysis are similar to the qualitative research results shown in Research models.

Table 5: EFA exploratory factor analysis for independent variables

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
DD2	0.783						
DD3	0.768						
DD4	0.735						
DD5	0.699						
DD1	0.697						
DD6	0.558						
DSD3		0.788					
DSD4		0.763					
DSD2		0.749					
DSD5		0.749					
DSD1		0.546					
CP2			0.818				
CP1			0.783				
CP3			0.769				
CP4			0.599				
CP5			0.587				
TD2				0.827			
TD1				0.823			
TD3				0.697			
TD4				0.666			
RR3					0.819		
RR2					0.806		
RR1					0.631		
RR4					0.613		
DB2						0.824	
DB1						0.776	
DB3						0.757	
CCQ2							0.854
CCQ1							0.850

Source: Analysis results of the author

The results of correlation analysis for the extracted factor variables show that the observed variables all converge on the extracted factor or it can be understood that each extracted factor is measured through a tested scale. Thus, the initial survey questions posed were completely appropriate.

2.3.3. EFA exploratory factor analysis for the dependent variable

EFA exploratory factor analysis results in EFA extracting 01 factor from 06 observed variables. The factor extracts 61.666% of the variance and the Eigenvalue value satisfies the condition when the value is 2.467 greater than 0.30. Besides, the weights of the extracted observed variables all meet the requirements when all have values greater than 0.50. Thus, the extracted factor is "Vietnamese youth's intention to be entertained by copyrighted movies" including 04 attributes whose results are presented in the table below:

Table 6: EFA analysis results for dependent variable

Component Matrix ^a	
	Component
	1
YD1	0.721
YD2	0.808
YD3	0.783
YD4	0.824

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Source: Analysis results of the author

Besides, when analyzing the dependent variable, the research team obtained the value of the KMO coefficient equal to $0.759 > 0.5$ and has the value Sig. = $0.000 < 0.05$.

2.3.4. Test model fit and regression analysis

Results of regression model analysis evaluating the impact on Vietnamese youth's intention to be entertained by copyrighted movies based on data collected by the research team from 247 research samples. Before. From the results after conducting EFA factor analysis, the main influencing factors will be obtained. For each extracted factor, the average value of the observed variables included in each factor will be calculated.

To be able to test the appropriateness of the research model given in the article with the assumption that the model has no independent variables that can explain the dependent variable or that the model can be understood as meaningless ($H_0: R^2 = 0$) and with the alternative hypothesis that the model is significant ($H_1: R^2 \neq 0$), the two tests that produce the same results are the ANOVA test and the commonly used F test. To assess. Conclusion of the assumptions made in the study about the suitability of the model. If the Sig value is 0 in the ANOVA test and the F test, we can qualify to reject the hypothesis H_0 . accept hypothesis H_1 to draw the final conclusion that the regression model is statistically significant and completely consistent with the study.

Bảng 7: ANOVA test results on model fit

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74,866	7	10.695	36.693	0.000 ^b
	Residual	69,663	239	0.291		
	Total	144,529	246			

a. Dependent Variable: YD
b. Predictors: (Constant), DB, CCQ, TD, RR, CP, DSD, DD

Source: Analysis results of the author

With the ANOVA test results obtained, we can see that the F statistical value of the model is equal to 36.693 along with the observed significance level of Sig. = 0.000 (less than 0.05), so it can be concluded that the built regression model is completely appropriate.

The results show that, with 07 factors including Attitude, Subjective Norms, Risk, Ethics, Cost, Ease of Use and Covid - 19 Pandemic will determine and explain 51.8% of the variation. of the dependent variable Intention to be entertained by copyrighted movies of Vietnamese youth when the model has a satisfactory fit R Square (R^2) equal to 0.518. With that. Adjusted R^2 coefficient (Adjusted R Square) - a coefficient that also allows to make assessments about the level of fit of the model, but this coefficient will give an assessment at which the fit level of the model will be not inflated and therefore the results will be more accurate. safer than the R^2 coefficient (R Square). After conducting analysis, the research team obtained an adjusted R^2 result of 0.504 or it can be understood that 50.4% of the variation in the dependent variable is Vietnamese youth's intention to be entertained by copyrighted movies. is determined by the 7 factors above.

Table 8: Summary results of the regression model

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.720 ^a	0.518	0.504	0.53988	1.975

a. Predictors: (Constant), DB, CCQ, TD, RR, CP, DSD, DD
b. Dependent Variable: YD

Source: Analysis results of the author

Along with that, through the combined results of the regression model on the research team, the result of the Durbin - Watson test is equal to 1.975. This is a value between 1.5 and 2.5 - a value range that, according to Yuhua Qiao (2011), if the Durbin - Watson value is within this range, autocorrelation will not occur. Thus, the model used by the research team does not have autocorrelation.

The results of performing regression analysis will help us determine the level of impact of each independent variable including: Attitude, Subjective Norms, Risk, Ethics, Cost, Ease of Use and How the Covid - 19 pandemic will affect the dependent variable and the level of impact of each independent variable will be determined through the Beta coefficient in the regression model.

With the help of SPSS software, the research team estimated parameters for a linear regression model including 07 independent variables: DB, CCQ, TD, RR, CP, DSD, DD and 01 dependent variable: YD

Bảng 9: Results of regression analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	Collinearity Statistics
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	- 0.123	0.242		- 0.507	0.613		
	TD	0.130	0.050	0.140	2.613	0.010	0.699	1.430
	CCQ	0.095	0.042	0.111	2.276	0.024	0.844	1.185
	RR	0.114	0.054	0.120	2.114	0.036	0.622	1.607
	DD	0.140	0.061	0.133	2.295	0.023	0.601	1.663
	CP	0.217	0.057	0.207	3.782	0.000	0.671	1.491
	DSD	0.202	0.060	0.189	3.371	0.001	0.644	1.553
	DB	0.137	0.050	0.151	2.757	0.006	0.668	1.497

a. Dependent Variable: YD

Source: Analysis results of the author

With the above factors, the factor with the greatest impact is CP - Cost with an explanatory β coefficient of 0.217, followed by the factors belonging to DSD - Ease of use with an explanatory coefficient of 0.202, factor DD - Ethics with a coefficient of 0.140, factor DB - Covid - 19 pandemic with an explanatory coefficient of 0.137, factor TD - Attitude with an explanatory coefficient of 0.130, RR factor - Risk with coefficient of 0.114 and finally CCQ factor - Subjective norm with explanation coefficient of 0.095.

The regression equation with unstandardized β coefficient is:.

$$YD = 0.217*CP + 0.202*DSD + 0.140*DD + 0.137*DB + 0.130*TD + 0.114*RR + 0.095*CCQ$$

CONCLUDE

From the survey data obtained, the authors analyzed the characteristics and current situation of copyrighted movie entertainment activities of the survey participants. With the support of SPSS 20.0 software, the author conducted EFA exploratory factor analysis, tested the model's suitability as well as regression analysis. Through the results of regression analysis, the authors found that all 07 factors have an impact on Vietnamese youth's intention to be entertained by copyrighted movies, in which the factor with the greatest impact is Cost, then the factors Ease of Use, Ethics, Covid - 19 Pandemic, Attitude, Risk and finally Subjective Norms.

REFERENCES

- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103, 411–423. <https://doi.org/10.1037/0033-2909.103.3.411>
- Coronavirus. (n.d.). Retrieved April 6, 2023, from <https://www.who.int/health-topics/coronavirus>
- Hsiao, K.-L., & Chen, C.-C. (2016). What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty. *Electronic Commerce Research and Applications*, 16, 18–29. <https://doi.org/10.1016/j.elerap.2016.01.001>
- Liao, Z., & Cheung, M. T. (2001). Internet-based e-shopping and consumer attitudes: An empirical study. *Information & Management*, 38(5), 299–306. [https://doi.org/10.1016/S0378-7206\(00\)00072-0](https://doi.org/10.1016/S0378-7206(00)00072-0)
- Viana, M., & Oliveira, K. (2016). *Foundations of Ergodic Theory*. Cambridge University Press.

Wang, Y., Wang, Y., Lin, H., & Tang, T. (2003). Determinants of user acceptance of Internet banking: An empirical study. *International Journal of Service Industry Management*, 14(5), 501–519. <https://doi.org/10.1108/09564230310500192>

Wu, K., Vassileva, J., & Zhao, Y. (2017). Understanding users' intention to switch personal cloud storage services: Evidence from the Chinese market. *Computers in Human Behavior*, 68, 300–314. <https://doi.org/10.1016/j.chb.2016.11.039>