

Research on the Impact Mechanism of Consumption Willingness of Young Consumer Groups-Taking Guizhou Region as the Demonstration

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Abstract: In recent years, it can be seen that the development of the film industry is thriving, both from the number of screens across the country, and the average annual number of people across the country, are rising in a straight line. The outbreak of COVID-19 in 2020 has made the film industry a bumpy one. The government has introduced policies to encourage, such as tax exemption, film fund subsidies. The emergence and development of online movies is a new phenomenon in China's film market. "Internet movies", as the name implies, plays movies on major online platforms, such as Youku, iQiyi, Tencent, etc., referred to as "Aiyouteng". According to statistics, the total active volume of these three platforms reached 1.11 billion. With its general film attributes and special characters and drama mode, the network big film has emerged in a few years, and has become a relatively popular film genre and phenomenon in recent years. Therefore, this topic takes Guizhou region as a demonstration to explore the influence mechanism of the consumption willingness of young consumer groups in online movies.

Keywords: Network Big Movie; Consumption Willingness; Influence

1. Background

In recent years, with the continuous development of China's Internet, mobile communication is becoming more and more developed, China's short video platform took the opportunity to quietly rise, you can see the development of the film industry, whether from the number of national screens, or the average annual number of people across the country, are rising in a straight line. The outbreak of COVID-19 in 2020 has made the film industry a bumpy one. The government has introduced policies to encourage, such as tax exemption, film fund subsidies. The emergence and development of Internet movies is a new phenomenon in China's film market. "Internet movies", as the name implies, is to broadcast movies on the major network platforms. In addition, with the change of consumption habits of modern audiences and the doubling of the number of paying users of video websites, these factors provide enough space for the further expansion of online films. In view of the diversified and personalized needs of the young generation of audiences, the creation of network films also presents a new trend of specialization, genre and quality. Therefore, this topic takes Guizhou region as a demonstration to explore the influence mechanism of the consumption willingness of young consumer groups in online movies.

2. Research objectives

Analyze the economic impact of young consumer groups on online movies.

Explore the mechanism of influence between several groups of factors in the framework.

According to the statistical analysis results, compare the importance of various factors, formulate targeted suggestions to improve the consumption willingness of young consumer groups of online films, and provide highly reference opinions for film companies to

optimize the marketing strategies of online films.

3. Range of study

3.1 Significance and value

In terms of theoretical significance, the vigorous development of China's film industry is an indisputable fact, and the beautiful box office transcripts constantly bring joy to Chinese filmmakers. While the cinema movies are in full swing, the development of network movies is also in the rise. As a supplement to cinema movies, these small and medium-sized network movies enrich and improve the pattern of domestic films. Compared with cinema movies, big online movies are often more open and more personalized, and they are loved by many young people. More interested than young audiences are the new screenwriters and directors. Internet movies are almost an "incubator" for young filmmakers. This paper combines the theories and methods of consumer behavior theory and perceived value theory, and focuses on the sampling area of young consumer groups in Guizhou, to discuss and analyze the influence mechanism of young consumer groups in online movies, and further enriches the theory of consumer behavior and perceived value, which is of theoretical significance.

In terms of its practical significance, This paper combines the literature analysis method, Read the corresponding literature and materials, On the basis of the previous research literature on consumer behavior, online movies, consumption willingness and so on, based on the influencing factors of consumer purchase, Based on the relevant theory of consumer behavior, Taking the Guizhou region as the scope of the research, The questionnaire survey was combined with the questionnaire survey method, Collect the corresponding data, For reliability validity analysis, demographic analysis, descriptive statistics and correlation analysis, Analyze the influence mechanism of the consumption willingness of young consumer groups in network big movies, Then put forward the corresponding suggestions.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from Guizhou province, mainly with young movie-watching consumer groups in Guizhou province as the main body. The sample collection category is limited to Guiyang city in Guizhou province, and the influence mechanism of the consumption willingness of online young movie-watching consumer groups in this city is investigated.

The conceptual framework of the research:

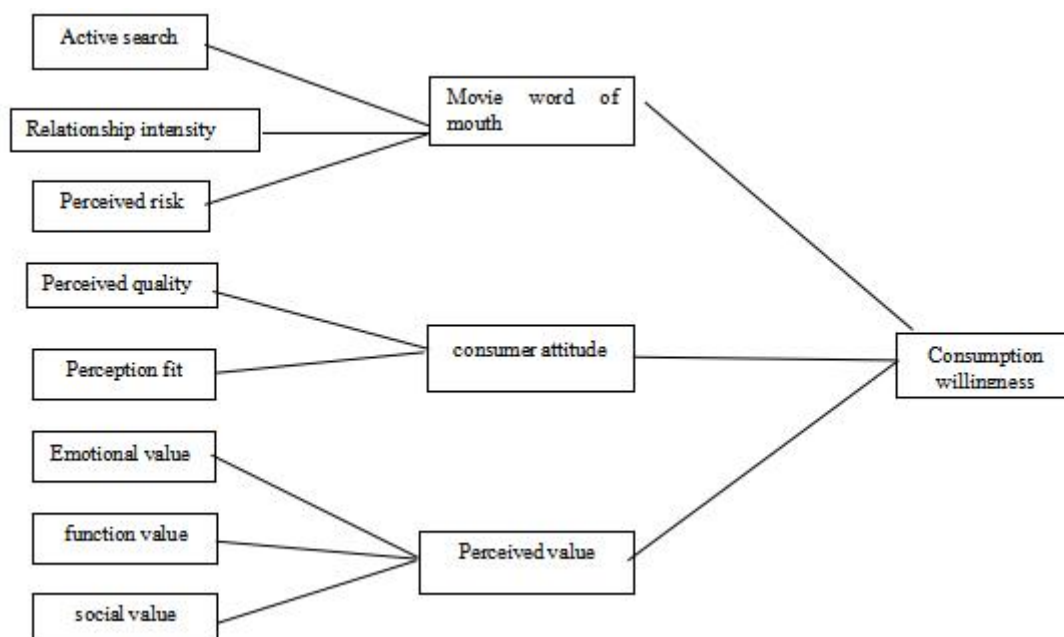


Figure 1: The Theoretical Framework

5. Theoretical principle

Liu Liyu (2013) pointed out that the main factors in the influence of film word of mouth on young audiences' willingness to consume are the active search of word of mouth, relationship strength, perceived risk, the specialized knowledge of the sender and the specialized knowledge of the recipient. The results of the empirical studies show that the word of mouth of the film has a very significant impact on the consumption willingness of the young audiences, which will have an important impact on the final results of the film box office to a certain extent. Xiao Rudan (2017) Starting from the dimension of consumer perception, the three independent variables of perception quality, perception fit and brand association were selected based on the virtuality of the research object. According to the classical theoretical model of TRA and TAM, the consumer attitude was selected as the intermediary variable. Liu yu (2019) to perceive value as the breakthrough point, study the consumer perception value each dimension of influence on the image of the IP derivatives consumption will, conclusion mainly has two aspects: the image IP derivatives consumption will has significant positive influence on emotion, price and social, the three perceived value dimension, function, quality and the cost of three dimensions is not significant.

6. Related research

Yuan (2015) Research: (1) identify whether auditory and / or visual design factors on non-human products will induce anthropomorphic products and affect individual bid decision making; (2) understand the rational and emotional processes that anthropomorphic products can influence bidding decision making. The results show that visual design directly influences bidding decisions and the influence of auditory design is mediated through perceived functional value. Lenoir (2009) examines the extent to which product placement in movies affects consumer perception and following attitudes. Identify how consumers are influenced by the increasing number of products implanted into cinema movies to be able to measure the effectiveness of this marketing strategy.

Conclusion

Film reputation: First of all, film enterprises should pay enough attention to the reputation of film products. Second, the strength of relationships among consumers increasingly influences word of mouth embedded in social networks. Consumer attitude: First of all, the network films themselves should improve their quality, attract more cinema filmmakers from the creation, and explore high-end talents from the aspect of micro film creation, so that the network will have a more healthy and benign development, and attract young consumer groups. Secondly, the perceived degree of similarity between online movies and online literature, online novels and online games has an impact on their consumption willingness. Perceived value: First of all, the new upgrade and innovation of the content of the network movies, from the simple and rough visual impact to the psychological identity of emotional release, the emotional value of the audience, the higher the emotional concentration, the more attractive the consumer groups can be to consume. Secondly, while network films enrich people's spiritual life, there is also a mixed situation of positive and negative values, and the network culture represented attracts consumers.

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