

Study on the Influence Mechanism of Young Consumer Groups in Urban Romantic Comedy Movies——Taking the Audience in Chengdu as an Example

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Abstract: The development of China's social economy makes the concept of economic value become a strong cultural image or internal drive in today's society, and the consumer culture has spread to every field of national life. Fan culture, as a mass culture, the consumer culture has gradually become popular in recent years. As far as film, a consumer cultural product, is concerned, in its consumer cultural structure, the right of film production and consumption to a certain extent is controlled by the audience. Film is the product of the cultural industry, its essence is a commodity, so it cannot escape the fate of being consumed, so it is inevitable to commercialize. As a film genre with profit as the main or the only creative purpose, commercial film has been presented as the state of novel entertainment brought by the audience since its birth, and more must be regarded as a profit-making tool by film merchants. As one of the most popular economic forms, the fan economy is the product of the commercial society, which can replace the pursuit and attention of the public into real gold

Keywords: Urban Romantic Comedy Movie; Movie-Watching Preference; Influence

1. Background

Film has different kinds of people when watching, will according to their own preferences, so a lot of people will choose different types of movies to watch, if people have a very good experience and feelings, so people in watching will understand the definition of the specific, or some development of attention, people may through the video watching, to some social phenomenon or social development have a clearer understanding. So the development speed of movies will be faster and faster, providing a variety of different genres and films, a lot of interested people, they will watch through these platforms. According to the Z generation viewing survey, comedy, science fiction, youth is Z generation audience favorite type TOP3, contrast 1905 network in recent years annual genre box office analysis can be found, often in the annual box office output top three types of action film in only sixth young group, and the main young audience animation in five. Among the generation Z people who watch movies with high frequency (more than 5 times / year), their love for suspense and art films is also relatively high.

2. Research objectives

Analyzing the influence of the viewing preference of young consumer groups in urban romantic comedy movies.

Exploring the influence mechanism between the following groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted suggestions on the viewing preferences of young consumer groups of urban romantic comedy films, so as to provide great reference suggestions for the promotion and marketing of urban romantic comedy films.

3. Range of study

3.1 Significance and value

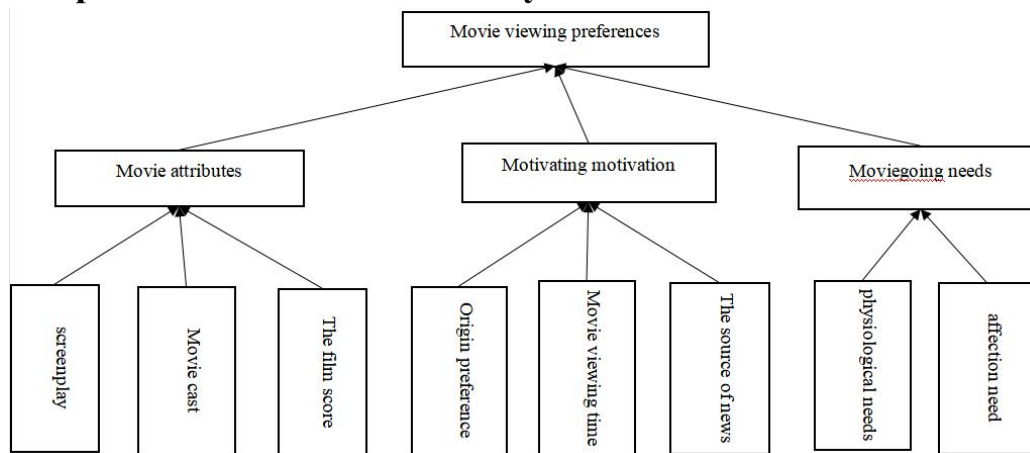
In terms of theory. This study on the basis of classic literature at home and abroad, from the perspective of consumer preference theory, analyze the urban romantic comedy movie young consumer groups viewing preference influence factors, build a can fully reveal the urban romantic comedy movie young consumer groups viewing preference influence factors model, help to enrich the relevant literature of consumer preference theory, enrich and enrich the existing consumer preference theory.

In practical terms. This study clarified the influencing factors on the preference of young movie-watching consumer groups in urban romantic comedy films, so that existing cinemas and network TV platforms can better grasp the psychology of young movie-watching consumer groups when promoting urban romantic comedy films, and provide theoretical support for the marketing of urban romantic comedy films. This will help domestic cinemas and online video platforms to better understand the influencing factors of the preference of young consumer groups of urban romantic comedies and obtain considerable economic benefits in the market and have certain practical value.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Chengdu, Sichuan, mainly in Chengdu, Sichuan. Based on the area limited by the research topic, the researchers strictly defined the scope of the study and distributed the sample area. According to their own capabilities and scope of available social resources, the researchers limited the sample collection category to Chengdu, Sichuan province, and investigated the viewing preferences of young consumer groups in the city. The survey was conducted from June 2023 to September 2023, with an overall sample size of 500 units. The population sample is the audience in Chengdu, Sichuan province, mainly in Chengdu city.

4. The conceptual framework of the study



5. Theoretical principle

Wang Fan, Yuhang (2020) shows that college students' preference is influenced by many factors, among which the film type, script content, film score and reputation are the most significant influence; college students with different preferences have different characteristics, it is suggested that the film industry should launch more diversified films in the future to meet the diversified needs of the audience. Wang Guowei (2014) explores the characteristics and laws of audiences' consumption behavior from the two dimensions of film ontology and cinema line, and provides data reference for the operation of cinemas in some business districts in Nanjing. The survey content of the questionnaire mainly includes Nanjing audience film selection factors, origin preference, type selection, viewing time, film source and cinema selection factors, etc. Chen Wei (2012), in the process of studying the post-80s audience's behavior preference, watching needs and meeting the movie, found that in the era of multimedia interaction, the audience of the post-80s showed a new feature of "transmission autonomy".

6. Related studies

Liu Liyu (2013) The main factors of the influence of film word of mouth on the young audience's willingness to spend are the active search of word of mouth, relationship strength, perception of risk, the expertise of the messenger and the expertise of the recipient. Foote (2002) points out that studying audiences and their cultural consumption patterns can not only help producers make informed decisions in a chaotic decision-making environment, but also better achieve the public interest. Therefore, Foote believes that scholars should focus their extensive theoretical and behavioral research on the audience's consumption behavior.

7. Conclusion

Film attributes: First of all, in terms of content, comedy films present a variety of crossover IP adaptations, and the formal mixed artistic style is becoming more and more obvious. All of this has contributed to the overall "pan-comedy" trend of the film industry. Secondly, the movie rating is the key to influencing the users. Motivation: First of all, the urban romantic comedy films produced by different regions or countries have corresponding origin preferences for consumers, such as European, Indian, domestic and other urban romantic comedy films. Secondly, with high-quality film sources, this model is difficult to create benefits. Film-watching needs: First of all, as a cultural product, the film has a certain aesthetic value and rich cultural connotation. The success of a work depends on the satisfaction of consumer preferences. Secondly, through the integration and development of genre, the current domestic love film has formed four main types, pure love, love + comedy, love + plot, love + strong type, in terms of content similarity, the correlation between the four types and "love" elements gradually weakened, love and comedy have natural similarity, is the most inclined combination of many love theme type, the plot category to other stories as the main line, the love element has been weakened; and the strong type film, have dominant type, love is only one of the elements.

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