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## THE INFLUENCE OF POST-90s AUDIENCE FILM CONSUMPTION ON BOX OFFICE IN THE INTERNET + ERA

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### Abstract

It has been more than a hundred years since the birth of cinema, but with its powerful artistic charm, it has already penetrated into the daily life of the public and become one of the most popular mass communication cultures in today's society. The Chinese film market in 2021 is booming, and the advent of the Internet+era has made the production of film products merge with the Internet, and the gradual maturation of online marketing platforms has brought new opportunities and challenges to film marketing.

A unique generation, the post-90s, also referred to as the "children of the Internet," grew up in the Internet era and cannot live without the Internet. Additionally, the post-1990s differ significantly from earlier generations in terms of the idea of movie consumption. The belief that the post-90s generation controls the box office, according to pertinent reports, seems to indicate that this generation holds the lifeline of the movie market and is a consumption power that shouldn't be undervalued.

**Keywords:** Film Consumption Post-90s Film Audience Film Marketing

### Introduction

The arrival of the Internet+era drives the development of new media technology, the traditional film marketing model is no longer suitable for the current stage of the movie-going public, such as the use of paper media, magazines and paper posters to promote the way, the post-90s group as the aborigines of the Internet, growing up in the Internet era of this generation, for the traditional marketing model has been overly aesthetic fatigue, the current market system of China's film industry has gradually improved, the Internet+The market system of China's film industry has been gradually improved, and the marketing methods of movies in the background of the Internet+era are constantly improved while facing many opportunities and challenges.

In the Chinese film market, the status of the post-90s audience is indescribable. Therefore, the viewing orientation and behavior of the post-90s audience provide reasonable reference values for film creators and film distributors have also paid sufficient attention to them. However, if we rely too much

on the post-90s audience, the movie products may focus more on the entertainment function and ignore the cultural attributes and connotations, and the movie industry will be on the road of unbalanced development and lose the momentum of sustainable development. Therefore, reasonable layout of film industry institutions and correct marketing means are the most important for the long-term and stable development of the film industry.

After the industrialization of Chinese cinema, research on film-related aspects has increased and a large amount of relevant literature has emerged, mostly on the relationship between films and audiences, the reception psychology of audiences, and the factors that influence audiences' acceptance of films. In recent years, most of the topics on film audience research have adopted empirical research methods, and monographs on the media exposure behavior of the post-90s group have also appeared. Generally speaking, there are not many studies that have conducted empirical research and data analysis on the post-90s audience, and relatively few studies have used AMOS data model and qualitative research to cross-analyze and accurately understand the Film consumption of the post-90s audience.

### **Research Objectives**

1. Exploring the positive moderating effect of film marketing on post-90s audience film consumption and box office.
2. Investigate and study the influence of the post-90s audience consumption on the film box office
3. Analyze the influence factors of film marketing on film box office growth.

### **Literature Review**

In current domestic and international research, there is no clear concept or definition of film marketing, especially with the continuous extension of China's film industry chain, under the business model of "Internet+film" industry chain, film marketing involves all aspects of the film industry chain, so understanding of film marketing in different industry chain segments is quite different.

According to Kotler's marketing theory, movie marketing is the process of exchanging value between movie products and consumers; thus, the goal of movie marketing is to encourage the audience to complete the movie consumption behavior. Obviously, the audience is at the center of the process of completing the movie consumption behavior; how to analyze the audience's consumption behavior and consumption psychology in order to better adjust the marketing strategy, and finally achieve the maximum economic benefits while meeting the diverse needs of the audience.

When the post-90s generation became the primary force of movie viewers and the Internet era collided, this generation had a significant impact on the Chinese movie industry, from production to sales and overall industrial development, while the Internet era also influenced the movie consumption of post-90s movie viewers.

### **Research Question**

1. How does film marketing affect the film box office?
2. How does the film consumption of the post-90s audiences affect the film box office?
3. How can film marketing play a positive role in regulating the relationship between Film

consumption and box office for the post-90s audience?

**Research Hypothesis**

Hypothesis1(H1): The film consumption behavior of the post-90s audience is positively correlated with box office.

Hypothesis2(H2): The consumption psychology of post-90s audiences is positively correlated with box office.

Hypothesis3(H3): The film viewing preferences of post-90s audiences are positively correlated with box office.

Hypothesis4(H4): Social Media Marketing plays a positive role in the relationship between film consumption and box office for the post-90s audience moderating effect.

Hypothesis5(H5): IP Film Marketing plays a positive role in the relationship between film consumption and box office for the post-90s audience moderating effect.

Hypothesis6(H6): Word of mouth marketing plays a positive role in the relationship between film consumption and box office for the post-90s audience moderating effect.

**Conceptual Framework**

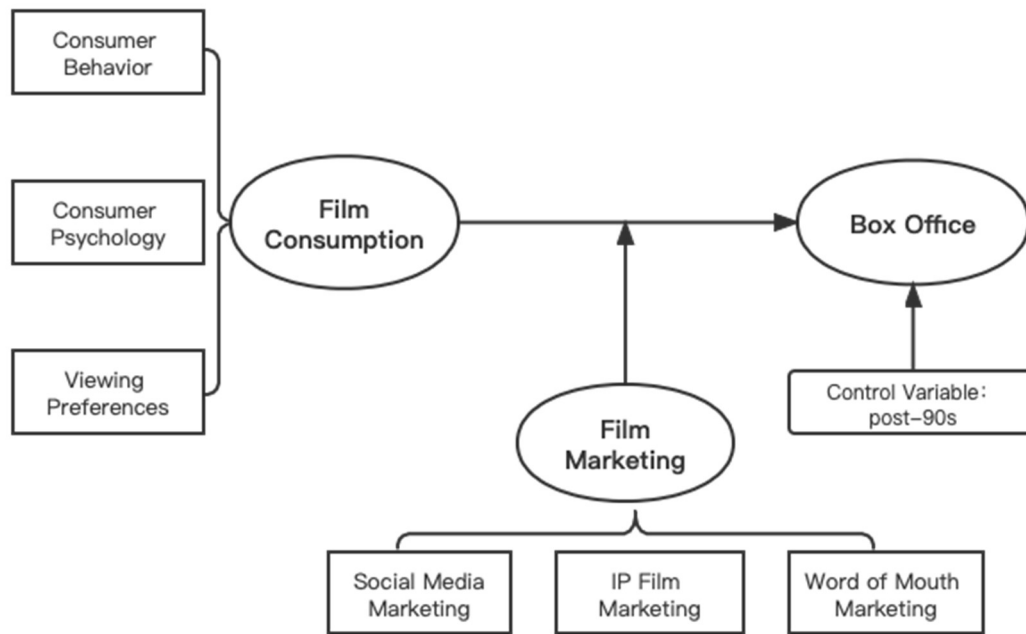


Fig.1 Conceptual Framework

**Research Methodology**

According to the literature research data, the relevant indicators are calculated and quantitatively analyzed, and further quantitative judgments are made on the influencing factors of the movie box office.

The scope of this survey is Taiyuan, Shanxi Province, targeting the post-90s group, and about 400 questionnaires were distributed.

**Research Result**

The results shows that the distributed questionnaire and questionnaire return is 447. In the study 29 questionnaire were deleted by at 0.005 level of significance. Thus, the usable questionnaire for the study is 418 which is 93.5 of the respondent's distributed questionnaire which is considered acceptable to go ahead for the analysis. percentage of male respondents is 55.98% and percentage of female respondents is 44.02%.

Cronbach's Alpha		
No of Items	<i>n</i>	Cronbach's $\alpha$
16	418	0.864

Source: Data and information from this research

The Cronbach's alpha coefficient value of the model is 0.864, indicating that the reliability of the questionnaire is good

KMO and Bartlett's Test		
KMO		0.860
	Chi-Square	2580.107
Bartlett's Test of Sphericity	<i>df</i>	120
	<i>p</i>	0.000

Source: Data and information from this research

The results of the KMO test show that the value of KMO is 0.86. At the same time, the results of the Bartlett sphericity test show that the significant P value is 0.000\*\*\*, which is significant at the level, rejecting the null hypothesis, and there is a correlation between the variables. Factor analysis Effective, the degree is suitable.

Total variance explained		
Element	characteristic root	Variance explained rate after rotation

	characteristic root	Variance explained rate (%)	Cumulative percentage (%)	characteristic root	Variance explained rate (%)	Cumulative percentage (%)
1	5.315	33.221	33.221	3.227	20.172	20.172
2	2.211	13.817	47.038	3.137	19.606	39.778
3	1.613	10.079	57.117	2.075	12.969	52.747
4	1.167	7.292	64.409	1.866	11.661	64.409
5	0.708	4.425	68.834			
6	0.609	3.805	72.638			
7	0.584	3.653	76.291			
8	0.566	3.540	79.831			
9	0.536	3.351	83.182			
10	0.484	3.027	86.208			
11	0.434	2.710	88.919			
12	0.414	2.587	91.506			
13	0.388	2.425	93.931			
14	0.374	2.335	96.266			
15	0.335	2.095	98.361			
16	0.262	1.639	100.000			

Source: Data and information from this research

In the variance interpretation table, when the number of principal components is selected as 4, the eigenvalue explained by the variable is higher than 1, and the contribution rate of the variable explanation reaches 64.409%.

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.881	.858	.916	.900	.915
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Source: Data and information from this research

Structural validity is mainly used to test the fitness of the overall model and the degree of consistency between the model parameters obtained through data and the parameter values of the theoretical model. According to the results of goodness of fit, the NFI, CFI, TLI, GFI and IFI values were 0.881, 0.915, 0.900, 0.915 and 0.916, respectively. The model indexes are all greater than 0.9, close to 0.9 is basically acceptable, and the results meet the standard.

Source: Data and information from this research

measurement index	standardized Estimate	<a href="#">reliability coefficient</a>	<a href="#">measuring error</a>	CR	AVE
A1 <--- preferences	0.785	0.616	0.383775		
A2 <--- preferences	0.712	0.507	0.493056		
A3 <--- preferences	0.684	0.468	0.532144	0.855	0.5417
A4 <--- preferences	0.757	0.573	0.426951		
A5 <--- preferences	0.738	0.545	0.455356		
B1 <--- behavior	0.711	0.506	0.494479		
B2 <--- behavior	0.714	0.510	0.490204		
B3 <--- behavior	0.733	0.537	0.462711	0.8445	0.5213
B4 <--- behavior	0.782	0.612	0.388476		
B5 <--- behavior	0.665	0.442	0.557775		
C1 <--- psychology	0.692	0.479	0.521136		
C2 <--- psychology	0.749	0.561	0.438999	0.7603	0.5142
C3 <--- psychology	0.709	0.503	0.497319		
D3 <--- boxoffice	0.593	0.352	0.648351		
D2 <--- boxoffice	0.625	0.391	0.609375	0.6859	0.5011
D1 <--- boxoffice	0.726	0.527	0.472924		

Convergent validity refers to reliability, which represents internal consistency, stability and aggregation. In the analysis of scale-type questionnaires, reliability refers to the correlation (aggregation) of the measured variables under the same latent variable. If the measured variables under the same latent variable are highly correlated, it indicates high reliability. CR values higher than 0.6 indicate good internal consistency

Discriminant validity refers to validity, which indicates the discrimination between potential variables. If the validity is high, the discrimination is good. The AVE value is the sum of squared factor loading values, which represents the comprehensive explanatory ability of the latent variable to all measured variables. The larger the AVE value is, the stronger the ability of the latent variable to explain its corresponding item at the same time, the stronger the ability of the item to express the nature of the latent variable (converging to a point), and the better the convergent validity. AVE value

greater than 0.5 is better is basically acceptable, the result meets the standard.

	parameter	Unstandardized Estimate	S.E.	C.R.	R2	standardized Estimate
boxoffice	<--- preferences	0.242	0.044	5.524		0.348
boxoffice	<--- behavior	0.311	0.05	6.175		<a href="#">0.418</a>
boxoffice	<--- psychology	0.235	0.048	4.871		0.326
A1	<--- preferences	1			0.616	0.785
A2	<--- preferences	0.97	0.068	14.301	0.507	0.712
A3	<--- preferences	0.928	0.068	13.681	0.468	0.684
A4	<--- preferences	1.02	0.067	15.25	0.573	0.757
A5	<--- preferences	0.949	0.064	14.845	0.545	0.738
B1	<--- behavior	1			0.506	0.711
B2	<--- behavior	1.03	0.079	13.014	0.510	0.714
B3	<--- behavior	1.093	0.082	13.308	0.537	0.733
B4	<--- behavior	1.114	0.079	14.04	0.612	0.782
B5	<--- behavior	0.969	0.08	12.192	0.442	0.665
C1	<--- psychology	1			0.479	0.692
C2	<--- psychology	1.043	0.096	10.83	0.561	0.749
C3	<--- psychology	0.964	0.089	10.78	0.503	0.709
D3	<--- boxoffice	1			0.352	0.593
D2	<--- boxoffice	1.029	0.118	8.703	0.391	0.625
D1	<--- boxoffice	1.197	0.132	9.09	0.527	0.726
e17		0.227	0.045	5.065		
e1		0.489	0.046	10.553		
e2		0.718	0.06	11.968		
e3		0.771	0.063	12.34		
e4		0.61	0.054	11.202		
e5		0.593	0.051	11.566		
e6		0.668	0.057	11.804		

e7	0.696	0.059	11.755
e8	0.704	0.062	11.446
e9	0.54	0.052	10.368
e10	0.811	0.065	12.411
e11	0.796	0.079	10.056
e12	0.624	0.075	8.338
e13	0.671	0.07	9.562
e14	0.7	0.061	11.472
e15	0.629	0.058	10.897
e16	0.489	0.059	8.359

Source: Data and information from this research

C.R. indicates that the Critical Ratio value is greater than 1.96, indicating that the independent variable has a significant impact on the dependent variable.

The bottom left table shows the standardized variance of one potential variable and 16 residuals. It can be found that 17 standardized variances are positive and reach the significance level of 0.05, indicating that the model is not misdefined.

The right table is the R-square table. In the measurement model, a potential variable explaining 16 measurement variables can be regarded as 17 unary linear regression equations, and each regression equation will correspond to an R-square value (the index of the fitting degree of the linear regression model), which is actually the square of the standardized regression coefficient.

Moderating effect analysis results

	Model 1				Model 2				Model 3			
	coefficient	standard error	t	P	coefficient	standard error	t	P	coefficient	standard error	t	P
const	3.153	0.156	20.191	0.000** *	3.007	0.222	13.519	0.000** *	2.75	0.471	5.843	0.000** *
X	0.188	0.043	4.399	0.000** *	0.104	0.113	0.923	0.357	0.267	0.13	2.062	0.040**
M					0.191	0.043	4.457	0.000** *	0.302	0.339	0.892	0.373
X*M									-0.059	0.095	-0.62	0.536
R <sup>2</sup>	0.044				0.046				0.047			



	Model 1				Model 2				Model 3			
	coefficient	standard error	t	P	coefficient	standard error	t	P	coefficient	standard error	t	P
Adjusted R <sup>2</sup>	0.042				0.042				0.04			
F	F(418, 1)=19.351, P=0.000***				F(2, 415)=10.098, P=0.000***				F(3, 414)=6.85, P=0.000***			
ΔR <sup>2</sup>	0.044				0.046				0.047			
ΔF	ΔF(1, 418)=19.351, P=0.000***				ΔF(1, 415)=0.851, P=0.428				ΔF(1, 414)=10.467, P=0.001***			
Dependent variable: Y												

Note: \*\*\*, \*\*, \* represent the significance levels of 1%, 5%, and 10%, respectively

Source: Data and information from this research

The results of the moderating effect analysis table show that from model 2 to model 3, the P value of the ΔF value is 0.001\*\*\*<0.05, which is significant, which means that the moderating variable interferes significantly with the effect of X on Y.

**Conclusion**

Empirical analysis using the Amos program reveals that the post-90s audience's consumption behavior, viewing Preferences, and consumption psychology have a significant positive impact on movie box office, and that Social Media Marketing, IP Film Marketing and Word of mouth marketing also plays a positive moderating role between post-90s Film consumption and Film box office.

**Research Suggestion**

The post-90s generation can show the inner state of the post-90s audience, whether it is the purpose of movie watching or the consumption behavior and psychology of movies, and the entertainment consumption characteristics with self-emotional satisfaction as the core are not only the post-90s audience group, but also the consumption culture of the whole China at this stage.

In the era of Internet+, with the development of economy and the transformation of public entertainment consumption mode, the achievements brought by the sustainable development of China's film industry are obvious to all, and the trend of diversification of film production methods has brought a full range of choices and experiences for the movie-going public. The box office continues to break new records, and the box office records created time and again witness the

prosperous development of China's film industry and the vigorous vitality of the film market.

1. Rational view of film marketing methods.
2. Optimize resource allocation and innovative marketing mix strategy.
3. Big data to promote consumer behavior analysis and improve movie-going audience segmentation.
4. Content-based marketing combination, correct mainstream values.

### **Suggestion for Future Research**

In the social environment of the Internet+ era, this paper analyzes and researches the impact of current movie marketing strategies on movie box office, but due to the limited data and time I collected, the data analysis in the paper is relatively weak, for example, for taking a questionnaire to analyze the consumption behavior of the post-90s audience, without conducting a questionnaire survey from a broader scope.

This thesis hopes to explore different marketing methods and precise marketing promotion through the concept of "Internet +" to make more audiences aware of the upcoming release of a beautifully produced movie and attract them to see it in cinemas. In the Internet era, marketing is an important part of the complete development of the film industry chain, and simultaneous online and offline marketing through the Internet platform and theaters can greatly promote the growth of box office.

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