

An Exploratory Study on the Influencing Factors of Chengdu Audiences in Theme Movie Watching Intention

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Abstract: The main theme film represents a film work promoting the main theme of the culture, idea, and imagination. It should satisfy the audio-visual senses and aesthetic taste from an artistic point of view and carry a reflection on the value. The critical function of ideology and guiding social value orientation through the content of film theme. This paper analyzed the influencing factors of audience movie-watching intention. Three hypotheses were set for testing the rest based on the theatrical performance of the main theme, the narrative of the main theme, and the box office performance of the main theme to Chengdu audience theme movie watching intention. The results also provide the conclusion to reflect the current strategies in theme movie promotion in the Chengdu area.

Keywords: Influencing Factor; Chengdu Audience; Theme Movies

1. Introduction

Recent research has increasingly focused on the theme film industry, examining the myths behind its craze. Being a digital product, sentiment computing and sentiment analysis can be applied to theme movies based on artificial intelligence or opinion mining to evaluate and predict their performance. Rely on knowledge-based techniques, statistical and hybrid methods, sentiment mining techniques to identify sentiment in user reviews and implement polarity detection through sentiment computing and analysis. Since text cannot fully translate users' opinions and complex dynamics, existing research proposes multimodal sentiment analysis using dynamic videos (including video, audio, and text) or aspect-based extranet knowledge databases. Therefore, sentiment mining technology can aggregate users' comments and opinions to understand their preferences and predict the creation of future theme movies through algorithms or corpora. In this era of multimedia convergence, intellectual property films are rising. Such films are based on well-known literary and artistic works, songs, novels, dramas, animations, web series, games, variety shows, and characters with significant development potential. The legal term "creation of the mind" refers to music, literature, other related works (including art, discoveries, and inventions), and all works created by the author's mind, such as words, phrases, symbols, designs, and property.

2. Theoretical Basis

2.1 Studies on theatrical performance of the main theme

Wang (2021)^[1] pointed out that the emotional expression and down-to-earth performance form of the novel chapter-style acting technique, character-shaping, dramatically influences the theatrical film's performance with the main theme, affecting the audience viewing the main theme film.

2.2 Studies on the narrative of the main theme

Bai. (2021)^[2] pointed out that storytelling has a more significant influence on the film. The main influencing factors are the narrative technique and narrative perspective, which have a particular impact on the narrative of the main theme movie, affecting the audience viewing of the theme movie.

2.3 Studies on box office performance

The importance of box office performance could determine the success of any movie for its popularity to the audience. Box office performance will also be affected by the release period, the film's economic conditions, stars and directors, the main theme, script, and overall promotion. Li. (2021)^[3] pointed out that celebrity traffic and word-of-mouth are significant, mainly reflected in celebrity traffic and movie promotion. These two influencing factors will affect the word-of-mouth of the theme movie, which will then affect the viewing of the theme movie. On the other hand, movie rewards such as Oscar, Chinese Movie Reward, and other international movie reward organizations can push the film to another viewing level from different audience levels, mainly chasing the well-known and reward movies in the market.

3. Understanding the Influence Chengdu Audiences in Theme Movie Watching Intention

3.1 Attraction to watch the movies

It represents the desires, fantasies, victories, and defeats of millions of viewers who sit for about 2 hours forgetting their own lives and thinking about the lives of others (fictional or real) whose fate or misfortune makes them relevant. In the magic enclosure, people from all walks of life and all walks of life were found in the cinema.

3.2 Film promotional strategies

Film promotion is an entirely different job that most filmmakers don't like to do, but it's one of those things that must be completed before and after a film is made. Film promotions occur in various creative ways (Wang, 2021)^[4]. Promoting a movie means letting the right audience know about the upcoming film. The main actors and directors usually promote the movie through talk shows, interviews, reality shows, etc.

3.3 The theory of planned behavior (TPA)

The theory of planned behavior suggests that people are more likely to perform certain behaviors when they feel they can complete them, according to Ajzen's (1991)^[5] study. The performer of the film theme could have their strong belief in a good performance that will connect to the audience's acceptance who focus on enjoying the film based on the performance and word-of-mouth in the context.

4. The Conceptual Framework for the Research Study

First This paper constructs relevant hypotheses based on the theatrical performance, storytelling, box office performance, and word-of-mouth of the main theme movies from theoretical research. It then analyzes the main theme movies through empirical model testing. The influence of word of mouth and other related factors on the audience's viewing is investigated theoretically, with specific theoretical research significance (Luo, 2021)^[6]. In the actual research, this paper, through the empirical analysis of the primary theme movie audience influencing factors, finds which factors affect the audience to watch the theme movie, and finally puts forward corresponding policy suggestions, which can provide relevant opinions and references for the quality improvement of the theme movie, which has specific practicality research value.

Second Theoretically, hypothesize what causes the audience to watch the theme movie. Through literature review, relevant hypotheses are put forward in three aspects: drama performance, story narration, and box-office reputation, and the relevant factors of the audience watching the theme movie are theoretically summarized (Lu, 2021)^[7].

5. The Countermeasures for the Influence of Chengdu Audiences in Theme Movie Watching Intention

5.1 Influencing factors

The influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object. Common influencing factors also consider sensory experience, affective experience, action experience, relevant experience, and thinking experience in the movie industry.

5.2 Theme movies

A theme is the film's central, unifying concept. A theme evokes a universal human experience and can be stated in one word or short phrase (for example, "love," "death," or "coming of age").

5.3 Theatrical performance of the main theme

A theatrical performance is a particular interaction between performers and observers (actors and audience members) in a shared physical space.

6. Conclusion

The results show that theatrical performance, the narrative of the main theme movie, and box office performance significantly impact the audiences' movie-watching intention in Chengdu. In general, the distribution of domestic theme films still relies on old and new strategies. Still, when the audience's recognition of commercial film aesthetics and the main body of domestic films change, the trend of theme films moving closer to genre films and participating in the expression of genre films is increasing. Increasingly obvious. On the one hand, contemporary domestic theme films rely on traditional communication strategies. In addition to being market-oriented, the main theme movie "had policies and funds in all aspects of distribution and screening. After that, companies, institutions, schools, and other groups organized collective screenings, and collaborative bookings became the most significant theme of these movies. It is also a powerful guarantee for box office revenue". The high quality of the films, and the way they were distributed with top-down support, made this batch of theme films a box office success and had a social impact at the time.

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