

# *Influential Factors Analysis about Foreign Movies Consumption of Chinese Audiences*

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**Keywords:** consumer decision making, Chinese audience, foreign movie.

**Abstract:** In past years, foreign movies are effective complement of Chinese movie market, and take a big share of total movies box-office of China. Author design questionnaire and distribute on the network, sorting out the data and preliminary screening to get first-hand information. Authors using SPSS platform for data analysis, research on factors that affect the choices of watching foreign movies, analysis and summary the preferences of Chinese audiences. The conclusions of this article show that for Chinese audiences, the most influential factor of foreign movie choices is the word of mouth; the influence of the cast is decreasing with age and education; and none of respondents choose producer as the most important factor.

## **1. Introduction**

With the income increasing of Chinese families, watching movies become a more and more popular entertainment of Chinese people. In past years, the box-office of movies keep on increasing in China. According to the data from National Radio and Television Administration, 2018 total box-office of movies already exceed 60 billion in China. [1] It is reported that Chinese movie market will exceed United States to be the biggest movies market in the world in coming 5 years. Foreign movies always take an important place in Chinese movie market. In past years, foreign movies take about 40% box-office of China. As one of the most popular entertainments in the world, movies are an important bridge for communication of different cultures.

For Chinese movie market, more and more foreign movie producers want to attract Chinese audiences by adding some Chinese elements in movies. For example, a lot of foreign movies like to add Chinese actors into their cast members. However, Chinese audiences seemed not interesting in watching these kind movies, the share of foreign movies in Chinese movie market kept on decreasing in past years. According to the annual investigation reports about Chinese movies, the shares of foreign movies in total box-office decreased from 46.16% in 2017 to 37.85% in 2018. [2] Of course, the quality of Chinese movies increasing is the main reason to this situation, but for foreign movie producers, they should think over about what factors effect on Chinese audiences' decision to watching foreign movies.

## **2. Related Works**

Scholars began to research about factors effect on consumers' movies choices from 1980s. Barry R Litman use all 697 movies showing from 1981 to 1986 in United States as samples, setting movies

marketing, creativity and release time as independent variables, and setting rental incomes of movies as dependent variable, created a module to explain the factors effect on box-offices of movies[3]. His work became to be the foundation of following researchers. Scott Sochay enlarged the scope of factors; introduce more independent variables into the module.

In china, the research about movies box-office started in 2009. In following years, a lot of articles discussing the factors effect on box-office of movies based on Litman’s module. Generally, they change the samples to Chinese movies; or change the independent variables of the module; or focus on college students’ movie watching choices [4,5,6]. All of the related works are helpful to this article.

### 3. Theory Analysis

According to buyer decision process, there are five stages for a consumer to make buying decision. They are needs recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. However, a lot of factors can effect on consumer behavior, they are summarized to three categories including personal factors, circumstance factors and marketing factors.

Consider this article is focus on foreign movies, which is a kind of experience consumption, we choose some factors in each category as our objects of study. Generally, the movie selection is quietly effected by personal biases, so we choose age, gender, education level, incomes and life-style from personal factors; we choose movie comments and friend recommendation from circumstance factors; also choose product factors like producer, origin place, cast of movie, movie type, movie dubbing, watching cost, way of watching from marketing factors.

### 4. Data Collection and Analysis

We distributed questionnaires on internet through SO JUMP, and 257 effective answers were obtained.

#### 4.1 Basic Information of Sample

Table 1: Basic information of questionnaire sample

		Numbers	Percentage[%]
Gender	Male	138	53.7
	Female	119	46.3
Age	Under 18	3	1.2
	18-24	171	66.5
	25-30	30	11.7
	31-40	23	8.9
	Above 40	30	11.7
Education Level	Middle school	7	2.7
	Senior school	20	10.5
	Bachelor	216	84.0
	Master	12	4.7
	Doctor & above	2	0.8

## 4.2 Analysis of Watching Foreign Movies

### 4.2.1. Ways to Watching Foreign Movies of Chinese Audiences

We are not discussing about the box-office revenue of a movie, but choices of movies. So we cannot use box-office of a movie as our reference, because a lot of audiences watch foreign movies in different ways besides cinema.

Table 2: Ways to watching foreign movies.

		Video Website	Cinema	Source online	Video disc	Digital TV	Other
Ever use	Number	206	203	121	14	62	3
	Percentage[%]	80.16	78.99	47.08	5.45	24.12	1.17
Common use	Number	118	75	46	2	16	0
	Percentage[%]	45.91	29.18	17.9	0.78	6.23	0

### 4.2.2. Frequencies of Watching Foreign Movies of Chinese Audiences

Table 3: Frequencies of watching foreign movies.

Times of watching foreign movies in 3 months	Number	Percentage
1-2	107	41.63%
3-5	103	40.08%
6-8	27	10.51%
Above 8	20	7.78%

### 4.2.3. Preference of Types of Foreign Movies

Factors of products belong to marketing factors which can influence the decision of purchasing.

Table 4: Preference of types of foreign movies.

Type of foreign movies	Number	Percentage
Documentary	36	14.01%
Action	123	47.86%
Science Fiction	164	63.81%
Comedy	114	44.36%
War	81	31.52%
Thriller	52	20.23%
Affectional	87	33.85%
Suspense	104	40.47%

### 4.2.4. Preference of Origin of Movies

Origin same is one of the product's factors for a foreign movie. According to the data we collected, there are 46.69% Chinese audiences admit that they have origin preference when selecting foreign movies. Furthermore, 70.83% of them regard their favorite origin of movies is United States, 14.17% of them regard Europe as their favorite origin of movies.

#### 4.2.5. Importance of Different Factors on Affecting Consumers' Decision Making

For product's factors, some of them are crucial factors for audiences to make purchasing decision. On contrast, some other product's factors always are ignored by consumers. For a foreign movie, what factors are important for Chinese audiences to make decision? We choose nine aspects of a movie as the influential factors. Maybe the selection is not comprehensive enough, but we can roughly clear what are the most important factors for Chinese audiences.

Table 5: Importance of movies' factors affecting consumers' decision making.

Factors of movies	Most important factors		Least important factors	
	Number	Percentage	Number	Percentage
Producer	0	0%	65	25.29%
Origin	3	1.17%	62	24.12%
Cost	10	3.89%	35	13.62%
Cast	31	12.06%	24	9.34%
Picture	44	17.12%	20	7.78%
Type	54	21.01%	16	6.23%
Dubbing	10	3.89%	15	5.84%
Comments	95	36.96%	12	4.67%
Recommendation	10	3.89%	8	3.11%

### 4.3 Cross Analysis

#### 4.3.1. Ways of Watching Foreign Movies in Different Ages

Different age groups may have different interesting in foreign movies, and they may have different incomes so that they may choose different ways of watching foreign movies.

Table 6: Ways of watching foreign movies in different ages.

Age	Favorite way of watching foreign movies				
	Video website	Cinema	Source online	Video disc	Digital TV
Under 18	33.3%	33.3%	33.3%	0%	0%
18-24	47.4%	25.1%	24.6%	0.6%	2.3%
25-30	43.3%	46.7%	3.3%	0%	6.7%
31-40	47.8%	26.1%	4.3%	0%	21.7%
Above 40	40.0%	36.7%	3.3%	3.3%	16.7%

#### 4.3.2. Ways of Watching Foreign Movies in Different Life-Style

Table 7: Ways of watching foreign movies in different life-style.

Life-style	Favorite way of watching foreign movies				
	Video website	Cinema	Source online	Video disc	Digital TV
Single	50.3%	25.2%	23.1%	0%	1.4%
In love	29.3%	41.5%	22.0%	2.4%	4.9%
Married	46.6%	30.1%	5.5%	1.4%	16.4%

### 4.3.3. Importance of Movies' Factors Affecting Decision Making of Consumers in Different Ages

Table 8: Importance of movies' factors affecting decision making of consumers in different ages.

Age		Under 18	18-24	25-30	31-40	Above 40
Most important factors of a foreign movies	Cost	0%	3.50%	3.30%	4.30%	6.70%
	Cast	66.70%	13.50%	10.00%	8.70%	3.30%
	Origin	0%	6%	0%	0%	6.70%
	Picture	0%	17.00%	23.30%	17.40%	13.30%
	Dubbing	0%	1.80%	13.30%	8.70%	3.30%
	Type	0%	22.80%	10.00%	26.10%	20.00%
	comments	33.30%	37.40%	36.70%	30.40%	40.00%
	Recommendation	0%	3.50%	3.30%	4.30%	6.70%

### 4.3.4. Importance of Movies' Factors Affecting Decision Making of Consumers in Different Education Level

Table 9: Importance of movies' factors for consumers in different education level.

Education level		Middle school	Senior school	Bachelor	Master	Doctor & above
Most important factors of a foreign movies	Cost	14.30%	0%	4.20%	0%	0%
	Cast	28.60%	15.00%	12.00%	0%	0%
	Origin	14.30%	5.00%	0.50%	0%	0%
	Picture	0%	25.00%	17.60%	8.30%	0%
	Dubbing	14.30%	0%	4.20%	0%	0%
	Type	28.60%	30.00%	20.40%	16.70%	0%
	comments	0%	25%	37.50%	58.30%	100%
	Recommendation	0%	0%	3.70%	16.70%	0%

### 4.3.5. Attractive of Specific Movies Stars in Foreign Movies to Chinese Audiences in Different Gender

Table 10: attractive of specific movies stars to Chinese audiences in different gender.

		Select foreign movies by special movie star	
		Yes	No
Gender	Male	36.2%	63.8%
	Female	46.2%	53.8%
Total		40.9%	59.1%

## 5. Conclusions and Suggestions

### 5.1. Chinese Audiences have Obvious Preferences on the Origin and Types of Foreign Movies

According to the data analysis, we can conclude that Chinese audiences have obvious preference on the types of foreign movies. Chinese audiences like science fiction foreign movie most; action,

comedy and suspense movies are following. Chinese audiences like big-budget movies which pictures are delicate, contents are stirring, so that they can satisfy the demand of relaxation and entertainment. On another aspect, Chinese audiences have obvious preference on the origin of foreign movies. Most of them like American movies, European movies are following.

## **5.2. Chinese Audiences do not have any Preference on the Producers of Foreign Movies**

None in the sample chooses producer as one of the most important factor of movie. It means that Chinese audiences have no preference on the producers. It is good news for small film company overseas, that they can be accepted by Chinese audiences by giving movies take their fancy.

## **5.3. Pay More Attention to the Comments Online**

With the development of internet, comments of movies can broadcast quickly and widely on internet. According to the data, more than 1/3 Chinese audiences regard comments online as one of the most important references when choosing foreign movies. Furthermore, the increase of age, less and less Chinese audiences regard cast as important factor of a movie.

## **5.4. Cinemas are not the Most Common Way to Watching Foreign Movies for Chinese Audiences**

Almost half of Chinese audiences choose video website as most common way for them to watch foreign movies, while less than 30% prefer cinemas. It is caused by different costs of them, most people prefer website which close to zero cost. However, for the audiences between 25-30 years, they choose cinema as the most common way to watch foreign movies. Good incomes and life-styles are the main reasons.

## **5.5. Increase Interactions between Specific Starring of Movies with Audiences on Social Website**

Although with the increase of education level, audiences are less interesting in cast of movies, there are still more than 40% Chinese audiences showing willing to watch a foreign movie only because of specific movie stars. So, increasing the interaction between them before or when a movie is showing can attract more fans to watch it.

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