

Research on the Market of Film Watching Groups in Third and Fourth-tier Cities in China

Gang Wang

School of Art, Anhui University of Finance and Economics, China.

Abstract

The consumption ecology of Chinese films is changing, and the key areas of consumption are shifting from first and second-tier cities to third and fourth-tier cities. The film watching groups of third and fourth-tier cities are general names for film watching groups in third and fourth-tier cities and cities and counties below, compared with the film watching groups of traditional first and second-tier cities, the film watching groups in third and fourth-tier cities are emerging film watching groups, it is one of the signs that the Chinese film market is gradually maturing. Therefore, it is necessary to seriously study and analyze the film watching groups of China's third and fourth-tier cities and ensure the sustainable development of the Chinese film market.

Keywords

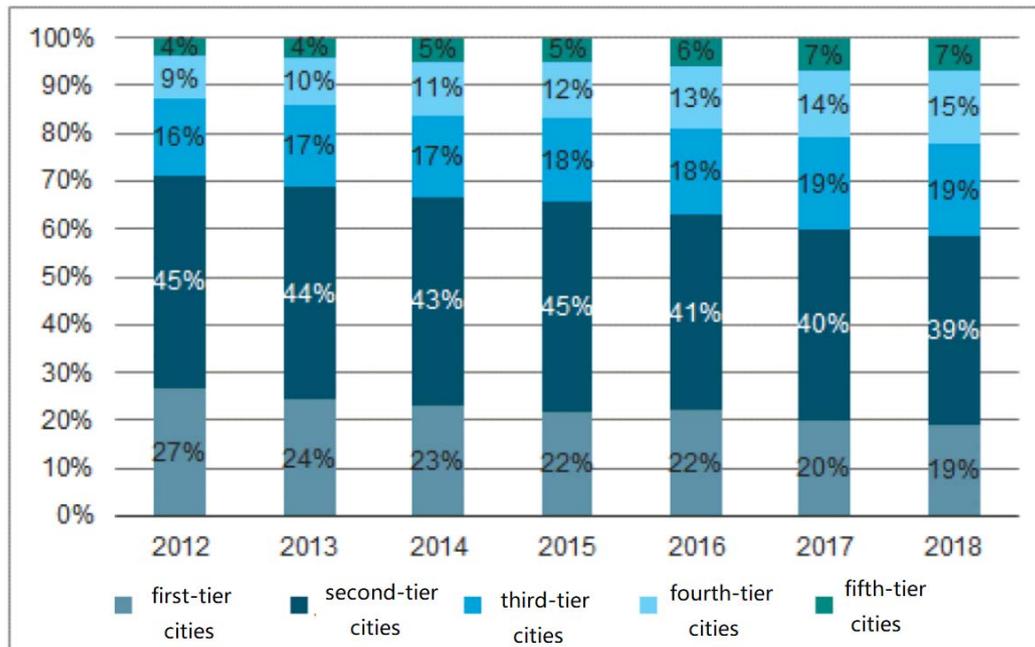
Chinese film market; third and fourth-tier cities; sustainable development.

1. Introduction

The film watching groups of China's third and fourth-tier city are general names for film watching groups in third and fourth-tier cities and the cities and counties below, compared with the traditional first and second-tier cities, the film watching groups in third and fourth-tier cities are emerging film watching groups, and it is one of the signs that the Chinese film market is gradually maturing.

In recent years, the consumption ecology of Chinese films is changing, the geographical division boundary of cultural consumption resources will be narrowed, and the key areas of consumption are being transferred from first and second-tier cities to third and fourth-tier cities. The high-configuration cinema is no longer exclusive to the big cities; the cultural resources will be more shared and converged in the geographical area, the entertainment lifestyle of the big cities is directly copied to small and medium-sized cities and even county towns, the market space for film consumption is greatly expanded. With the differentiation and fission of China's urbanization pattern, the urbanization process is deepening day by day. The population of first and second-tier cities is diverted, and third and fourth-tier cities have become the target cities for many people to migrate. The act of watching films has changed from "fashion consumption" to "national consumption" and film watching is gradually becoming one of the most popular cultural consumption ways for residents in third and fourth-tier cities.

Schedule: statistics on the proportion of box office in various tiers of cities from 2012 to 2018



(Data Source: China Industry Information Network)

2. Analysis of the Film Watching Market

With the saturation of first and second-tier cities, third and fourth-tier cities have become the new blue ocean of the Chinese film market. From a certain perspective, the consumer market in third and fourth-tier cities is more malleable. With the practice in advance of the "different Policies for different cities" case, the third and fourth-tier cities have adopted policy coverage in public policy, supporting facilities, and public services, etc., it will attract more people to live and settle in the characteristic towns with good public service, complete supporting measures and beautiful environment in the third and fourth-tier cities. With the cultural and entertainment consumption and the new upgrade of movie consumption, the destocking pressure of the third and fourth-tier cities has been effectively reduced, and employment and entrepreneurship opportunities have been continuously driven. Compared with first and second-tier cities, there is still greater growth space for in per capita cinema attendance of third and fourth-tier cities. As the layout of the third and fourth-tier cities gradually improved, the early cinemas gradually passed the cultivation period and showed strong vitality. It can be seen that the movie box office in the third and fourth-tier cities has become a "barometer" that directly affects the national film market; it is a hot topic of current cultural consumption, especially the hot movie season, such as the Spring Festival and summer season, the cinema attendance and box office in the third and fourth-tier cities will increase significantly, many floating population have returned to third and fourth-tier cities from first and second-tier cities, which causes the viewing demand to change.

After comparison, the film watching groups in the first and second-tier cities and the third and fourth-tier cities all have their own distinct viewing culture, which has both mixture and differences, some mixture is the same as the "burst point" of some popular movies, such as the like of "phenomenon-level" blockbuster such as "Wolf Warriors", "Operation Red Sea" and "Wandering Earth", as long as the quality of the film is excellent, regardless of region, rages are rages everywhere. Differences are reflected in group quality and preference, the audiences in first and second-tier cities have more requirements for new things, aesthetic tastes, consumption concepts, value orientations, etc., and the distribution of groups is relatively uniform, Both commercial films, art films and animated films have the same proportion of audiences, they have requirements for the content, quality, and artistic aspects of the films,

"there are suitable sessions for the movies that people like" is the most important reason for the film watching groups of first and second-line enter the theater, in contrast, the film watching groups in the third and fourth-tier cities are distributed unevenly, the culture degree of group is mixed, but the cost of living in the third and fourth-tier cities is low, the pressure is small, the disposable income is high, and the pastime is limited, therefore, "companion and watching" is their most important motive for watching movies. Accompanied by family members, colleagues, and customers, most of their choices are "nearer to earth" domestic movies, the purpose of watching movies is more to kill time, recreation and social contact, and talk after dinner, even in the county, watching movies is still linked to "fashion."

From the perspective of the film, the Oscar-winning films such as "The Shape of Water", "Green Book", "Zootopia", "Black Panther", "Spider-Man: Into the Spider-Verse", "Coco" have achieved remarkable results in the Chinese market, all rely on the film watching groups' enthusiasm of the first and second-tier cities, and their box office accounts for as much as 60%. The film watching groups of third and fourth-tier cities do not like foreign cultures, but prefer domestic films of light comedy types, such as *The Left Ear*, *Apartment of Love*, *The Ex-File: The Return of the Exes* and *My Kitchen Lover*. Sorting out the characteristics and hobbies of different film watching groups is conducive for Chinese film to launch targeted marketing methods, for example, "channel sinking" is the promotion idea of film watching group of third and fourth-tier cities. The propaganda strategies before the release of a movie changed the model that was only carried out in the first-tier cities, but started the "road show" from the third and fourth-tier cities, and then "counterattack" the first-tier cities. This kind of "land-level marketing" approach pays more attention to regional characteristics and down to earth, and does not pursue first-tier communication channels, instead, it focuses on local mainstream local TV stations such as the people's livelihood and the special category, as well as popular local news and life service Wechat Official Account. Moreover, compared with the first-tier cities, the "star effect" has a great effect on the film watching group in the third and fourth-tier cities, and many films will also cater to their tastes in film.

In addition, Maoyan Movie, Dianping and other Internet platforms are also study film big data in cities below the third and fourth-tier cities, which has become a powerful complement to traditional propaganda and sales. The addition of Internet big data will bring many changes to the traditional film industry, through the mining and analysis of accurate data of massive users, it can help users to achieve user insights in all links of the film industry chain, track demand changes and conduct precise marketing, achieve reasonable layout, improve cinema attendance, and improve the overall operational efficiency of the industry. For example, the Maoyan Movie data platform grasps a large user base + instant data feedback + powerful offline operations; film producers, distributors, and cinemas want greater autonomy, more flexible market responsiveness, and more revenue, the two happen to hold the same view

It is worth noting that while the market scale is expanding, the increase in the number of cinemas and screens has caused a serious intensifying competition at the show side, the output of single-screen and single-seat has declined, and the actual carrying capacity of the market has not synchronized with the expansion of market capacity. This is also an important link that must be resolved in the process of industrialization of the Chinese film industry. Relevant service systems, standard systems, and rule systems need to be improved in third and fourth-tier cities, thus accumulating energy for a long-term stable film industry system.

3. Conclusion

An era has an audience of an era. The Chinese film market has approached a period of rapid development under a series of favorable conditions, such as more diversified investment channels, increasingly rich film types, and improved cinema systems. Facing the joy of the box office being refreshed, it is necessary for us to calmly study the current movie audience and the

emotional appeal of the audience, especially the fast-growing three and four-tier city film watching groups, each form and style of film can find our own audiences and understand the our times, society and people.

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