

Investigation on the Current Situation and Future Prospect of IP Realization

-- Taking Location-based Entertainment as An Example

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Abstract

Location-based Entertainment has matured in Europe and the United States, but it is still a newborn baby in China, with great risks and potential. This paper takes college students in Beijing area as the investigation object, collects data by combining online and offline field research, applies cross-list analysis method to explore the various characteristics of college students' Location-based Entertainment consumption behavior, explores the factors affecting college students' consumption through principal component analysis method(PCA), constructs a quartile on the basis of satisfaction evaluation, and obtains some suggestions on improving consumer satisfaction; Comprehensive use of AHP-SWOT method to explore Location-based Entertainment industry strategic path selection. At the same time, it also makes a survey on the future direction of Location-based Entertainment, and puts forward specific suggestions on the aspects of user mining, market determination, improvement of satisfaction and promotion of healthy development of the industry, in order to provide theoretical support for the vigorous development of Location-based Entertainment.

Keywords

Location-based Entertainment; IP; Cross-listing; Quadrant diagram; AHP-SWOT.

1. Introduction

During the development of Location-based Entertainment, after more than half a century of construction, Hollywood Location-based Entertainment has become a classic represented by Disneyland and Universal Studios. At present, Location-based Entertainment is defined as six senses of sight, hearing, smell, taste, touch and emotion, which transform the IP content of movies and television into immersive entertainment experience.

With the rejuvenation of the domestic audience, modern college students have gradually become the main body of entertainment consumption. Such young viewers have the purchase ability and consumption desire for their favorite movies and their derivative products. Therefore, the research on the consumption status of college students for Location-based Entertainment is of great guiding significance for the future expansion of Location-based Entertainment projects.

The concept of Location-based Entertainment was put forward only recently. The domestic research on this aspect is very few, and the relevant information and methods are also very scarce. At the same time, unlike traditional entertainment projects, Location-based Entertainment is an all-round project of "IP Culture + Tourism+ Real Estate". Through the investigation and analysis of the consumption status, it can escort the development of new things.

Compared with the research on general cultural tourism projects, we analyze the conversion relationship between IP resources and Location-based Entertainment from the perspective of realizing the IP resources (intellectual property rights) of the great fire in the recent period, providing a new path for the development of IP resources in China. On the basis of satisfaction analysis, we introduce the theory of quartile graph to analyze the development and change path of each factor in the satisfaction framework in the satisfaction evaluation, and then put forward how to avoid bad paths and improve satisfaction. On the basis of SWOT analysis, through the Analytic Hierarchy Process(AHP), the weight of internal and external factors in the industry is quantitatively studied, which provides a reference for enterprises to make correct decisions.

2. Design of Investigation

The questionnaire of this survey is a combination of online self-administered questionnaire and offline interview questionnaire. The interview questionnaire is mainly based on oral answers to face-to-face interviews, and is mainly used to ensure the content validity of the self-administered questionnaire is reasonable. The specific contents of the questionnaire are shown in the following table 1. The research team took universities in Beijing as the place of questionnaire distribution, and conducted the survey by combining online questionnaire distribution with on-site questionnaire distribution. In this study, a total of 304 questionnaires were collected, of which 219 were collected online, with a recovery rate of 100%; 183 valid questionnaires were obtained after eliminating the online questionnaires with a response time of less than 100 seconds; On-the-spot distribution of 85 questionnaires, all of which were recovered, and 80 valid questionnaires, and 263 valid questionnaires were finally obtained. The total effective rate of the questionnaire is 86.51%, which meets the needs of investigation and analysis.

Table 1. Questionnaire Items

Structure	Main content	Detailed content
Part I	The Status of Location-based Entertainment Consumption	Consumption frequency, motivation, favorite subject, type of attention, channel access, feeling evaluation
Part II	Influencing Factors of Location-based Entertainment Consumption	Hard factors: infrastructure, technical level, transportation, fares, services; Soft factors: theme, reduction degree, participation degree and entrainment
Part III	SWOT	Strengths, weaknesses, opportunities, threats
Part IV	The Future Development of Location-based Entertainment	Consumption subject, consumption expectation and expectation degree

3. Location-based Entertainment Consumption Status

3.1. Influencing factors of Location-based Entertainmentconsumption

A total of 219 questionnaires were distributed and 183 valid questionnaires were recovered. Among the samples investigated, 29.5% were men and 70.5% were women. Judging from the distribution of academic qualifications, 91.1% of undergraduates.

The factors that affect college students' consumption of Location-based Entertainment are mainly divided into hard conditions and soft conditions. The hard conditions mainly include the richness of infrastructure, the level of content design technology, the convenience of transportation, the level of ticket prices, and the staff's service attitude. These factors are mainly concentrated on the good development ability of Location-based Entertainment. The

soft conditions mainly include the novelty of the theme, the restoration of the original work, personal involvement, and the introduction of emotion.

According to principal component analysis, we synthesize the above soft and hard conditions into three main factors, and calculate the weight, and get the importance degree equation: $Y=0.823X_1 +0.808X_2 +0.801X_3$. Among them, X_1 is the level of technology, X_2 is the degree of personal participation and X_3 is the novelty of the theme.

At the same time, using cross-analysis table, this paper draws the following conclusions: gender, educational background, professional background and monthly average disposable amount have significant impact on consumption behavior. For example, men prefer anime products and women prefer TV series products. The higher the monthly disposable amount of college students, the higher the frequency of experiencing Location-based Entertainment projects; the higher the education, the less sensitive it is to the fare, and the more attention is paid to the substitution of emotion and personal participation; whether it is arts, science, agriculture, art or other majors, it is generally believed that basic equipment and technical level are important. However, art majors are more willing to consume IP peripheral products such as clothing and apparel than other majors, which may also be due to art majors' pursuit and sensitivity to beauty.

3.2. Consumption Satisfaction Analysis---based on the Quadrant Theory

Consumers' satisfaction with Location-based Entertainment is the focus of our attention. The higher the degree of consumer satisfaction, the more likely they are to continue to spend, which in turn will bring profits to the company. In this paper, a CS evaluation system is established, and the satisfaction degree of Location-based Entertainment consumption is analyzed by using the quadrant diagram method.

Firstly, this paper selects five indicators to measure the satisfaction index: participation, innovation, business environment, service attitude and quality. Secondly, it determines the satisfaction and importance according to Likert 5 scale. Finally, the total customer satisfaction is shown in formula (1):

$$Q = \frac{\sum_{i=1}^5 S_i V_i}{X_m \sum_{i=1}^5 S_i} \quad (1)$$

The degree s of a certain index can be calculated by using the following common formula:

$S_i = \sum_{j=1}^n x_j y_{ij}$ ($i=1,2,3,4,5; j=1,2,3,4,5$). Among them: S_i is the satisfaction of the i index of

consumers; x_j is the index corresponding to J is the corresponding score; y_{ij} is the proportion of customers whose importance of item i is J to the total number of people. The score of each index

can be expressed in the following general terms: $V_i = \sum_{j=1}^k S_j t_{ij}$ ($i=1,2,3,4,5; j=1,2,3,4,5$). In which V_i

is the satisfaction degree of consumers to i indicators; S_j is the corresponding score when the satisfaction level is j ; t_{ij} is the proportion of the number of customers whose satisfaction is J in the first index.

Based on the questionnaire data, we obtained the corresponding combinations of customer satisfaction (S) and importance (V) of the five factors of participation, innovation, business environment, service attitude and quality, which are (4.2, 3.39), (3.76, 3.28), (4.04, 3.39), (4.15, 3.31), (3.96, 3.41) respectively, and obtained the following four-point chart.

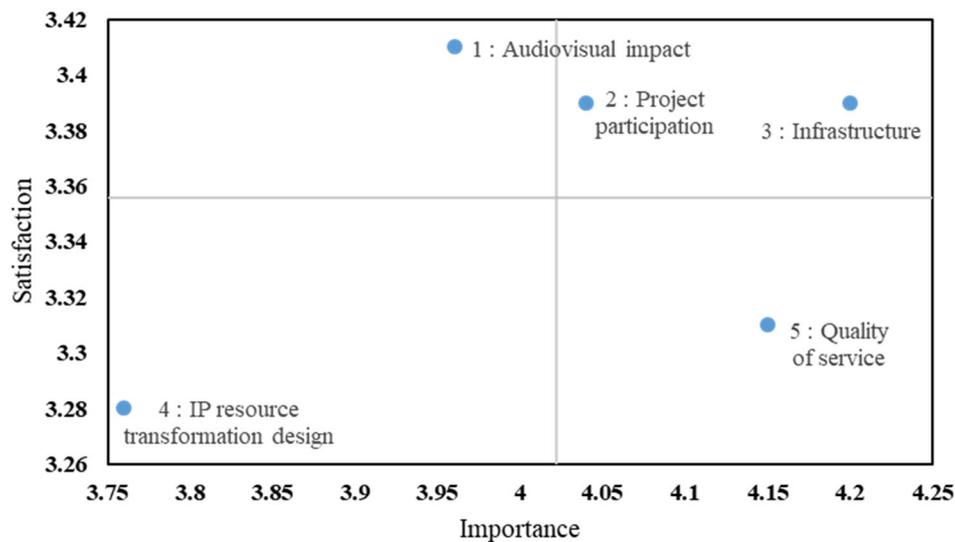


Figure 1. Quadrant graph

Judging from the four-zone map, it is located in area A: maintenance area, with high satisfaction and low importance. As can be seen from figure 1, the enterprise has done a good job in the construction of the indicator of the impact degree of audio-visual perception. However, due to the low attention paid by consumers, the enterprise should reduce the financial and material resources spent on the elements of the area and allocate resources effectively.

Zone B: an advantage zone, a zone with high satisfaction and high importance. Indicators in this zone play a decisive role in the construction of Location-based Entertainment projects by enterprises, and are often the core competitiveness of LBE venues. Although the cost that the enterprise spends on the two indicators of satisfaction degree of project entertainment participation and satisfaction degree of infrastructure is relatively high, the effect is also very good. Not only the satisfaction degree of consumers is high, but also great attention is paid to these two indicators. Therefore, the enterprise should continue to focus on developing these two indicators to maintain the competitiveness of LBE venues.

Zone C: an opportunity zone, a zone with low importance and low satisfaction. When the possibility of transforming the indicators in this zone into repair zones increases, the enterprise should react quickly and increase investment in this element. The indicator in this region is the degree of satisfaction with the IP resource transformation design. Enterprises should give full play to the innovation ability of the team when opportunities arise, and improve the quality of the IP resource transformation design so as to improve the importance of this indicator to the construction of Location-based Entertainment. When the probability of the Party's indicator in this area becoming a maintenance area increases, the enterprise should reasonably maintain it from the perspective of effective allocation of resources.

Zone D: the repair zone, which is a zone with low satisfaction and high importance, has the possibility of changing the indicators in this zone. If the enterprise increases its investment in the indicators in this zone to improve the satisfaction of the indicators in the customers' hearts, the indicators in this zone will be promoted to the advantage zone to play the role of mainstay for the construction of LBE. The indicators in this zone are the satisfaction of the service quality of the employees. Therefore, the enterprise should strengthen the difficulty of staff recruitment, do a good job in staff training, and appropriately use incentives to improve the service quality of the staff, so as to improve the satisfaction of the customers to the staff service.

4. Location-based Entertainment consumers Mining and Prospect Analysis

4.1. Potential Characteristics and Future Expectations

The development direction of college students' hope for Location-based Entertainment is to be more affordable to the public, to enhance the experience of customers, to increase Location-based Entertainment items and to increase multi-service items to meet the needs of contemporary college students.

In addition, college students' living and spending intentions for Location-based Entertainment are concentrated in movie experience cities (such as Xiaogang Feng's movie commune) and theme restaurants and hotels, VR games, etc., and expanded to peripheral products such as clothing and toy models, etc.

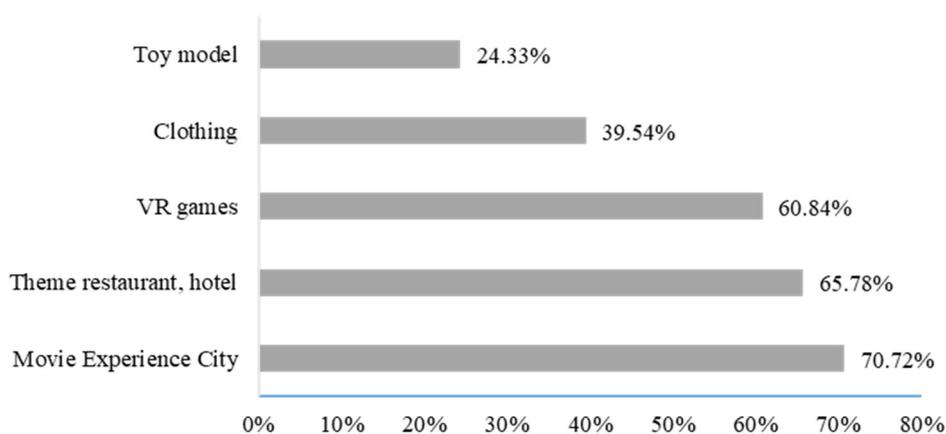


Figure 2. Intention of Location-based Entertainment Derivatives

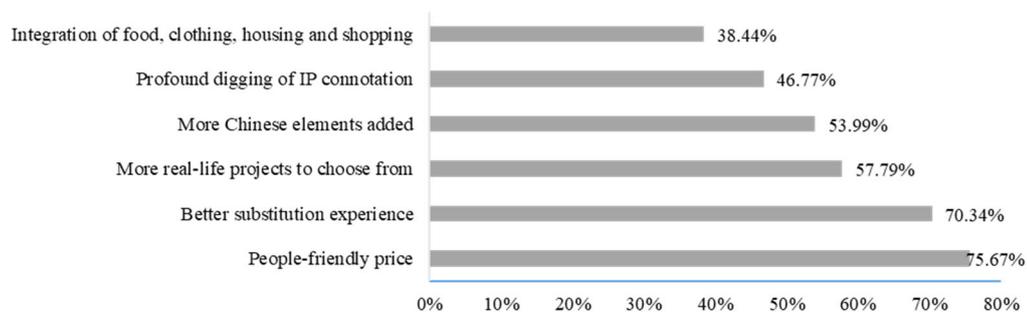


Figure 3. Development direction of Location-based Entertainment

Based on the analysis of the future improvement direction of Location-based Entertainment for college students, it is found that there are great differences between male and female students. Male and female students are more willing than male students to open traditional literary themes and add more traditional Chinese factors to the design of LBE projects, and female students are more willing to spend on the surrounding products of LBE, such as movie experience city, than male students

4.2. Industry Strategy Selection on AHP-SWOT

4.2.1. SWOT Analysis

SWOT analysis is based on the internal and external environment of the enterprise. Through analysis and generalization, it summarizes four key elements affecting the development of the enterprise, namely opportunities, threats, strengths and Weaknesses. The purpose is to enable

decision makers to fully understand the threats and opportunities that enterprises will face and the strengths and weaknesses that enterprises have, which is of great significance for decision makers to make decisions.

Through the methods of literature analysis and questionnaire survey, this paper obtains the importance of the four key elements and the importance of each index under the four elements of the Location-based Entertainment industry, and constructs a SWOT analysis matrix, as shown in the figure 4 and 5.

Strengths	Weaknesses
S1-Strongwillingness to invest S2- Fan base is deep S3-Many IP sources S4-Clear target market	W1-Short period W2-Copyright disputes W3- Poor degree of reduction W4-Mental core difference
O1—Technology development O2— Increased consumption capacity O3— spiritual needs increase	T1-Difficult development T2-Difficult location of the park T3-Less management talents T4-Less high-quality works
Opportunities	Threats

Figure 4. SWOT distribution matrix

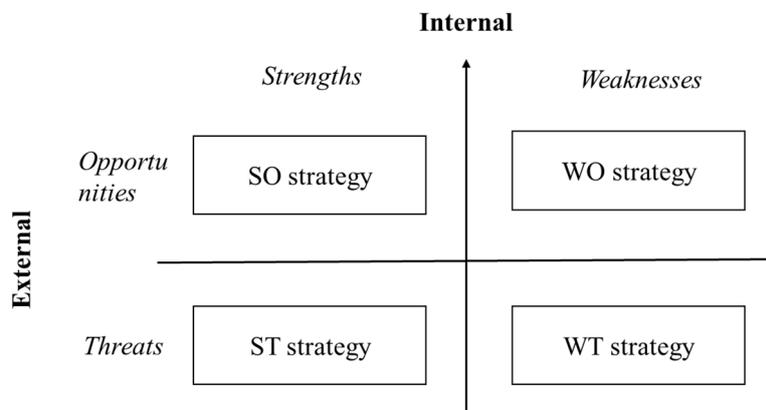


Figure 5. Enterprise strategic choice chart

4.2.2. Establish a Hierarchy Model

According to the previous SWOT analysis, the hierarchy model shown in the following figure can be established, as shown in the figure 6. Among them, the "strategic choice of Location-based Entertainment industry" is the highest level, i.e, the target level; the middle layer in the hierarchy, i.e, the criterion layer, consists of four first-level indicators and sub-indicators, which are "strengths", "weaknesses", "opportunities" and "threats" respectively;. Among them, there are 4 sub-indicators under the " strengths", "Weaknesses" and "threats" and 3 sub-indicators under "opportunities". They are S1-Strongwillingness to invest, S2- Fan base is deep, S3-Many IP sources, S4-Clear target marketshort; W1-Short period, W2-Copyright disputes, W3- Poor degree of reduction,W4-Mental core difference; O1-Technology development,O2-Increased consumption capacity,O3- spiritual needs increase; T1-Difficult development,T2-Difficult location of the park,T3-Less management talents,T4-Less high-quality works. At the bottom are four options: Developmental type (SO), Torsion type(WO),Defensive type(WT),Diversified business type (ST).

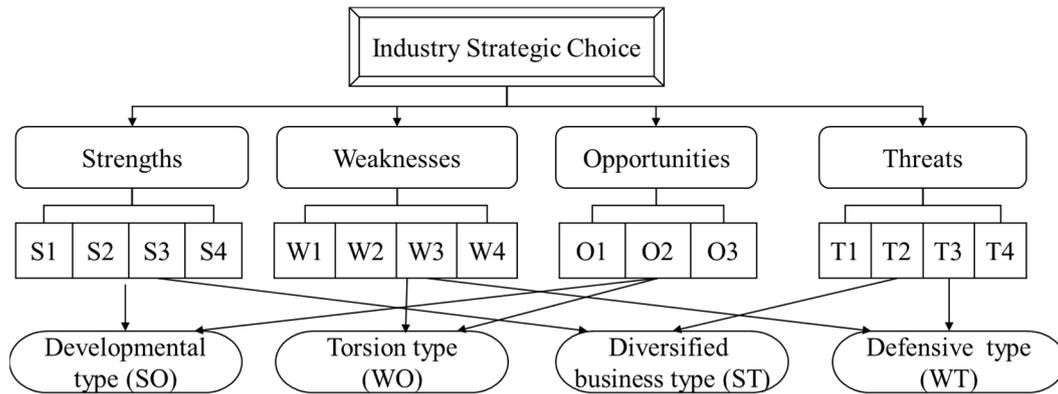


Figure 6. Strategic choice of AHP-SWOT

4.2.3. Constructing a Judgment Matrix

In order to construct a judgment matrix and determine the importance of each evaluation index in the strategic choice of the Location-based Entertainment industry, we designed a questionnaire on the importance of the four key elements and each sub-index to which they belong. At the same time, we used Saaty1-9 as a scale to collect consumers' views on the importance of each influencing element and the alternative plan, and provide a certain basis for the strategic choice of the Location-based Entertainment industry.

The questionnaire first compares the importance of the four major evaluation indicators of "strengths", "weaknesses", "opportunities" and "threats", and then compares the four sub-indicators under the four major evaluation indicators in pairs. We get the average score of each factor and construct a comparison matrix by the size of the score.

4.2.4. Ranking of Hierarchical Orders and Consistency Check

The weights of relevant elements are calculated according to the judgment matrix listed in the table, which is implemented by matlab programming, and the consistency is verified at the same time. We think that the consistency of the matrix is acceptable when $CR < 0.10$ and $CI < 0.10$, otherwise it should be modified appropriately. From the eigenvalues, we obtain the eigenvectors, and normalize the obtained eigenvectors so that the sum is 1, thus obtaining the weight vector. The values are shown in the following table 2.

Table 2. Questionnaire Items

Level 1 Indicators	Relative Weight	Secondary Indicators	Relative Weight	Combination Weight	Consistency Index	Passed or not
Strength	0.698	S1	0.103	0.059	CI=-0.1550 CR=-0.1722	via
		S2	0.284	0.162		
		S3	0.502	0.286		
		S4	0.111	0.063		
Weaknesses	0.200	W1	0.057	0.011	CI= 0.0228 CR= 0.0254	via
		W2	0.122	0.024		
		W3	0.523	0.105		
		W4	0.298	0.060		
Opportunity	0.157	O1	0.110	0.017	CI=0.0018 CR=0.0032	via
		O2	0.309	0.049		
		O3	0.582	0.092		
Threats	0.072	T1	0.500	0.036	CI=0.0790 CR=0.0878	via
		T2	0.058	0.004		
		T3	0.137	0.010		
		T4	0.305	0.022		

As can be seen from the above table, among the strategic choices of the Location-based Entertainment industry, S2—with a deep fan base and S3—with a large number of IP sources—has a higher weight under the B1 advantage index, indicating that the development advantage of Location-based Entertainment depends on a large number of IP resources and the fans' pursuit therefrom to a certain extent; However, under the B2 inferiority index, the "W3-IP has a poor degree of restoration" is the most important indicator, which indicates that the common problem in the development of the Location-based Entertainment industry is the gap between the original IP and the huge psychological gap, which is the inadequacy of the development of the Location-based Entertainment now, Under the B3 opportunity index, the "culture+tourism" Location-based Entertainment has a large number of market opportunities under the "03—the people's spiritual needs are constantly improving" opportunity, and the potential market scale is huge; Under the B4 threat indicator, "T1-IP is hard to develop" has the largest weight, which shows that although we have abundant IP resources, how to develop is still a difficult problem in the industry.

4.2.5. Selection of Optimal Scheme

Table 3. Questionnaire Items

Priority	Alternative	Total score
I	Diversified business type (ST)	0.400
II	Developmental type (SO)	0.336
III	Torsion type (WO)	0.200
IV	Defensive type (WT)	0.064

It can be seen from the table that the total score of Diversified business strategy is 0.400, the total score of Torsion strategy is 0.200, the total score of Developmental strategy is 0.336, and the total score of Defensive strategy is 0.064. According to the final total score of each scheme, it can be sorted into four alternative strategies: Diversified business strategy > Developmental strategy > Torsion strategy > Defensive strategy, so the best scheme is Diversified business strategy.

5. Conclusions and Recommendations

The Location-based Entertainment segment belongs to the movie derivative business, which is a business based on movies and with realistic and real scenes as the objective conditions.

1. High-quality IP movies are the foundation of Location-based Entertainment projects. Enterprises should realize the quality and quantity improvement of IP resources and create a phenomenal IP. With the rise of modern fan culture, the quality of IP films and the degree of restoration of the original IP films will affect the consumption of Location-based Entertainment. Enterprises should fully explore the spirit of IP source, explore the elements of its connotation and levels and construct it according to different films.

2. Participation, infrastructure quality and service quality affect consumer satisfaction. Enterprises should focus on consumers and offer personalized services. Through targeted publicity, give play to the advantages of the fan base, attract fans to spend, and select high-quality IP from a large number of IP sources for the target population.

3. Technology, participation and theme influence Location-based Entertainment consumption. Construction enterprises should make full use of modern VR technology to create a brand-new experience model that combines reality with reality, establish online and offline marketing models, improve customers' participation in entertainment projects, and enable customers to have a more comprehensive understanding and understanding of the role experience in IP source.

4. Enterprises should adopt various management and development strategies to enhance cultural confidence. Enterprises should adjust measures to local conditions when building Location-based Entertainment. They should combine local cultural elements with elements from all over the world for rational innovation.

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