



**ANALYSIS OF THE MARKETING STRATEGY AND SUSTAINABLE  
DEVELOPMENT OF CHINESE CINEMAS  
IN THE INTERNET PLUS ERA**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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**Thematic Certificate**

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**CHEN YAN**

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**Title:** Analysis of the Marketing Strategy and Sustainable Development of Chinese Cinemas in the Internet Plus Era

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### Abstract

With the growth of the national economy and strong support for the cultural industry, China's domestic film industry has maintained constant growth. The reform of the theater chain system began in 2012 and brought the domestic film market rapid development. The Chinese film market, over nine years, started at 920 million yuan and grew to a scale of 10 billion yuan and shows continued growth due to the Internet plus era. Significant changes transpired over the past few years, and cinemas faced many opportunities and challenges. This study focused on the influence of the Internet plus environment on the cinema market and its marketing strategies, then provided effective marketing strategies for Chinese cinemas based on analyzation of increasing consumer satisfaction. Through literature research and quantitative research, this study found that the current consumption orientation of moviegoers showed a trend of diversification centric on quality-oriented, price-oriented, comfort-oriented, and convenience-oriented. Cinema marketing strategies should also be based on combining content, channels, new media applications, and complementary marketing methods to realize the transformation and upgrade of the internalization of film marketing. Finally, cinemas should pay closer attention to the quality of the actual film and improve word of mouth to increase China's film profits revenue. Therefore, by studying the marketing issues of the film industry and analyzing the favorable advantages of consumers' satisfaction with the support of the Internet plus marketing, effective internalization of marketing strategies and sustainable commercial development of Chinese cinemas could be realized.

**Keywords:** Chinese cinema, marketing strategy, consumer satisfaction, sustainable development

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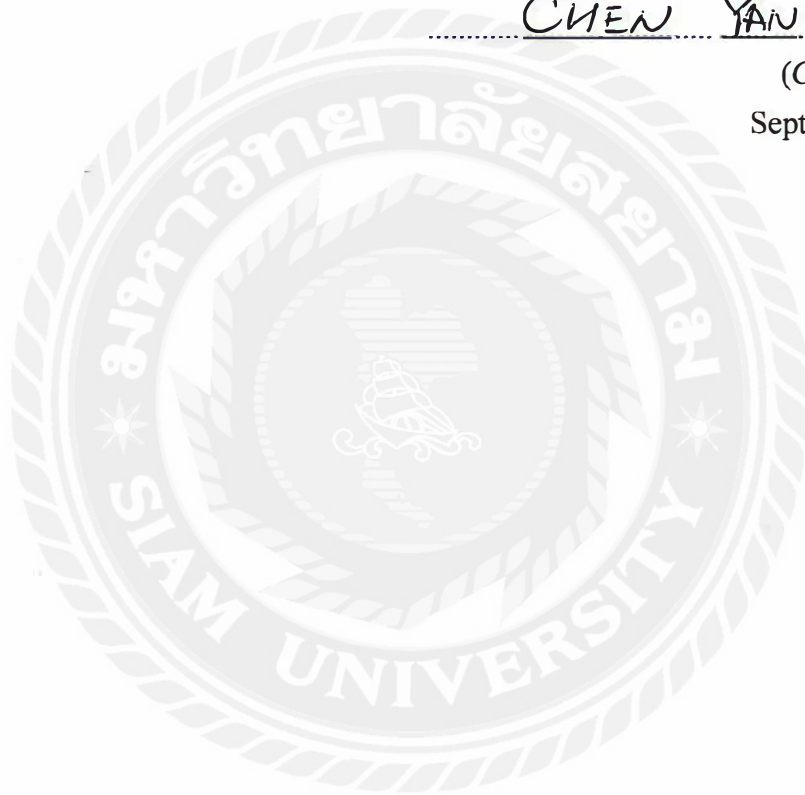
## Declaration

*I, Chen Yan, hereby certify that the work embodied in this independent study entitled "Analysis of the Marketing Strategy and Sustainable Development of Chinese Cinemas in the Internet Plus Era" is result of original research and has not been submitted for a higher degree to any other university or institution.*

CHEN YAN

(Chen Yan)

Sept 1, 2022



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## **1. Introduction**

### **1.1 Background**

The arrival of the "Internet plus" era has also provided an opportunity for the improvement and upgrading of China's film industry. The concept of film marketing has penetrated into all aspects of the film industry chain with the thinking of new media, and the traditional concept of cinema marketing has also changed under the influence of the new media era (Zhang, 2010). At present, there are few domestic researches on the "Internet plus" cinema marketing strategy, which is still in its infancy. The current research mainly focuses on the impact of the "Internet plus" environment on the transformation (distribution) of the film industry chain marketing, and the new application of new media to film marketing. Wang Xijun studied the marketing strategy of new media cinemas in the era of "Internet plus". He believed that the new trends in current cinema marketing: new media marketing, word-of-mouth marketing, etc., have a strong guiding significance for the research and development of current cinema marketing strategies (Liu, 2014). At present, the research on cinema marketing strategy in the era of "Internet plus" has been gradually improved at home and abroad. In particular, the research on cinema marketing strategy in the era of "Internet plus" has not deeply grasped the new trend of cinema marketing strategy, lacks the analysis of customer consumption behavior and the ultimate purpose of obtaining the maximum commercial benefits (Yu, 2019). Therefore, this research will go deep into the marketing strategy of the cinema in the "Internet plus" era to achieve sustainable commercial development.

### **1.2 Research problems**

With the gradual improvement and implementation of China's film industry policies, the development of the film industry has gradually flourished, but we also need to clearly understand the problems of China's current cinema market in the context of "Internet Plus". First, there is less research on the essential attributes of film products at the product level, focusing only on the external forms and types of film products, such as exaggerated publicity on the website, Create false topics and hot spots (Chen, 2017), and pay little attention to film quality and production, thus affecting sales results. In addition, at present, many businesses have no in-depth grasp of the new trend of film marketing strategies in the "Internet plus" era, and the marketing methods are homogeneous and lack of innovation (Li, 2016). And ignored



the analysis of customer value, that is, customer satisfaction, which is the basis for customer segmentation (Rao&Xian, 2015). Using big data and other information technologies in the era of "Internet plus" to segment customers and optimize marketing strategies can achieve the ultimate goal of improving customer satisfaction while obtaining the maximum commercial benefits. For this reason, the following suggestions are put forward:

1. Study the development status of China's film industry under the background of "Internet+";
2. Study the development of China's film industry under the background of "Internet+";
3. Provide suggestions for the development of "Internet Plus" in China's film industry.

### **1.3 Purpose of the study**

This paper studies the impact of the current "Internet plus" environment on the Chinese cinema market. Combining the new trend of film marketing in the current new media era, it analyzes consumer satisfaction and subdivides customer types to find out the favorable advantages and effective marketing strategies of Chinese cinema marketing in the "Internet plus" period, so as to achieve the sustainable commercial development of the cinema industry. Three research objectives are set for this purpose:

1. What is the development status of China's film industry in the context of "Internet+"?
2. What are the development problems in the context of "Internet+" in China's film industry?
3. What suggestions are made for the development of China's film industry in the context of "Internet+"?

### **1.4 Scope of study**

Through the research on the influencing factors of Chinese cinema marketing in the period of "Internet plus", the article promotes the sustainable development of business. The research method is quantitative research. These data focus on the film industry, advertising industry and other Internet digital media industries. In addition, Marsha believes that cinema marketing should be extended to the behavioral analysis of audience, and the related theoretical research of film marketing should be empirically implemented to guide the close relationship between film marketing strategies and audience in the Internet era (Wan,Chen&Chen,2020). Therefore,

Find a positive attitude based on consumer satisfaction that can support cinemas to effectively use "Internet plus" marketing to achieve sustainable development.

## **1.5 Research significance**

New media communication is conducive to enhancing the communication and interaction between enterprises and consumers. Consumer forwarding and film evaluation not only improve the viewing experience of consumers, but also guide the diversification of cinema services and operations (Mulia&Shihab, 2020) This paper studies the marketing strategy of Chinese cinemas in the era of "Internet plus", which has positive significance for the development of Chinese cinema marketing theory. First of all, it enriched the current theoretical research on film marketing, and introduced the theories of consumption behavior, optimized marketing, and customer satisfaction in the Internet plus era into the current film marketing strategy level for analysis. At the same time, this research subdivided the market based on the perspective of consumption behavior analysis, providing a new perspective for the innovative research on the current Chinese cinema marketing strategy. In addition, in the Internet era, marketing is an important link to achieve the complete development of the film industry chain (Adamczak, 2020). Online and offline marketing with the help of Internet platforms and cinemas can greatly promote the growth of cinema marketing profits and achieve sustainable commercial development.

## **2. Literature review**

### **2.1 "Internet plus"**

"Internet plus" refers to the use of information and communication technologies and Internet platforms to make the Internet deeply integrated with traditional industries, create new development ecology, and give full play to the optimization and integration of the Internet in the allocation of social resources (Obednikovska, Sotiroski&Mateska, 2019). Generally speaking, "Internet plus" means the integration of the Internet and traditional industries and the gradual formation of a new business model. The proposal of this concept further clarifies the new way of social development in the future, and also provides favorable guarantee and support for the reform in various fields of society, including the film industry (Li, 2020). With the entry of Internet enterprises into the film industry, the government has promoted the "Internet plus"

policy. Under the comprehensive influence of the policy, the film industry environment, market pattern, and business operation model are changing (Reyes-Menendez, Saura & Filipe, 2020). The Internet is not only applied to the film industry as a new media communication platform, but also affects the film industry as a new mode of thinking. In the current "Internet plus" era, the whole film consumption behavior has changed significantly. Traditional cinema marketing needs to pay attention to the AIDA (Attention Interest Desire Action) model, and the development of the Internet has promoted the cinema marketing communication channel to increase the SIS (Search Participation Share) three stages, obviously greatly extending the depth of the film industry chain, It provides a sample for the study of consumer satisfaction in the film industry (Cao & Cai, 2017).

## **2.2 Theater marketing strategy**

Under the traditional cinema marketing mode, film advertising, posters and trailers are the core of cinema marketing and promotion. Under the impact of online social marketing, new media applications are constantly updated and upgraded, such as fans' interaction on the cinema official website, forwarding film reviews, cinema ticket coupons and other new marketing strategies are constantly emerging (Karim, 2020), becoming the key to successful marketing. The advantage is that the audience has strong initiative and reduces marketing costs; Perfect customer segmentation and rapid development of precision marketing. Under the "Internet plus" mode, the one-way connection with film watching consumers in the planned economy period was avoided, but mutual communication with film watching consumers was realized (Puspitasari, & Permana, 2018). For example, consumers can realize interactive marketing and minimize marketing costs by evaluating and forwarding movie content and theater environment on the theater ticketing platform after watching movies. In addition, reducing ticket prices is also an important way of cinema marketing, but it will reduce cinema revenue and seriously damage the film market (Wan, Wang, & Liu, 2020). In a word, cinemas usually formulate targeted marketing for customers of different demand categories, optimize cinema services, improve viewing experience, observe ticket pricing of other cinemas externally, achieve targeted communication of advertising and information, stimulate users' desire to watch movies, and improve users' ticket buying frequency.

## **2.3 Consumer satisfaction**

Customer satisfaction is the customer satisfaction evaluation of the products or services provided by the enterprise. Customer satisfaction is used to evaluate the effectiveness of the products and services provided by the enterprise, so as to constantly adjust the enterprise's sales strategy and customer relationship management plan according to the data indicators of customer satisfaction (Karim, 2019). But for the customer satisfaction strategy, we also need to note that the customer satisfaction strategy is based on the psychological comparison between the customer's own expectations and the evaluation after obtaining the products or services provided by the enterprise, which is the main evaluation on the psychological level. Customer satisfaction is generated because customers have certain expectations for the products or services provided by the enterprise to customers in their own hearts. When the customer's perceived value does not exceed the customer's psychological expectations, customer disappointment will occur, such as poor film quality, mismatch with ticket prices, poor service quality of cinemas, and cumbersome ticket purchase. After customers are dissatisfied and disappointed, customers will, to a large extent, choose to publicize the negative points of the products provided by the enterprise, which will have a negative impact on the enterprise (Mukherjee, Mukherjee&Mukherjee, 2020).

## **2.4 Current situation of China's film consumption market during the "Internet plus" period**

During the "Internet plus" period, China's film revenue growth slowed down after 2016, and the per capita viewing frequency of domestic cities and towns is still low. At present, China's film consumer market as a whole pays too much attention to the profit data of cinemas, that is, the nature of chasing capital for the profit data of film marketing under the commercial film mode is obvious. At present, the main audience in film marketing is the online generation group over 25 years old. The survey found that such online generation groups are more inclined to watch movies (Wang,&Song, 2019). Therefore, the cinema industry is in a constantly changing environment, and consumer behavior is also changing. The basis of consumer satisfaction analysis is data. Only by mastering consumer demand, preference, behavior and other data can we realize the analysis of their purchase behavior, and ultimately promote the growth of cinema profit performance. In the age of big data, massive data enables enterprises

to study consumer behavior more deeply and establish broader models, thus laying the foundation for targeted marketing and bringing new marketing strategies and concepts to enterprises (Yang, 2010).

### **3.Finding and Conclusion**

#### **3.1 Research methodology**

This article collects, identifies, and sorts out various related papers, works, reports, and data, and through literature research, extracts opinions from them, and seeks arguments to support the opinions. By reading a large number of related papers, we can understand the perspectives and opinions of experts and scholars on the research and analysis of related issues such as the development of cinema and the development trend of marketing strategies in the "Internet +" era, and provide a sufficient basis for the analysis of the thesis research environment. Combining the concept of film marketing and related theories on marketing, the current theoretical development and research trends are analyzed. It lays a theoretical foundation for the research of cinema marketing strategy in the environment of "Internet +" era. By designing the research method of questionnaire, it analyzes the cinema consumer market and consumer behavior in the environment of the "Internet +" era, and lays the analytical foundation for the targeted quantitative analysis of the thesis.

#### **3.2 Research design**

This article analyzes the consumer's satisfaction from the perspective of consumer behavior, and analyzes the questionnaire from the standpoint of the movie-watching group. On the one hand, it corresponds to the current customer demand positioning in the "Internet +" era, and on the other hand, it can help the cinema industry in China. Achieve precision marketing and lay a data foundation. The scope of the questionnaire survey is the group who watched movies at Wanda Cinemas from 2016 to 2021. Customer information is provided by the Wanda Cinemas Customer Information Management System. The design of the questionnaire mainly involves three links: basic situation analysis, consumer behavior survey of movie-watching groups, and customer satisfaction.

### 3.3 Empirical research and analysis

#### 3.3.1 Data recovery

The survey randomly selected 400 movie-going groups in Wanda Cinemas to conduct the survey, and collected data by sending online emails to better guarantee the validity of the questionnaire. The survey took 20 days, and 330 questionnaires were returned, of which 312 were valid questionnaires. The data uses SPSS22.0 to perform descriptive statistical analysis and frequency analysis on the formal survey data. The reliability of the questionnaire data is tested by Alpha to meet the reliability requirements of the questionnaire.

	Index	Questionnaire issued	Questionnaire received
Quantity (parts)	400	330	312
percentage(%)	100	82.5	94.5

Figure 1

### 3.4 Survey data analysis

#### 3.4.1 Survey results and analysis of consumers' gender distribution

Gender	16-30		$\mu$ test	35 or more	
	Frequency	%		Frequency	%
Male	45	45	$P < 0.05$	15	15
Female	54	54	$P < 0.05$	20	20

Figure 2

According to the questionnaire data, the proportion of men and women watching movies is basically the same, of which 54% are women; however, there are large differences at the age range level. Among them, the 16-30 year-old group accounts for a larger proportion, while the 35-year-old group The proportion is relatively small; in addition, the annual income level of

the main movie viewers is concentrated in the 30,000 to 50,000 yuan, which corresponds to the age level of the movie viewers; the frequency of movie viewing is mainly 1-2 times a month.

### 3.4.2 Media channel contact status of movie-watching groups

For the channels to understand movie viewing and consultation, the mobile Internet APP channels are mainly concentrated, accounting for 43%, while traditional media channels, such as TV advertisements and periodicals and magazines, account for a relatively low proportion. The specific data is shown in the figure below.

Type	Frequency	%	
Mobile Internet App	43	43	
Official Website	22	22	
Tv Commercials	4	4	
Periodicals And Magazines Outdoor Advertising	10	10	
Recommended By a Friend	20	20	
Other	1	1	

**Figure 3**

### 3.4.3 Analysis of the selection factors of movie viewers

From the perspective of consumer psychology, the top four factors for movie viewers to choose movies are hardware facilities, brand reputation, ticket prices, and service quality. The specific data are shown in the figure below. Combined with the chart, it can be seen that movie ticket price-performance ratio, movie social topics, and movie production reputation are relatively high. From this point of view, the current major audiences of Chinese movies have a certain degree of homogeneity for movie marketing, which provides a reference for movie marketing strategies.

Type	Frequency	%	
Cost-effective movie ticket price	17	17	
Movie idol worship	14	14	
Show time	7	7	
Recommended by a friend	11	11	
Social topics of cinema	19	19	
Regular membership discount	9	9	

Movie production reputation	21	21
Other	2	2

**Figure 4**

### 3.4.4 Analysis of Customer Satisfaction

Type	Frequency	%
Quality-oriented	18	18
Price-oriented	31	31
Comfort-oriented	20	20
Convenience-oriented	31	31

**Figure 5**

Price-oriented (paying attention to the price-performance ratio of movie tickets) accounted for 31%, and consumer convenience-oriented (paying attention to ticket purchase channels and geographical location of the business district) accounted for 31%, indicating that there are relatively more price-oriented and convenience-oriented users. Online students are more sensitive to ticket purchase channels and prices. As the main target of movie marketing, they need to adopt targeted marketing methods for these characteristics.

## 3.5 Finding

To investigate the overall marketing satisfaction of the current cinema marketing in China, from the cinema itself and the cinema two levels. This article adopts the weighted average method to analyze the satisfaction data. The data shows that the overall marketing satisfaction is 3.7 points, which exceeds the average score by 2.5 points. This shows that the current Chinese movie marketing strategy is generally satisfactory to the audience, but it is in the ticket purchase channel. Convenience, promotional activities, and fan interaction are high in satisfaction, which clarifies the direction for improving satisfaction with Chinese cinema marketing strategies. Regarding the satisfaction evaluation of movies and theaters, the service attitude, service efficiency, and viewing effects of theaters need to be paid more attention to.



Obviously, the net generation group pays more attention to the reputation and service of movie theaters.

#### **4.Recommendation**

This paper analyzes the current Chinese cinema consumption market in the "Internet plus" era, and finds that the film industry has huge potential, but the market returns are single, and the cinema strategy lacks customer segmentation and does not maximize customer satisfaction; And ignoring the film quality to affect the sales results of cinemas. The questionnaire method is adopted to analyze the consumption behavior of movie watching consumers. The research shows that: at present, the consumption orientation of movie watching consumers shows a trend of diversification, that is, the quality oriented, price oriented, comfort oriented and convenience oriented groups are similar, and the demand shows a trend of diversification; At the level of consumer motivation, with the advent of the "Internet plus" era, cinemas can more deeply understand, track, and analyze a variety of consumer behavior, from consumer search activities, products or brands of concern, stars, etc. to the final purchase frequency, even including after-sales behavior. The information covered in this whole decision-making process can be the basis for theater marketers to formulate integrated marketing plans.

In the era of "Internet plus", the construction idea of cinema marketing strategy is: combining content channels with each other, supplemented by new media applications and marketing means, to realize the transformation and upgrading of film marketing in the Internet era. Although the traditional cinema line currently plays a major role in the entire film industry chain, it is clear that with the development of Internet information technology and the opening of network cinema line platform mechanisms and policies, the higher profit sharing and marketing costs of the traditional cinema line will gradually decrease. Cinema marketing strategy needs to determine the market positioning of different film marketing in the upstream and downstream industrial chain development, and at the same time, it needs to position the role of the audience consumer groups in different market segments, analyze the consumption behavior of different groups, so as to propose targeted marketing strategies.

As for the suggestions on cinema marketing, after the research, the article believes that the main energy of cinema marketing needs to focus on the film's own products. Only when the film content has a reputation, can the marketing maximize profits. In addition, for the audience with four types of orientation attributes, we can build a comprehensive customer contribution index from the aspects of film screening technology demand, ticket price service,

service demand, etc., so as to design the marketing mix strategy from the four aspects of product, channel, price and promotion.

This paper analyzes and studies the current marketing strategy of Chinese cinemas in the era of "Internet plus". However, due to the limited data and time available in my work environment, the data analysis link in this paper is relatively weak. For example, the questionnaire method is used to analyze the consumption behavior of audience, and the questionnaire survey is not conducted from a broader perspective, In addition, for the segmentation of audience based on their consumption behavior and satisfaction, detailed data analysis cannot be carried out based on the research perspective and the paper time limit, so it should be gradually improved in the future research.

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