

# National identity as a mediator: Research on the Influence of the Personal cultural orientation of Film Consumers on the Consumption Behavior of “New Mainstream Movies”

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**ABSTRACT.** *Film consumption as a type of cultural consumption is closely related to the consumer's personal cultural orientation. Most consumers will only accept film products that match their cultural orientation. Therefore, in this article, it is not enough to focus on film production itself. It is necessary to consider the cultural values of individual film consumers. In recent years, more and more national image propaganda films and new mainstream films have come on the screen, which has great significance for the shaping and dissemination of China's national image. Therefore, the research of new mainstream film has great research value for the development of China's film industry. significance.*

**KEYWORDS:** *Cltural values; Film consumers; Ional identity; New mainstream movies*

## 1. Introduction

With the rapid development of social economy, China's cultural industry has entered a prosperous stage, which has also promoted the improvement of film culture and industrial environment. According to the data released in the 2018 China Film Industry Report, in 2017, the total number of people watching movies in China reached 1.622 billion. , a year-on-year increase of 18.39%, a record high. A number of new mainstream movies such as "Wolf Warriors", "OPERATION RED SEA", have been released and won many praises. This study starts from the personal culture orientation of film consumers and explores the relationship between personal culture orientation and national identity. The consumption behavior of mainstream movies has an impact. This research can not only see the overall trend of film consumers' personal culture orientation and national identity, but also have certain

innovative significance for the study of new mainstream film consumption.

## **2. Literature review**

### **2.1 *New mainstream movies***

For the definition of the concept of the new mainstream film, Professor Zhou Xing clearly pointed out in the article that, in a narrow sense, mainstream movies are artistic creations centered on the main theme of the times. From the main melody film to the mainstream movie to the new mainstream movie, it is a dynamic and open process of evolution.

### **2.2 *Personal cultural orientation***

The research on personal culture orientation in foreign countries has been perfected. The theory was first proposed by Hofstede in the 1970s. At first, in his research, cultural orientation included four dimensions. In the 1980s, Bond et al. developed Hofstede's research. Dimensions, and later many scholars have enriched Hofstede's cultural theory. Scholars Yoo and Donthu (2005)[1] define personal cultural orientation as the individual values embodied by individuals in society. The study mentioned that personal cultural orientation is not born, but learned from the family environment, social environment, working environment, and mass media. Hofstede defines personal cultural orientation as a value orientation, and he uses the state as a unit of cultural analysis. Think of culture as being discussed in a national context rather than at the individual level.[2]

### **2.3 *Personal cultural orientation dimension:***

#### **(1) Individualism and Collectivism**

Individualism and collectivism reflect people's attention to individuals or groups, which are reflected in individual ideas and behaviors. Individuals with different trends show great differences. In today's society, individualism and collectivism are most obvious. The difference is the difference between collective goals and collective interests. People with collectivist tendencies have weaker psychological adaptability.[3]

#### **(2) Power distance**

The right relationship refers to the degree of acceptance of social inequality by the people in society, especially the degree of acceptance of the imbalanced rights distribution by the weak parties. Generally speaking, in a society with low rights relations, the gap between the rich and the poor is small, and the relationship between people is more equal and harmonious, emphasizing democracy and peace.

In the study of management decisions of related companies abroad, scholars Hansen, Wernerfelt (1989) mentioned the development of a more balanced United States, and the participation of ordinary employees in the upper-level decision making the company develop faster.[4]

### (3) Uncertainty Avoidance

Uncertain avoidance involves two specific concepts, one is the degree of risk aversion, and the other is the degree of tolerance to ambiguous information. It is mainly reflected in the extent to which people perceive social threats and try to avoid them. Specifically, in a society with low uncertainty and avoidance, people show a good attitude towards unknown events, uncertain futures or social unrest, showing great tolerance.

## ***2.4 National identity***

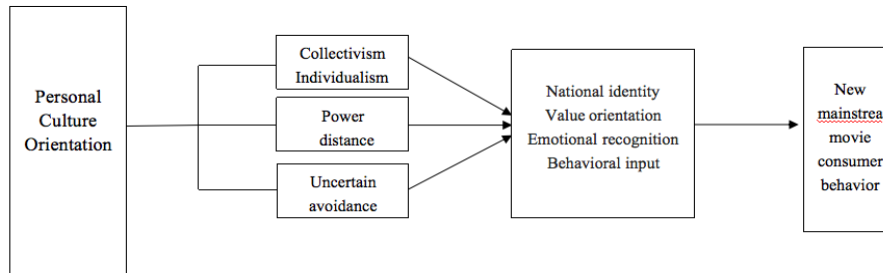
Anderson (1983) proposed in *Imagined Communities* that the country is an imaginary community. Individuals in the country are connected through psychological aspects to jointly sense the destiny of the country. National identity is an individual identity that must be constructed. National identity is the state's establishment of political power. To develop the political core of economic culture. [5]In the research of this paper, the dimensions of national identity divided by scholar Guan Jian and Guo Qianlin in the *Psychological Path of the Conceptual Boundary and Structural Dimensions of National Identity* are adopted. This dimension is relatively new and in line with China's national conditions. The study believes that the national identity of citizens under the path of psychology can be started from three aspects: value orientation, emotion recognition and behavior input.[6]

## ***2.5 Related theory***

### Theory of Planned Behavior (TPB)

In 1985, Ajzen first proposed the Theory of Planned Behavior (TPB), which added the ability of perceptual behavior control to the rational behavior theory in order to improve the ability of the model to interpret and predict behavior. Born. And after Ajzen published the article "Planning Behavior Theory" in 1991, he said that the theory of planned behavior as a theory of research on human behavior intentions has matured.

### 3. Research model



### 4. Current Research Situation at Home and Abroad

Holar Li Chun (2006) shows that the various dimensions of adolescent collectivism/individualism: horizontal collectivism, vertical individualism, vertical collectivism tendencies are significantly positively correlated with overall national identity. In a study, Jin Yuling showed that the most serious problems facing the society do not necessarily lead to a decline in national identity. The situation is low; people with low uncertainty avoidance are more flexible (Jiang et al., 2007), are more likely to accept uncertainty and are more likely to take risks, and show greater tolerance for their own views and behaviors.[7]

Proved in a study regardless of status and status, the law must ensure that everyone has the same Rights, the state often has sufficient power to influence the daily life and values of its citizens and the sense of identity with the state, such as through governance systems, historical evolution, and national pride (Yoo & Donthu, 2005).The study by Gurhan-Canli et al. (2000) shows that Japan, a country with a strong collectivist culture, is more inclined to choose products produced in the country. [8][9]Because consumers with a collectivist culture tend to regard themselves as a member of the entire consumer group, according to social identity theory and reference group theory, the group has a great influence on consumers, and consumers' choices tend to be external. For Chinese film consumers, high uncertainty evasees are more likely to believe that the inflow of foreign films will create uncertainty in the domestic film market, such as economic losses, market encroachment on national films, etc.; To support domestic films; low uncertainty evasivers will show more tolerance for foreign films, and it is easier to accept the values, risks and complexity of foreign film transmission, because uncertainty will bring them less Stress and tension. (Yoo & Donthu, 2005)so they are expected to pay more attention to their own products, showing more patriotic consumer behavior and behavior, reflected in the choice to support local films or directors. Supporting domestic films may be a way of expressing their loyalty and obedience to the motherland. Movie consumers are supported and loved by their own film works. Their love for their products is more out of pure love and attachment to their country (Wang Rong, Li Hui, 2013). [10][11]

## 5. Research hypothesis

Based on the above, this paper proposes the following assumptions:

H1: Film consumer collectivism has a positive impact on national identity

H2: Film consumer uncertainty circumvention has a negative impact on national identity

H3: Cultural orientation of film consumer power distance has a positive impact on national identity

H4: Individual collectivist cultural orientation has a positive impact on new mainstream film consumption behavior

H5: Individual uncertainty avoids cultural orientation and has a positive impact on new mainstream film consumption behavior

H6: The cultural orientation of personal power relations has a positive impact on the consumption of new mainstream movies

H7: National identity positively affects film consumers' consumption of new mainstream movies

## 6. DATA

In this paper, the method of questionnaire survey is used to verify the variables. In order to ensure the representativeness of the sample, the questionnaire is issued in various ways. The selection criteria are the combination of online and offline, the regional and national scope of the region, to expand the scope of the survey to the greatest extent possible, and to extract the widest sample population. A total of 377 questionnaires were distributed in this study, 358 questionnaires were returned, 48 invalid and disorderly questionnaires were deleted, and 310 valid questionnaires were obtained. The effective questionnaire recovery rate was 86%. The age of the study was divided into 4 age groups. In terms of gender, there were 148 male students and 162 female students. The sex ratio was 1:0.9. The sample gender was close to the ratio of male to female. The sample distribution area was from various regions of China, and the sample was more balanced.

### 6.1 Reliability and validity test

Before the issuance of the formal questionnaire, the author conducted the issuance of the pre-test questionnaire and conducted a reliability and validity test on the questionnaire. The reliability coefficient of the scale is 0.925, which is greater than 0.9, indicating that the reliability of the scale is good. The KMO and Bartlett coefficient of the core question in this study scale is 0.830, and the value of KMO is above 0.6, indicating that the scale has good validity and meets the statistical design and measurement requirements.

## 6.2 Correlation and regression analysis

*Correlation analysis results between new mainstream film consumption behaviors and variables*

New mainstream film consumption behaviors			
Variables	Correlation coefficient	P	N
Collectivism	.383**	.000	310
Uncertain avoidance	.413**	.000	310
Power distance	.129	.138	310
Value orientation	.431**	.000	310
Emotional recognition	.278**	.000	310
Behavioral input	.387**	.000	310

\*\* Significant correlation at .001 level (bilateral)

The table above is relevant except for power distance. In addition, the above correlation analysis tests the correlation between each independent variable and dependent variable as a whole, and then needs to perform multiple regression analysis on the variables with correlation, so as to have a deeper understanding of the influence of each variable on each element of purchasing behavior. And contribution values.

### *Multivariate Regression Analysis of Variables and New Mainstream Film Consumption Behavior*

Variables	New Mainstream Film Consumption Behavior			
	B	S.E	Adjusted B	Sig
Collectivism	.351	.075	.292	.000
Uncertain avoidance	.380	.090	.231	.359
Power distance	.239	.088	.093	.103
Value orientation	.494	.064	-.045	.000
Emotional recognition	.435	.168	.009	.000
Behavioral input	.526	.285	.341	.000

The overall F value of the model is 32.427.  
 The overall R-square of the model is 0.425, and the adjusted R-square is 0.402.

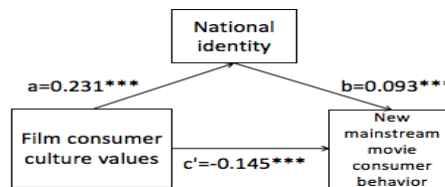
## 6.3 Values and New Mainstream Movie Consumption Behavior

Referring to the mediation effect checking process, use the Bootstrap method proposed by Hayes (2013) and the SPSS macro program PROCESS (set the selection model to 2 after placing the arguments, mediator variables, dependent variables, and control variables in the corresponding option boxes, respectively). The mediating effect of national identity was examined (the mediation effect is not

significant if the confidence interval contains 0, otherwise the mediation effect is significant).

*Analysis of the Mediating Effect of National Identity*

Intermediary model hypothesis	Regression equation		Overall fit index		
	Independent variable	Dependent variable	R	R 方	F
Value orientation	Power distance	Consuming behavior	0.122	0.034	3.479***
Behavioral input	Uncertain avoidance		0.135	0.025	9.084***
Emotional recognition	Collectivism		0.483	0.358	18.672***
	Individualism				
Significant mediation effect					
$\beta$	t	Upper limit	Lower limit		
c=0.292	3.175***	Mediate effect	Mediate effect		
a=0.231	8.973***	0.173	0.372		
b=0.093	76.586***	0.638	0.785		
C'=-.0145		-0.373	-0.007		
	EFFECT SE/BOOT SE	BOOT	BOOT		
		Mediation effect	Direct effect		
Mediation effect	0.037 0.017	0.078	0.183		
Direct effect	0.181 0.031				



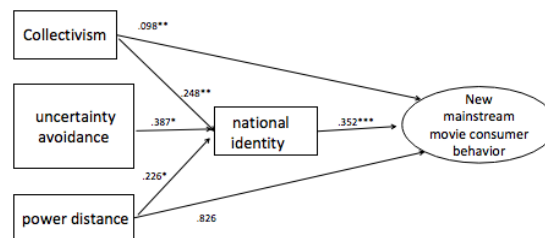
In summary, national identity plays an intermediary role in the model, that is, film consumers' personal cultural values can predict new mainstream movie consumption behavior through national identity (including collectivism, uncertainty avoidance and power distance) and indirectly predict new through national identity. Mainstream movie consumer behavior. The stronger the consumerism tendency of film consumers, the higher the degree of national identity, and the higher the consumption behavior of new mainstream movies. On the contrary, the weaker the tendency of collectivism, the lower the degree of national identity, and the lower the consumption of new mainstream movies (of course In addition to national identity, there are still other intermediaries between personal cultural values and film consumption behaviors. This requires further research to confirm, and will not be repeated here.

## 7. Hypothetical verification

In summary, it is assumed that H1, H2, H4,H5,H6,H7are supported, and there is a significant positive correlation between the dependent variable and the independent variable, assuming that H3 do not hold.

## 8. Results and Conclusion

The research methods and research results of this research mainly include research objects and sampling methods, research tools, testing methods and data processing methods. The study is aimed at 310 movie consumers from all regions of the country. Their ages are also quite different. Through the distribution of questionnaires and data analysis, the research results are analyzed and discussed, and the personal culture of film consumers is verified. It is found that the degree of national identity of Chinese film consumers is generally high, and it can also reflect the degree of recognition of all national countries.The degree of national identity directly affects its entry into the theater for consumption.[12]The data shows that the three dimensions of national identity are very strong mediating effects.The relationship between orientation and national identity, and the consumption of new mainstream movies.Through the analysis of empirical data, verify whether the hypothesis is established, and also obtain the correlation coefficient between each variable,The model factor coefficients are as follows:



## 9. Research deficiency and outlook

This study initially explores and analyzes the basic situation of film consumers' personal culture orientation, national identity, new mainstream film consumption behavior and the relationship between the three, but this study also has the following shortcomings: First, due to limited research time, Without in-depth tracking of relevant respondents, information can only be obtained through relevant data. Secondly, national identity is a relatively macro concept. This scale is only measured from a psychological perspective. There are still many factors not considered, and my theoretical foundation is limited. Insufficient practical experience, the research results have not yet been analyzed in more depth, and the research needs to be



further deepened.

In future research, I hope to increase the sample size to cover all regions of the country, including Xinjiang, Tibet and other minority areas. It is also hoped that the experimental method will be added to the research to make the data more objective and perfect. Through interviews with the respondents, they will enter their deep inner world and make the research more complete.

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