

# Research on the Development Path of Xiamen Movie Derivatives Industry—Based on Product Design and Marketing Perspectives

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**Abstract:** The film derivatives are an important point of excavation in film production, production, distribution and broadcasting has become a consensus within the domestic and foreign industry, and the foreign Hollywood related film production companies put the development of film derivative in the core position of film and post-film development, Xiamen as a new base of film development, in recent years has gathered a number of film resources, in this region, the aggregation and dispersion, and itself has developed light industry environment and trade position also provide favorable development space for the development film derivate, through the full study of the consumption of Xiamen film derivatives, in support of the relevant theory, for Xiamen cinema derivative industry development pathway research - based on derivatives design and marketing, to promote the Xiamen Film derivatives industry development.

**Keywords:** Film derivative, Xiamen City, Design, Marketing

## 1. IP Development and Marketing Model of Foreign Film Derivatives

Universal Studios, as the film culture derivative theme park of Universal Pictures, has rich cultural background and popular science functions. As a film and television base, tourists can enjoy a strong sense of entertainment and participation in the film environment here. Universal Studios, which is famous for its creativity, also has a large number of derivative designs worth analyzing. Hollywood has superior climatic conditions and natural environment, and its geographical characteristics are very similar to Xiamen's urban attributes. Eight major American film companies, including Paramount, Universal Pictures and Columbia, shoot films here. Many classic films have laid a reputation foundation for the development of Universal Studios. Most film companies focus on shooting and producing films here, and Universal Studios was the first to explore the value beyond films, Build a film and television city to allow the audience to step into the background. Today, Universal Studios has become an immersive tourist destination with a variety of themes and series. Whether it is environmental construction or entertainment facilities, it gives tourists a sense of immersion in film culture in an all-round way, and has a sense of theme and creativity. The opening of Universal Studios in Beijing in 2019 attracted the audience of mainland Chinese tourists and attracted a large number of tourists, looking forward to interacting with film characters and buying exquisite film cultural derivatives. As a film derivative paradise, Universal Studios creatively transforms the content of Universal's films. The creative design in the theme park and the sales mode of derivatives are worthy of in-depth exploration and reference.

### 1.1 Global Photography Derivatives Product Design

**Consistency.** One of the key characteristics of derivatives in Universal Studios is consistency, which means that Universal Studios will develop different image derivatives according to different film IPs, take characters, props, scenes, etc. in the film as prototypes, and creatively design products with different cultural images and performances, which constitutes the consistency of product image and film elements. The IP image of Xiaohuangren has six product series, showcasing different cultures and product images through different product series, which can deepen consumers' understanding of Xiaohuangren's image and win over complexity.

**Customization.** Universal Studios' derivatives trigger consumers' psychology of possession with

limited products. The limit of Universal Studios' derivatives is reflected in two aspects. On the one hand, Universal Studios in different regions sell derivatives with special geographical and cultural attributes, as well as film products. On the other hand, Universal Studios will attract consumers with limited designer products at different times, including co branded design and sales of luxury jewelry brands. Philip Kotler mentioned that branding gives products and services the power of brand. Universal Studios itself has a high reputation. Whether it is its own brand limited products, or the product design and marketing of the strong and powerful combination, there is a sense of identity between the brand and consumers. For Universal Studios, this is the guarantee of sustainable income and creates great value for the enterprise.[1]

**Rich variety.** Global Cinematic City to win by the number of film derivatives that can be offered, have to mention is the large number of derivatives of different world cinematic city designs, can meet the consumer needs of different consumer groups, although the online purchase of limited variety, but in the world kinematics city can buy to different sequence of various derivatives, greatly satisfied the purchasing needs of fans and film culture follow. From the sale of derivatives from the seven major thematic landscapes of Beijing Universal Cinema, it is able to provide 3,000 souvenirs, including more than 1,500 types of Universal Classic popular commodities and more than 1,000 Chinese exclusive goods sold only at Universal Cinema in Beijing, at the Universal Cinema Store in the Hollywood landscape, consumers can complete one-stop purchases at this theme flagship store, which is also the largest shopping store in the theme park, and consumers in Universal Cinema can buy innovative designs and both practical suites and supplies. In addition to being able to buy derivatives within Universal Movie, the range of online platforms is relatively rich, handicrafts, toys, fleece, clothing, etc. Like the table, but in general, the product range sold online is limited, and from the representative product sales in the table can be seen, the Yellow Man with a strong IP shaped position, in the sale of derivatives to draw the gap with other products, although the first "God Steals Grandpa" has been 12 years since the release, in August 2022 after the 2018 "Yellow Man Escape Plan", the IP film, "Yellow Man" was released in the mainland on August 19, after many years, after years of grinding, the series of the film's self-calling, the 17 days of the world premiere the accumulation of tickets will reach \$8.3 billion, thereby verifying the core of the sales of film derivatives is in the design and good operation of an attractive IP image.

*Table 1: Sales of products represented by flagship stores in the global photography industry*

Classification	Little Yellow Man	Kung Fu Panda	Fu	Jurassic World	Felix Cat
Collection	9000+	100+		Limited Edition	
Educational toys	2000+	50+		100+	
Cute Heart Plush	6000+	100+		200+	
Furniture Cute	10000+	100+			
Quality 3C	1000+	70+			
Accessories wear	4000+	100+			60+
Creative Stationery	2000+	100+			

**Technical empowerment.** Following the changing times and trying to develop digital and technological derivatives, in 2017, Universal Pictures launched its first board shooter game, The Mummy: Mastered, which has since used the IP of Universal Picture to attract players to the display and use in the gaming world. In August 2022, Universal Pictures released an AR game called "Dino Tracker" called "Pokemon Go", which is currently available to download from the App Store and Google Play platforms. In this game, players can immerse themselves in the scene to interact with the dinosaurs, learn more about their lives, enhance the use of reality technology in the game, greatly increases the sense of reality of the consumer, the global film industry does not give up the pursuit of technology because of its IP has a strong leadership and quality, but actively innovate, stick to the iteration of the times technology and information, innovate the way of presentation of film derivatives, worth Xiamen city film derivative references and leads.

### **1.2 Global Film Industry Derivatives Marketing Model**

**Celebration momentum.** Global Film Industry Derivatives Marketing is closely linked to festivals,

through festival entertainment to fashion marketing, China has a different representation each year, so Universal Cinema will combine the Twelve Seasons series with the IP of the film, the design and sale of combination sets of derivatives, rich and with a specific festival logo products often can make a profit.celebrate Japan is an important period of time for film advertising, the film will often choose the appropriate holiday as the time of film premiere, the derivatives are the same, in accordance with the time for the various films, according to this node to design the product, often can be interactive marketing, good effect.2022 Universal Cinema launched the anniversary-limited water cup, water cup design refined, the overall color is golden, in line with the atmosphere of the day of commemoration, also coincides with the autumn season, so it has been sought by the fans of the world.

**Combination marketing.** As the first company involved in the film derivatives industry, after many years of film accumulation, has already had a rich film IP library, according to the classic film characters and images will continue to update the design of the derivatives, thus in line with the current consumer group consumption, the Internet platform of the film industry will open live broadcasting according to different products, to test the expected sales of the products, as well as quantitative production standards, and in the live interchange to attract the consumer audience through the donation of the way, in 2022 the platform launched by the world film industry online TIM series of bears have obtained a good response through the pre-sale time, combined marketing is to combine different derivatives of the world cinema industry to sell, consumers can buy to a variety of derivatives in a consumer link at a relatively low price.

**Scenario consumption.**The biggest sales channel of Universal Studios' film derivatives is the self operation and authorization of offline studios. Universal Studios provides as many products as possible for consumers to consume. Unlike other products in terms of marketing and sales space, Universal Pictures' derivative products have the ability to create scene spaces. The entire theme park restores the authenticity of film culture and production scenarios, and the scenic spots and designs created by Universal Pictures can bring consumers closer to emotional distance. Theme parks with film themes are a visual cultural dissemination based on film image dissemination. [2] Integrating film content with consumer tolerance and integration in space, showcasing the fashion sense and element richness of film products with their own design creativity in the scene, showcasing the unique charm of film derivatives. Even ordinary authorized simple design derivatives can be demonstrated in the scene, highlighting the beauty and culture, and together with the film content, radiating the power of cultural symbols.

## 2. Investigation and Analysis of Consumption Behavior of Film Derivatives in Xiamen City

The main scale used in this survey is the Likert scale, which includes five levels of conformity: very conformity, conformity, average, non conformity, and very non conformity. Based on the proposed assumptions and scale design, the author compiled a batch of project alternative questions and selected the final scale project from them. Among them, the main method is to collect opinions on the indicators that need to be tested through induction, personal interviews, group interviews, and other methods, and analyze and screen them. Furthermore, the scale items are measured through the project deduction method, and finally, items that do not meet the project standards are eliminated.

This study focuses on the consumer audience of Xiamen and appropriately selects samples from other cities. 260 questionnaires were distributed in the formal survey section, and 247 valid questionnaires were collected. According to the stratified sampling method, formal survey samples that meet the requirements were selected to conduct a questionnaire survey. Among them, there were 107 male respondents, 140 female respondents, 51 respondents under the age of 18, 71 respondents aged 19-21, 81 respondents aged 22-24, and 44 respondents aged 25 and above.

This article mainly uses statistical survey methods to provide an overall statistical description of the collected questionnaires, mainly focusing on the frequency statistics of each item. Divide the questionnaire into basic information data, statistics on purchasing behavior of movie derivatives, and statistics on purchasing psychological needs. Firstly, there is data statistics on the basic information of the surveyed group. From Table1, it can be seen that boys account for about 43.32%, while girls account for about 53.68%. According to the deletion of various data in the survey questionnaire, the majority of the surveyed population are middle income earners with a salary of 3001-8000 yuan.

According to cross analysis of the survey, the more frequently consumers in Xiamen consume film derivatives, the greater the proportion of eligible consumers. The proportion of consumers who have consumed film derivatives more than 7 times in 2022 who believe that film derivatives should deeply reflect film elements that are not in line with the requirements is 0%, while the proportion of consumers who have watched movies 4-6 times in 2022 who believe that the involvement of film derivative elements

is important and meets their psychological needs is 60.13%. As of 2022, having consumed movie derivatives more than 4 times is considered a certain level of consumer preference for derivatives. Having consumed movie derivatives more than 7 times in research can be relatively recognized as loyal consumers of movie derivatives. The overall trend is that the more times movie derivatives are consumed, the more they believe that movie derivatives should deeply reflect film elements, in order to better integrate products with the artistic core, and express the value and context of movies.

The group with a consumption frequency of more than 7 times for film derivatives in Xiamen believes that the scenario based consumption of derivatives is not in line with their consumption philosophy, accounting for only 9.52%, while the proportion that is in line with it is 19.75%. And as the frequency of consumption increases, consumers increasingly believe that the consumption scenario of movie derivatives is more in line with their consumption needs. That is to say, the more immersive the consumption scenario of movie derivatives is in portraying the movie environment and atmosphere, the easier it is for consumers to purchase movie derivatives, and the more they can connect the derivative products with their favorite movie plot, thus touching the purchasing motivation.

### 3. Xiamen Film Derivatives Product Design and Marketing Strategy

#### 3.1 Product Design Strategy

**Highlight the digital technology attributes of film derivatives.** The extension and development of internet media have promoted the dissemination of information and transformed people's ways of entertainment and consumption. Only by fully grasping the changes in technology of the times and combining modern digital products when designing derivative products, can we also develop derivative products that belong to movie scenes and characters, which can fully attract young audiences with a strong sense of the internet and expand sales. Although digital derivatives and internet products require investment in manpower and technical costs in the early stage, the recovery efficiency is also significant, and the production and operating costs in the later stage are controllable. Based on the consumption data of the product, the presentation method of digital film products can be changed in a timely manner, and the program performance can be updated in a timely manner to meet the consumption needs of consumers. Technology is of great significance for film production, film derivative production, and marketing. [3]

Through the analysis of the author's questionnaire survey, it can also be seen that 56.68% of the film derivative consumer group chose to have a derivative consumption experience through digital products, games, and other products. On the one hand, it proves the current consumption trend of products, and people are more willing to have innovative and innovative digital internet products to consume. On the other hand, it proves that film derivatives need to fully integrate products and technologies, use VR/AR and other technologies to increase product interactivity, and use internet innovative product presentation and marketing methods. So Xiamen needs to extend the film industry chain and increase the overall revenue of the film industry through film derivatives. Digital derivatives are a necessary choice for the development of the times. The current development status of foreign derivatives and the consumer motivation for film derivatives determine the design and development focus of derivatives in Xiamen in the future.

**Emphasize design concepts and present innovative roles.** Norman mentioned in his book "Design Psychology" that "there are many ways to add social communication skills to devices. [4] In fact, the design and presentation of film derivatives are also the same. We hope to endow the innovation and design of derivatives with the value and connotation of movies. The semantic symbols of film language can radiate some value and meaning in the consumption and dissemination of derivatives. With the rise of cultural level in the world and the breaking of information barriers, people can receive more diverse information every day. However, the belief in public beauty is something that people can reach consensus on, and it is worth considering how to explore the consensus value in movies. In design, it is necessary to fully emphasize the concept, which is also the key to the possibility of product appreciation and product premium.

#### 3.2 Reflect the contextualized experience of the product.

Contextualized experience is usually used in the branding maintenance of products. For the current mainstream consumer group, basic products can no longer meet the diverse psychological needs. For products, they hope to be integrated into their own life reality during the product purchase process. This

is why many consumers, after purchasing products and returning home, find that they are not very fond of them or have low utilization rates, which can have an impact on the brand repurchase of 3.2 Marketing Strategy for Film Derivatives

**Exploring the theme of movies and marketing value implications.** Michael Solomon mentioned in "Consumer Behavior" (2019) that consumers' consumption patterns revolve around expressive symbols, reflecting a certain way of life, public taste, consumer groups, etc. through product consumption. [5] Unlike the consumption of simple practical life products, the development and design of film derivatives incorporate the value and theme of the product. Therefore, in the motivation for the consumption of derivatives, the pursuit of film concepts and elements is more like an emotional sustenance, seeking recognition of a value concept and the significance of representing one's own belonging. The survey questionnaire analysis proves that movie derivatives to some extent represent social symbols, and consumers hope to represent their identity and circle affiliation through social symbols. So the theme connotation that Xiamen's film derivatives need to reflect is not only the content and elements of the film, but also needs to fully integrate the city's brand and culture, which can reflect the integration of the city and film, as well as the convergence of culture. The lifestyle of Xiamen gives the impression to most people with symbols such as artistic neighborhoods, ancient morning flavors, old streets, leisurely elegance, and artistic sense. Therefore, in the development and marketing of film derivatives, it can be combined with Xiamen's tourism scenes. Consumers in the consumption process of Xiamen's film derivatives reflect a consumption style and philosophy with urban culture and factors, using products to define their way of life Reflect value identification through consumption.

**Create a movie atmosphere in the store and drive consumption.** Faced with the sales of movie derivatives in many online sales platforms, such as stores, specialty stores, and authorized stores, how consumers choose not only depends on the cultural attributes of the products, but also on the innovative and branded designs that can be provided. The movie atmosphere of the store will have a significant impact on the consumption of movie derivatives, which is to create a consumption atmosphere through the shaping of the movie cultural atmosphere. The viewing of movie films places greater emphasis on the audience's audio-visual, even olfactory and tactile sensations, enhancing their perception of the film. Similarly, for movie derivatives, the movie atmosphere and overall image of the store will invisibly become factors for consumers to choose derivatives. That is to consciously design in the face of space or other factors to stimulate specific reactions from shoppers. The display of the overall movie atmosphere in a store can affect consumer behavior and stimulate consumption.

During the questionnaire survey, most consumers stated that they would purchase movie derivatives in a realistic movie atmosphere, once again confirming that the design elements of the store directly affect consumers' motivation to choose.

**Subdivide marketing channels and win with word-of-mouth.** Different sales channels have different consumer groups and circles. In order to develop film derivatives in Xiamen, there are limitations in urban areas and corresponding advantages in urban areas. Therefore, it is necessary to segment internet and physical marketing channels, and explore opinion leaders based on different marketing channels. While ensuring product quality, word-of-mouth promotion is the main focus, promoting the brand characteristics and design concepts of film derivatives. To increase product sales. In "Marketing Management", it is mentioned that "although a large amount of money is invested in overly extravagant advertising, the impact of word-of-mouth is much greater" proves that word-of-mouth has a profound impact on product sales, [1] as information often obtained from reliable media representatives and intimate relationships is often more reliable, and consumers often choose to trust these channels and product recommendations. In the survey, 69.23% of consumers chose to purchase certain movie derivatives through recommendations from social groups around them. The consumption sources of film derivatives in Xiamen should also be divided into online and offline channels, and marketing channels should be expanded.

**Conclusions.** On the basis of analyzing literature and understanding the current development status of film derivatives at home and abroad, this study identified the design and marketing models of Hollywood Universal Pictures' derivatives, and took the design and marketing of film derivatives in Xiamen as the research direction. The study selected Xiamen film derivative consumers as the main target for research and investigation, and proposed the development path of the film derivative industry based on the urban industrial environment.

Overall, the development of film derivatives in China lags behind that of foreign products, both in terms of design methods and marketing models. Therefore, it is difficult to study the development path of domestic derivatives, and it is necessary to use cities as research cases to conduct research and survey

analysis within a limited scope. Propose development strategies based on qualitative and quantitative analysis, and promote them nationwide on the basis of successful development cases, gradually expanding and improving. There are reasons why the foreign film derivative industry has been able to develop to this day, with revenue far exceeding box office revenue. One of the most important factors is the plan to closely integrate the design and marketing plans of film derivatives with movies, and develop different production and marketing strategies according to the situation to achieve segmented consumer markets. The future development of the film derivative industry in Xiamen needs to deeply integrate design theory, segment consumers, design for different consumption circles, highlight the digital technology attributes of film derivatives, further emphasize design concepts, innovate role presentation, and reflect and enhance the contextualized experience of products.

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