

# The Impact of IQIYI's "Theatrical" Operation on Users

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## ABSTRACT

In 2020, IQIYI created its own branded "LIGHT ON" with its unique content and production characteristics, which quickly attracted attention and lively discussions with its high-quality suspense drama, 12 short episodes and "cinematic feel". In the current Internet era, the top video platforms' users are almost saturated with users, and according to the strategy made by IQIYI this paper wants to investigate whether this model will improve user stickiness, i.e. the conversion of non-member users to member users and user loyalty. This paper uses questionnaires to construct a relevant model that affects user stickiness with the help of expectation confirmation theory, and proposes five hypotheses. By analysing the questionnaire data through relevant formulas and the research methods and findings of previous scholars, four out of the five hypotheses were eventually valid, leading to the final conclusion that IQIYI's "theatricalisation" is conducive to its better vertical management of users, enhancing user stickiness, and proving that video platforms can now use audience to enhance audience fragmentation. The aim of this paper is trying to help users to understand the social media importance properly, and the significance of this paper is vital for both users and social media production. This paper figures out the relevant information of social media to the users to some extent.

**Keywords:** *User stickiness, IQIYI, Satisfaction, Expectation Confirmation Theory, Usage Influencing Factors.*

## 1. INTRODUCTION

The popularity of the Internet and the gradual expansion of the Internet user base have driven the rapid development of self-produced dramas on the Internet, and the core of the competition for platforms in earlier years was still content copyright, but facing high royalty fees platforms face many risks to their revenue, so many platforms have turned to low-cost, low-threshold self-produced drama production. The "theatization" model allows the platform to centralize the management of high-quality film and television series in different genres, and to aggregate large-scale interest users through the integration of the platform's content resources, thus expanding the value of content realization, which gives IQIYI a complete, independent, label-branded theatre space, opening up a new path of branding, genreization and boutiqueization of online drama theatres. The success of the "theatrical" operation has also been driven by IQIYI's targeted operational strategy for user needs. Its productions include The Ten-Day Game, The Hidden Corner, The Silent Truth,

In Case of a Robbery, Fatal Wish, and The Very Witness, among others.

In the current development of the market, several major video platforms such as IQIYI, Tencent, Mango and Youku are close to saturation in terms of the number of users, and there is a large degree of similarity, so in the future development process they will have to continue to improve user stickiness to ensure that users are active and the brand credibility.

The author made a comprehensive innovation on the previous research on platform video payment, user willingness, etc., and conducted a study on the stickiness of IQIYI members for the recently popular LIGHT ON. On the user stickiness direction of research, the previous people are more concerned about the whole enterprise, app on the user's influence factors or user willingness to pay research, and in the study for the launch of the strategy on the user's influence factors research is not much, and "Misty Theater" is a new model in recent years, which can be understood as the

drama series. This is also the most obvious feature of this study.

## **2. RESEARCH VARIABLES AND HYPOTHESES AND THEORETICAL MODELS**

### ***2.1. Expectation confirmation theory***

Expectancy Confirmation Theory (ECT) is one of the main theories used to study consumer satisfaction and continued purchase intentions. The expectancy confirmation theory framework was first proposed by Oliver [1] in marketing for the study of product re-consumption. In the marketing literature, ECT is often used to demonstrate consumers' on-going purchase intentions for many products and services, including camera buybacks [2], photographic products [3], and business professional services [4]. Then, Bhattacharjee A [5] constructed a new model of information system continued use based on expectation confirmation theory, demonstrating that the variables of perceived usefulness, satisfaction and expectation confirmation can have some degree of influence on users' willingness to continue using. The theory has been heavily applied to research areas such as consumer satisfaction and continuous buying.

#### ***2.1.1. Perceived Usefulness***

The concept of perceived usefulness was derived from Davis' (1989) Technology Acceptance Model (TAM) where Bhattacharjee (2001) added to the ECM-ISC model. Some scholars next conclude that perceived usefulness significantly influences satisfaction, and that users' satisfaction positively and significantly influences their willingness to continue using [6]. Therefore, the current study proposed the following three hypotheses based on the above.

H1: Perceived usefulness positively influences satisfaction.

#### ***2.1.2. Perceived Playfulness***

The concept of perceived playfulness was first introduced by Moon and Kim in their experiments on human web interaction, and in some studies, scholars have found that users' perceived playfulness has an impact on their satisfaction and intention to continue using. Eunil Park (2020)[7] introduced perceived entertainment into the integrated framework of ECT model and TAM model, and verified the effect of perceived entertainment on satisfaction and continued use through empirical studies.

H2 Perceived entertainment positively influences satisfaction.

#### ***2.1.3. Perceived quality***

According to Liu Bailing's [8] explanation of perceived quality, this study defines perceived quality as the quality of episodes produced by IQIYI users, i.e. LIGHT ON not only provides users with a convenient operating environment to ensure stability and comfort in the process of use, but also provides users with quality video content. The hypothesis was then formulated.

H3 Perceived value positively influences satisfaction.

#### ***2.1.4. Social influence***

Social influence is used to measure the extent to which a reference group in the social environment influences behavioural and psychological changes in the subject. Lu (2014) [9] et al. introduce its unidimensionality to the study of mobile commerce users, defining it as "the degree of influence that various external groups have on users." The hypothesis was then formulated.

H4 Social influence positively affects intention to continue using.

#### ***2.1.5. Satisfaction***

"Satisfaction" is a widely used concept in consumer behaviour research. Satisfaction plays an important role in both the D&M model and the ECM-ISC model [10], with scholars such as Bhattacharjee (2001) defining "satisfaction" in information systems-related research models as the user's perception of the system after using it. ECT argues that consumers' intention to repurchase a product or service is primarily determined by their satisfaction with the previous use of the product or service [11].

H5: Satisfaction positively influences intention to continue using.

## ***2.2. Model construction***

The theoretical reference for this study is the extended information system continuous use model, combined with the analysis results of multi-dimensional evaluation of LIGHT ON by IQIYI members and non-member users, and drawing on the theoretical basis of previous related studies, by introducing research variables such as perceived usefulness, perceived value, perceived ease of use, perceived entertainment, and social influence, to construct a conceptual model of the factors influencing user stickiness in IQIYI's "theatrical" operation. (Figure 1)



Figure 1 Model diagram

### 3. DATA STATISTICS AND ANALYSIS

#### 3.1. Questionnaire design and data collection

The questionnaire for this study was divided into two parts: basic information about the user and the main content. The questionnaire was designed with reference to Likert's 5-point scale, where 1 means strongly disagree and 5 means strongly agree. The questionnaires

were distributed and collected online through a professional online survey platform, Questionnaire Star. A total of 146 questionnaires were collected in this study, 44 invalid questionnaires were excluded, and the remaining 102 questionnaires were used as the sample for later data analysis, with an effective rate of 69.9%. The demographic characteristics of the 102 sample data obtained through the questionnaires are shown in Figure 2.

Table 1. Demographic characteristics

Demographic factors	Characteristics	Number (total 102)	Proportion of
Gender	Male	28	27.45%
	Female	74	72.55%
Age	Age Less than 18 years	0	0%
	18-28 years	98	96.08%
	29-39 years	3	3.94%
	Older than 40 years	1	0.98%
Are you a member	Yes	50	49.02%
	No	26	25.49%
	No, using another person's account	26	25.49%

As shown in table 1, the percentage of IQIYI member users is close to 50%, and there is a lot of room to improve the membership ratio, which is one of the next directions for the video platform to work on.

#### 3.2. Confidence and Validity Analysis

##### 3.2.1. Confidence analysis

This study mainly used SPSS25.0 software to test the reliability and validity of the data related to the questionnaire. The reliability analysis, which was used

to test whether the evaluation system of this study has high stability and reliability. The Cronbach's (Cronbach's) Alpha reliability coefficient was used as the basis of measurement and the results are shown in table 2.

For the assessment of the Cronbach's reliability coefficient values, the criteria proposed by DeVellis in 1991 are generally referred to: coefficients between 0.65 and 0.7 are the minimum acceptable values, between 0.7 and 0.8 indicate good reliability, and above 0.8 indicates very good reliability.

**Table 2.** Measurement model reliability and convergence analysis

		Standard loading coefficient	Cronbach's $\alpha$	AVE	CR
Perceived usefulness	10	0.753	0.791	0.659	0.794
	12	0.869			
Perceived value	13	0.892	0.859	0.678	0.862
	15	0.782			
	17	0.781			
Perceived entertainment	23	0.798	0.777	0.575	0.798
	<b>24</b>	<b>0.988</b>			
	25	0.527			
Willingness to continue using	16	0.686	0.752	0.471	0.776
	18	0.457			
	19	0.873			
	20	0.755			
Social impact	21	0.752	0.471	0.319	0.479
	22	0.427			
Satisfaction	11	0.680	0.634	0.465	0.635
	14	0.684			

As can be seen from table 3, in the data obtained, the standardized loadings coefficient values indicate the correlation between the factors and the analyzed items (measures). The Cronbach's alpha coefficient for each observed variable was also greater than 0.6 except for social influence. It can be seen that there is a high level of consistency between questionnaire items and the questionnaire has a certain degree of reliability and

stability. In this paper, the internal consistency of each item is measured using the combined reliability (CR). The average extracted variance (AVE) is used to determine the convergent validity of the items. In general, an AVE of more than 0.5 and a CR of more than 0.7 indicate high convergent validity, while the convergent validity of intention to continue using, social influence and satisfaction is low.

**Table 3.** Total Cronbach's alpha coefficients of the measurement model

Cronbach's $\alpha$	terms
<b>0.944</b>	16

As can be seen from table 3: The results of the reliability analysis are shown in the table above, with a Cronbach's alpha of 0.944, indicating that the overall reliability of the scale is very good.

For construct validity, an exploratory factor analysis was required. And before that, KMO sample test and Bartlett's spherical test need to be conducted on the questionnaire items to test whether the variables of the questionnaire are suitable for factor analysis.

*3.2.2. Validity analysis*

**Table 4.** Validity analysis

KMO and Bartlett's sphericity test		
KMO Sampling Adequacy Measure		0.873
Bartlett's sphericity test	Approximate chi-square	642.759
	Degree of freedom	120
	Significance	0.000

The results of the validity analysis are shown in Table 5. the overall KMO value of the questionnaire was 0.873 and the significance Sig.=0.000 after conducting the Bartlett's sphericity test was met. the KMO value of 0.873 and the significance P less than

0.05 indicate that the overall validity of the scale is good.

**3.3. Correlation analysis**

Correlation analysis is a statistical analysis method used to analyse the relationship between two or more random variables that are on equal footing. In this study, Pearson analysis was used to conduct the correlation analysis. In Pearson analysis, the correlation between two variables is generally expressed in terms of r and p

values. A larger |r| means a stronger positive/negative correlation between the two. Generally speaking, when |r|>0.3, the correlation is small; when The p-value reflects the probability of extreme results in the survey, and according to common academic opinion, a p-value <0.05 is a significant correlation; a p-value <0.01 is a highly significant correlation; and a p-value >0.05 indicates no correlation between the variables.

**Table 5. Pearson analysis**

	Perceived usefulness	Perceived value	Perceived entertainment	Satisfaction	Social impact	Willingness to continue using
Perceived usefulness	1					
Perceived value	0.764**	1				
Perceived entertainment	0.641**	0.768**	1			
Satisfaction	0.812**	0.819**	0.671**	1		
Social impact	0.654**	0.726**	0.692**	0.699**	1	
Willingness to continue using	0.696**	0.845**	0.826**	0.654**	0.712**	1

\*\* At the 0.01 level (two-tailed), the correlations are significant. The results of the correlation analysis are shown in Table 6. The r values between the variables are all greater than 0.6, while the p values are all less than 0.01, indicating that there is a significant positive correlation between the variables, (r>0, p<0.01).

**3.4.1. Linear regression analysis of satisfaction and its influencing factors**

Regression analysis was conducted on the first set of dependent variables, satisfaction and its influencing factors: perceived usefulness, perceived value and perceived entertainment, as independent variables, and the results are shown in Table 6.

**3.4. Regression analysis**

**Table 6. The regression analysis group one**

	B	t	P
(Constant)	0.018	0.056	0.955
Perceived usefulness	0.439	3.914	0.000
Perceived value	0.491	3.301	0.002
Perceived recreation	0.049	0.395	0.694
R	0.755		
F	48.307 (P=0.000)		

The results of the regression analysis from Table 6 show that the model fit was good with an R2 of 0.775 and was significant at the 0.05 level of significance (F=48.307,p=0.000). perceived usefulness had a significant positive effect on satisfaction (B=0.439,P=0.000<0.05); perceived value had a significant positive effect on satisfaction (B=0.491,P=0.002<0.05); perceived entertainment had no significant effect on satisfaction (P=0.694>0.05).

**3.4.2 Linear regression analysis of intention to continue using and its influencing factors**

Regression analysis was conducted on the second group with intention to continue using as the dependent variable and satisfaction and social influence as independent variables.

**Table 7. The regression analysis group two**

	B	t	P
(constant)	1.023	2.972	0.005
Satisfaction	0.268	2.276	0.027

Social impact	0.448	3.697	0.001
R	0.555		
F	29.928(P=0.000)		

The results of the regression analysis shown in Table 7 indicate that the model fit was good with an R<sup>2</sup> of 0.555 and was significant at the 0.05 level of significance (F=29.928,p=0.000). Satisfaction had a significant positive effect on the intention to continue using (B=0.268,P=0.027<0.05); social influence had a significant positive effect on the intention to continue using (B=0.448,P=0.001<0.05).

#### 4. CONCLUSION

This paper proposes five hypotheses, of which H1, H3, H4 and H5 are valid and H2 is not.

Given that the hypotheses H1 and H3 are valid, we can find from the above data analysis that the two variables of perceived usefulness and perceived value have a significant positive impact on user satisfaction under the "theatricalisation" model of IQIYI, indicating that under the trend of segmentation, users of video platforms value more the usefulness of the segments and the content of the videos. In view of this, video platforms should make full use of big data in their operations to grasp the needs of different users in a timely and effective manner, in order to paint a more accurate user portrait and better explore specific video content, thus enhancing the perceived usefulness of their video sites and thus increasing user satisfaction. This also confirms that the main principle for video platforms to retain users at this stage is that "content is king".

Given that the H4, H5 hypotheses hold true, it can be seen that social influence also has a positive impact on users' decisions. Further expanding the familiarity of the series and creating buzz about it, the level of discussion among friends can also greatly influence users' decisions. On the other hand, it also confirms that Bhattacharjee A's expectation confirmation model is effective in explaining IQIYI's users' willingness to continue using the platform, and that higher user satisfaction significantly influences users' willingness to continue using the platform and thus increases user stickiness. It also further enhances the familiarity and recognition of IQIYI's platform in the field.

From the analysis of the above validated hypotheses, it can be concluded that the decision to further segment users through the launch of "LIGHT ON" has further increased user stickiness and has further retained some users when the user base of all major platforms is saturated. However, the research conditions are limited and the audience group studied is not large enough, so the data has some limitations. Further in-depth and comprehensive research is needed.

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