

Analysis on the Deep Transformation of Movies from Information Push to Word-of-Mouth Drive

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Abstract: In the current people's life rhythm is getting faster and faster, for the patience of new things is getting less and less, more and more network platforms appear, more and more film and television works began to use the network platform, to promote their new works, to attract the audience, to get ratings, film and television dramas have become the core resources of the platform to compete for the users and traffic, the price of the copyright year by year, the head of the drama series are also being competed for in turn. Meanwhile, in the era of rapid network communication, good reputation film and television work will also be spread quickly, and people will pass on to people more quickly, and at the same time can establish better audience dependence and trust. This paper discusses the word-of-mouth marketing analysis of the promotion of explosive drama series, and draws a conclusion by analyzing the promotion strength, delivery area, final box office and ratings of various online platforms. In the case of relatively good quality, we can greatly increase the influence and ratings through better publicity, while increasing the dependence of the audience.

Keywords: information push, word-of-mouth drive, movies development

1. Introduction

In the contemporary rapid development of the network, more and more ways and platforms for others to watch film and television works (YouTube, Tencent video) at the same time there are a lot of platforms can be spread to publicize these film and television works (TikTok, YouTube, etc.), at the same time now people's pace of life in the ever-increasing speed, the more need to capture the attention of the user in a short period of time. Scholars use short videos to drive long videos, and according to the platform's big data to determine the user's preferences, as a directional push, so that the probability of successful push will be greatly increased [1]. It is because of this that every time there is a breakout episode, the platforms start fighting for the rights. Because if a good explosive drama is mainly released on this platform, it will also greatly increase the credibility of this platform and establish the platform's reputation, and word of mouth has become an important reference index for the audience to decide whether to watch a film or television work, especially on the network platform with a rich selection of content; it is also possible to continue the secondary life cycle and allow the audience to engage in secondary consumption, and at the same time, the capital world is very sensitive to word of mouth and at the same time, also for the At the same time, the capital world is very sensitive to word of mouth, but also for the wind direction of public opinion is also very sensitive, which has also become an important point of judgement of whether the capital will continue to invest [2]. Word-of-mouth marketing is also very important, if the word-of-mouth is better, the

film can be on the list of many popular apps, there will be a variety of hot topics, which can greatly increase the degree of exposure, and also can use the classic emoticons inside the drama or the classic plot to make a representative of the drama announcement, in this circle of fans can be more effective in spreading the film [3]. The same group of communication is very effective, its role is far more useful than the dissemination of advertising, or the use of the celebrity effect, the celebrity effect can often lead to a group, such as a very famous film commentary blogger to explain this film and television works, the first is the effect of the fan base and the audience's trust in the blogger, the second is the blogger's explanation and editing level is very much in line with the public's appetite, they know what kind of film their fans like to watch, which is more conducive to dissemination. Good work can also make them mutually beneficial and win-win situations, not only can let the star and blogger increase the number of fans but also can make the work better promotion [4].

2. The theoretical basis of word-of-mouth marketing

2.1. Definition and characteristics of word-of-mouth marketing

Word-of-mouth marketing was proposed by George Silverman, referring to 'the information sharing behavior between customers about products, services and brands, which is often based on informal and interpersonal exchanges, and modern word-of-mouth marketing puts more emphasis on the strategy of 'triggering the active participation of users, spreading the word based on real experiences, and spreading the influence'. Modern word-of-mouth marketing places more emphasis on the strategy of 'triggering active participation of users, spreading based on real experiences, and forming influence diffusion', and it is a kind of cross-cutting marketing theory that integrates social communication, consumer psychology and brand communication [5]. Some scholars state that people are often not directly influenced by mass media, but through opinion leaders spread the message, and then influence the surrounding groups, this theory laid the foundation of the communication path of modern word-of-mouth marketing. Core features of word-of-mouth marketing.

First of all, it has the spontaneity of the user, which contains a lot of personal feelings, personal needs and social interaction needs, it can even be the needs of a group, and more convincing and persuasive to the people, because even in the film and television works with a spiritual support, at the same time, we can also use the 'use and satisfaction theory'. People can also use the 'use and satisfaction theory' to meet the psychological needs of users through content sharing to satisfy the sense of belonging, self-expression or social identity [6]. The second is Social Virality & Network Effect, which refers to the user's behavior of forwarding comments and punching in the digital social media, so that the film and television work can spread quickly, but this also depends on certain platform algorithms. At the same time, two theories, Network Effect Theory and Viral Marketing Theory, support the view of Social Virality and Network Effect. For example, movies and TV works are liked by people on some apps. Get more people's recognition by forwarding and sharing (Paper Digest, n.d.). Ultimately, by integrating these two elements-the user's natural creativity and the collective impact of social influence-social media platforms will continually enhance the reach of films and TV series. Should a movie or series encourage users to co-innovate or produce derivative works while maintaining logical content, many users will willingly promote it across their networks. A notable instance is the Chinese drama "Empress Zhen Huan," which has achieved widespread popularity on both Douyin in China and YouTube internationally.

2.2. Key elements of word-of-mouth marketing

First, there are three very important elements for word-of-mouth marketing, such as content quality, emotional resonance, and diversified communication channels. The reputation of a film or television production is heavily influenced by its quality, which serves as a key driving force. This includes

various aspects such as the storytelling effectiveness, character development, and even user-generated content (UGC) like short clips, reviews, and humor. All these elements must exhibit "shareability" and "significance," concepts that are underpinned by Content Transmission Theory and Cue-Based Memory Theory [7]. Secondly, emotional resonance is the second driving force. When viewers watch this film or TV drama, they experience a great deal of emotions such as excitement, anger, sadness, etc. from the content within it. This is the trigger point of emotions and an important aspect for viewers to remember this film or TV drama. The diversification of dissemination channels is also an important way to spread word-of-mouth. It has entered the stage of digitalization, multi-platform dissemination and socialization, and has undergone a fission-like dissemination process. The diversified dissemination channels enable word-of-mouth content to spread at a lower cost, faster speed and wider range. In the Multistep Flow Model, it is believed that information spreads simultaneously through multiple nodes and multiple platforms in modern society. The more channels there are, the greater the possibility of reaching users [8]. These three elements work in coordination with each other to jointly establish the basic framework of modern word-of-mouth marketing, achieving a closed-loop operation from content production to user engagement and then to viral dissemination.

2.3. Specific applications for word-of-mouth marketing in the dissemination of TV dramas and feature films

Firstly, people need to leverage trending topics on the platform to gain the audience's attention. Usually, people can achieve this through the interaction of celebrities and the editing of the plot. Just like many Chinese celebrities, they interact with their fans on Weibo and Douyin to promote their new works and increase their popularity, or they find bloggers with big IPs to edit videos for publicity to enhance their exposure. Secondly, people can also use the fans' emotions for spontaneous dissemination. For instance, exposing some social conflicts, or family conflicts, or rather passionate love stories, or the unlimited amplification of human nature, such as the movie "She Disappeared", it takes advantage of money, women's safety, the evil of human nature, and the reversed plot, quickly capturing the audience's hearts, and continuously stimulating public opinion for discussion, allowing this work to have a long-lasting popularity and be remembered by people as a film or TV work. Thirdly, people need to mobilize the dissemination power of the fan economy and the "waterfall" group. People should utilize the built-in traffic and the "spontaneous maintenance" characteristics of some core fan groups, lay out publicity positions in advance, and form the first wave of word-of-mouth dissemination. People should also pay attention to the "waterfall"-that is, users who actively spread due to good quality but are not fans. People should give fan groups some free play space, such as fan meet-and-greets and fan-made works, so that the popularity of the work can maintain a relatively high level of activity for a long time, like "The Emperor's Consort". Meanwhile, when a new film is released, it often has a preview screening, and celebrities as well as many well-known bloggers in this field are invited to watch it. After watching, they will give their comments on the film, which forms exemplary dissemination. This can enhance the credibility of the content and create an initial expectation of word-of-mouth. It can also provide multi-angle interpretations for the film content, enriching the discussion dimensions.

Just like many suspenseful films works, before their release, many bloggers will start analyzing the details within them to attract the audience and make them eager to find out the truth. Finally, combined with hot events or social issues, it forms "secondary dissemination". For example, the prototype of "She Disappeared" has a very popular hot case, the case of the pregnant woman falling off a cliff in Thailand. This has greatly sparked discussions on women's safety and serious discussions on the existence of interests between spouses in society. This is like how the film works will trigger

a new round of discussions through media reports, expert comments or user opinions, achieving the "secondary activation" of word-of-mouth.

3. Challenges and countermeasures of film and television word-of-mouth marketing in the internet age

3.1. The main challenges faced by current film and television word-of-mouth marketing

The rampant spread of false reviews and the subsequent breakdown of the trust mechanism are the most prominent issues. Currently, many film and television works are artificially boosting their ratings by hiring people to write positive reviews or purchasing favorable comments. As a result, audiences have developed a skeptical attitude towards many such works. However, if the viewers' actual viewing experience does not match the expectations, such "false reviews" will quickly backfire and seriously undermine the credibility of the brands and platforms. Such practices are also seriously damaging the trust and environment of the entire market over a long period of time. In addition, with the upgrading of users' aesthetic standards, the repetitive marketing tactics have aroused their aversion. The audience has become increasingly rational and sensitive to "hard implantation", "controlling reviews", "emotion manipulation" and other marketing strategies for reputation building. Once users identify the traces of excessive marketing or topic creation, they are likely to feel aversion or even engage in "reverse boycott". This also leads to the emotional resistance of "not watching even if the content is good"; it weakens the expected dissemination power of high-quality content. Secondly, even the most effective platforms have information cocoons. These information cocoons are inferred based on big data.

As a result, they often lead to the polarization of word-of-mouth, where the mainstream social platforms' recommendation algorithms, which "target users' interests" to provide content that suits them, not only improve the accuracy of content recommendation but also cause information isolation among different audience groups. This leads to a "circular" feature in word-of-mouth dissemination, making it difficult to break through the "circular" boundaries. Good dramas can only ferment within "small circles" and are difficult to widely disseminate; If negative public opinions are rapidly amplified within a certain group, they may lead to one-sided cognition or even cyber violence. It is also prone to highly homogenized content, lacking the vitality of long-tail word-of-mouth. In many cases of hit dramas, many TV dramas and films tend to be like each other. This makes it easy to cause audience fatigue in terms of aesthetics and makes it difficult for them to actively spread the word. At the same time, it is also hard to generate the long tail effect [9]. Improper handling of negative public opinions carries a high risk of reverse word-of-mouth. This is also a crucial point. In the context of social media, information spreads extremely fast. Any negative event (such as actor controversies, doubts about the values in the drama, or disputes over ad placements) can quickly become the focus of public opinion. Some production companies choose to remain silent, delete comments, or give perfunctory responses when dealing with negative public opinions. This not only intensifies users' dissatisfaction but also makes it difficult to reverse users' perceptions even if the quality improves later.

3.2. Coping strategies and optimization suggestions

Return to the essence of the content, lay a solid foundation for the quality of word-of-mouth, strengthen script refinement, enhance originality and ideological content, avoid replicating "hit template" styles; deeply explore social issues and character emotions, enhance the audience's sense of identification and resonance; Persist in "content-driven marketing", naturally trigger discussions and sharing through genuine works. Establish a multi-dimensional evaluation mechanism and purify the environment of genuine word-of-mouth. Among these, the focus is more on the phenomena of

"screening" and "controlling reviews". The platform should strengthen the identification and rectification of "abnormal comments" and "false ratings" behaviors. At the same time, for different groups and different circles of fans regarding this work, more diverse comments should be encouraged. Encourage real-name movie viewing comments and certified audience voices to enhance the authenticity and reference value of user evaluations. At the same time, marketing creativity should be improved, and the "trick-like" topic creation should be abandoned. No longer setting posters at the cinema entrance but adding some on-set footage and adopting the "scene-based + story-based" approach to design the dissemination content. Avoid overemphasizing the "hot search-style" operation. Use "grass-roots promotion" instead of "indoctrination-style" guidance to give viewers the space for autonomous interpretation. According to the principle of "cognitive psychology", viewers are more likely to trust and like the content they discover actively rather than the information they receive passively. One can also take advantage of this to increase one's own word-of-mouth [10].

In addition, we need to enhance the platform's collaboration and break the information silos. By optimizing the recommendation logic through algorithms and increasing the weight of "cross-circumference recommendation" of high-quality content, people can cultivate a "medium-influential user group" (KOC) and make ordinary viewers become effective dissemination nodes. Let them mutually disseminate to expand the influence. It is also very important to improve the public opinion early warning and crisis response mechanism. This requires a relatively strong public relations department to promote the tripartite linkage mechanism of "creative team + platform + public relations team", improve the flexibility and efficiency of handling, establish a professional public opinion monitoring mechanism, and track real-time data such as key comments, keyword popularity, and social feedback. When encountering negative public opinion, release an official response immediately to avoid silence from widening misunderstandings. This greatly reduces the occurrence of "collapse of TV dramas". At the same time, it is also necessary to pay attention to whether the script will cause social conflicts or violate legal regulations [11].

4. Conclusion

In summary, under the current background of the digital era, the film and television industry are undergoing continuous transformation and innovation. The diversification of media channels has both advantages and disadvantages. On the one hand, it significantly expands the influence of film and television works, allowing them to reach a broader audience; on the other hand, it also accelerates the spread of negative public opinion. This transformation has reshaped the entire process of content production, dissemination, and consumption. Online platforms have now become the central hubs for the release and promotion of audiovisual content.

Driven by diverse cultural demands, the content of TV dramas and films has become increasingly varied. Film and television productions are no longer static artistic presentations, but dynamic cultural products that evoke emotional resonance, promote user engagement, and stimulate community interaction.

At the same time, the importance of audience word-of-mouth has become more prominent than ever. Viewers' evaluations play a key role in influencing others' viewing decisions. Positive word-of-mouth not only boosts viewership and popularity but also extends the lifecycle of the work, enabling IP development and enhancing brand value.

Moreover, word-of-mouth marketing, empowered by social media and user-driven communication, has proven to be equally crucial. Through the combination of user initiative and viral social sharing, high-quality content can quickly gain large-scale exposure. Emotional resonance, fan-generated content (FGC), and multi-platform interaction have together created a rich, multidimensional communication ecosystem. As a result, film and television promotion is no longer a one-way flow of information, but rather a multi-directional, participatory process.

In conclusion, film and television communication in the internet age has shifted from a model of information-pushing to word-of-mouth-driven influence. In the future, the industry's sustainable growth will rely on its ability to understand audience emotions, inspire user participation, and effectively leverage platform collaboration to amplify high-quality content.

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