

Horror Film's Marketing Mix and its Effect on Revenues: Using Marketing Mix as Methodology Design[†]

Jun Zhang¹ and Wasin Praditsilp^{2,*}

¹College of Graduate Studies, Walailak University, Nakhon Si Thammarat 80160, Thailand

²Walailak University International College, Walailak University, Nakhon Si Thammarat 80160, Thailand

(*Corresponding author's e-mail: wasin.pr@mail.wu.ac.th)

Abstract

As the global horror film market continues to expand and the film industry becomes increasingly competitive, developing effective marketing strategies to increase film revenue has become one of the key issues for film companies. The impact of the marketing mix 4Ps (product, price, place, and promotion) on film revenue is becoming more and more important. Based on the marketing mix 4Ps and relevant theory of the film industry, this paper presents a case study of 2 horror films, "Mega Crocodile" and "Scare Off" produced by BRP film company. This research focuses on audiences in Chaoyang District, Beijing. By conducting a survey questionnaire, we obtained data on audience satisfaction with the 4Ps of the 2 films' marketing mix and then analyzed the data collected to provide relevant marketing strategy recommendations. Descriptive statistical analysis and correlation analysis are used to analyze the data. This paper proposes film marketing's research designs using a marketing mix concept with preliminary findings from pilot study. The findings of this study provide valuable marketing strategy suggestions for Chinese film production companies. Film production companies can make more precise adjustments in the film's genre, production costs, and creative personnel to better meet audience needs and preferences.

Keywords: Horror film, Film marketing, Marketing mix, BRP film company, Film revenue

Introduction

Since China's box office exceeded RMB 4.3 billion in 2008, the Chinese film market has entered a stage of rapid development. During this period, the explosive growth of cinema screens and the annual box office and the rise and development of domestic films have made the entire market more prosperous and complex (CFA, 2020). Currently, Chinese moviegoers are paying increasing attention to the content and quality of films and are beginning to exhibit clear selectivity. The focus of film marketing is shifting, and younger consumer groups born in the 1990s and 2000s no longer recognize traditional marketing methods. More and more moviegoers are using social media to learn about news and various information (EnData, 2019). In recent years, horror films have received widespread attention globally and become a popular genre in the film market, with high box office revenue and derivative value. Therefore, it has become an important area for major film companies to develop and compete. The fierce competition in the film market has led to the need for more investment of funds and resources in the production and distribution of horror films. Developing effective marketing strategies to increase film revenue has become a key issue for film companies (Chen, 2015).

The objective of this study is to investigate the marketing mix strategy (4Ps) of horror films and its application in the Chinese market. The study also aims to analyze the factors that influence the impact of the horror film marketing mix on revenue and explore how to maximize film revenue. Additionally, this study seeks to explore the optimization of horror film marketing mix strategy, including how to choose appropriate product types, prices, and effective promotional strategies, as well as how to adjust to different market environments. According to marketing theory, marketing mix refers to the overall combination of 4 marketing elements: Product, price, promotion, and place. These elements interact with each other and

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jointly affect consumers' purchasing decisions and consumption behaviors, thus impacting product sales and revenue (Kotler, 2010). In the marketing mix of horror films, factors such as storyline, cast, director, and production budget belong to product elements; ticket prices, discounts, and membership systems belong to price elements; word-of-mouth, social media promotion, and brand awareness belong to promotion elements; and cinemas, online video platforms, and traditional media belong to place elements (Li, 2017). Therefore, this paper takes 3 questions as research;

- 1) What is the impact of the marketing mix strategy of horror films on the movie box office?
- 2) In terms of product, price, and promotion, what are the characteristics and influencing factors of the marketing mix strategy of horror films?
- 3) How to increase the movie box office according to the marketing mix strategy of horror films?

By comparing and analyzing the marketing mix strategies of the 2 films in these 3 aspects, this research will reveal the influence of the horror film marketing mix strategies on the movie box office and provides marketing strategy suggestions and promotional significance for related film companies.

International and Chinese horror film market status quo

The horror film market is a complex research field. Audience preferences and consumption habits in different countries and regions require film companies entering the international film market to develop appropriate marketing mix strategies to meet the demands of different audiences and maximize film revenue.

Status quo of the international horror film market

The horror film market is a complex area of research and has been a popular category among audiences in the international film market due to its intriguing plots and terrifying atmosphere. According to Talwar and Upadhyay (2017), studying the international horror film market could help film companies understand the preferences and consumption habits of audiences in different countries and regions, allowing them to develop appropriate marketing strategies to increase film revenue. Research by (Moon et al., 2010) showed that the US horror film market is still one of the largest markets in the world, accounting for 35 % of the global horror film market. However, the horror film market in Asian countries is also growing rapidly, with China, South Korea, and Japan being the main contributors to the box office revenue in the genre. Different types of horror films perform differently in different regions. For example, Asian audiences prefer supernatural and suspenseful horror films, while American audiences prefer bloody and monster-based horror films (Liu & Hu, 2020).

The current status of the Chinese horror film market

Since its emergence in the 1990s, the Chinese horror film market has gradually become a new and emerging market. The development of the Chinese horror film market has been influenced by policy restrictions and censorship challenges. The China National Radio and Television Administration (CNRTA) has a strict censorship system for horror films, including prohibiting audiences under the age of 18 from watching and limiting the appearance of violent and bloody scenes. Although the Chinese horror film market has grown rapidly in recent years, censorship is still one of the main factors limiting its development (Tian, 2018). Apart from policy factors, the Chinese horror film industry needs to focus on innovation in both creativity and marketing to meet audience demands. The creative features of Chinese horror films mainly lie in localization and cultural symbols but lack novelty and innovation (Xu, 2021). In terms of the market, there are also issues with the distribution mechanism of horror films, as there is a lack of professional horror film distribution companies. Therefore, the Chinese horror film market needs to strengthen innovation in both creativity and marketing to meet audience demands (Yang, 2018).

Analysis of international and Chinese research on horror films

The international and Chinese horror film markets have attracted the interest of scholars. Lobato and Ryan (2011) indicated that the research topics for international horror films are relatively broad, including production, marketing, audience reception, cultural backgrounds, and other aspects. The research

topics for Chinese horror films are relatively narrow, and mainly focused on policy restrictions, production quality, and cultural symbols. Although both markets are subject to policy and censorship, they also need to face market competition and changing audience demands. Huang and Su (2018) indicate that the research methods for international horror films are diverse, including questionnaire surveys, experimental research, in-depth interviews, content analysis, and other methods. There are few relevant studies on Chinese horror films, so the author has mastered the basic knowledge through the literature method, and used case analysis and questionnaire survey methods to study.

Research on the impact of 4ps on film revenue

Scholars from various countries have conducted extensive research on the impact of the 4Ps marketing mix (product, price, place, and promotion) on the film industry and its influence on box office revenue, examining the role of each component of the marketing mix in determining the success of a film at the box office. The impact of the 4Ps marketing mix on film revenue is significant, and different marketing strategies can have different effects on a film's box office revenue. Therefore, in formulating film marketing strategies, appropriate marketing mix strategies should be selected based on the specific circumstances to increase film revenue.

Research on the impact of product on film revenue

Martín-Santana et al. (2018) found that different types of films perform differently in the market and revenue. The reputation of production companies and the cast of actors also affect the market performance and revenue of films. Lee and Kim (2018) also pointed out that films fluctuate in quality due to the storyline, cast of actors, director's reputation, and production budget, which affects film revenue. Therefore, Zhang and Sun (2021) indicated that film quality is a key factor that affects film revenue.

Study on the impact of price on film revenue

Research has found that the impact of ticket prices on film revenue is twofold. On the 1 hand, high ticket prices may reduce the number of viewers, but on the other hand, high ticket prices can increase the revenue per ticket. Therefore, the pricing of film tickets needs to consider multiple factors, including audience preferences, market competition, and costs, among others (O'Reilly et al., 2015).

Study on the impact of promotion on film revenue

The maintenance of a film's reputation and evaluation, social media promotion, and the brand awareness of the film and related companies all have an impact on film revenue. Film companies promote film marketing through various marketing activities, advertising, and other means (Chang, 2018). Various marketing activities of film companies can increase the visibility and audience appeal of a film. For example, promotional tools such as film trailers, posters, and television commercials can increase a film's exposure and viewer interest (Cao & Wei, 2019).

About BRP film company

BRP film company was established in 2018 and has produced and released 9 films of different genres since then, which have been well-received in the domestic film market, with total revenue exceeding 35 million USD. Recognizing the huge opportunity in the horror film market, BRP film company has made horror films a major target in their film plan. As of December 2022, the company has completed the production of 3 horror films and released 2 of them. "Mega Crocodile" a horror film with bloody and terrifying special effects, was released in China in 2019 and received high praise from moviegoers. "Scare Off" a supernatural horror film based on Chinese feudal folklore, was released in China in 2022 and achieved good box office results with its promotion focused on supernatural horror. This study will use the 2 horror films produced by BRP film company, "Mega Crocodile" and "Scare Off" as case studies to analyze and evaluate their marketing strategies based on specific circumstances. The study will use an empirical research method and statistical methods of correlation analysis to analyze the data, exploring the impact of the marketing mix of horror films on film revenue, with a focus on the marketing elements of

product, price, and promotion in the 4Ps marketing mix, to provide valuable references for horror film marketing. Due to the relatively fixed distribution channels for Chinese films, the “Place” element in the 4Ps marketing mix has been excluded.

Methodology

This article analyzed the marketing strategies of 2 horror films from BRP film company, studied the impact of marketing mix strategies on film revenue in terms of product, price, and promotion, and proposed related marketing strategy suggestions. The research utilized quantitative research and correlation analysis methods within the framework of marketing and the 4Ps concept. The aim was to provide valuable references for the study of marketing strategies for Chinese horror films.

Research framework and hypothesis

H1: The product quality of horror films has a significant positive impact on box office revenue.

H2: The pricing strategy of horror films has a significant impact on box office revenue.

H3: The promotional strategy of horror films has a significant impact on box office revenue.

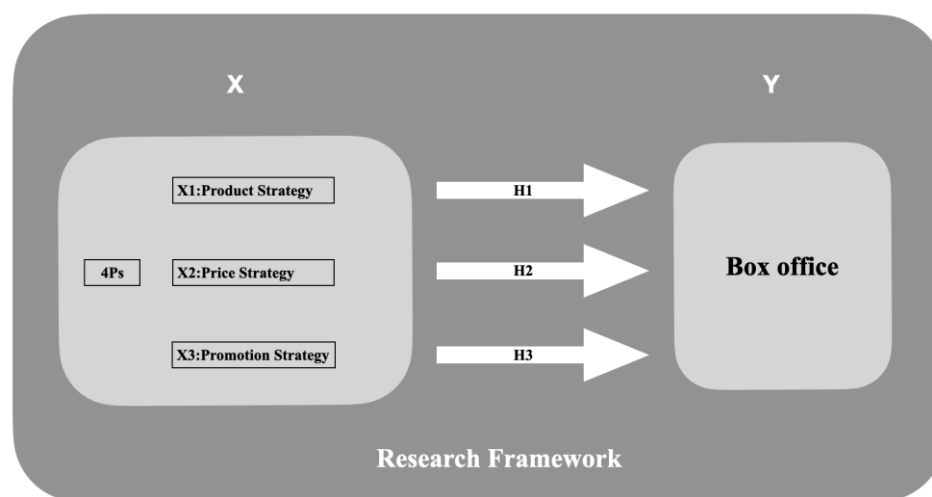


Figure 1 Research framework.

Sample selection

This study sets the population as Chinese audiences who have watched horror films, that is, Chinese audiences with horror film-watching experience. The survey was conducted in Chaoyang District, Beijing, China, where the resident population is 3.44 million and has 41 cinemas with 213 screens, ranking first in Beijing in terms of the number of screens per 100,000 people (CDPGBM, 2021). According to the sample calculation formula, using the sample size calculation formula in (Hu & Sun, 2000) in their book: Theory, Methods and Applications of Sampling Surveys, “ $N = Z^2 \cdot \sigma^2 / d^2$ ”, $N = 1.96^2 \cdot 0.5^2 / 5\%^2 = 384$, indicating that the minimum sample size required for this survey is 384. Considering the response rate and the accuracy of the survey data, the sample size for this study is set as 400.

Research methods

This study uses survey questionnaires for data collection and statistical analysis as research methods. After collecting and cleaning the data, statistical analysis will be conducted. Statistical analysis of Correlation, either Pearson’s or Spearman’s, will be employed to analyze and interpret the data, summarize the research results, and draw conclusions. The findings and conclusions will be organized into a descriptive report.

When interpreting statistical data results, it is necessary to first identify the statistical methods used and the variables of interest.

1) Normal distribution: Normal distribution (ND) is a type of data distribution that has a bell-shaped or symmetrical curve, where each point has the same or symmetrical frequency. The mean is the central point of the frequency distribution, and the standard deviation is a measure of how much the data is spread out from the mean. This type of data distribution is widely used in statistical analysis and probability calculations.

2) Descriptive statistical analysis: Conclusions can be drawn by calculating measures such as the mean, median, mode, and standard deviation (S.D.) to describe the distribution and central tendency of the data.

3) Correlation analysis: Correlation analysis, an inferential analysis, is a statistical method for measuring the strength of the relationship between 2 or more variables.

This study considers marketing mix (4Ps) (product, price, and promotion, excluding place strategy) as the independent variable X and horror film revenue as the dependent variable Y. By using methods such as correlation analysis, descriptive frequency, and factor analysis, this study evaluates the impact of the 3 factors (product, price, and promotion) on horror film revenues and further proposes marketing strategy recommendations for the BRP film company's horror film marketing strategy.

The survey questionnaire for this study will use the Likert scale (viz. the **Appendix** section), which consists of a set of statements, each with 5 response options ("strongly agree", "agree", "neutral", "disagree", "strongly disagree") represented by scores of 5, 4, 3, 2 and 1 respectively. The total score of each respondent's attitude is the sum of the scores obtained for each question, which can indicate their attitude strength or different states on this scale. Further explanation, such as a mean score of 4.2 - 5.0 indicates "strongly agree".

Table 1 Interpretation criteria.

Average score	Level of perception
4.21 - 5.00	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

The data analysis software used for this study is SPSS Version: R26.0.0.2. Descriptive analysis will be used to describe the sample information, and correlation analysis will be used to study the relationship between variables. The variables to be included in the correlation analysis should cover the horror film genre, ticket price, promotion activities, box office revenue, and others. During correlation analysis, appropriate transformation and processing of these variables are needed, followed by the use of correlation analysis methods to explore their relationships.

Reliability and validity test

1) Validity analysis of the questionnaire: The items included in the questionnaire are derived from the results of open-ended questionnaire surveys. The actual situation of the horror movie's moviegoer in choosing to watch horror movies and the comprehensive analysis. And the evaluation of the questionnaire items by 3 experts were considered in the design process. After adopting scientific statistical methods and analyzing the questionnaire, the various question items were determined, ensuring that the content validity of this questionnaire has high credibility. In terms of structure, each factor reflects the same overall characteristics and has certain differences. Therefore, this questionnaire has good structural validity.

2) Reliability analysis of the questionnaire: The questionnaire uses Cronbach's Alpha coefficient to test the internal consistency of the questionnaire, which overall maintains the reliability of the questionnaire (DeVellis & Thorpe, 2021). The value of Cronbach's Alpha usually ranges from 0 to 1. The closer it is to 1, the higher the internal consistency of the measurement tool. An Alpha value of 0.7 or higher is generally considered acceptable for internal consistency. The results are shown in the **Table 2** below.

Table 2 Cronbach's Alpha analysis of the questionnaire.

Sample size	k	Cronbach's alpha
274	33	0.944

Results

Provide short findings from preliminary study in form of the table of 4Ps of Chinese film marketing (CNRTA, 2017; Tian, 2018; Xu, 2021; Lobato & Ryan, 2011; Yang, 2018; Lin & Li, 2016; Guo, 2018; Zhou, 2012).

Table 3 Chinese film industry's 4Ps.

Product	Price
Although the Chinese government's censorship of horror films has limited the number of horror films, Chinese audiences have gradually increased their quality requirements for horror films. After research on predecessors, it is found that with the development of society, audiences have more requirements and preferences for horror film story types, main creators, and production budgets. Therefore, the product quality of horror films is an important factor affecting the income of films.	With the changes in the film market, some researchers have found that most audiences accept film ticket price increases due to film production budgets, and also choose to watch films because of film ticket discounts for word-of-mouth evaluations. At the same time, the welfare activities of the government or companies will also have a small impact on the audience's choice. Therefore, the price of film s also has a certain impact on film revenue.
Place	Promotion
According to government data, there are 41 movie theaters in Chaoyang District, Beijing, with 213 screens. Different types of movies have the same distribution channels in China. They are first shown in film theaters for one to 3 months, and then broadcast on streaming media. Therefore, the impact of Place strategy factors on film revenue is excluded in this study.	The film company marketing campaigns by a studio can increase a film's popularity and audience appeal. Studies have shown that audiences will have a desire to watch films because of the social topics and emotional resonance generated by word-of-mouth evaluations of horror films. Horror film posters, the dissemination of trailers on social media, the brand influence of the film itself, and the offline film viewing activities of film companies will all affect film audiences' desire to watch films, thereby promoting the film to the greatest extent, and increase film revenue.

This paper will elucidate the influence of marketing mix in 2 films as the case studies i.e. "Mega Crocodile" and "Scare Off" by the BRP film company.

Discussion and conclusions

The authors designed the questionnaire of “Horror Film’s Marketing Mix and its Effect on Revenues” through relevant literature, relevant theories, and the 4Ps strategy. To know how the audience thinks about horror films, the author considers that some audiences have not seen “Mega Crocodile” and “Scare Off” so in the questionnaire, the introduction of film A and B is used to let the audience have a general understanding of the 2 films, ensuring the validity of the questionnaire.

The authors aim to use the results of the study for multiple implications. First of all, from a marketing perspective, this study may help film companies better understand consumer demand and market trends, thereby increasing film revenue. Secondly, for film production companies and marketers, understanding the impact of different marketing strategies on horror film revenues may help them develop more effective marketing strategies, providing a more scientific marketing decision-making basis, and reduce marketing costs and risks. In addition, for investors, this research may provide information on horror films as an investment type, helping them better understand investment risks and returns. Finally, for the academic community, this study may increase understanding of film marketing and marketing combination theory and provide a theoretical basis for further research. It also provides useful references for other film companies and offers new ideas for market competition in the film industry, particularly in China.

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Appendixes

Questionnaire on “Horror Film’s marketing mix and its effect on revenues”

Dear Sir/Madam: Thank you very much for taking part in this survey. The survey is conducted anonymously. Please fill out the questionnaire based on your experience. I promise that the findings will be used for research purposes only. Please make the following choices according to your actual situation. There are 51 multiple-choice questions in this questionnaire, and the estimated completion time is 10 - 15 min.

Part 1: This part is your basic information. (Single Choice)

1) Your gender: [Single Choice]*

- A. Male.
- B. Female.

2) Your age range: [Single Choice]

- A. Under 18 years.
- B. 19 - 29 years.
- C. 30 - 40 years.
- D. 41 - 50 years.
- E. Over 50 years old.

3) The highest degree you are studying or have obtained: [Single Choice]

- A. Graduate degree or above.
- B. Undergraduate and specialist.
- C. High school.
- D. Below high school.

4) Your current occupation: [Single Choice]*

- A. Students.
- B. Commercial or private enterprise.
- C. Government related agencies.
- D. Unemployed and other personnel.

5) Your current annual household income: [Single Choice]*

- A. Below ¥100,000 (\$15,000).
- B. ¥100,000 to ¥200,000 (\$15,000-\$30,000).
- C. ¥200,000 to ¥300,000 (\$30,000-\$45,000).
- D. More than ¥300,000 (\$45,000).

Part 2: Your preference for watching movies.

6) What is your positioning for your viewing consumption? [Single Choice]*

- A. Quality-oriented (emphasis on movie quality content).
- B. Price-oriented (attaching importance to movie budget and ticket price).
- C. Word-of-mouth-oriented (attaching importance to Douban, Maoyan, and other authoritative organization ratings and movie topic resonance).
- D. Channel-oriented (emphasis on movie information acquisition channels).

7) What is your main way of watching movies? [Multiple Choice]*

- A. Cinema.
- B. TV.
- C. Web video platform.
- D. Others.

8) From which social media did you learn about the movie screening? [Multiple Choice]*

- A. TV, Magazines, Newspapers, and other Advertising (traditional media).
- B. WeChat.
- C. Weibo.
- D. Douyin.
- E. Kuaishou.
- F. Xiaohongshu.
- G. Douban Movie Critic.
- H. Others.

9) Do you think the marketing promotion of a movie is related to the box office? [Single Choice]*

- A. Greatly related.
- B. Certain relationship.
- C. General.
- D. Small amount of relationship.

10) What kind of movies do you like to watch? [Multiple Choice]*

- A. Comedy movie.
- B. Action movie.
- C. Horror movie.
- D. Drama.
- E. Other _____.

11) How many times a month do you watch movies? [Single Choice]*

- A. 1-2.
- B. 3-4.
- C. 4 or above.
- D. 0.

12) When was the last time you watched a horror movie? [Single Choice]*

- A. Within a week (7 days).
- B. Within two weeks (15 days).
- C. Within one month (30 days).
- D. Over a month.

13) When do you choose to watch horror movies? [Multiple Choice]*

- A. Usually.
- B. Weekend.
- C. Spring Festival holiday.
- D. National Day holiday.
- E. Others (Valentine's Day, Christmas, etc.)

14) What genre do you like horror movies in? [Multiple Choice]*

- A. Variation horror (e.g., "Lake Placid (1999)").
- B. Ghosts Horror (e.g., "The Shining (1980)").
- C. Sci-Fi horror (e.g., "Alien (1979)").

15) Do you like domestic or foreign horror movies? [Multiple Choice]*

- A. Domestic horror movies.
- B. Foreign horror movies.

16) The last horror movie you watched was _____? [Fill in the blank]*

17) What outstanding problems do you think currently exist in domestic horror movies? [Multiple Choice]*

- A. The plot content is not good enough.
- B. The ability of directors and actors needs to be improved.
- C. The effect of publicity and promotion is not up to expectations.
- D. Word of mouth reviews are not maintained.
- E. The production level and special effect screen need to be improved.
- F. Other _____

18) After watching the movie, how would you share your viewing experience? [Multiple Choice]*

- A. Weibo, WeChat and other social platforms.
- B. Score on Douban, Maoyan, and other movie websites.
- C. Talk about recommendations with friends.
- D. Other

Part 3: This part shows which marketing mixes for horror movies will generate your interest and desire to watch the movie.

(Each question has 5 options: Strongly disagree, Disagree, Neutral, Agree, and Strongly agree, with scores ranging from 1 to 5. A small value indicates that the respondents agree with the views expressed in this question. On the contrary, it means that the interviewees have a high degree of agreement with the views expressed in this question)

Questions	Indicators				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
A section: Questions about the product					
19) I think the genre, plot, production quality, and completion of horror movies will make me interested in movies and desire to watch movies.	5	4	3	2	1
20) I think the shooting experience and popularity of horror movie directors will make me interested in movies and desire to watch movies.	5	4	3	2	1
21) I think the actor experience and popularity of horror movies will make me interested in movies and desire to watch movies.	5	4	3	2	1
22) I think that the public production budget of horror movies will make me interested in movies and want to watch movies.	5	4	3	2	1
B section: Questions about pricing					
23) I think the increase in movie ticket prices caused by the production budget or release schedule of horror movies is acceptable.	5	4	3	2	1
24) I think it is acceptable to discount movie tickets for the sake of word-of-mouth promotion.	5	4	3	2	1

25) I think the regular discount offered by the cinema for the membership system is acceptable.	5	4	3	2	1
26) I think free viewing activities supported by the company or the government are acceptable.	5	4	3	2	1

C section: Questions about promotions

27) I think that recommendations of horror movies from friends and family will make me interested in movies and desire to watch movies.	5	4	3	2	1
28) I think the information, posters, and trailers of horror movies on social media (such as Weibo, Douyin, etc.) will arouse my interest and desire to watch movies.	5	4	3	2	1
29) I think the brand awareness of horror movies (such as series movies: such as the chainsaw series, production companies: such as Paramount, etc.), will make me interested in movies and desire to watch movies.	5	4	3	2	1
30) I think participating in horror movie recommendation activities, such as movie conferences, celebrity meetings, online forums, and virtual screenings, will make me interested in movies and have the desire to watch movies.	5	4	3	2	1

Part 4: Assuming that two domestic horror movies of different types will be released soon, how would you choose?

(Each question has 5 options: Strongly disagree, Disagree, Neutral, Agree, and Strongly agree, with scores ranging from 1 to 5. A small value indicates that the respondents agree with the views expressed in this question. On the contrary, it means that the interviewees have a high degree of agreement with the views expressed in this question)

Questions	Indicators				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree

Movie A:

Storyline: Tells the story of a crocodile research expert who lives abroad and is commissioned to go to Hell Island, where crocodiles are abundant, to search for lost family members. During the rescue process, they discover a secret experimental base. After finding the target, the crocodile expert uses a trick to kill the mutant giant crocodile that escaped from the experimental base and leads everyone to escape from Hell Island.

Features: A horror movie of the mutation type, with the brutal display of the mutant giant crocodile's cruelty as the selling point through bloody and terrifying special effects.

Creators: Both the director and actors are newcomers.

Production cost: 5 million RMB (\$720,000).

Marketing cost: 1 million RMB (\$145,000).

Main marketing strategy: Use attractive trailers and bloody posters with elements of horror to promote the movie on social media.

31) I think the genre and story of Movie A is very good, the plot is in place.	5	4	3	2	1
32) I think the director of Movie A is right for this movie.	5	4	3	2	1
33) I think the cast of Movie A is a good fit for this movie.	5	4	3	2	1
34) I think the production budget of Movie A was fine.	5	4	3	2	1
35) I think Movie A's price tag of ¥30 (\$4.5) is fine. (Offline Movie Theater)	5	4	3	2	1
36) In my opinion, it is very convenient for Movie A to provide online and offline ticket purchase methods.	5	4	3	2	1
37) I think that recommendations from friends and family will lead me to see Movie A.	5	4	3	2	1
38) I think Movie A is a good fit to spread and publicize on social media with an attractive trailer and a gory poster.	5	4	3	2	1
39) After watching, I will share my impressions of Movie A on Weibo, WeChat, and friends and colleagues, and I will go to the word-of-mouth review website to rate movie A.	5	4	3	2	1
40) When movie A comes out, I'll watch it.	5	4	3	2	1

Movie B:

Storyline: It tells a bizarre murder case in 1920s China. Mr. Zhang, a small-town police officer, investigates the case in Taiping Town without fear of the rumors of monsters killing people. He unravels various bizarre events and eventually brings the real culprit to justice.

Features: A supernatural horror movie based on Chinese feudal folklore, with supernatural horror scenes as its selling point.

Creators: The director has rich experience, and the actors are well-known to the public.

Production Cost: 10 million RMB (\$1,450,000).

Marketing Cost: 3 million RMB (\$430,000).

Main Marketing Strategies: Spread the supernatural story told in the movie on social media and interact with netizens to create new supernatural stories. Also, invite moviegoers to participate in offline viewing activities to enhance the movie's reputation and achieve its promotional objectives.

41) I think the genre and story of Movie B is very good, the plot is in place.	5	4	3	2	1
42) I think the director of Movie B is right for this movie.	5	4	3	2	1
43) I think the cast of Movie B is a good fit for this movie.	5	4	3	2	1
44) I think the production budget of Movie B was fine.	5	4	3	2	1

45) I think Movie B's price tag of ¥36 (\$5.2) is fine. (Offline Movie Theater)	5	4	3	2	1
46) In my opinion, it is very convenient for Movie B to provide online and offline ticket purchase methods.	5	4	3	2	1
47) I think that recommendations from friends and family will lead me to see Movie B.	5	4	3	2	1
48) I think it is very suitable for Movie B to promote the word-of-mouth and evaluation of the movie by spreading ghost stories on social media and inviting moviegoers to participate in movie-watching activities.	5	4	3	2	1
49) After watching, I will share my impressions of Movie B on Weibo, WeChat, and friends and colleagues, and I will go to the word-of-mouth review website to rate Movie B.	5	4	3	2	1
50) When movie B comes out, I'll watch it.	5	4	3	2	1

Part 5: Do you have any suggestions for domestic horror movies?

51) Movies A and B, pick only one and which one will you choose? [Single Choice]*

A. Movies A.

B. Movies B.