

## Abstract

Title: A Study on Moderating Effect of IWOM (Internet Word of Mouth)  
on Chinese Movie Box Office and Its Influencing Factors

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In recent years, China's movie box office is constantly breaking the record. The development of China's movie market should not be underestimated. With the rapid development of the Internet, various community soft wares were developed and the Internet Word of Mouth (IWOM) has become an important factor influencing the box office. The paper takes the impact of IWOM on consumers' decision-making of movie watching as the basic theory, researching and analyzing the moderating effect of IWOM impact on box office revenue and its influencing factors, accordingly revealing the important impact of IWOM marketing on the movie market.

First of all, the paper reviews the related research on the relationship between IWOM and consumer purchase decision, and It respectively studies the independent variables on five factors: the movie box office and opening weekend box office revenue, casts' appeal, director's appeal, whether the movie is the IP play, the movie

schedule. And then IWOM is divided into two aspects i.e. the volume of comments and marks of IWOM. A study on moderating effect of IWOM on Chinese Movie Box and Its influencing factors. The results show that the influence of casts' appeal, director's appeal and movie schedule on movie box office is not significant, the opening weekend box office revenue and whether the movie is an IP play will affect the box office and are influenced by the volume of comments and marks of IWOM.

In this paper, as samples, 150 movies were randomly selected from the top 100 movies at the box office in 2014, 2015 and 2016, 50 from each year, which were released in mainland China before this September. Based on the data analysis by SPSS statistical software, it draws the conclusion that IWOM will affect movie box office. On this basis, combined with the movies' own characteristics, the related recommendations for the movie IWOM marketing were put forward.

**Keywords: Movie Box Office, Internet Word of Mouth, the Volume of IWOM Comments, Evaluating Marks of IWOM.**