

The Networking and Competition of Changde's Traditional Film and Television Culture in the Digital Age

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Abstract: After years of development, the cultural industry in Changde has initially formed a relatively complete industrial system. The development of the cultural industry has a certain scale, and a diversified development model of the cultural industry has initially formed. The purpose of this paper is to study the networking and competition of Changde's traditional film and television culture in the digital age. The questionnaire was revised and designed on the basis of the scales developed by the predecessors, and the questions of the related concept scales such as market intentions were quantified by measurement methods. By issuing and collecting valid questionnaires, collecting relevant data, and combining online distribution of questionnaires with offline questionnaires, the sample can be made wider and more accurate. The model is based on the traditional culture of film and television, constructs the model from the perspective of consumer perception, and introduces consumers' attitude as an intermediate variable. After reliability testing, structural equation modeling, etc., the reliability, validity and results of the model were analyzed and studied. The CR value of the construction reliability index was higher than 0.7, and the AVE value estimated by variance extraction was higher than 0.6. Finally, the model was confirmed to be reasonable. And valid.

1. Introduction

Changde is located in the northwest of Hunan. With the advancement of the renewal process in my country, especially as a strategic location for the advancement of the central urban area, Changde City must plan the regional renewal process and promote the renewal process of Changde City through institutional reform [1]. Looking at our own status and status opportunities, we found that promoting the innovation process of Changde through the development of cultural institutions has played a very important role, which is also the scientific basis for the development of cultural

institutions in Changde [2]. To guide the development of film and television culture with the important value of social media. To a certain extent, the popularization and socialization of important social values can be achieved through film and television culture. It enables the people of our country to understand and recognize the current mainstream values of our society, and finally to the greatest degree of recognition and belief [3].

The film and television cultural products that carry the core socialist values will be delivered to every corner of the world, so that people around the world will know China, understand the essence of Chinese culture, enhance my country's cultural soft power, and show my country's good image. Poch E proposes a system of sustainability indicators to assess and ensure the long-term sustainability of sites identified as having traditional cultural heritage and filming. A series of cinematic scenes obtained from filmmaking best match the local heritage, through which they are combined to form the final cultural landscape, with a high degree of reconciliation between them [4]. A qualitative study of the constructivist paradigm and semiotics by Hermanto A. The results of this study suggest that the diversity of cultural identities has the potential to develop into more value and added value, both economically and socially and culturally. Traditional culture can keep pace with the progress of the times and the progress of existing technology, which also shows that cultural diversity can become one of the driving forces for the development of the film industry, and the film has also become a propaganda tool for cultural diversity [5]. It is of practical significance to study the networking and competition of Changde's traditional film and television culture in the digital age [6].

The innovation of this paper lies in: starting from a specific industry, through the analysis and comparison of its own conditions and external influencing factors, select the appropriate competitive strategy, and formulate feasible implementation plans and safeguard measures, so as to provide enterprises with competitive decision-making in the future. Reference is more targeted. This paper uses scientific methods to analyze the macro environment and competitive environment of the film and television industry, and obtains the corresponding competitive factors; analyzes the company's own resources to find out the advantages and disadvantages. Since the selected location has a certain representativeness in the film and television industry, the above analysis can be used for reference by other film and television companies, to a certain extent, reducing the workload of enterprises when making competitive decisions, and the practicability is also strong.

2. Research on the Networking and Competition of Changde's Traditional Film and TV Culture in the Digital Age

2.1 Traditional Film and Television Culture

Film and television culture is a special kind of culture. It uses film and television as the medium and uses the mode of sound and shadow to convey a certain ideology to the audience. It is the product of the development of electronic technology and information technology, and has gradually become an indispensable part of people's daily life [7-8]. The purpose of film and television culture is to meet the needs of the public's cultural life, and it is made by the producers based on certain social reality through ideological and artistic processing. Therefore, film and television culture generally has a certain value connotation, which reflects the characteristics of a certain area or a certain group of people. Thought and mental outlook. Nowadays, film and television culture has become one of the important ways for human beings to spread ideology, art form and entertainment form, which makes film and television culture grow rapidly and win the welcome of more and more audiences[9-10].

In the development process of the film and television culture industry, it is necessary to build an excellent film and television culture brand that can reflect the elements of our country's culture based on my country's excellent traditional culture and profound cultural resources. Compared with Western countries, my country's film and television culture started late, and traditional culture and cultural resources have not been transformed into obvious advantages for the development of film and television cultural industries, such as dragons, Yellow River, porcelain, and the Great Wall. We lack the world-famous brand symbols of film and television culture, and lack the worldwide brand of film and television culture industry like Hollywood. The competition of film and television cultural brands has become the highest field of competition in the film and television culture market. The establishment of internationally renowned film and television cultural brands, with the help of brand value, to obtain more economic benefits is the prerequisite for the rapid and sound development of the film and television cultural industry. The greater the number of film and television culture brands with absolute influence, the higher the share in the international film and television culture market, and the stronger the driving effect on the entire film and television culture industry [11-12].

2.2 Competitive Strategy

(1) Cost leadership strategy

The main idea of a cost leadership strategy is to provide products and services at a lower price than competitors or industry standards in order to obtain higher market profits or a larger market share. To implement the above strategy, one of the following conditions must be met: First, the product price is low. The simpler the product requirements, the stronger the company's role in reducing costs for repurchasing customers; second, there are no different products. The products of each company in the market are not very different in terms of quality, performance, appearance, etc., so the price is what determines whether the buyer buys or not; the third is that the risk of purchasing and transportation is small. When buyers choose cheaper products, there is no risk of damage due to changes in purchased products.

(2) Differentiation strategy

A differentiation strategy means that a factory has a technical or managerial advantage and that the product or service it offers has a different structure than its competitors. Features can be products, technical features, brand images, service methods, advertising methods, and so on. But in any case, it must be above the normal level of a competitive market and be able to create a positive image in the minds of different buyers and competitors, making it easier for users to identify and buy. The implementation of diversification generally requires three requirements: one is a company with strong R&D or technical capabilities, and the R&D or development personnel must have strong market and innovation capabilities, and can understand the needs; second, the company's products are good. A good name for quality, a good image of the company or brand; thirdly, the company must have strong marketing capabilities to run ads at certain times of the year.

3. Investigation and Research on the Networking and Competition of Changde's Traditional Film and Television Culture in the Digital Age

3.1 Questionnaire Design and Data Collection

From the perspective of consumers, this paper establishes a research model of customers' influence on film and television products, using independent variables such as "perceived quality",

"brand", "perceived fit", the mediating variable "customer behavior" and a variable variable "purchase decision" ". Film and television products in this article include movies, TV shows, and cartoons.

The pre-test questionnaires were mainly obtained through simple sampling and distributed to local areas in the form of electronic questionnaires. Through factor analysis, reliability and interest analysis and other related tests, it can be determined in advance that the data results obtained through the prediction questionnaire can be used as the basis for questionnaire correction, and problems can be corrected to ensure the validity and authenticity of the research questionnaire.

On the basis of completing the pre-test, a large sample of data will be collected from late January 2022 to mid-February 2022, and a total of 500 questionnaires will be distributed, including 200 questionnaires, 144 questionnaires received, and 300 electronic versions. Request: a total of 394 The questionnaire retrieval rate was 78.8%. Incomplete questionnaires were removed, and the answers were obviously contradictory, repeated or in the same field. Finally, data analysis was carried out on 358 related questionnaires, and the effective rate of the questionnaires was 71.6%.

3.2 Convergent Validity Test

Convergent validity test refers to the degree to which the scale is actually related to other indicators of the same factor. After revising the model adjustment index, the internal consistency of each factor, that is, convergent validity, is needed to consolidate and improve the results of the validity analysis. ρ_c and ρ_v must be calculated using standard regression coefficients and error changes. Calculated as:

$$\rho_c = (\sum \text{normalized load factor})^2 / [(\sum \text{normalized load factor})^2 + \sum \varepsilon_j] \quad (1)$$

$$\rho_v = \sum \text{normalized load factor}^2 / (\sum \text{normalized load factor}^2 + \sum \varepsilon_j) \quad (2)$$

$$E_j = 1 - \text{Indicator reliability} = 1 - (\text{normalized load factor})^2 \quad (3)$$

The observation score indicators are that the estimated value must be greater than 0.5, the t value must be greater than 1.96, the construction reliability $\rho_c > 0.6$, the variance extraction estimate $\rho_v > 0.5$, the above measurements all reach the standard value, and the convergence validity is high.

4. Analysis and Research on the Networking and Competition of Changde's Traditional Film and Television Culture in the Digital Age

4.1 Inspection Results

The convergent validity test results of each factor and the calculation results of CR and AVE indicators are shown in Table 1:

As shown in the figure 1 above, the CR value of the construct reliability index is generally higher than the critical value of 0.7, and the estimated AVE value of variance extraction is also higher than the critical value of 0.6, all of which meet the standard requirements, indicating that the convergence value of the measurement model is high, indicating that the model in this study has Internal consistency is high. In addition, except for the FITA2 standard-corrected correlation coefficient of 0.682, which is about 0.7, the others are all higher than the mean of 0.7, that is, each item has the highest output in the ratio. The load, test t-values were significantly greater than 2.5, well above the specified minimum value, which further confirms that the measurement model

results in this study are consistent with the concept and have sufficient convergent validity.

Table 1: Internal consistency test table for each factor of the measurement model

First order factor	Build reliability	Variance Extraction Estimation
Perceived quality	0.862	0.655
Brand association	0.725	0.715
Perceptual fit	0.812	0.692
consumer attitude	0.915	0.663
Purchase Intention	0.886	0.719

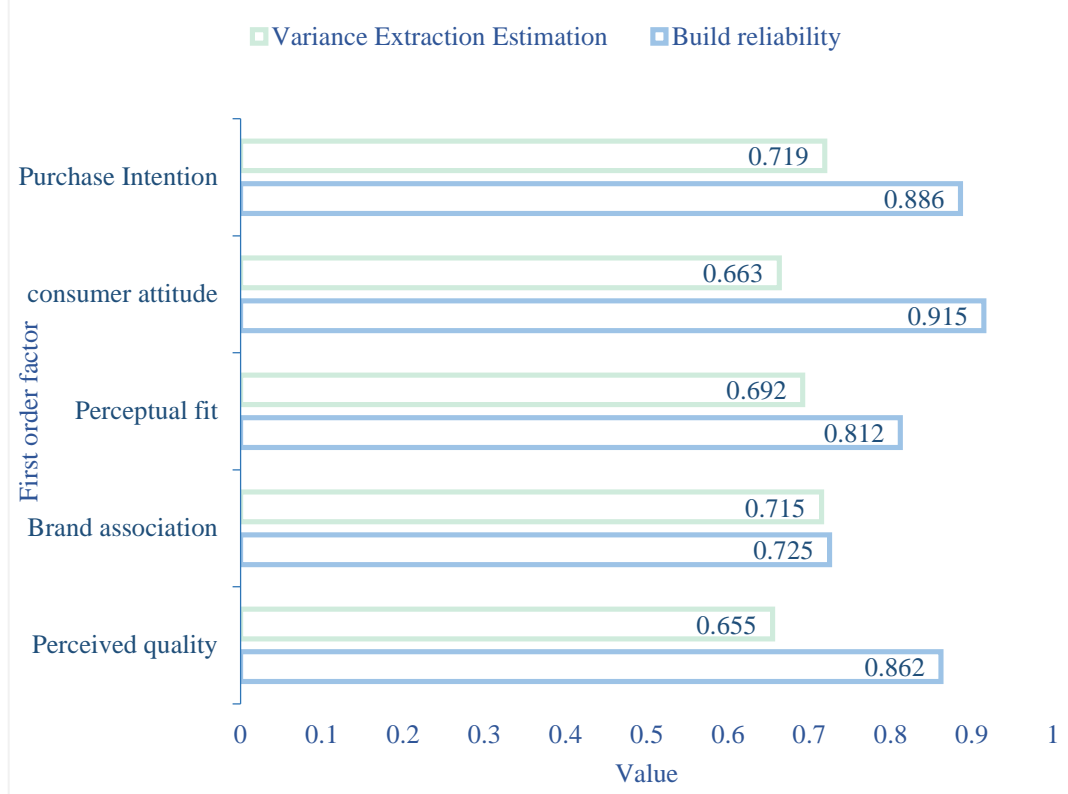


Figure 1: Internal consistency test for each factor of the measurement model

4.2 The Way to Improve the Network Communication Power of Traditional Film and Television Culture

The ways of improving the network communication power of traditional film and television culture include using portal websites to advertise, using keywords to search for information, and using mobile APPs and public accounts to push information and live online, as shown in Figure 2.

As we all know, the brand effect of Tencent Video is indisputable. For online video audiences, its homepage navigation layout plays a strong role in recommendation and promotion. After signing an exclusive broadcast agreement with Tencent Video, Changde Traditional Film and Television Culture won the "Homepage Focus Recommendation" and other resources that are beneficial for publicity. Every user will see the promotional posters of Changde's traditional film and television culture at the first glance after clicking on the Tencent video website, which greatly improves the pertinence of the video, and enhances the traditional film and television culture of Changde while achieving accurate delivery to the audience. of network communication.

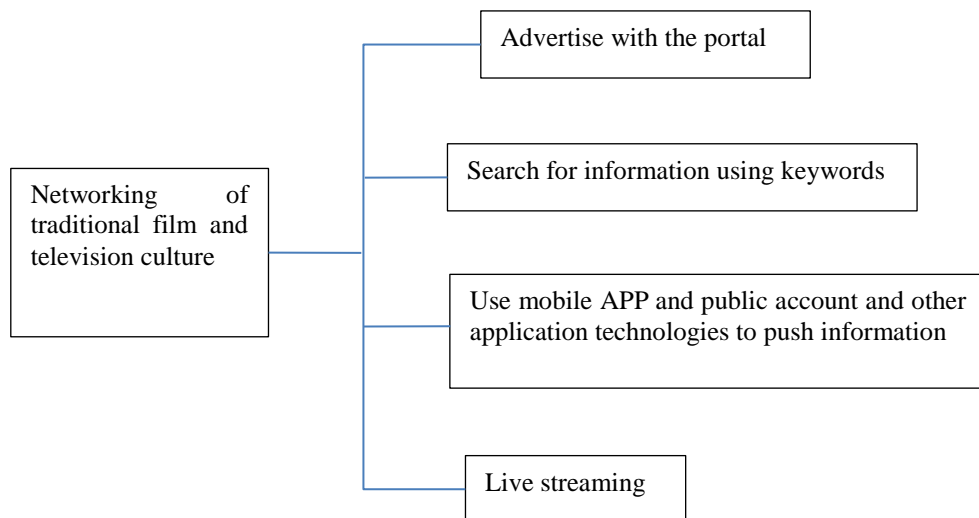


Figure 2: The way to improve the network communication power of traditional film and television culture

At present, most users search and obtain information through search engines, and major search sites such as Baidu, 360, and hao123 all provide keyword auction services. The production team directly purchased keywords related to Changde's traditional film and television culture from Baidu, which effectively attracted the attention of the video audience and increased social attention, thus achieving the purpose of enhancing the network communication power of Changde's traditional film and television culture.

Audiences mainly use mobile devices such as mobile phones and tablet computers to watch online videos and receive various media information. By cooperating with Campus Cinema Line Co., Ltd. and Baidu Tieba, marketers use their official APPs and public accounts to push relevant film and television information, and at the same time use the information retained by mobile phone users when they download mobile applications to personalize their needs and watch movies. Habits for analysis, and ultimately achieve accurate communication and enhance its network communication power.

In addition, the producer will also extend the interactive experience to the content of the episode and the live webcast. At the end, the shooting footage of the episode will be played to share the funny scenes and warm scenes during the filming with the audience, so that the audience can experience the filming by the crew. While working, strengthen the interaction with the characters in the play; the producer conducts online interactive activities such as "live broadcast topic collection" and "Internet celebrity topic discussion" through mobile terminals, which continues to heat up the exposure of Changde's traditional film and television culture on the Internet and further enhances the The network communication power of Changde traditional film and television cultural dramas.

5. Conclusions

The development of Changde's cultural industry must form its own characteristics and focus on its own industrial development. Through the internal structural adjustment of the cultural industry, a group of special products with local characteristics that can represent the development level of the

local cultural industry must be cultivated. Promote the overall development of local cultural industry with characteristic products, and improve the overall level of cultural industry development in Changde. The topic of this paper is novel to a certain extent. In the past, most of the research on online film and television media stayed on the mining and summary of production mode and content production. This paper takes specific film and television projects as the starting point, through the analysis and research of various real-time data. , Combined with the corresponding results of the questionnaire, the specific path to improve the communication power of online film and television media is well summarized, which is a good supplement to the comprehensive and in-depth study of online film and television media. From the perspective of research methods, this paper obtains the most novel and cutting-edge first-hand data of the communication power of online film and television media through the practice of Changde traditional film and television culture, and then obtains second-hand data through a questionnaire survey with the characteristics of "Internet +", combined with literature research The relevant data obtained by the method can maximize the pertinence and timeliness of the research, and provide ideas for further enhancing the communication power of online film and television media.

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