

Analysis on the Current Situation and Reform of Fiction Industry Based on Consumer Satisfaction

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Abstract: The article firstly analyzed the industrial chains of fiction industry, combined big data search and analysis, link existing research results, and drew the existing three main industrial chains and their consumer appeal factors. Secondly, taking the KANO model as the entry point, the article designed the KANO questionnaire, studied the impact indicators of consumer satisfaction in these three industrial chains, and arranged the impact indicators in the order of importance. Finally, starting from the satisfaction of audience, the article put forward the necessary factors for the promotion of a novel, and proposed the reform method of the novel industry, which proposes the proper direction of development for the fiction publishing industry, the promotion of online novels and the filming of novels.

1. Introduction

After years of development, China's fiction culture not only has a long history, but also initially reflects a relatively complete industrial chain form. In the development of the novel industry, the paper publishing industry, the network literature industry, the film and television literature industry have each emerged a number of outstanding works, which not only represent a vivid cultural form for the masses, but also form a higher economic benefits and have proposed a new concept of IP development and operation for the times.

Based on the research of existing achievements and big data analysis, this work analyzes the existing industrial chain of the fiction industry, and carries out the three major fiction industry chains of paper publishing industry, network literature industry and film and television literature industry. The analysis uses KANO model as the entry point, and ranks the consumer appeal factors affecting these three major industrial chains. It proposes the packaging concept of promotion policy for a fiction work, and also puts forward suggestions for the reform direction of the fiction industry.

2. Discourse

2.1 Research on the Current Situation of Novel Industry

In order to study the existing main industry chains of fiction industry, the author edited the python crawler program and selected three major platforms, which are publishing fiction platforms or online fiction reading platforms or fiction sharing platforms called "Jinjiang Literature Network", "Douban" and "Little Flower Reading", analyzing the top 200 novels on the power list. After analyzing the source of a novel by the discussant, the main novel industry chains are studied through word frequency analysis. Combining the existing research results with the results of word frequency analysis, the author has identified three existing industrial chains in the fiction industry, namely the paper publishing industry, the network literature industry, and the film and television literature industry.

Through the research, the author drew the following conclusions: For a particular fiction work, the copyright owner can promote the work in three ways, namely, publishing it as a paper book, promoting the electronic version of the novel on the Internet, and signing the script adaptation rights

of the fiction work to a film company. Because of the different types of novels, the limitations of publishing policies, and the restrictions on film and television adaptation policies, some novels cannot be published and adapted. However, due to the uniqueness and vividness of the types, online distribution can also achieve higher economic benefits. In order to study the economic benefits of these three industrial chains, the author comprehensively studied the financial reports of 13 listed companies in the publishing industry, and obtained the following rankings: online distribution > film distribution > publishing.

2.2 Research on Consumer Appeal in Fiction Industry

Based on the edited python crawler program, the author searched and analyzed the consumer reviews in these three platforms of “Jinjiang Literature Network”, “Douban” and “Little Flower Reading”. For the paper publishing industry, the author analyzed the recent high-volume, high-impact publishing fictions. For the network literature industry, the author has commented on the promotion fictions on the platforms of Weibo, browser and WeChat, which are high-impact and highly recognized in recent years. For the film and television literature industry, the author analyzed the original works of the film and television works with the higher-score adaptation of the fictions. Through the analysis of the frequency of comments on these three industries, the author drew the following conclusions:

For the paper publishing industry, there are seven main consumer appeal factors, author, novel plot, character setting, theme, novel style, publishing company and cover style.

For the online literature industry, there are nine main consumer appeal factors, author, novel plot, character setting, theme, novel style, online platform, cover style, chapter length and fee.

For the film and television literature industry, there are eight major consumer appeal factors, author, novel plot, character setting, theme, novel style, film and television company, acting actors and adaptation.

Taking these several appeal factors as the influencing factors of consumer satisfaction, the author designed the KANO questionnaire of KANO model and studied separately on “If this fiction work has this influencing factor, then your opinion is I like it, it should be so, it doesn’t matter, I can bear it, or I still don’t like it?” and “If this fiction work doesn’t have this influencing factor, then your opinion is I like it, it should be so, it doesn’t matter, I can bear it, or I still don’t like it?” After analyzing the statistically effective answer, the attribute evaluation of the influencing factors was classified and the Better-Worse coefficient was calculated, then the order of importance of the influencing factors of different industries was obtained, the results being shown in Table 1.

Table 1 KANO Model Study Results

Novel Industry	Order of Importance of Influencing Factors
paper publishing industry	theme>novel style>author>novel plot>character setting>cover style>publishing company
online literature industry	theme>novel style>online platform>author>novel plot>fee>character setting>cover style>chapter length
film and television industry	novel plot > adaptation > character setting > acting actors > theme > film and television company > author > fiction style

It can be seen that when promoting a novel, if paper publishing is the main purpose, the theme, style, author, and plot of the novel should be paid attention first, followed by other factors. If online literature promotion is the main purpose, the theme, style, network platform and author of the novel should be paid attention first, followed by other factors. if film and television literature promotion is the main purpose, the plot, adaptation, character setting and acting actors of the novel should be paid attention first, followed by other factors.

The results of this study are based on the study of consumer satisfaction, and are the results of the evaluation of many high-impact, high-scoring novels, so that the promotion and distribution of novels can be more effectively guided.

3. Summary

According to the research, the fictions published in different types of industries have distinct characteristics. Paper-published fictions pay more attention to the artistry and literary skills of the novel, and have higher requirements for the author's reputation. At the same time, they have more stringent requirements on the number of words, cover, style, etc., that is, due to the requirements of publishing, the number of words is limited, and the cover should be beauty and style should be eye-catching. Online literary fictions pay more attention to the unique style, and have greater dependence on the subject matter, people's design and plot. The promotion effect also has certain requirements on the planning method of the platform. Film and television literature not only requires the original novels to have better plots, character settings, unique styles and themes, but also requires film companies to have higher adaptability and actors to have better character shaping capabilities.

For the publishing platform, if the influence of the fiction works can be increased by multiple industries, higher economic benefits can be achieved. For the fiction editors, when planning the topic of the novel, the following criteria should be adopted: vivid fiction themes, distinctive novel styles, authors with fan bases, appropriate network promotion platforms, reliable film or television adaptations and proper length or style of the fictions which is controlled by the editor and is suitable for paper publication and distribution on the Internet. The selection of the published novels through such standards is expected to achieve high economic benefits in these three industries and to develop high-impact novels with high IP value.

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