**INTI International University**

**MBADI – Master of Business Administration**

**The Factors affective Hollywood Movie Box Office In China (SINGLE AWARD)**

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**STUDENT’S DECLARATION**

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**ABSTRACT**

With the rapid development of society, the movie industry has gradually become the mainstream of people's entertainment projects. Nowadays, China's movie market is expanding every year. This is why many Hollywood movies will have some Chinese elements to cater to the tastes of Chinese audiences. However, what factors will affect the Hollywood box office in China? This paper uses SPSS software to analyze the factors influencing the box office of Hollywood movies in China through questionnaires. The survey results will be used as a reference, which will promote the development of China's film industry. In addition, in the past few years, China’s economic development has been rapid, which will be a factor in the consideration of potential research in this article. The economic conditions affect the audience’s enthusiasm for watching movies. In addition, this article considers that four factors are the key. (marketing, fare, movie star, movie quality)

In order to analyze in detail the factors that influence the Hollywood movie production in China, the researchers divided the paper into five chapters for research. In the first chapter, researchers have discussed the background of the research and have already had problems. In addition, in this chapter, researchers have developed hypotheses that contribute to systematic research.

Key Words: Movie star, Movie fare, Movie quality, Movie Marketing, Hollywood

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# Chapter 1 Introduction

# 1.0 Introduction

The chapter introduces the research topic "The Factors affective Hollywood Movie Box Office In China". Due to the rapid development of social economy, People's quality of life has been significantly improved. Relative to the material life satisfaction, people are more inclined to the spiritual level. Therefore, the film industry in China's development is very rapid.

West media said, remember that according to the famous game "Warcraft" adapted film "World of Warcraft" it? The film in Europe and the United States did not cause much concern. Production costs of $ 160 million "World of Warcraft" in the North American box office only 47.4 million US dollars, but in North America outside the harvest of 386.3 million US dollars at the box office, of which only the Chinese mainland market contributed 2.208 billion US dollars. According to the Spanish "News" website reported on May 26, with this result, "World of Warcraft" became the 2016 Chinese mainland box office runner-up. It can be said that it is more than one billion people in the Chinese market to save the "World of Warcraft"

Why Hollywood movies will occupy such a big market in China? So, the focus of this paper is that research on several factors that foreign films are popular in China.

This is a survey of marketing. First, we need to use SWOT analysis to analyze that The advantages and disadvantages of Hollywood movies in the Chinese market. Then, according to the movie box office related to several market factors to find the reasons. There are 4 factors can affect the movie box office. (Movie star, Movie Quality, Movie Marketing, Movie Fares). In addition, the main utilized research method in this study is survey, and questionnaires are also applied to collect data from participants. Meanwhile, factor analysis is applied to analyze the data via Statistical Package for Social Sciences (SPSS), in order to find out the issues and provide recommendations (Agresti, A).

## 1.1 Background of Study

China's film market is currently in high-speed development period, 2017 Chinese film box office is expected to reach 46 billion yuan, an increase of 4.6%, since 2008, the smallest increase since the year. The US film market is the largest market in the world, but in the case of limited population, in order to improve the overall income of the film, in addition to the derivatives market to increase revenue and improve the audience viewing frequency, is to expand overseas markets. China's film market as the world's second largest market, the future development potential is huge, so the US market in China as the implementation of the film's global strategic layout of the important direction(Maringe, F, 2006).

In addition, the Chinese film market has not yet established a complete industrial system, so the need to increase the interaction with the Hollywood film to learn the film industry system to establish the method. On the one hand, the two countries will conduct official negotiations on the "Agreement on the Issuance and Cooperation of Import and Export of Films" to provide for the introduction of the film market in China. On the other hand, Are actively seeking and Hollywood six cooperation opportunities to strengthen the exchange and communication between each other to learn its core technology (Kallio, R.E. 1995).

Therefore, in such a market atmosphere, the Hollywood blockbuster and more inclined to open up the Chinese market, so as to make the film industry the greatest profit. On the other hand, some of the experienced and senior Chinese actor slowly quit the screen, and the new generation of actors acting is still immature. So in this context, most colleges and universities began to provide professional art performances, the purpose is to establish a diversified talent training model. But most universities face the same problem, the focus of the course on the theory of teaching, but ignoring the importance of technology, teaching is imitating the existing works, so plagiarism prevails. In order to improve the quality of training, these universities should be based on in-depth study of the needs of the film industry.

Although current Hollywood movies are better than Chinese movies in all aspects, China has its own unique cultural heritage and can shoot high-quality movies in different styles from Hollywood. Therefore, the main purpose of this article is to investigate the advantages of Hollywood movies and learn from them. The ultimate goal of experience and technology is to enable domestic movies to be able to catch up with Hollywood movies and achieve greater progress. Of course, the first thing we have to do so far is to observe the factors that influence the box office of Hollywood movies. We started to improve from this point. In 2018, the national box office reached RMB 55.911 billion, and the movie and video market entered a new normal. The increase in the quality of viewership and the improvement of operating efficiency brought about by channel integration are expected to become the main theme of the 2018 movie market (Pemarathne & Siriyama ,(2014)).

## 1.2 Problem Statement

Although Hollywood movies are becoming more and more popular in China, there are still many obstacles for Hollywood movies to enter China. First of all, each country has its own culture, just like the movie industry. Many Hollywood blockbusters and martial arts scenes are very good, but this story is really difficult for the Chinese to understand. The main reason for this is the difference between the two cultures. “Monthly Film Protection Month” is an act that uses administrative power to seek advantages from local film companies. It prevents a large number of imports and screenings from being introduced over a period of time. It has a protective umbrella for domestic movies and this also affects the influence of Hollywood movies on the Chinese market. . In China, some movie publishers have just released movies that can watch movie sources on the Internet, so its movie box office is much less. The biggest obstacle is that viewers watch movies in order to chase stars. The promotion of Hollywood stars in China has not been extended. This is exactly what we want.

Because the development potential of China's movie market is very large, it still has a big gap with Hollywood movies. Therefore, the purpose of this survey is to study the advantages and disadvantages of Hollywood movies and in-depth investigation of various factors to improve the system of Chinese films. Improve some aspects to make the Chinese film industry achieve greater development.

According to the person in charge of the Film Department of Sichuan Press, Publication, Radio, Film and Television Bureau, in the year of 2017, Sichuan's movie market has developed very well. It can be said that the situation is leaping forward with great joy and has achieved fruitful results. The responsible person sunned a transcript to the cover news reporter: In the past 2017, the film industry in the province has made breakthrough progress, and all indicators have reached record highs. The province’s movie box office revenue reached 2.98 billion yuan, an increase of 17.97% year-on-year, ranking sixth in the country in terms of box office, exceeding the annual plan of 2.5 billion, and the number of viewings was 9,491.37 million, an increase of 19.03% year-on-year. 570 new screens have been added, 64,370 new viewing spots have been added; Sichuan's rural public welfare films have been screened at 613,883 sites, completing 110.45% of the annual tasks. The number of viewings has reached 4.02011 million. At the same time, Yibin City has mapped the rural digital cinema line of Sanjiang River. Co., Ltd. Chengdu Jinsha Yard Rural Digital Film Co., Ltd. was selected by the Central Propaganda Department as the 7th national “double service” grassroots film screening group; the Sichuan movie market is booming, the box office performance is very good, and the number of people watching the movie has attracted many people. From the 24 theaters across the country to the Sichuan market. On January 2, the reporter obtained the exclusive list of the top 10 outstanding movie theaters in Sichuan Province in 2017. According to relevant sources from Sichuan Film, Radio, Film and Television Bureau, among the top ten cinemas in Sichuan in 2016, Wanda Cinemas took up three seats, among which Jinjiang District Wanda Cinema Jinhua Store topped the list with 44,852,328.46 yuan; City (Chunxi Branch) has become the most played movie theater with 3,076 screenings. It is also the largest number of movie theaters (1,299,649). It has a box office income of RMB 41,475,876.75, and won the third place. The second runner-up at the box office in Sichuan is Wanda. The City Jinniu Store received the following rankings for the top ten movie theaters in Sichuan Province in 2017. :

1, Wanda Studios Jinhua, Jinjiang District, Chengdu, Sichuan Province, China;

2. Wanda Cinema City Jinniu District, Jinniu District, Chengdu City, Sichuan Province;

3, Chengdu Pacific Cinema (Chunxi shop);

4, Chengdu Baili Palace Studios (Taikoo shop);

5. Xingmei International Studio Chengdu Global Store;

6, Wanda City, Mianyang City, Sichuan Licheng shop;

7, Pacific Studios (Wangfujing shop);

8, Chengdu, Chengdu, China Star International Studios Joy City shop in Chengdu;

9, Chengdu Yingying 1958 Studios;

10, Chengdu UA International Financial Center Studios.

"Sichuan-made" movie 9 enters the national cinema screening

Sichuan was once a big producer of Chinese movies. The "Sichuan-made" movie "The Girl in Red" and "Jiao Yulu" have won various prizes. The total movie box office revenue in Sichuan in 2016 was 2.5 billion yuan. However, local Sichuan produced and produced films did not perform well. There are less than 4 national theaters.

Then, what is the situation for the "Sichuan-made" movie in 2017?

According to the person in charge of the Film Department of the Sichuan Press, Publication, Broadcasting and Broadcasting Bureau, the production and production of films in Sichuan also increased significantly in 2017. 151 records were filed for the entire year, and 84 “film licenses for film production (single-chip)” were issued. The review was completed. In the 27th, "Sichuan-made" films entered the 9th National Academy Online. Among them, "Twenty-Two" won the national movie documentary box office championship and Sichuan movie box office with 178 million yuan, and won the national spiritual civilization construction "five A “Project Special Award” for participating in the 90th Oscar Best Documentary Film; from June 23 to June 27, 2017, the China Chengdu· Brics Film Festival held in our province was a complete success, and at the same time, December 19, 2017 On the same day, the State Administration of Press, Publication, Radio, Film and Television agreed that the BRICS National Film Festival will be established in Chengdu for a long time.

Audience across the province is watching a diversified trend

The cover news reporter visited a number of theaters and learned that audiences in Sichuan Province have been watching movies in 2017. The audiences of different age groups and different regions love the video types completely different. Many post-90s in Sichuan Province, after the 95th, the audience preferred the feature film, after 70, the 80 after the favorite comedy film, the capital of Chengdu and the Meishan, Deyang, Mianyang, Yibin, Quzhou, Leshan and other cities of the audience love to see action, shootout, drama, Neijiang The audience in cities such as Nanchong, Guangyuan, Bazhong, Xichang, Shuangliu, and Dujiangyan love to watch comedies. This also determines that the major cinemas in Sichuan Province should be ranked according to regional and cinematic characteristics when they are filming.

## 1.3 Research Objective

Hollywood plays an important role in the globalization strategy of the United States. The globalization of American movies not only created great economic benefits, but also created the United States' "world fun." Hollywood sees China as the most promising international movie market and is using various strategies to nurture and develop markets with national strength and economic strength. After China's accession to the WTO becomes a reality, the sovereignty of Chinese movie culture will face the challenge of Hollywood. There are still potential advantages or favorable conditions for the development of Chinese films. The crisis of Chinese film not only comes from Hollywood, but also from its own system and mechanism. With nationalism as a ground against globalization, Hollywood is not necessarily justified. China's film reform is not to expand its scale but to establish a modern enterprise system. The industrial transformation of international and domestic markets is the biggest politics of Chinese films. Therefore, this study is conducted to do the research the factor which can affect the Movie Box Office in China. On the one hand, this study aims to explore the elements and the most important aspects that can influence the movie box office. On the other hand, the study of the Chinese film market in the future development, as well as some related data analysis. Overall, the main objective of the research is to improve the marketing of the film in China.

**1.4 Research Questions**

According to the research objectives, this study will focus on the elements which affect the Movie Box Office in China. There are research questions based on the aspects which are related to (Movie star, Movie Quality, Movie Marketing, Movie Fares).

RQ1: To what extent does Movie Star affect Movie Box Office in China?

RQ2: To what extent does Movie marketing affect Movie Box Office in China?

RQ3: To what extent does Movie Quality affect Movie Box Office in China?

RQ4: To what extent does Movie Fare affect Movie Box Office in China?

## 1.5 Research Hypotheses

There are four main hypotheses which refers to the relationship between dependent variable and independent variables, according to the objectives and questions which will be explored and solved.

Hypothesis 1: There is the positive relationship between Movie Star and Movie Box Office in China.

Hypothesis 2: There is the positive relationship between Movie marketing and Movie Box Office in China.

Hypothesis 3: There is the positive relationship between Movie Quality and Movie Box Office in China.

Hypothesis 4: There is the positive relationship between Movie Fare and Movie Box Office in China.

## 1.6 Significant of Study

At present, due to the Chinese film market to take the import film quota system, the provisions of domestic film screening time and other administrative means to protect the interests of domestic films, Hollywood can only export to China each year less than 10 mainstream films, which can only get 20 million US dollars Income, which is almost equal to the US film's $ 60-70 billion in revenue, not even as it returns to Southeast Asian countries such as Singapore, Malaysia, Thailand and the Philippines; and, according to 20th century Fox and other film companies, In China, the issuance of funds can only get about 12% of the box office revenue, while in other countries is 50% (Prugsamatz, S.2010).

The impact of the film market, which is also the impact of American culture on China, in the 20th century, China's film and television actor strength to send less and less, which seriously affected the quality of the local film, so train more film professionals Has become a top priority, how to effectively cultivate professionals. In this study, the study focused on the China Film University, the film academy department is able to meet the needs of the market and the industry, if not, then how to improve the system to attract more students to join and realize the film industry.

The results of this study can help personnel training machine in the film industry more perfect, but also for the entire industry to provide a clear direction and recommendations. It is suggested that most of the university's film and television programs can improve themselves in the teaching content and teaching system. At the same time, this article also provides clear direction for students who want to study the professional profession.

## 1.7 Research Methodology

This study focuses on employee satisfaction and factors which can influence the Movie Box Office. Meanwhile, quantitative research is confirmed to develop this study.

Moreover, the study pays attention to Movie scores, film type, fares, resident income, sequel, schedule, star, director in China, At the same time, there is 200 movie fan who successfully have participated and completed the survey successfully.

Furthermore, the random sampling method is utilized in this study. Then, there is secondary information which is collected via searching from websites, books, and academic journals. Meanwhile, the data collection methods which are used in this study is surveys, after that, the questionnaires which are one of the most effective and convenient methods to collect data are distributed to respondents. In addition, this study uses descriptive analysis, T-test and factor analysis as methods of data analysis to test the relationship between dependent variables, and independent variables. The data of participants will be analyzed through utilizing the analytic tool which is Statistical Package for Social Sciences (SPSS) in order to obtain the useful findings, answer the research questions and achieve the research objectives.

## 1.8 Summary

Overall, first of all, this chapter has illustrated the background of the research. Then the current problems has been revealed to show that the research is necessary to be conducted. After that, research objectives are developed based on the problems, in order to create Positive effects on the current situation and mention further references and suggestions for relevant organizations and individuals. Meanwhile, research questions and hypotheses are developed to guide the study in the following chapters. Accident, the significance of the research has also elaborated based on managerial contributions And study separately which are applied in this study have been illustrated.

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# Chapter 2: Literature Review

## 2.1 Introduction:

The purpose of this study is that the elements which can affect the movie box office in China, therefore the decision making of audience as the dependent variable, and hypothesis of the five factors as independent variables. In today's society, the development of the film industry in China is getting faster and faster. The choice of

the audience is becoming increasingly uncertain. There are some curious fans who likes suspense movies, some lovers like love movies. Some people like comedy, some people like action movies. Therefore, this study will build a model with five factors that influences the decision making of students, and then to explore the relationship between them. The findings will be presented at the end.

## 2.2 Decision Making of Audiences:

Decision making process alludes to the diverse phases of basic leadership that a customer experiences previously, after and amid the buy of item or administration. It is essential for an advertiser to comprehend what goes inside the head of buyer and how to make him/her buy your item or administration. It comprises of five phases. Nonetheless, it isn't vital that all the purchasing choices go however every last stage. The phases can be stated as: need identification, getting information, alternative measurement, buying of the product or service and the last being after buying behavior.

For most of movie companies such as Shaw Brothers Studio，Billco Industrial co, lt，dmedia asia films ltd，etc. the facilities factors were looked upon very important for attract students, because the facilities are a high standard to measure the quality of the institutions, they are thought as an important factor that influence students’ choice (Price et al., 2013). The highly competitive market is a large number of producers competing with each other to meet the needs of a large number of consumers. In a highly competitive market there is no one producer or a group of producers, nor a consumer, or a group of consumers that can decide the operation of the market. They cannot individually determine the price of goods and services and how much to exchange the commodity. Competitive markets will be formed under certain conditions (Zhang, 2015). However, a lot of factors may influence consumer’s purchase intention because consumers have a variety of alternatives which can change consumers’ mind to purchasing products (Rezvani et al., 2012). Therefore, when we

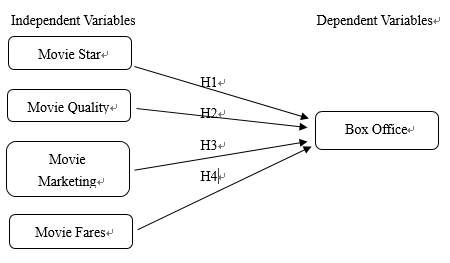
put a movie as a commodity, how to sell the goods is very important to the marketing. Therefore, most of the audience's attention to the film from the media marketing, through a series of publicity means of operation, to enlarge the advantages of the advantages of the film, to promote it to the public, to improve visibility. In addition, good marketing methods can not completely determine whether the film is income, the quality of the film is also very important. Otherwise the word-of-mouth may also cause the film's lack of stamina, eventually fail to achieve the desired effect. Of course, the price of a movie is also a very important factor which can affects the desire of the audience. The factor of career and career prospects on university students' choice is more important than the factor of hobby. Moreover, the students may consider the price and procedure elements further than other factors of cinema marketing mix (Maringe, 2010). In addition, the line activities are also very important to a film promotion link, planning and implementation of offline viewing activities, premiere ceremony, conference, domestic and foreign film festival and other large public relations activities, to achieve field effect and spread the effect of a win-win situation. Internet companies have frequently spread hundreds of millions of people in the transmission channels, the film investment production side, has become the most important channel of publicity. These factors can influence the audience's decision.

In summary, this study assumed that four factors will affect the audience to choose the type of film. The relationship between the size of the audience, composition, gender structure, age structure, socioeconomic status, educational structure and the relationship between the factors are worth studying.

## 2.3 Cultural Orientation

Cultural orientation can be characterized as a field of concentrate that gives us a model for comprehension and anticipating the consequences of between social experiences; that is, independently we are altogether extraordinary, however share comparable encounters with the individuals who experienced childhood in a similar environment, in an indistinguishable kind of society from us. With the gradual replacement of structuralism by post structuralism, with the philosophical philosophy of the rebellion of the philosophy of objectiveness, with the philosophical hermetic resurgence, the focus of film research from the film text to the relationship between the film and the audience, to the audience itself.

## Conceptual Framework



## 2.4 The Demands of Audiences

When any new company establishes it rapidly discover that it get by taking care of client demand. The examples in that request can appear to be baffling at in the first place, however in the event that the business acquaint itself with the thoughts contained in client request hypothesis, it can make dependable expectations about client conduct. Numerous scholars over numerous years built up this hypothesis, and it encourages foreseeing responses to changes in the way you advertise your items and administrations and this is how demand of the audiences (customers) work.

### 2.4.1 Hobby

Because each audience's hobby is different, it leads to the diversity of the film. For some fans who love movies, the Titanic series is the best type of film and the same for the audience like the detective film. The disc spy series is the best film. So the different types of films have the audience base is not the same. So led to the difference between the box office, so in line with the audience's hobby for the promotion of the film is a very important factor.

### 2.4.2 Movie Star

As we all know, a hollywood movie in order to get a good box office in China results, then the most critical is to have a star to join the publicity. So that in a movie star from the role of great. Combined with the successful experience of Hollywood, from the concept of change, the status of stars, star training, brokerage system, media publicity and other different angles, put forward the star system in the Chinese film industry chain in the specific implementation of the strategy and steps. Chinese film people need to lift the fetters, relying on their own wisdom, in the construction of the gradual improvement of the star system, the Chinese film industry's own "Hematologist" function to run up, so that the Chinese film industry has always been on the road of healthy development.

### 2.4.3 The Creativity

The report said that in 2010 China's film industry to maintain rapid growth trend, the annual average of 4.2 new screen, video production increased by 15%, the domestic market box office growth reached 63.9%, the annual comprehensive benefits of the film increased by 47.4%. At the same time, the rapid spread of 3D and IMAX technology, the gradual formation of large film marketing concept, a variety of profit margins around the gradual development of the means, as well as high box office movie word of mouth to enhance the 2010 Chinese film in the rapid growth of healthy development , But "creative lack of production and conservation" has become the key to the future trend of the film industry. So, a creative movie can attract more audiences to watch.

### 2.4.4 The Technological

Therefore, a film shooting technology is very important, such as the current 3D technology in China, when the popular and most of our favorite movie Avatar is a very good 3D movie. On the other hand, In the development of high-end media today, people for the experience of the experience has gradually increased, watching movies has not only appreciate the story, beautiful romantic, stirring, and so a wide range of visual effects and visual impact has become a measure of an evaluation criteria of the film. In particular, Disney film production of film and television special effects adventure masterpiece "Avenger Union", many viewers in the unforgettable is one of the money to create an unparalleled and exciting 3D animation special effects scene. The film's main event, the perfect interpretation of the modern special effects technology to bring the charm of film and television, with a strong late special effects support, only so many outstanding works of film and television stand out. In attracting people's attention at the same time, but also firmly grasp the inner ideas, and special effects techniques will be the future of film and television production industry in the development of a new trend.

### 2.4.5 Film Rendering Power

Music is usually very subjective, sad or elegant or vulgar, or a variety of regional customs and cultural background. Sometimes do not even see the picture can also be clearly through the music to feel the content of the film expressed and the image is relatively objective, in the absence of dialogue when the audience is often not necessarily understand the feelings of the film want to express, such as many large paragraphs in the film when the paragraph, the director to express the emotions usually need a subjective music for the screen qualitative, the same picture, with it for the joy of music that it is happy, with it for a sad soundtrack that it can be sad. Many scenes of dialogue, through the music of the bedding and rendering, but also allows the audience to feel the lines behind another meaning, and some important words to make a hint, or even just by music can be the future of the plot development foreshadowed. When we look at Disney's cartoon, the character of the character only need to listen to the character when playing the soundtrack, and the fate of the characters often can also be through the development of soundtrack to the audience a certain indication.

## 2.5 Online Movie Platform

At present, there are plenty of opportunities to get in touch with Hollywood in China. When we do not want to spend money on cinemas watching movies, some open movie sites can help us watch Hollywood movies for free, which not only helps us watch good videos but also let us know more Western culture which we can communication with.

## 2.6 The basis of theoretical:

Ordering this paper marketing is to establish and support good relationships with these public. In 1985, Barbara Bend Jackson put forward the concept of relational marketing.

University of Texas A & M Leonard L. Berry (Leonard L. Berry) In 1983, at the American Marketing Association, the earliest relationship marketing report made the following definition: "Relationship marketing is to attract, maintain and enhance customer relationships." In 1996, a comprehensive description: "Relationship marketing is to identify, build and maintain relationships with consumers and consumer relationships to achieve business and stakeholder goals, and if necessary, industrial marketing expert Barbara B. Jackson (Jackson BB, 1985) describes relational marketing as "marketing from attracting, developing, and retaining customer relationships" from an industry marketing perspective. Morgan and Hunt (1994) looks at relationship marketing from differences in economic and social interactions marketing is "aimed at establishing, developing and sustaining a successful relationship between marketing activities." Gummesson (1990) from the perspective of corporate competition network, absolute relationship marketing, that "relationship marketing is based on the market, Network interaction.Relationship marketing is reflected in the process of communication between people, the relationship between people is rich and colorful. In general, there are several forms:

The marketing form of genetic relationship

This refers to the family relationship established by the marketing activities, such as father and son, brothers and sisters and other relatives. The relationship between the two countries is a deep-rooted relationship, so the long-term interests of the two countries are easy to coordinate, but the scope of application is limited.

Geographic relationship marketing form

This means that an enterprise marketing person maintains a marketing campaign through a location, such as a colleague in the same province or county or in the same area. This relationship marketing exists in economically underdeveloped areas

Marketing form of industry relations

This refers to the relationship between the same industry based on marketing activities, such as colleagues, peers, students, because they are subject to the same impact, have the same desire, which can help each other to form a long time mutual economic relations.

Cultural custom marketing form

This means that the company and its employees have a common culture, beliefs, customs and practices based on marketing activities. Since companies and employees have a common philosophy, beliefs and habits, this will help to connect with each other and easy to understand the product or service brand, packaging, and cooperative marketing relationships in marketing activities.

The form of marketing sporadic relationship

This refers to the occurrence of unexpected opportunities in specific time and space conditions, forming a relationship marketing, such as marketing staff who may deal with passengers when dealing with transactions. This is associated with the former form, but this opportunity will be an opportunity to expand the market share, which will be the opportunity to develop new products that may become successful or fail.

# Chapter 3: Methodologies

## 3.1 Introduction:

In this paper, the quantitative method is used to deduce the reasoning by studying the cross section of the population. By observing personal subjects to collect data. Self-managed questionnaires have allowed me to meet a large number of potential respondents in China, especially when using postal responses or online questionnaires. In addition, this article will be 15 years old to 50 years old 200 Chinese people for non-probability sampling. Finally, this article will use SPSS software to analyze the data I have collected.

## 3.2 Research design

The main thrust of this study is which factors dominate the movie box office. First of all, we discuss is that marketing means is a very important factor, can directly affect the movie box office.We all know that most of the services of the project is the first to pay after the pay, because the quality is difficult to predict. So good marketing can improve the value of the film, which is why the producers will spend a lot of money to use the media and other ways to promote the film. Throughout the history of Hollywood, just a hundred years the birth of a large number of classic works, countless people crazy, while enjoying its film, its highly specialized marketing strategy, not only in the global film market, the most extensive expansion, but also The formation of the Hollywood film brand has played a crucial role.

Therefore, summing up its marketing strategy, grasp its operating characteristics, the world's film marketing is undoubtedly has a profound reference to the prosperity of the development of China's film industry has a certain role in promoting.

1, to consumers as the center of the brand marketing ideas

Marketing planning began in the consumer, rather than the producers themselves, so as to really get the consumer satisfaction, and become the driving force to continue their consumption.

2, a variety of forms of publicity campaign and promotional tools

Each movie has its own unique marketing strategy and must be completed during the film's planning stage. When the movie is released, this marketing activity has begun to influence the degree of attention of the film, and for different stages of film production, for the film The evaluation is also very different. It is based on the general type of the film, the actual size of the movie star and the director to choose the appropriate means of propaganda, using a variety of channels to promote publicity activities.

## 3.3 Method (quantitative deductive approach)

In this paper, we use quantitative analysis of two independent variables, the main factors affecting the cultural orientation and curriculum content. In addition, this paper will use the deductive reasoning method to analyze the relationship between the independent variables and the dependent variables. Deductive reasoning may inevitably arise from a known fact called "premise". If the premise is true, the conclusion must be true. For example, the design hypothesis is that there is a positive correction between cultural orientation and audience choice, which means that viewers think that if the film has a positive energy, the audience will like it because they are not biased. On the other hand, when the audience affected by the traditional culture of thinking about the film as little as possible. This means that students have greater confidence in the university.

## 3.4 Research Tools (Questionnaire, English, Chinese)

The questionnaire is mainly composed of four parts in two languages, namely, the number of students, the student requirements (cultural tendencies, hobbies), the university's existing animation context (creativity, technology, artist) and social environment animation. For the student population, it can be gender, age (19-25 years), nationality, current plan and so on. For the student's request, this will raise some questions about what the students are about the question of animation thinking, as well as the degree of understanding of the animation. For the university's existing animation context, this part will raise three aspects of creativity, technology and art that students care more about. For the social environment of animation, this part will require students to choose animation as a degree, because the government policy to support the development of this industry. There are also some online platform animation education that rises due to market demand, so students think that university education is better than the private sector.

For this study, data measurements are normative, effective and reliable analysis, combined with correlation and regression analysis. For normal analysis, this paper evaluates the normality of data by graphical and numerical methods. Combined with reliability data testing, the extent to which the measurement results are stable and consistent, and the data needs to be measured for its effectiveness in the alleged test.

Time horizon (cross section)

This article will use the cross-sectional data analysis method, the university animation course at the same time 200 Chinese students to investigate the ideas and cognition, regardless of time difference. Analyze the cross-sectional data to compare the differences between these participants. The unit of analysis is personal.

## 3.5 data collection methods (self managed)

In this study, a self administered questionnaire and an electronic questionnaire were written by the partners themselves on the Chinese Internet platform. These online platforms could be Acfun (http://www.aixifan.com/) and BiliBili (http://www.bilibili.com/), Baidu's online user forum (tieba.baidu.com). Because these websites have already collected young Chinese teenagers, there are now two websites, and now there are many Chinese young movie lovers. So this time, I studied 80% of the two places, and the remaining 20% were only Chinese from 15 to 50 years old from the Baidu online user forum.

## 3.6 Population sampling methods and scale

From the study of Chinese population, these participants must be between 19 and 25 years of age, consistent with the age of young people must be students, and frequently used sites such as AcFun and Bilibili. In this way, the main body of this study is 19 to 25 years old animation enthusiasts. In this study, a non-probabilistic sampling method was used to randomly select selected populations, which could lead to limitations of the results. Regression analysis is to find out the regularity of economic activity from the sample data of economic activities that have occurred and have a strong dependence on the sample data. Therefore, the choice of the appropriate sample size, it is necessary to meet the needs of the model estimates, but also reduce the difficulty of collecting data. The sample size of this study is the total number of samples taken from a Chinese young man, who is 200 Chinese.

**Chapter 4 Data Analysis**

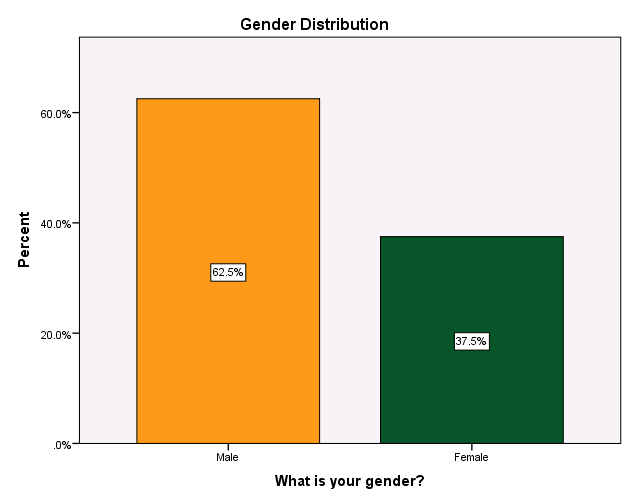
# 4.0 Introduction

This chapter is based on the statistical analysis of the proposed study. in order to run the statistical tests, the researcher has collected the data through the survey and then the data input and analysis have been conducted through the SPSS software. The details of the chapter is given below.

# 4.1 Demographic Analysis

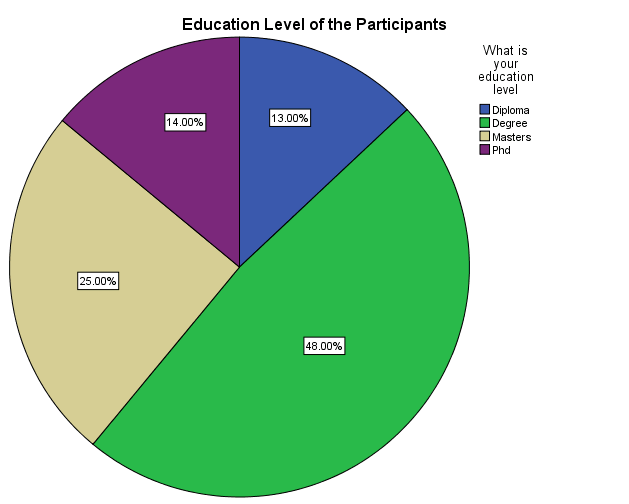
Here the demographic questions in regards to the survey will be discussed along with the analysis that has been conducted on the SPSS. The detail analysis is given below.

**Figure 1 Gender Distribution of the Participants**



From the given table 1 it can be seen that a table is sued to show the gender distribution of the participants and it is seen that most of the participants of the survey are male (63%), on the other hand the percentage of the female participants is 38%.

**Figure 2 Education Level of the Participants**

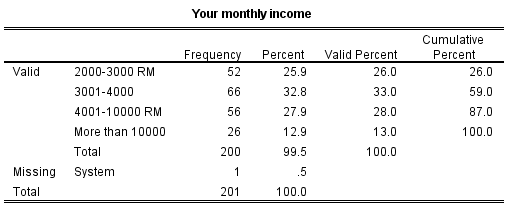


Here the figure is used to show the education level of the participants and as per the given pie it is evident that most of the participants belong to degree category as the percentage here is 48% and the second position is master level students as the percentage here is 25%.

# 4.2 Frequency Testing

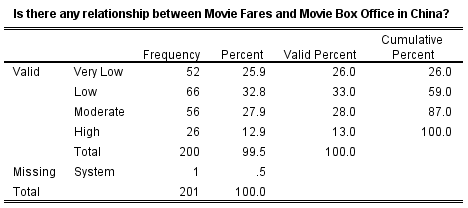
Here the frequency analyses of various variables have been conducted and the result of the frequency testing is given below.

**Table 1: Monthly Income of the Participants**



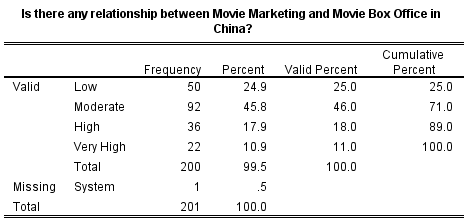
From the given table it is evident that most of the participants belong to the 3001 to 4000 RM category as the percentage here is showing 33% and then second level goes to 4001 to 10000 category as the percentage here is 28%.

**Table 2: Relation in between Movie Fares and Box Office Success**



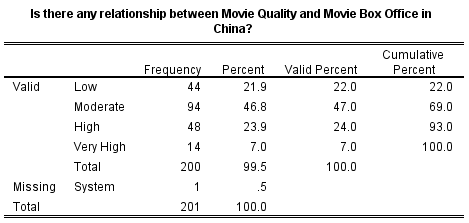
From the given table it is evident that most of the participants believe that the relation in between the movie fares and the box office success is low as the percentage here is showing 33% and on the other hand 28% participants moderately believes that there is a relation in between the movie fares and the box office success.

**Table 3: Relation in between Movie Marketing and Box Office Success**



From the given table it is evident that most of the participants believe that the relation in between the movie marketing and the box office success is moderate as the percentage here is showing 46% and on the other hand 25% participants think that there is a low relation in between the movie marketing and the box office success.

**Table 4: Relation in between Movie Quality and Box Office Success**

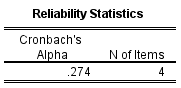


From the given table it is evident that most of the participants believe that the relation in between the movie quality and the box office success is moderate as the percentage here is showing 47% and on the other hand 24% participants highly believes that there is a relation in between the movie quality and the box office success.

**4.3 Reliability Analysis**

The result of reliability analysis is given below.

**Table 5 Reliability Analysis**

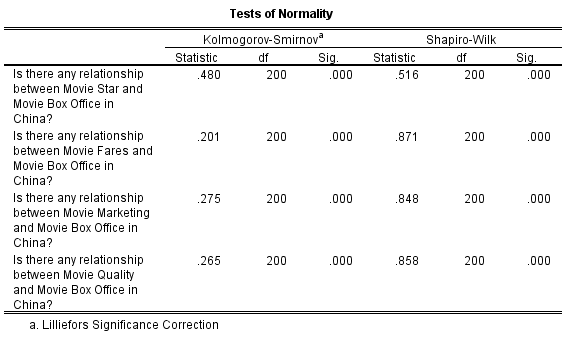


Through the analysis of reliability analysis it can be seen that the Cronbach’s alpha value of table 5 is .274.

# 4.4 Normality Analysis

The result of normality analysis is given below.

**Table 6 Test of Normality**

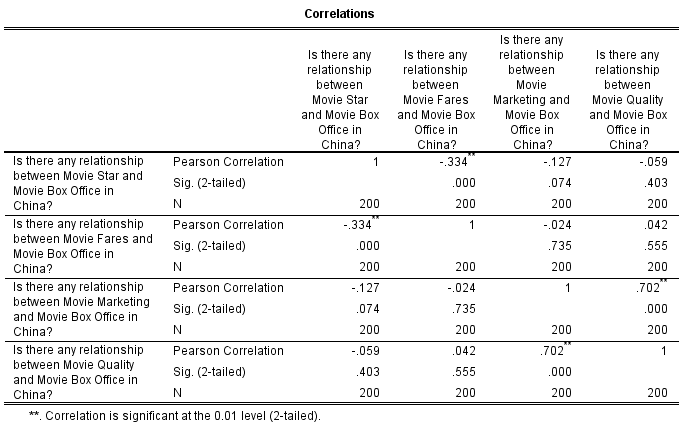


Here the table number 6 is used to show whether the variables are normally distributed here and as per the analysis all the variables value here is less than 0.005 and thus it can be conclude that all the variables here are normally distributed.

# 4.5 Hypothesis Testing

The proposed hypotheses have been tested here through the application of correlation and regression analysis. the results of the tests are given below.

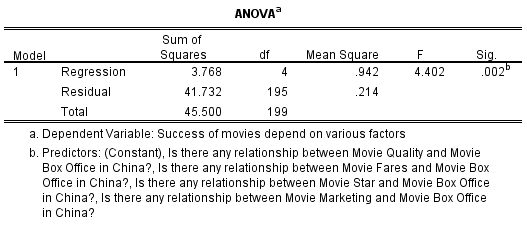
**Table 7 Correlation**



Here the table is showing the correlation among the independent variables that are used during the survey process and to analyze the study through statistical approach and as per the table it is evident that the relation in between movie stars and movie fares are positive here as the sig value here is less than 0.005. However, the rest of the variables are not correlated as the sig value is more than 0.005 here.

**Table 7 Linear Regression**

**Table 7 Anova**

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Here through the anova testing it can be seen that the sig value is less than 0.05 and thus the null hypothesis of the study have been rejected.

# 4.6 Summery

|  |  |  |
| --- | --- | --- |
| **Hypothesis** | **Finding** | **Results** |
| H1-a | To what extent does Movie Star affect Movie Box Office in China? | **Rejected**  **Because negative relationship (-0.059)** |
| H1-b | There is the positive relationship between Movie Star and Movie Box Office in China. | Rejected  Non-significance (-0.048) |
| H2-a | To what extent does Movie marketing affect Movie Box Office in China? | **Accepted**  **(-0.334)** |
| H2-b: | There is the positive relationship between Movie marketing and Movie Box Office in China. | **Accepted**  **(-0.422)** |
| H3-a: | To what extent does Movie Quality affect Movie Box Office in China?institutions. | Rejected  Non-significance (0.201) |
| H3-b: | There is the positive relationship between Movie Quality and Movie Box Office in China. | Rejected  Non-significance (0.015) |
| H4-a: | To what extent does Movie Fare affect Movie Box Office in China? | Rejected  Non-significance (-0.215) |
| H4-b: | There is the positive relationship between Movie Fare and Movie Box Office in China. | Rejected  Non-significance (-0.265) |

**Chapter 5 Conclusion**

# 5.0 Overview of the Chapter

This section will say the finish of the exploration paper alongside the suggestion and constraint. The part will likewise specify about where and how the exploration paper can contribute i.e. to the business and to the writing and scholastics.

# 5.1 Conclusion

The researcher has attempted to show that there are various factors present that can have significant influence over the box office success of movies. As it is seen in the earlier chapters of the report, the factors are can be divided into four actors, as stated by the researcher in the current study, and these are: artists of the movie, quality of the movie, fares of the movie and the last being the marketing of the movie. From the previous chapter it is seen that these are factors can have significant influence over the success of a movie, however the relation in between the independent variables are not so strong and this is why the overall success of the study is dependent on the independent and dependent variables. On the other hand, the research paper has mentioned the that there is a strong relation in between the fares of the movie and the stars or artists of a specific movie and also there is a relation in between the independent variables and the dependent variable i.e. the overall success of a specific movie. There is a huge connection between marketing and movie box office. In addition, movie stars only influence the reasons for movie box office. Tickets have a direct impact on viewers. People with higher incomes will support movies more.

The purpose of this study is to observe several convincing factors in the study of Hollywood movies at Sichuan movie box office, and then analyze them to improve the quality of domestic movies. These findings provide empirical evidence that there is a sharp contrast between domestic and foreign films. It will also give us a deeper understanding of how Hollywood's movies are successful. With the expansion of the movie market. We have more reasons to believe that the development of the movie will become better and better.

# 5.2 Contribution

After the cautious examination if the paper, one might say that the paper will add to the writing on the important field and the scholastics working in the field will be useful from the investigation. The discoveries of the examination paper are imperative as these are demonstrating that there is no connection in the middle of the variables that have been thought central point amid a determination procedure for a more drawn out time of tie, yet through the factual testing the exploration has demonstrated that these elements may not function too constantly. In addition, the consequence of the test will help the scholastics chipping away at the significant field as they will realize that what components ought to be viewed as essential for a determination procedure and the variables that are not similarly imperative along these lines the scholastics working in the Human Resource documented will be generally useful.

# 5.3 Limitation of the Study

Despite the fact that the tests have been directed through exact factual approach, the examination paper makes them need also. For a case, the investigation is directed on the movies based China and to be more specific Sichuan province and along these lines does not mirror the situation of entire Asian region. Additionally, the movies where the investigation and review has occurred are for the most part ruled by the Chinese expert just and they are for the most part inland based and in this manner getting the real and nonpartisan reacts is constantly sketchy. Additionally, the investigation has just rejected a portion of the variables; however there are some genuine components accessible that can add to viable choice process and these elements examination is missing in the present paper. Only a few assumptions are accepted because small sample sizes and special industries may not be able to generalize the results. In this study, only 30 samples met the sample size requirement. The film industry is completely different from other industries. Another reason is that this study was considered from 5 years from 2013 to 2018. However, the changes in the film market are usually lengthy, meaning that for longer one-year use, more obvious test results may be obtained by researchers. The other limitation of this study is that they rely on secondary data to derive their inferences and conclusions. Among them, it shows that the qualitative research conducted by future researchers explains the factors that explain why there is a significant relationship between movie ticket prices, marketing, movie stars, and movie quality and the direct relationship with movie box office.

# 5.4 Further Study

As specified over, the investigation is led just in the China, hence the future examination extension is as yet display out of China and in addition the investigation can happen based on all over Asia. Besides, the future investigation degree is as yet present to distinguish the genuine factors that have solid impact over a viable choice process.

# 5.5 Personal Reflection and Summary

The exploration paper has helped to comprehend that however a few components are essential for a choice procedure, a significant number of the variables may not function admirably constantly. Additionally through the examination paper, the readers can understand the factors that can influence the box office success of a movie.

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Chen, L. (2006) *Possible education models of animation Talents--《Press Circles》fourth season in 2009.* Available at: http://en.cnki.com.cn/Article\_en/CJFDTOTAL-NEWS200904074.htm (Accessed: 12 October 2016).

**Questionnaire：**

This questionnaire will take around 15-20 minutes to end up and the survey is based on the factors affecting the movies in China and box office success.

Amid the overview procedure, your responses to the survey will be kept private by INTI International University and used only for this study purpose. No individual information will be sent to any outside association. The examination intends to get the appreciation on the elements that are being seen and broke down by the people as the study is based on their movie choices and that affect their choices. The review is proposed to be done by the general population who are love to watch movies very often and based in Sichuan Province, China.

I am careful you are possessed, and I would be appreciative in case you could set aside the chance to answer this overview.

Much appreciated：

Student Name：

ID:

E-mail address：

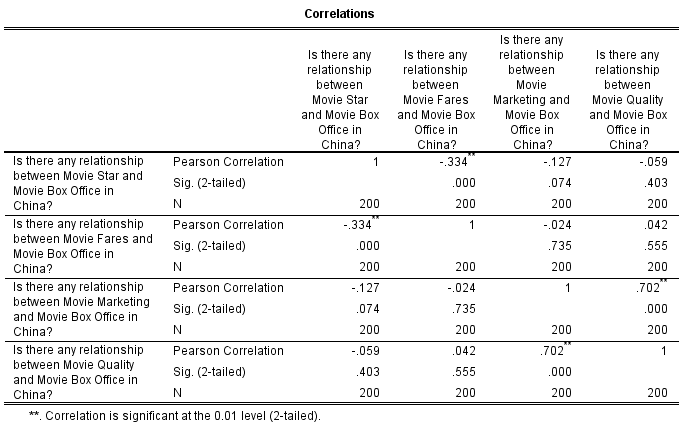
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| **Section A: Concept Experiences** | | | | | | |
| Questions | | Very Low | Low | Moderate | High | Very High |
| 1 | How would you rate your film literacy（Mostly Hollywood movies）? | 1 | 2 | 3 | 4 | 5 |
| 2 | How familiar are you with watching Hollywood movies works? | 1 | 2 | 3 | 4 | 5 |
| 3 | Is there any relationship between Movie technology and attendance rates in China? | 1 | 2 | 3 | 4 | 5 |
| 4 | How familiar are you with Hollywood movies works? | 1 | 2 | 3 | 4 | 5 |
| 5 | Is there any relationship between Movie creative and number of viewers in China? | 1 | 2 | 3 | 4 | 5 |
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| **Section B: Animation Learning Experiences** | | | | | | |
| Questions | | Strongly Disagree | Disagree | Neither Agree or Disagree | Agree | Strongly Agree |
| 6 | Would you like to learn more creativity film works to enhance your interesting? | 1 | 2 | 3 | 4 | 5 |
| 7 | Do you think the technological course will help to improve your learning skills? | 1 | 2 | 3 | 4 | 5 |
| 8 | Would you recommend the Hollywood movies major to other friends who are interesting in? | 1 | 2 | 3 | 4 | 5 |
| 9 | Would you like to continue doing Hollywood movies once you graduated? | 1 | 2 | 3 | 4 | 5 |

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| **Section C: University Animation Course** | | | | | | |
| Questions | | Strongly Disagree | Disagree | Neither Agree or Disagree | Agree | Strongly Agree |
| 10 | Is there any relationship between movie marketing and Movie box office in China? | 1 | 2 | 3 | 4 | 5 |
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| **Section D: Demographic Information** | | |
| 16 | Gender | □ Male □Female |
| 17 | Age | □15-18 □19-22 □23-27 □28-30 □30-40 □40-50 |
| 18 | Nationality | * Chinese |
| 19 | Current Program | □Foundation/Pre-University  □Diploma  □Degree  □Senior  □Junior  □Other |
| 20 | E-mail Address | We would like to have your valid e-mail address for recording and verification purpose. Your privacy will be retained and we will not expose or contact your e-mail address for any other purpose.  E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

# 6.0 Appendix A



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| **Table 4: Frequencies Statistics** | | | | | | | |
|  | | Return on Assets | Return on Equities | Board Size | Independent Board | Duality | Gender Diversity |
| N | Valid | 149 | 149 | 149 | 149 | 149 | 149 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.72168 | 13.18711 | 8.24 | 50.26859 | .05 | .97 |
| Median | | 1.64000 | 13.07000 | 8.00 | 50.00000 | .00 | 1.00 |
| Std. Deviation | | 3.018399 | 11.034618 | 2.177 | 11.057317 | .226 | .911 |
| Minimum | | -4.550 | -23.630 | 4 | 22.222 | 0 | 0 |
| Maximum | | 16.150 | 64.900 | 13 | 81.818 | 1 | 4 |
| Coefficient of Variation | | 111.867164 (%) | 81.077928 (%) | 36.422268 (%) | 21.787013 (%) | 446.166374 (%) | 104.462192 (%) |

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| --- | --- | --- | --- | --- | --- |
| **Table 5: Frequency of Board Size** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 1 | .7 | .7 | .7 |
| 5 | 16 | 10.7 | 10.7 | 11.4 |
| 6 | 19 | 12.8 | 12.8 | 24.2 |
| 7 | 21 | 14.1 | 14.1 | 38.3 |
| 8 | 28 | 18.8 | 18.8 | 57.0 |
| 9 | 25 | 16.8 | 16.8 | 73.8 |
| 10 | 15 | 10.1 | 10.1 | 83.9 |
| 11 | 10 | 6.7 | 6.7 | 90.6 |
| 12 | 8 | 5.4 | 5.4 | 96.0 |
| 13 | 6 | 4.0 | 4.0 | 100.0 |
| Total | 149 | 100.0 | 100.0 |  |

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| **Table 6.1: Frequency of Duality** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0 | 141 | 94.6 | 94.6 | 94.6 |
| 1 | 8 | 5.4 | 5.4 | 100.0 |
| Total | 149 | 100.0 | 100.0 |  |

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| **Table 6.2: Frequency of Gender Diversity** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0 | 51 | 34.2 | 34.2 | 34.2 |
| 1 | 64 | 43.0 | 43.0 | 77.2 |
| 2 | 23 | 15.4 | 15.4 | 92.6 |
| 3 | 10 | 6.7 | 6.7 | 99.3 |
| 4 | 1 | .7 | .7 | 100.0 |
| Total | 149 | 100.0 | 100.0 |  |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 7: Correlations** | | | | | | | |
|  | | Return on Assets | Return on Equities | Board Size | Board Independence | Duality | Gender Diversity |
| Return on Assets | Pearson Correlation | 1 |  |  |  |  |  |
| Sig. (2-tailed) |  |  |  |  |  |  |
| N | 149 |  |  |  |  |  |
| Return on Equities | Pearson Correlation | .540\*\* | 1 |  |  |  |  |
| Sig. (2-tailed) | .000 |  |  |  |  |  |
| N | 149 | 149 |  |  |  |  |
| Board Size | Pearson Correlation | -.136 | .101 | 1 |  |  |  |
| Sig. (2-tailed) | .098 | .218 |  |  |  |  |
| N | 149 | 149 | 149 |  |  |  |
| Board Independence | Pearson Correlation | .053 | -.053 | -.233\*\* | 1 |  |  |
| Sig. (2-tailed) | .523 | .522 | .004 |  |  |  |
| N | 149 | 149 | 149 | 149 |  |  |
| Duality | Pearson Correlation | -.171\* | -.400\*\* | -.370\*\* | .197\* | 1 |  |
| Sig. (2-tailed) | .037 | .000 | .000 | .016 |  |  |
| N | 149 | 149 | 149 | 149 | 149 |  |
| Gender Diversity | Pearson Correlation | -.096 | .003 | .263\*\* | -.225\*\* | -.090 | 1 |
| Sig. (2-tailed) | .245 | .969 | .001 | .006 | .277 |  |
| N | 149 | 149 | 149 | 149 | 149 | 149 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

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| **Table 8.1: Model Summary**a | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .284a | .081 | .055 | 2.934 | 1.520 |
| a. Predictors: (Constant), Gender Diversity, Duality, Board Independence, Board Size | | | | | |
| b. Dependent Variable: Return on Assets | | | | | |

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| **Table 8.2: ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 108.863 | 4 | 27.216 | 3.162 | .016b |
| Residual | 1239.525 | 144 | 8.608 |  |  |
| Total | 1348.388 | 148 |  |  |  |
| a. Dependent Variable: Return on Assets | | | | | | |
| b. Predictors: (Constant), Gender Diversity, Duality, Board Independence, Board Size | | | | | | |

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| **Table 8.3: Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.869 | 1.683 |  | 2.893 | .004 |  |  |
| Board Size | -.289 | .124 | -.208 | -2.327 | .021 | .796 | 1.256 |
| Board Independence | .012 | .023 | .043 | .516 | .606 | .902 | 1.108 |
| Duality | -3.494 | 1.157 | -.262 | -3.020 | .003 | .850 | 1.177 |
| Gender Diversity | -.181 | .279 | -.055 | -.650 | .517 | .902 | 1.109 |
| a. Dependent Variable: Return on Assets | | | | | | | | |

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| **Table 8.4: Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .404a | .163 | .140 | 10.232 | 1.817 |
| a. Predictors: (Constant), Gender Diversity, Duality, Board Independence, Board Size | | | | | |
| b. Dependent Variable: Return on Equities | | | | | |

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| **Table 8.5: ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2944.538 | 4 | 736.135 | 7.031 | .000b |
| Residual | 15076.354 | 144 | 104.697 |  |  |
| Total | 18020.893 | 148 |  |  |  |
| a. Dependent Variable: Return on Equities | | | | | | |
| b. Predictors: (Constant), Gender Diversity, Duality, Board Independence, Board Size | | | | | | |

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| **Table 8.6: Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 15.676 | 5.870 |  | 2.671 | .008 |  |  |
| Board Size | -.233 | .433 | -.046 | -.538 | .591 | .796 | 1.256 |
| Board Independence | .015 | .080 | .015 | .189 | .851 | .902 | 1.108 |
| Duality | -20.588 | 4.035 | -.422 | -5.103 | .000 | .850 | 1.177 |
| Gender Diversity | -.231 | .972 | -.019 | -.238 | .813 | .902 | 1.109 |
| a. Dependent Variable: Return on Equities | | | | | | | | | |

