

Research on Influencing Factors of Sichuan University Students' Satisfaction with Red Movies

Qingyang Sun, Rapassa Rong-onnam

North Bangkok University, Bangkok 10220, Thailand.

Abstract: The red spirit and ideal naturally carried by red movies are actually conveyed to consumers through the behavior of watching movies. Starting from the audio-visual effect, the strong social effect is triggered by sound and painting. Only by recognizing and understanding how consumers' perceived value, satisfaction and behavioral intention are defined, what dimensions they include, what relationship they have, and what mechanism they influence consumers, can we better interpret the consumption behavior of red movies. Based on the perspective of Sichuan college students' satisfaction with red movies, this paper sets out from establishing the correct political direction of contemporary college students and revisiting the history of their ancestors. After sorting out the research on the influencing factors of satisfaction by scholars, this paper selects three aspects: perceived value, perceived usefulness and platform dimension to study the influencing factors of Sichuan college students' satisfaction with red movies. While innovating the form of party history education for college students, it also provides a new perspective to supplement the research on the influencing factors of satisfaction in today's film and television market.

Keywords: Satisfaction; Perceived Value; Perceived Usefulness; Platform Dimension; Red Movie

1. Introduction

The socialist core values such as collectivism and struggle spirit embodied in red movies are consistent with the socialist core values emphasized in the current ideological and political education work in colleges and universities. By watching classic red movies, students can deeply understand the profound connotation of socialist core values, establish a correct world outlook, outlook on life and values, and enhance their sense of responsibility and mission to the collective, the country and the people. At the same time, the characters in classic red movies are often advanced elements and heroes with lofty moral appeal. Their behaviors and spirits can help students establish correct moral standards and codes of conduct, guide students to develop the spirit of brave and hard struggle, educate students to face difficulties and setbacks in life with an optimistic attitude, and strive to achieve personal values and national prosperity. In recent years, with the deepening and expansion of ideological and political education in colleges and universities, red movies have become an important educational form and content of ideological and political education in colleges and universities. However, how to improve the satisfaction of contemporary college students with red movies, so that students can deeply understand and comprehend the ideas and values while enjoying the movies, has become an important topic in all walks of life.

2. Meaning and value

First, innovate the form of party history education for college students. In the past, the teaching of party history in colleges and universities was conducted directly by teachers, with clear objectives and orderly planning, and it was an explicit teaching method. Nowadays, due to the rapid development of science and technology and the emergence of all kinds of information on the Internet, self-study has become a new form of party history education for college students, which can make full use of network resources for learning. This is a hidden way of education, but also an independent way of learning, with great flexibility. It is a way of self-education to understand the information of college students' party history education conveyed by watching red movies. Second, strengthen students' attraction and stickiness to the study of party history. Although some plots in red movies are fictional, the creators integrate their thoughts and emotions into their works, and most of the plots are real historical events and characters. This kind of creation is easy to arouse the audience's sense of identity and emotional resonance, thus strengthening the understanding and sentiment of the party history, which is a very important education for college students. Third, improve the effectiveness of college students' party history education. In order to improve the teaching effect of college students' party history, we need to pay attention to the strong personality of college students, who love diversified life and are hard to accept the traditional

didactic teaching. To this end, we can introduce red movies into the class of university party history education, and teachers can actively guide students to watch red movies, so that students can consciously cultivate national pride and national honor, and consciously learn the revolutionary spirit of historical figures in film and television dramas.

3. Theoretical basis

3.1 Information Adoption Model

Information Acceptance Model (IAM) Sussman et al. (2003)^[1] When studying the key factors affecting the adoption of e-mail information by network users, it is deduced on the basis of ELM model. The information adoption model focuses on the information itself, explores the mechanism of users' adoption and acceptance of information, and is used to explain and predict users' willingness to adopt information in the network platform.

3.2 Customer satisfaction theory

SCSB is the Swedish customer satisfaction model. This model was put forward by Professor Fomell of the University of Michigan in 1989^[2]. The model includes five variables: customer expectation, customer complaint, perceived value, customer satisfaction and customer loyalty, in which customer expectation is exogenous, while customer complaint, perceived value, customer satisfaction and customer loyalty are endogenous.

3.3 Theoretical analysis of perceived value

How the value is a subjective judgment of the products and services accepted by customers. Dong Dahai (1999)^[5] Perceived value is defined as the ratio between the perceived function and the cost when users acquire and use products. Bai Changhong (2001)^[6] It is defined as the cost paid by users in the process of purchasing and using products or services and the overall evaluation of the effectiveness of products or services. Huang Yufang (2023)^[7] Taking the smart tourists in Yunnan Province as the research object, and selecting some 5A- and 4A-level smart scenic spots as the research areas, this paper makes an empirical study on the influencing factors of the satisfaction of smart tourists in Yunnan Province. The final research results show that tourists' expectations, perceived smart service quality, perceived smart infrastructure quality, perceived smart marketing quality, perceived smart management quality and perceived value all have an impact on tourists' satisfaction.

4. Influencing factors of Sichuan college students' satisfaction with red movies.

4.1 Enhance the perceived value of red movies

The perceived value of red movies of college students in Sichuan Province has two dimensions: emotional value and cultural value. As a carrier of spreading revolutionary spirit, red movies have played an irreplaceable role in guiding college students to understand the history of the Communist Party of China (CPC)'s struggle. Red movies have played a very important role in political propaganda, ideological education and mass education in different periods of the Communist Party of China (CPC)'s development. At the crossroads of the goal of "two hundred years", General Secretary Xi Jinping once again emphasized the importance of the Party's education and guidance for inheriting the red tradition, the red gene and the spiritual line of communist party people. Use various forms of red spirit education and training, make full use of the effects of literary works of the party history, especially red film and television dramas, educate students, and let the red gene and revolutionary fire continue. At the same time, in the education of college students' party history, the integration of red movies can help to enhance students' cultural awareness and their recognition of universal values, which is of great benefit to cultivating outstanding builders and successors of the socialist cause in the new era.

4.2 Strengthen the perceived usefulness of red movies

By watching red movies, students can deeply understand the history and culture of China's revolutionary period, socialist construction period and reform period, better know and understand their own times and society, make clear the historical origin and mission of "where they came from and where they are going", enhance their historical initiative and consciousness, and strengthen their historical confidence and cultural confidence. At the same time, the characters in red movies are often advanced elements and heroes with lofty moral appeal. Their behaviors and spirit can help students establish correct moral standards and codes of conduct, guide students to develop the spirit of brave and hard struggle, educate students to face difficulties and setbacks in life with an optimistic attitude, and strive to achieve personal values and national prosperity.

5. Conclusion

Combining red movies with courses in the education of party history in colleges and universities can effectively enhance the actual effect of party history education. College students have gradually deepened their understanding of red movies and TV series, and more and more students have begun to have a strong interest in red movies. The integration of red movies into college students' party history education has achieved certain results, and colleges and universities are working together to find better methods to promote the further integration of red movies into party history education. In order to give full play to the role of red film and television in educating people about the history of the party, we should innovate and improve it, create and strengthen the red cultural environment and atmosphere in universities, broaden and improve the ways and platforms for the application of red film and television in universities, enhance college students' satisfaction with red films, realize the combination of party history education, subtly educate college students about the history of the party, and guide them to learn the spirit of the red revolution, internalize it and externalize it.

References

- [1] Sussman SW, Siegal WS. Informational influence in organizations: An integrated approach to knowledge adoption[J]. Information systems research, 2003, 14(1), 47-65.
- [2] Huaxia Jingwei Data Technology. Analysis of Customer Satisfaction Survey and Evaluation Model [EB/OL] <http://www.transrand.com/newsshow.php?cid=7&id=272>.
- [3] Encyclopedia of MBA Think Tank. American Customer Satisfaction Index Model [EB/OL] <https://wiki.mbalib.com/wiki/%E7%BE%8e%E5%9b%BD%E9%A1%BE%E6%BB%A1%E6%84%8F%E5%BA%A6>.
- [4] Guangdong Zhuncheng Data Technology Co., Ltd. Research on Customer Satisfaction Index at Home and Abroad [EB/OL] <http://www.pfresearch.com/newsdetail/2932515.html>.
- [5] Dong DH, Quan XY, Qu XF. Customer value and its composition [J]. Journal of Dalian University of Technology (Social Science Edition), 1999 (04): 18-20.
- [6] Bai CH, Liao W. Research on Customer Satisfaction Based on Customer Perceived Value [J]. Nankai Journal, 2001(06):14-20.
- [7] Huang YF. SEM-based analysis and empirical study on the influencing factors of tourists' satisfaction with smart tourism in Yunnan [D]. Yunnan University of Finance and Economics, 2023.