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Analysis of IP Localization Utility of Beijing Universal Studio

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Abstract

This study examines Beijing Universal Studios as a case study, aiming to investigate the current state of IP localization through empirical research and analysis. It is committed to proposing development strategies for IP localization. The paper identifies four factors that influence individuals' preferences for IP localization of Beijing Universal Studios, including emotional attachment, propagation, age, and gender. Factor and reliability analysis are used to test the suitability of factors. The research collects over 300 data points through a questionnaire-based approach and establishes a linear regression model for analysis. The model reveals that the impact of propagation and age on IP localization preference is more significant, while the influence of emotional attachment and gender is relatively less. The study suggests that the IP localization of Beijing Universal Studios is advantageous for the studio's growth. However, it emphasizes that IP localization should prioritize the quality of IP localization and be complemented by appropriate promotional methods in stead of excessively consuming Chinese culture and national sentiment.

Keywords

IP localization, Linear regression model, Emotional attachment, Propagation, Age, Gender

1. Introduction

The cultural tourism industry serves as the primary domain for the localization of international film content brands (IPs) (Aboy, Crespo, & Stern, 2024). Currently, to facilitate enhanced development in foreign markets, an increasing number of global brands are beginning to prioritize localization strategies. Despite the remarkable success of Disney's operations and marketing in Japan, the wholesale adoption of the parent company's standardized business model failed to resonate with Disney Paris

(Fatih, Cakir, & Gultekin, 2024). As the world's most populous country, China's current market enthusiasm shows no signs of waning. This market possesses unique living conditions and mentalities, making it imperative to establish a worldview and values that align with local preferences during the process of overseas IP localization. Furthermore, with the swift progression of domestic cultural and creative industries, localization has emerged as a crucial trend in the development of theme parks.

As a globally renowned theme park brand, Universal Studios Beijing is actively engaged in exploring IP localization strategies. In today's interconnected market landscape, no single product industry exists; instead, the core lies in the business value generated by IPs surrounding classic IPs, which can be repeatedly developed across various fields (C Qinqin, X Xingneng & H Yuji, 2024). As a complex amalgamation of culture, entertainment, and tourism, the IP localization of Universal Studios Beijing extends beyond mere trademark and character design, encompassing the profound exploration and integration of local culture. Consequently, it becomes necessary to examine how Universal Studios Beijing incorporates local cultural elements into its theme parks, entertainment projects, catering, and merchandising to achieve a more extensive localized impact.

Simultaneously, the success of IP localization will significantly impact its market competitiveness. In-depth research must be conducted on the IP localization strategy of Universal Studios Beijing to comprehend its strengths and challenges during the localization process, as well as to chart its future development.

2. Materials and Methods

2.1 Identification of Factors

After examined over a dozen of domestic and international publications that are closely associated with IP localization and audience preferences in the past 10 years, 4 influencing factors (Emotional Belongs, propagation, age and gender) are extracted.

2.1.1 Emotional Belongings

Emotional Belongings is classified as cultural identity and local affiliation. Cultural Identify is a person or group's sense of belonging and identity to their own culture. It includes recognition, acceptance and respect for the history, traditions, values, customs, language, arts and other aspects of one's own culture. Tourists' cultural identity can influence their participation in the value creation of the destination (N T Thi, D T Hanh & D M Tran, 2024). The expression of tourists in value co-creation is to generate emotional value through cultural identity. However, because people will have different cultural identities for different IP localization methods, they will strengthen their love for IP localization, or cause perceived fatigue, which will affect people's preference for IP localization. This study believes that Chinese ethnic groups have a strong sense of identity, belonging and pride for their native culture, and cultural identity will play a greater role in their preference for IP localization in Universal Studios Beijing. Local affiliation refers to the sum of the emotional, cognitive and behavioral tendencies of an individual or group towards a specific geographical area. It relates to people's special feelings,

memories, attitudes and behaviors about a place, which are often related to the natural environment, historical background, cultural characteristics, social structure, and individual or collective experiences and activities of that place. Place attachment, place identity and place image belong to the category of place belonging (Prahalad & Pamaswamy, 2000). The driving factors that determine the participation of tourists in the creation of intangible cultural heritage include the sense of place of the region (Demirbilek & Sener, 2003). Perceived justice has a negative moderating effect between local ownership and value co-creation. The higher the perceived justice, the weaker the influence of local ownership on value co-creation. The IP localization of Beijing Universal Studios itself is an adjustment mistake of the high "sense of fairness" of the local market, that is, in order to adapt to the local environment and weaken its own cross-over characteristics (Van Dorn, Lemon, Mittal, Nass, Pick, Pirner, & Verhoef, 2010). This study believes that Beijing, as the capital of China and the political and cultural center, has very distinctive and representative historical Beijing and cultural characteristics, which is easy for tourists to establish their emotional connection with the region, and thus affect people's preference for IP localization of Universal Studios Beijing.

2.1.2 Propagation

Propagation refers to the extent and speed with which a message, news or idea is disseminated among the public. This can be measured by metrics such as retweets, comments, likes on social media. The flow exposure and spread breadth of content can ignite the creative enthusiasm of creators[8]. However, due to the increase in the dissemination of information related to IP localization of theme parks, audiences will get more comprehensive information, and their curiosity about IP localization of Universal Studios Beijing may also decline, thus affecting their willingness to participate in co-creation (Kai & Qingzhi, 20203). This study believes that with the improvement of communication degree, more and more people will understand the development process of IP localization of Universal Studios Beijing, thus affecting people's preference for it.

2.1.3 Age

Under the background of consumption upgrading, China's consumer market is gradually getting younger, and consumers are shifting from "material" consumption to emotional consumption. In the new consumption era from large-scale to personalized, the consumption guidance and creativity of customer value shown by IP are becoming more and more obvious, and a new generation of young consumers have become loyal supporters of IP (An Empirical Investigation on the Utility Bias of International Film IP Localization under the Perspective of Value Co-creation, 2023). This study believes that since the development of IP localization in domestic parks has just started, and the amusement activities in the parks themselves are more attractive to young people, young people are more likely to give a positive response to the preference of IP localization in Universal Studios Beijing.

2.1.4 Gender

This study suggests that men and women have different preferences for IP and give different responses to the IP localization of Universal Studios Beijing.

Factors are shown in Table 1 below:

TABLE 1. FACTORS AND SUB-FACTORS AFFECTING PREFERENCE FOR IP LOCALIZATION

Factor (X)	Sub-factor (x)	Explanation
Emotional Belongings(X_1)	Traditional Festival Activities(x_1)	Events held for specific traditional festivals, such as the Spring Festival
	Traditional Cultural Shows(x_2)	Traditional Chinese cultural performances, such as Peking Opera
	Modern Cultural Performance(x_3)	Events with current pop cultural elements, such as the King of Glory parade
	Traditional Architecture(x_4)	Chinese garden design in Minions Park
	Traditional dishes(x_5)	Such as rock sugar ground
	Souvenirs(x_6)	Commemorative surrounds with Chinese elements, such as the Chinese version of the Kung Fu Panda handbag
Propagation(X_2)	Celebrities(x_7)	Celebrities promote on their social media
	Friends(x_8)	Friends recommend interesting spots to each other
	News and media(x_9)	News and media's report
Age(X_3)	Age(x_{10})	
Gender(X_4)	Gender(x_{11})	

2.2 Factor Test and Establishment

Reliability analysis are used to help test factors in table 1. With the help of SPSS27.0, the data of 300 questionnaires are processed by using the reliability analysis which can intuitively rank the analysis indicators. The reliability analysis results of sub-factors of X_1 and X_2 are shown in Table 2 and Table 3.

TABLE 2. RELIABILITY ANALYSIS OF SUB-FACTORS OF X_1

Reliability analysis of sub-factors of X_1		
Alpha	Standard Alpha	Numbers

.893	.896	6

TABLE 3. RELIABILITY ANALYSIS OF SUB-FACTORS OF X_2

Reliability analysis of sub-factors of X_2		
Alpha	Standard Alpha	Numbers
.604	.603	3

Both of their standard Alpha are higher that 0.6, indicating acceptable internal consistency and reliability.

3. Results and Discussion

3.1 Equations

Based on table 3, the multiple linear regression equation in this study is:

$$y = 0.605 - 0.075x_1 + 0.277x_2 + 0.445x_3 + 0.356x_4 - 0.348x_5 - 0.043x_6 + 0.100x_7 - 0.006x_8 + 0.118x_9 + 0.192x_{10} - 0.046x_{11}$$

(1)

The test results regarding the correlation coefficient and the coefficient of determination are shown in the Table 4:

TABLE 4. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826	.682	.592	.664

Based on the summary model table, it is known that the coefficient of determination (Adjusted R Square) is 0.592, this means that the contribution of the independent variable in explaining the variation in changes to the variable depend was 59.2% and the remaining 40.8% was explained by other variables.

Weight and average the coefficients of the sub-factors(x) included in each factor(X). The results are shown in Table 5:

TABLE 5. COEFFICIENTS AFTER WEIGHTING AND AVERAGING

Model	B
(Constant)	0.605
X_1	0.102

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X_2	0.071
X_3	0.192
X_4	-0.046

3.2 Discussion

The research shows that people's feedback on the IP localization of Beijing Universal Studios is generally positive, and the development of IP localization is promising and hopeful. Thus, it is worthwhile for Universal Studios Beijing to invest in IP localization.

3.2.1 Effects of Age on Preference for IP Localization of Beijing Universal Studios

Among the four factors identified, age has the greatest impact on people's preference for IP localization in Universal Studios Beijing. Among all the 300 people studied, 80% are young generations. Besides, these youth manifest interest for IP localization, whereas older people are indifferent with IP localization. It can be seen that young people play a leading role in the development and consumption of domestic IP localization (Song, 2019). The IP localization development of Universal Studios Beijing needs to be closely connected with young people, not only to give play to the creativity and productivity of young people in this field, but also to meet the needs of young people for IP localization.

3.2.2 Effects of Propagation on Preference for IP Localization of Beijing Universal Studios

The results show that propagation is also an important factor affecting people's preference for IP localization in Universal Studios Beijing. It can be seen that Universal Studios Beijing should also pay attention to the promotion of its IP localization characteristics (Yan, 2023). In addition, among the three sub-factors of propagation, celebrities and news media play a positive role. Therefore, Universal Studios Beijing can give full play to the role of media and the Internet. On the one hand, Universal Studio Beijing can make full use of its media like weibo or tiktok to improve the popularity. On the other hand, Beijing Universal Studio Beijing can also cooperate with stars and celebrities, such as inviting endorsements, to expand popularity for the IP localization development of the park. All of these can be a colossal investment, whereas they deserve it according to the results of research.

3.2.3 Effects of Gender on Preference for IP Localization of Beijing Universal Studios

Research shows that gender has little impact on the final results, indicating that gender does not make a significant difference in the field of IP localization development. This contrasts with Shanghai Disneyland, whose consumers are mainly female. Unlike Disneyland, when designing and constructing IP localization, Beijing Universal Studio should consider about both male and female.

3.2.4 Effects of Emotional Affiliation on Preference for IP Localization of Beijing Universal Studios

Research shows that emotional affiliation does not have a significant impact on people's preference for IP localization. It can be seen that marketing strategies such as "national feelings" and "cultural feelings" are playing   a smaller and smaller role in the field of culture and entertainment. We believe that this is due to the youth of consumers in the field of entertainment, and the new generation of young consumers may pay more attention to the value and connotation of cultural products themselves, rather

than simply paying for "feelings". Therefore, Beijing Universal Studios should be committed to improving the quality and level of IP localization, integrating international IP with local culture in high quality, rather than blindly promoting "feelings" to move themselves.

4. Conclusions

This study provides a comprehensive explanation of the linear regression model, which well examines the factors that influence the dependent variable "IP localization preference of Beijing Universal Studios". It should be admitted that this study has some limitations. The data used in this study was collected via questionnaires, which can introduce bias and measurement errors inevitably. In addition, the model only explains 60% of the variance in the "IP localization preference of Beijing Universal Studios," indicating that other factors not included in the model may also affect the dependent variable. Future studies can explore more factors and variables that affect people's preference for IP localization by means of questionnaires and expert consultation, collect more data, and establish more consistent models to explore the development prospects of IP localization.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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