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Modeling the Relational Marketing of Iranian Films in the Digital Age

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Abstract

Relationship marketing seeks to build relationships with your customers that will make them repurchase from the company in the future and encourage others to do so, which is the best approach to retaining customers. Therefore, Internet service providers should be aware of how to establish lasting relationships with their customers and look for relationships to attract customers. The purpose of this study is to design a relational marketing model in the film sales and screening network in Iran. In the present research method, after analyzing the theoretical and experimental records, the qualitative method and in-depth interviews with 10 managers of film sales companies were carried out using targeted sampling method and theoretical sampling, which has reached theoretical saturation. The obtained information was then analyzed using the content analysis method and a paradigm model of relational marketing was

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constructed. The results showed that relational marketing in the sales and film network in Iran is one of the factors of relational marketing (including the themes of causal conditions: communication, relationship quality, innovation; background conditions: marketing, advertising; mediating conditions: Customer gender, customer expectations, customer knowledge, customer focus and ultimately the outcome: customer loyalty, customer satisfaction, customer trust, competitive advantage, business performance, and customer commitment) can have an impact. By focusing on the factors obtained in this research, relationship marketing can create customer loyalty, customer satisfaction, competitive advantage, business performance, and customer commitment in film sales companies.

Keywords: Film Marketing and Distribution, Social Media, Digital Marketing.

1. Introduction

The advent of the digital age has led to fundamental changes in the commercial and economic structures of the film industry and is affecting today's film production and consumption practices (Suvattanadilok, 2021). This trend has been driven by technological developments, most of which are due to changes in the methods of publishing and selling films through online sources (Bich et al, 2019). One of the requirements for efficient management of cultural products such as film is to establish a link between marketing management and cultural management (Nada et al, 2018). The film business, like any other business, is subject to a set of rules and requires its preconditions and tricks. Today, producers and directors of Iranian films, as producers of one of the most prominent cultural-artistic items, need to use effective marketing methods.

One of the challenges of new media business models in the age of media convergence is that its concept is so multiple and broad that it encompasses a variety of concepts (Oh et al, 2017). The Internet has given rise to another window into movie screens as a serious competitor to cinema and television. These windows, now called on-demand video services, have created a new consumer style for a variety of movie audiences, but despite their many capabilities, these services have failed to achieve their true value in attracting audiences and having loyal customers.

Nowadays, a larger number of producers has propelled their campaign on social media by effectively supporting movies that make strides in their audience's understanding of certain movies (Moragn, 2021). Relationship marketing platforms have a critical effect on the victory and failure of movies due to the exceptionally experiential nature of the item and the eWOM produced through online surveys, blogs, smaller scale blogging destinations, and online communities (Peng, 2016). While traditionally WOM has been the exchange of information between a non-commercial communicator and a receiver regarding a service, brand, or product, the introduction of electronic channels has modified this form of communication immensely (Tefertiller et al, 2020).

For companies, building relationships with customers in the industry in which they operate has become increasingly important, and this can be partly due to the emergence of new ways of technology and their ability to change the relationship and how to create it.

(Bernarto et al, 2019). Relationship marketing as a strategy strongly contributes to the value proposition of the company in the market and customers, which can affect technological advances in customer expectations and change the needs and wants of customers. As a result, marketers must change their methods of achieving customer satisfaction and adopt communication strategies (Boateng, 2019). Creating effective communication when buying goods or providing services to the customer will create a positive attitude and emotional trust of companies, which will increase the effectiveness of customer communication marketing (Luu, 2019), which uses a marketing approach. While building a long-term relationship with the customer (Chipunza et al, 2019), it is possible to identify, strengthen and improve the activities that are important and valuable from the customer's point of view and attract more customers (Sheth, 2019). In this way, companies can improve their position in this competitive market while taking advantage of customer loyalty benefits (Alani et al, 2019). Relationship marketing tries to provide services following the personal tastes of customers through effective communication with the customer and recognizing his needs in a competitive business environment where customer retention is vital and difficult (Milan et al, 2018).

New media companies are largely dependent on technology for distribution, with the online product market depending almost entirely on the extent to which the target market audience chooses computers and online technologies (Syah, 2019). For such products as videos, or multimedia games, a large bandwidth is required for proper distribution. In the film sales industry, competition between the film sales network has increased and one of the main reasons is the increase in customer choice, so in this competitive environment, every film sales network tries to retain its customers by using effective marketing strategies. Be. Customers are not only looking for desirable service experiences, but they are also looking for attractive social interactions with organizations or vendors to meet their needs in the most desirable way, which requires the establishment of relationship marketing (Casais et al, 2020).

According to the issues raised in today's fast-paced world of technology, the use of relationships between the number of industry agents and the relationships between them is based on the customer's expectation of the relationship, and that strategy is determined from

the customer's perspective. They are applied according to the requirements of each customer. Changes in customers' views on the level of relationships are inevitable, these complex contextual networks depend on the interaction between their members. Network components in business relationships act to manage relationships in the form of networking behavior (et al, 2020 Gilboa). Companies seek to use strategies to maintain their current customers through the use of appropriate technology to obtain timely information about their customers to establish stable and long-term relationships with their customers through data mining. Seek satisfaction and loyalty by establishing lasting and long-term relationships with your customers.

Understanding this necessity and the fundamental gap in the intellectual and executive field in the cultural marketing system of the country, examining the factors affecting the success of Iranian film marketing from the perspective of managers of active film production companies is a significant issue. So this article is seeking an answer to this question. What is the relational marketing model of Iranian film in the digital age?

Literature Review

Several components may affect the choice of a movie. Customers, subsequently, take certain things into consideration before selecting a movie: (1) its marketing communication; (2) its impartial source of data; (3) the features of the movie; (4) its substance; and (5) simple access (Umukoro et al., 2020). Customers tend to see movies in marketing messages that other customers encounter and trigger superior word of mouth communication through coordinate discussions or social organizing locales (Chakravarty et al., 2010). movies critics usually criticize movies on the internet or in magazines and posts, counting sneak peaks and a rundown of film substance (Rui et al., 2013). Customers can subsequently assess the substance of movies relating to history, unpleasant materials, and innovation (Moses et al., 2016).

If an audience can fulfil the desire in a trailer to watch a particular movie rather than watching another movie, it is more likely that the advertised movie can be sold (Oja, 2019). Trailer trails shown by other media linked to the feelings and expectations of the audience, will even make people curious and attracted (Amasaka et al., 2012).

Digital marketing

Digital marketing is the process of marketing products or services using digital technologies, mainly via the global information super-highway, the Internet. However, with developments in information communication technology (ICT), digital marketing now includes the use of social media applications even with mobile phones (Androids) and laptops, display advertising, and some other digital media.

Promotional programs

Promotional services are the most important element in movies, either individually or in groups, in the use of communication, both directly and indirectly, to provide details and to convince people to watch movies (Álvarez-Monzoncillo et al., 2018). Promotional campaigns are designed to raise public awareness of the film (Kumar, 2012). A film trailer also provides good information (Preece, 2010) on the original film, using digital media to promote it, with a view to promoting the film and displaying the scene alongside attractive music. As a result, films will be screened and used in real-time to promote film via the Internet and social media with an increase in information technology (Gong & Tung, 2017). By promoting the film on social media, the public will be able to watch new films more quickly (Devlin et al., 2011). Film reviews can also help customers judge movies. Film critics are also reflecting on the way in which film publications (Tsao, 2014) are shown in magazines, television programs, or other outlets, including film reviews and social media, where film designs can actually promote the film before it is released (Park & Berger, 2010). Overall, the Promotional Programs influence the decision of the audience to watch a film online on a platform like cinema (Pittman & Sheehan, 2015).

Activities on social media platforms Berger (2014) has suggested that word of mouth is a social networking activity that is useful as a tool for independent film audiences and in-depth film stories. In addition, Chu and Choi (2011) argued that word of mouth had an impact on public perception. On a number of film review sites, they can decide to watch movies online through their influence and relationships with consumers (Bich & Lien, 2019). The Social Media Platform Activities comprise the main information networks and also include word of mouth, which is still an important factor in film decision-making (Aytekin & Akar, 2019). Online review is an important driving force for consumers to make decisions, such as buying products and watching movies (Cui et al., 2012). The Internet

boom, the word of mouth that is now available on all social media, including Facebook, is encouraging people to "like" their site and connect to friends (Suvattanadilok, 2020). YouTube also offers the opportunity to set up a channel for the official promotion of specific films, and not just to show trailers (Berk, 2009).

Trailer Assessment

The data presented on the film's social websites, including Facebook, Twitter, YouTube, and Line, help to foster interaction between businesses and the public. YouTube has the most popular movie trailers in its audience (Kernan, 2009). One of the uses of social media is to make the audience more interested in watching movies and also to raise awareness of the existence of movies (Southern, 2014). Feelings and emotions have a significant impact on whether a customer takes or rejects a movie trailer (Karray & Debernitz, 2017). The theory of mood management shows that an individual chooses a medium to regulate affective mood conditions that are more appropriate for a person, especially when external stimuli influence his or her mood (Smith et al., 2017). Trailers are both a good marketing and hedonistic experience (Southern, 2014). A person's mood can affect his or her desire to find out about other types of media, either seriously or humorously (Ekman et al., 2013). As people strive to keep their moods intact and to benefit from the strength they overcome, film advertisers need to understand how their film trailers relate to their audience's emotions to achieve their desired condition (Strobin et al., 2015).

Suvattanadilok (2021), showed that social networks affect audiences to watch movies. To make people watch films more frequently in cinemas, it is important to explore other strategies for market demand. Peng (2016) also showed the characteristics and promotion strategies of youth films based on the context of the attribute. He discovered that eight advertising tactics describe how the quality of a film is related. Each app includes a variety of features and promotional strategies for youth movies. Overall, Weaving et al. (2020) in Australia outlines the opportunities to draw on experiences across various disciplines, in particular, to explore the consequences of applying "customer journey" to understanding the range of social and material influences that may be at play in informing film audience decision-making. In addition, Huang et al. (2011) investigated the

impact of the internet on the relationship between social media and film sales commentaries. When different types of social media platforms have a different impact on the sales of products. The findings indicated the favorability and popularity (volume of comments) of the social media comments on the published film list. It has also been found that reviews affect readers, often through text, rather than numerical scores.

Regarding the development of efficiency and relationship marketing in the field of international trade, Markova et al. (2020) in a study showed the effectiveness of relationship marketing and the use of effective interactions with students to attract students . The results indicate the impact Direct marketing has been about building and building positive relationships between universities and students to make them loyal.

Chipunza et al. (2019) argue that relationship marketing and customer-centric marketing create value for customers. Khosravi Nejad et al. (2016) showed that all dimensions of relationship marketing have a significant relationship except brand equity. Khanisaran (2016) showed that communication marketing has an effect on customer retention and increases customer loyalty and WOM marketing. Mubaraki et al. (2016) How and what are the methods of organizing the marketing activities of art businesses are described. The results showed that contact networks, content, communication capabilities have a great impact on marketing effectiveness.

There has been a lot of research in the country on the marketing of cultural and artistic goods, including books, movies, and cultural businesses, but so far no significant attention has been paid to film marketing.

External research also shows that no research has been done into relationship marketing in the film industry in the digital age. Researchers, in accordance with the subject of their study, have paid attention to the design aspects of the relationship marketing model in different businesses, but none of the relationship marketing modeling of Iranian film sales has been attempted. Therefore, considering the digital developments and its direct impact on the film industry, it is important to study the marketing dimensions of Iranian film in the digital age.

Methodology
Grounded theory is a qualitative method that enables you to study a particular phenomenon or process and discover new theories that are based on the collection and analysis of real world data. To answer the research question, the qualitative methodology has been used and in terms of the research philosophy it is among the applied positivist paradigms and in terms of qualitative and quantitative research experience, it has an inductive and deductive approach and a survey strategy. This research is exploratory in terms of purpose and explores variables and their causal relationship (Rigg, 2003). The required information was collected through interviews with experts and the ATLAS TI software was used qualitatively. The research population of the present study included managers or sales representatives and film screeners in Iran. Sampling was performed using the non-probabilistic judgmental (targeted) method. Interviews were conducted with research samples. Characteristics of industry experts: High experience, managerial position, experience, and high knowledge in the field of film production and publishing are considered. To identify the relationship between marketing in sales representatives and film screenings in Iran, 8 managers of film sales companies and 12 senior representatives of companies were interviewed. To sample, the snowball method was used and the interview was conducted in a semi-structured manner with open and general questions up to 10 people until we reached data saturation, but to make doubly sure, up to 20 people were interviewed. According to Clark's (2005) research, foundation data analysis is useful in presenting models where the current situation has a great impact on changes in the main pillars of the model. Finally, the factors were identified using the foundation data technique using ATLAS TI software.

Research Findings
In the first stage, qualitative data was collected through in-depth interviews with a group of experts. In the open coding process, many themes were obtained and during the reciprocal process of data analysis, the collection of this initial qualitative data was reduced to fewer categories. Then, each of these categories obtained in the qualitative stage was examined. The following is a review of the

interviews and then the indicators were extracted from the texts and interviews.

This step offers more complex and comprehensive cases for comparing and distinguishing codes and concepts. At this stage, by identifying patterns within the findings, primary clusters were formed. Also in this stage of data analysis, while collecting new data, the researchers, by being involved in the continuous matching process, paid attention to the amount of new information received in the categories and thus to their saturation. A category represents units of information about events, happenings, and instances (Strauss & Corbin, 1998).

Typically, the central phenomenon is a category among the data collected that is widely mentioned during interviews or, theoretically, appears in a central and fundamental conceptual form (Cresswell, 2007).

Strauss and Corbin (1998) include the types of categories that can be placed around the central phenomenon: causal conditions (factors that cause the emergence of the central category), contextual and intervening conditions (internal and external factors affecting the implementation of model strategies), strategies (Proposed strategies in response to the central phenomenon) and finally the consequences (results of strategies).

To analyze the data and construct a relational marketing model design in the film sales and screening network in Iran, theme analysis and theme network have been used.

Table 1- Theoretical coding process to identify the basic themes of organized film relationship marketing in Iran.

Concepts	Categories	Major Categories	Category Type
Commodity evaluation, low cost, consumer behavior	Verbal advertising	Advertising	Phenomenon
Sales status, strengthening the sales base	Word of mouth ads		
Consumer feeling, mental image	Experiential marketing	Marketing	
social relationship	Supportive marketing		
Customer needs and	Electronic		

Concepts	Categories	Major Categories	Category Type
wants, mutual communication	marketing		
Development of motivation	internal marketing		
Content advertising	New marketing		
Order tracking	Customer Communication	Connections	Casual
Customer Orientation	Relationship quality		
Creativity, change, new services	Innovation	Innovation	
Gender, education and personality traits	Demographic characteristics of the customer	communication skill	Mediator
Feeling pleasant, honest attitude, possibility of communication	Customer expectations		
Knowing customers, needs, wants and goals	Customer knowledge		
Attract customers, improve performance	Customer focus		
Avoid the cost of change, incentive loyalty, habitual loyalty, brand loyalty	Customer loyalty	Loyalty	Consequences
Customer stabilization, increase sales	Customer commitment		
Social media, affiliation, illustration	Customer trust		
Identify strengths and weaknesses	Competitive Advantage	Function	
Efficiency, effectiveness	Business Performance		
Marketing strategy, customer mind, customer expectations	Customer satisfaction	Satisfaction	

Based on the coding results of the preliminary stages of theorizing, categories are the constituents and main principles of theory, which categorically relate to other categories and relate those relationships within the framework of the narrative. It has become clear that by putting the categories together around the central category, as the

main theme of a theoretical narrative for the phenomenon a systematic connection that has been established between the concepts and the categories is presented.

By analyzing the data collected in the research, in the initial stage (open coding) 19 concepts were extracted in the form of 7 major categories and 4 after the transcribed content of the interviews. Selective coding and axial coding were also performed. Among the identified factors, the axial coding paradigm was performed and based on that, the linear relationship between the research categories including causal conditions, axial categories, contextual conditions, and consequences was determined. Figure 1 shows the paradigm of contextual coding, in other words, the model of the qualitative research process.
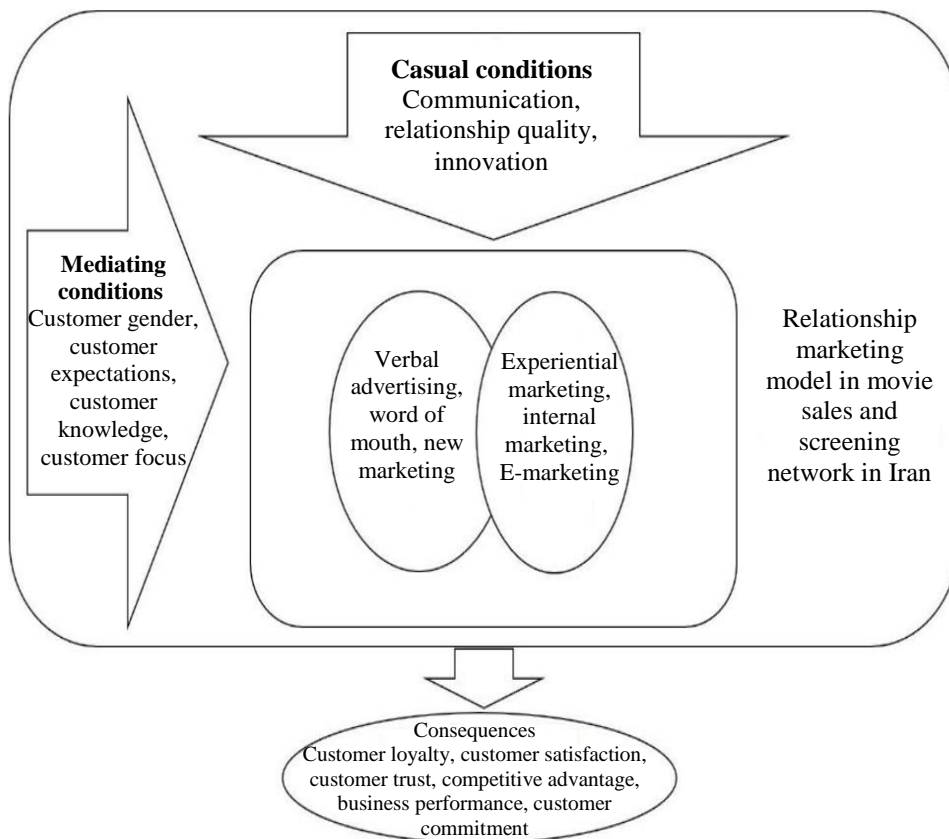

Figure 3 - Modeling the relationship marketing of Iranian films in the digital age

Conclusion

This research aimed at better understanding of the modeling of the relational marketing of Iranian films in the digital age and, in particular, theatrical participation. While previous research indicates that marketing interactions are linked to successful movies.

Based on the results, 7 categories and 17 initial codes have been identified in the data model of the Iranian Film Relationship Marketing Foundation in the digital age.

Causal conditions included communication, relationship quality, and innovation. According to Abiza et al. (2017), relationship marketing using communication media has tried to accelerate communication with customers and stakeholders by using communication strategies, systems and new communication technologies to They have effectively exchanged opinions and identified the needs of customers, as well as private advertising for each customer and informing about new and favorite products and services of each customer, which can emphasize the importance of creating, maintaining and increasing the relationship between buyer and seller. In marketing relationship, customer retention, relationship development and more attractive and increasing customer relationship have been very important factors to strengthen customer orientation in the sales network system.

Mediating conditions have been based on demographic components, customer expectations, customer knowledge, and customer focus. Hiutin et al. (2018) showed that creating loyal customers, word of mouth, and reducing customer acquisition costs have helped a lot in movie sales networks. In addition, one of the main features of many relationship marketing has been the process of understanding the concept of relationship marketing in the relationship formation stage, relationship management stage, relationship performance evaluation stage, and finally relationship development to attract customers.

The implications of the model include customer loyalty, customer satisfaction, customer competitive advantage, business performance, and customer commitment. The results indicate that in relationship marketing in the sales and film network in Iran, communication, relationship quality, and innovation have positive effects and the relationship between companies and customers becomes more prominent (Kernan, 2009). Thus the quality of the relationship can

reduce uncertainty and strengthen the relationship between the customer and the company, which ultimately leads to loyalty and profitability of companies. The product and word of mouth that factors show that more customer satisfaction with the quality of the relationship has a positive effect on customer perspective and as a result the company's profit has increased and the value of the customer life cycle has improved, communication in relationship marketing, transparency and interactions between the parties have been based on trust and confidence in common promises and identifying new opportunities, these relationships can be in line with their role in identifying and creating value-creating opportunities have a positive impact and show all aspects of relationship quality in companies (Karray et al, 2017), at the same time, the existing knowledge of customers can be connected by organizations to create innovation in services and generate ideas and continuous improvement to provide diverse products and new services in companies. Acquiring customer knowledge and involving customers in the innovation process at this stage of the customer knowledge flow, customer focus has created a deep and long-term relationship with the customer, and when the organization focuses on its key customers can cause Their needs are well answered in a customized way, which will also lead to loyalty. In the customer's commitment, the persistence of repeated purchases or continuous purchases from a sales network can provide desirable services now and in the future. This leads to customer loyalty, according to the above, on the other hand, competition in sales companies is increasing; therefore, this factor creates a competitive advantage by creating customer retention and loyalty that companies are thinking of retaining customers by providing special services.

Given the above theoretical background, the more relational marketing in the film sales network, the greater the level of loyalty, trust, satisfaction, performance, and commitment of customers, which are the factors in the business world. It can lead to a service-based economy, the development of communication and information technologies, and the intensification of competition that makes the importance and attractiveness of relationship-based loyalty significant compared to other marketing mixes for film companies. In addition to creating a competitive advantage, these factors also increase the level of productivity and motivation of employees and the profitability of companies, and on the other hand, the constant turning of customers to

the company's services has a devastating effect on the performance of the company's activities.

The findings of this study are consistent with the results of many studies. Gatepasha et al.'s (2020) research also shows that the level of customer relationship determines the impact of relationship quality on customer loyalty and significantly, , the impact of online commitment on customer loyalty also diminishes over time. In addition, as the relationship between customers and businesses expands, the impact of online trust on loyalty increases. Abeza et al. (2017) also show that social media as a communication medium has a positive effect on the establishment and achievement of goals marketing strategy . Kastner et al. (2017) also show that due to the lack of face-to-face communication in telecommunications, the existence of an Internet-based relationship marketing system has a significant effect on the ease of relationships. It will establish a suitable platform for Internet communication for customers. Mehrani and Sadeghi (2016) also show that customer relationship management has a positive effect on relationship marketing and a positive effect on business performance. Mohammadi et al. (2012) also show that the benefits of reassurance, social benefits, and the benefits of special behavior have a positive and significant effect on word of mouth.

Therefore, according to the above-mentioned theoretical records, it can be said that customers are the most fundamental business element of a company, so customer satisfaction and retention, and loyalty cause more profitability. The business will be, the customer deserves the politest attention and behavior, and it should never be forgotten that without him, the organization and the store should be closed. Companies need to be aware of the wants and needs of their customers because without examining their needs and wants, there is no possibility for proper marketing. Therefore, to achieve satisfaction, loyalty, trust, and proper performance, we should focus our efforts on meeting the needs and satisfaction of customers. As the findings show, the relationship marketing model in terms of causal communication, relationship quality, and Innovation is summarized. These factors can provide the context for advertising and marketing by considering the mediating factors of customer gender, customer focus, customer expectations, and customer knowledge for as many customers as possible, and finally all these factors in marketing. A relationship can build customer loyalty, customer satisfaction, competitive advantage,

business performance, and customer commitment in movie sales companies.

The key objective of film marketing is to enable audiences to watch films. Many movie producers have tried to reach different levels of sustainable audiences. As well, many companies and film industries consider it important to market electronic word of mouth. Relational marketing, however, has continued to spread to the film industry differently. This was followed by a marketing approach that allowed viewers to be aware of and watch movies. Also, various factors need to work together to encourage viewers to watch movies. A strategy to meet market demand is needed to make film viewing more sustainable.

Other tactics need to be put forward, such as increasing sales, cutting costs, and producing new films. The relationship between feedback from film viewers and social media actions in future studies should be studied. While this study found support for relational marketing, it is better to study other social norm aspects. Future research should assess whether social wealth predicts other social media activities accurately in the digital age. While the current study shows that both the Relational Marketing Platform and Iranian films have distinct characteristics that operate independently, further research is needed to identify how they work together to motivate different customer behaviors.

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