

A STUDY OF MOVIE WATCHING PREFERENCES AND INFLUENCING FACTORS FOR HINDI MOVIE VIEWERS WITH SPECIAL REFERENCE TO AHMEDABAD CITY

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Abstract

The excellence of the Indian Film Industry not only is restricted to the acting, but it extends to singing, dances, music, costumes and every other aspect of film making. It has been one of the largest industries in the country, providing occupation for many people across the country. It is considered next only to the Hollywood in terms of the entertainment industry and has surpassed the industries of all other countries. However, the industry has undergone a dramatic change beginning of the last decade of the 20th century and the change continues with the passage of time. The change has been in all walks, including the type and genre of movies, the costumes, the themes, the shooting venues and the schedules, the work behind the scenes like direction, cinematography, music direction, etc. this change has been kept in mind the viewer's choices and preferences. Moreover, many issues have been at times censured and the chastity of the entire industry has been questioned by different groups like the censor board, the religious groups, the society as a whole, the activists, etc. But in spite of all this, the industry continues to go stronger and faster than ever before. The study tried to know movie watching Preferences of viewers and what factors Influencing them for to see Hindi Movie with special reference to Ahmedabad City

Keywords: Bollywood; Hindi Movie; India; Preferences

INTRODUCTION:

The history of Hindi cinemas dates back to 1913 when Dadasaheb Phalke made the 1st feature film-Raja Harishchandra. By the 1930s, the industry was producing over 200 films per annum. The first Indian sound film, Ardeshir Irani's Alam Ara (1931), was a major commercial success. There was clearly a huge market for talkies and musicals, Bollywood and all the regional film industries quickly switched to sound filming. Following India's independence, the period from the late 1940s to the 1960s are regarded by film historians as the "Golden Age" of Hindi cinema. Some of the most critically-acclaimed Hindi films of all time were produced during this period. Examples include the Guru Dutt films Pyaasa (1957) and Kaagaz Ke Phool (1959) and the Raj Kapoor films Awaara (1951) and Shree 420 (1955). These films expressed social themes mainly dealing with working-class urban life in India; Awaara presented the city as both a nightmare and a dream, while Pyaasa critiqued the unreality of city life. Some of the most famous epic films of Hindi cinema were also produced at the time, including Mehboob Khan's Mother India (1957), which was nominated for the Academy Award for Best Foreign Language Film, and K. Asif's Mughal-e-Azam (1960). Madhumati (1958), directed by Bimal Roy and written by Ritwik Ghatak, popularized the theme of reincarnation in Western popular culture. Other acclaimed mainstream Hindi filmmakers at the time included Kamal Amrohi and Vijay Bhatt. Successful actors at the time included Dev Anand, Dilip Kumar, Raj Kapoor and Guru Dutt, while successful actresses included Nargis, Meena Kumari, Nutan, Madhubala, Waheeda Rehman and Mala Sinha.

Modern Cinema

In the late 1960s and early 1970s, romance movies and action films starred actors like Rajesh Khanna and Dharmendra, and actresses like Sharmila Tagore, Mumtaz, Leena Chandavarkar and Helen. In the mid-1970s, romantic confections made way for gritty, violent films about gangsters (see Indian mafia) and bandits. Amitabh Bachchan, the star known for his "angry young man" roles, rode the crest of this trend with actors like Mithun Chakraborty and Anil Kapoor, which lasted into the early 1990s. Actresses from this era included Hema Malini, Jaya Bachchan and Rekha.

The films have also included popular mythological themes of 'The Ramayana', 'The Mahabharata' and many others. The preferences of the common public have greatly influenced the filmmakers in making different genres of the films. The types of films have undergone a radical change from time to time and this has shown a great influence in the overall Indian Economy as well.

Public and the Cinema

As already discussed before, the common public and the masses have always been a major directing force for the Indian Hindi cinema. The cinema continues to be looked upon as the image to the society. As a result, there are varied patterns of the movie preferences among the different segments because of the large number of segments present in India. Because of these the movie makers have started to realize this and use for their benefit as well as for the benefit of the industry as a whole.

Different preferences and notions are seen across people of different ages, education, occupation, income, society and culture. Moreover, it has also been realized by the movie makers that some of these notions can be changed for the benefit of the industry and can be used as a good strength. As a result, there has been a heavy promotion activity going on in the industry, which was not there before a decade. Moreover, the people within the industry have also realized that the preferences are not independent or of any single persons, but they are affected by several aspects like relationships, family centricity, group oriented approach, etc. & hence, they have started using these factors for their advantage.

There are 2 schools of thoughts regarding this- one of them arguing that the filmmakers taking the benefit of the values and beliefs of the people are unethical while the other school of thought opining that it is totally fine to use the values of the society as film-making has been a big business in itself.

LITERATURE REVIEW:

Cinema can create not only temporary phenomenal experiences but also change the cultural climate (Persson, 2003:4). Persson (2003) exemplifies that a cinema might introduce a new theme, style, or convention that transforms the way in which the critics, authors, and audience understand literature and the rest of the world. Since cinema is closely related to different life styles and beliefs that define human society, its "semiotics and articulation remain inseparable from various individual, intellectual, social and cultural developments. Hence, cinema across the world is studied in its extensive arena, from micro to macro levels – and typically found movies to be powerful instruments in influencing the attitudinal changes, emotional impact, education, life styles, health and other behaviors.

Cinema-going is considered to be one of the most popular cultural activities, affecting a serial of social, economic and cultural phenomena in contemporary societies. Many research findings indicate that going to cinema is not an isolated independent phenomenon, but a social experience (Bachmann, 1997), a part of a wider cultural pattern of interest and use of leisure time (Lopez-Sintas and Garcia-Alvarez, 2002) with beneficial properties for well-being and happiness (Uhrig, 2005). A study by Cuypers et al., (2011) concludes that participation in receptive and creative cultural activities like watching good cinema, attending music concerts etc., was significantly associated with good health, good satisfaction with life; lowering anxiety and depression scores in both genders. Scarmeas et al., (2001) says they may help to stay mentally sharp. However, VonOtter (2008) in an empirical investigation observed that children, who prefer watching cinema as a leisure activity more than any other artistic hobby, tend to have a higher prevalence of mental disorder diagnoses than adults.

A widespread popularity of digital technologies and internet are currently playing a key role in movie consuming habits. With the adoption of new technologies, the consumption behaviours tend to change (Zinkhan, 1998), and can even enforce various national cultures to adopt new protectionist quotas (Feigenbaum, 2002). Social media is new emerged technological zone which not only increases opportunities for communication between marketers and consumers, but also enhances communication among consumers, facilitating a forum for the discussion of products and services (Heffernan et al, 2010). In fact, with these narrow reach channels, consumers are anticipating more personalized information on movies for better information on decision-making process (Septak, 2008). Therefore, these most avid users of media on multiple platforms called "uber-media consumers" are becoming the source of driving changes across entertainment industry (Nielsen Analytics and The Movie Advisory Board, 2006).

RESEARCH METHODOLOGY:

Objectives of the study:

Primary Objective: To understand and evaluate the movie watching patterns & preferences of the different segments of people among Hindi movie viewers.

Secondary Objective: Study the different factors influencing the patterns & decisions about watching the different kinds of Hindi movies.

Scope of the study: The survey would help in understanding the different preferences of the people for Hindi movies and also the factors that influence them for watching a movie or refraining them from watching any movie.

Type of Research: Exploratory Research

Survey instrument: Questionnaire

Sample size: 100 [Confidence Level-95]

Sampling Technique: Convenient Sampling
Segmentation: Psychographic Segmentation
Geographic area covered: Ahmedabad City

DEMOGRAPHIC ANALYSIS:

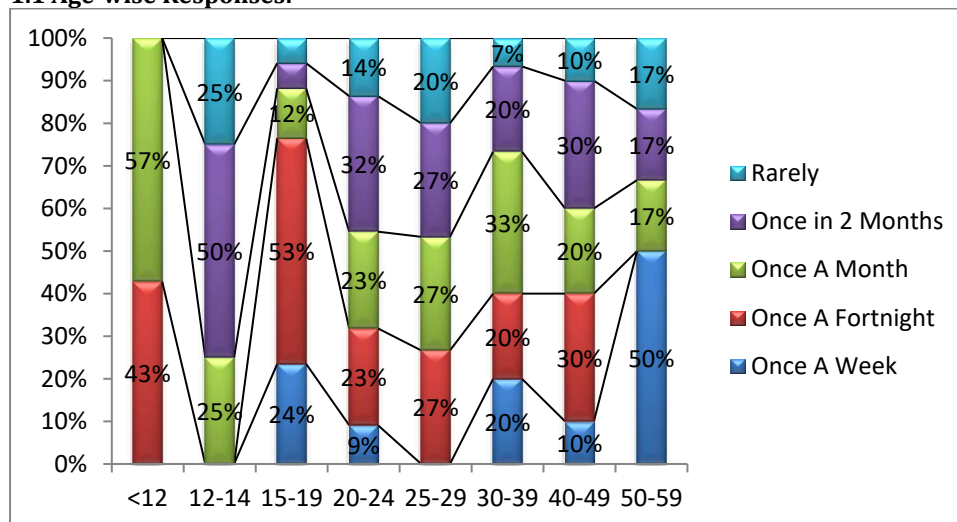
Most of the respondents of our study are in the range of 12 to 59. Major are in the ranges of 15 to 24 followed by 25 to 39. Majority of them are students or employed in job. For income consideration majority are in 5-8 lakhs per year income segment.

1. How frequently do you watch Hindi movies in theatres?

Frequency	Total
Once A week	13
Once A Fortnight	27
Once A Month	25
Once in 2 Months	23
Rarely	12
Total	100

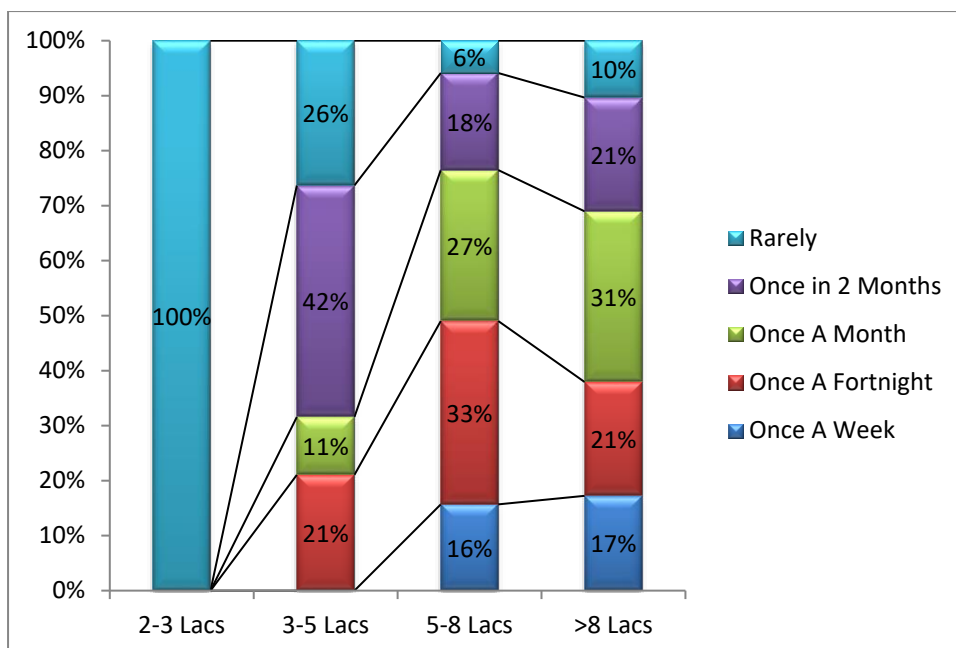
Inference: The frequency of watching is different for different people in general, but mostly it can be seen that people prefer to watch the movie between 15 days to 2 months after its release

1.1 Age-wise Responses:



Inference: People below the age of 20 and above 50 watch the movies more frequently as compared to the other age-groups.

1.2 Annual Income-wise Response:



Inference:

The higher and higher-middle income group watches the movies more frequently as compared to the low and lower-middle income group.

2. Where do you see the movies mostly?

Places	Total
Multiplex	85
Single-Screen	
Local Screen	6
Open Air Theatre	9
Total	100

Inference:

Mostly people prefer Multiplexes to watch the movies.

3. With whom do you generally prefer to watch movies?

Companion	Total
Family	41
Friends	30
Spouse/GF/BF*	29
Total	100

*GF=Girlfriend

BF=Boyfriend

Inference:

The responses are evenly distributed which means different people have different preferences about the company to watch a movie.

4. Of the people you see movies with, who influences your decision of which movie to watch?

Influencers	Total

Children/Parents	30
Friends	30
Spouse/GF/BF	40
Total	100

Inference:

People are influenced by all the 3 types listed here.

5. What genre of movies do you generally prefer to watch?

Genre	Total
Comedy	75
Action	38
Thriller	39
Drama	32
Documentary	36
Factual	34
Animation	30
Love-Story	36
Mythology	25
Total	345

Inference:

All the genres of movies are preferred in different proportions by different kinds of people.

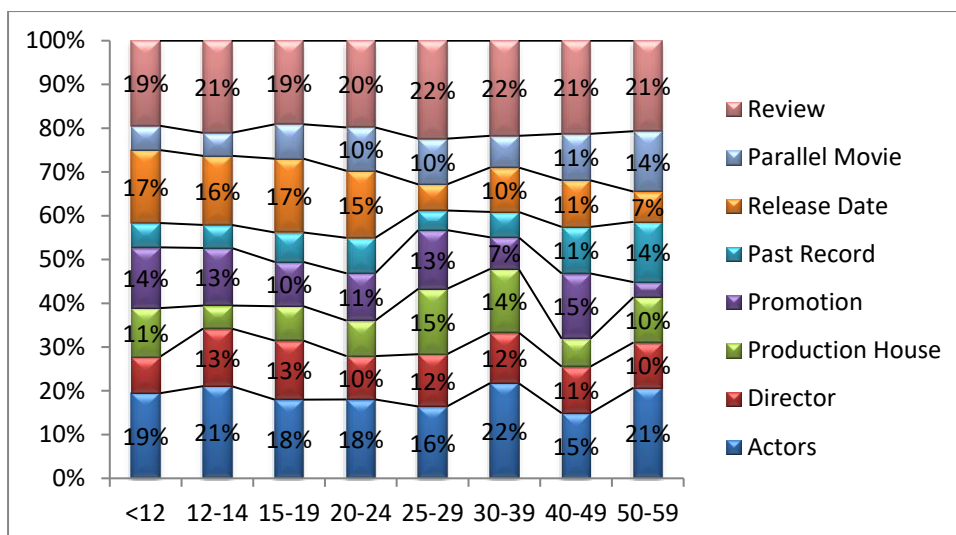
6. What factors influence the decision of your movie watching?

Factors	Total
Actors	90
Director	55
Production House	48
Promotion	53
Past Record	35
Release Date	62
Other Movie	43
Review	100
Total	486

Inference:

People are influenced by all the industry influencers but more by the reviews given by others, actors and the date of release.

6.1 Age-wise Response:



Inference:

People of all the age-groups are influenced more by actors and the review given by others. However, there is also an influence of the releasing date on the children.

FINDINGS & CONCLUSION

- The frequency of movie watching has been increasing among people with the passage of time
- Most of the people now prefer multiplexes to watch the movies
- Comedy movies are bound to be hit among masses these days like hot cakes
- Environmental factors like friends, family, spouse, date of release, reviews given by others who have already watched it, etc. impact the consumer's decision on watching a particular movie
- The factors within the media industry that affect the viewer's decision can be the actors, director, production, the past success rate of the movies when the particular actor and director have worked together, etc.
- Television promotion still continues to play a major role in influencing the viewers' decision to watch a movie
- Maximum people prefer to watch any movie within the 1st 15 days, but not on the 1st day itself. Moreover, they rely on the reviews given by others who have already seen the movie. This means that though people have started viewing movies more frequently, they do not spend thoughtlessly on the movies.

RECOMMENDATIONS

- Though the use of the internet as a tool for communication and promotion is increasing tremendously. As a result, it must be used efficiently. But, it must not be forgotten that the major impact of the viewers' decision is being created by the television. Hence, television promotion should not be substituted by any other media.
- People are more interested in comedy and drama in the recent days, which means that they want to see the movies which can refresh them after the hard-work of the entire day or week. They are not interested in seeing the movies that give them too much of mental stress and anxiety.
- Also, if the film stars themselves promote the movies, it creates a good impact and if they make public appearances for the promotion of the movies, it gives an added advantage.
- Constant surveys about changing the viewers' preference and choice need to be carried out without fail.
- The rural customer also must be focused properly as the majority of the population resides in the rural areas and if they are convinced to watch the movies, they can be a huge source of income for the industry.

LIMITATIONS:

- Seeing the large market size, any number of sample size would be insufficient to carry out the survey.
- Because of the huge market, any conclusion or recommendation made cannot be totally accurate.

- The tastes and preferences of the public keep changing with the changing times. Hence, the survey would lose importance in due course of time and a fresh survey needs to be conducted keeping in mind the new parameters.
- There is no sure formula for the success of any film irrespective of the budget, star cast, production house, etc.

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