

“Present Marketing Scenario and Its Impact on Audience of Indore Region”

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ABSTRACT

India is the world's biggest maker of movies by volume - delivering very nearly a thousand movies every year. Showcasing a huge item like a film can be an exceptionally extravagant business, particularly when that item has a restricted time span of usability. Films must be a hit on their opening weekend, frequently on their opening day, else they have a tendency to vanish rapidly, and the studio stands to make a misfortune on their speculation. In spite of the fact that the idea is in its incipient stages in India, film promotion is developing into a prospering industry. The excitement made through the hype and hoopla made by the film advertisers goes down far in anticipating the film's prosperity. More movie producers are embracing out-of-box methods to slice through the disarray in the exceptionally aggressive business. A blend of special aptitudes and innovative ideas is obliged to hit the focused on crowd while utilizing constrained assets ideally. These papers concentrate upon major promotion techniques commonly used in Indore city for film promotion.

Keywords: Marketing Strategies, Promotion, Film Industry, Audience

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I. INTRODUCTION

“You can fool all the people some of the time, and some of the people all the time, but you cannot fool all the people all the time.”

-Abraham Lincoln

You can fool all of the people all of the time . . . if the advertising is right and the budget is big enough.

—Hollywood producer Joseph E. Levine

Case 1:

Mr. Sharma while driving to office saw huge hoardings and posters of a new movie been released and has decided to go for it this weekend with his family. He planned for the usual Friday evening as he wanted to relax on the succeeding Saturday.

At the outset he concerns his colleagues about the movie, soon he find himself goggling internet and social media for better opinions and after a lot of thoughts he ask his family about their beliefs. His wife wanted a quality time with family and also she while watching daily soaps she saw movie stars on television appealing to watch their movie thus she put forth her opinion , whereas his son was very much influenced by the euphonic music tracks released earlier of the same movie.

His daughter wanted to watch a movie of romantic genre. Finally he checked local newspaper and online sites for nearest movie theatre for show timings and then after much consideration whole Sharma family saw a movie together.

Case 2:

Ms. Jesline is a research student of psychology. She is also a cinephilic (one who is passionate about cinema). She also choose to watch a feature film in a multiplex with 5 number of movies playing simultaneously. She hires a taxi and purchase a ticket online while she was already travelling in the taxi. As a result she don't have to stand in a queue but a certain amount of commission also gets included in the ticket amount.

She got a discount scheme for the next movie. After the movie was over she made a list of expenses and their real value. She was amazed that whatever price she gave for the refreshment was 10 times (900% approx) increased for almost every item she bought.

Indian Film Industry:

In Promoting an enormous item like a film can be an extremely lavish business, particularly when that item has a restricted time span of usability. Motion pictures must be a hit on their opening weekend, frequently on their opening day, else they have a tendency to vanish rapidly, and the studio stands to make a misfortune on their speculation.

In the words of Philip Kotler "*marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.*" *It is a process for generating.*"

Film marketing is a multi tasked process. It not only defines your product in marketable or sellable terms, but also provides the context for fitting the film into the busy marketplace. To be effective, the marketing process must address a great many factors – competitive, political, economic, social, cultural and technological as well.

Marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

A film production has an inclusion of all the above entities within itself and thus the marketing strategy of a film in today's scenario is pre requisite and mandatory.

II. RELATED STUDIES:

Nikhil Chand (2011), Xcellon Institute of Business Management, Ahmedabad stated that The film marketers themselves are willing to take a fence sitting approach to this as the mediums completely differ from film to film and genre to genre

Amit M. Joshi (2008), University Of Central Florida, in his research article *Movie Advertising and the Stock Market Valuation of Studios: A Case of "Great Expectations"* determined that there exists a clear *interaction* between the marketing support received by a movie and the direction and magnitude of its excess stock return post launch. Movies with above-average pre-launch advertising have lower post-launch stock returns than films with below-average advertising. He also suggest that movies that are hits at the box office may result in a lowering of stock price if they had high media support, on account of high performance expectations, built up prior to launch. Thus pre-launch advertising plays a dual role of informing consumers about a movie's arrival as well as helping investors form expectations about the studio's profit performance

Tarun Tripathi (2008), The Business of Entertainment, The report by Mr. Tarun Tripathi, CMO, Yashraj Films Ltd. gives a comparative analysis of the film marketing practices in India and abroad, venturing into the market size in India and for Indian movies outside India, the major markets for bollywood flicks, current industry scenario and also of the consumer behaviors

Rajesh K. Pillania (2008) in his research paper *The Globalization of Indian Hindi Movie Industry* came to a conclusion that the Indian film industry has been getting increasingly more corporatized. Several film production, distribution and exhibition companies have been listed on stock markets and they have issued shares to public. Many theatres across the country have been turned into multiplexes and initiatives to set up more digital cinema halls are already underway.

Prof Tapan K Panda, (2003) in his research Effectiveness of Product Placements in Indian Films and Its Effects on Brand Memory and Attitude with Special Reference to Hindi Films stated that Product placements can emerge as a strong vehicle to communicate to the vast film-viewing population in India.

III. PURPOSE OF THE STUDY

This paper has attempted to analyze the impact of recent marketing strategies on audience of different age group and gender with different economical background towards a feature film. The Indian Film Industry is a significant contributor to the Indian economy. This study examines the various nuances connected to popularizing the Bollywood movies before they release such that they have great openings. It aims to reflect on the trends that influence the junta through different mediums and rake in the money for the film. Marketing in movies always existed but never in such a big way as today. Everyone in the marketplace wants to be seen and heard but the person who manages to do that better than others walks away with the success.

IV. OBJECTIVE

To analyze the influence of marketing strategies on the decision making of feature film audience.

V. HYPOTHESIS

H 1 There is no significant impact of marketing strategies on decision making of feature film audience.

H 1.1 There is a significant impact of marketing strategies on decision making of feature film audience.

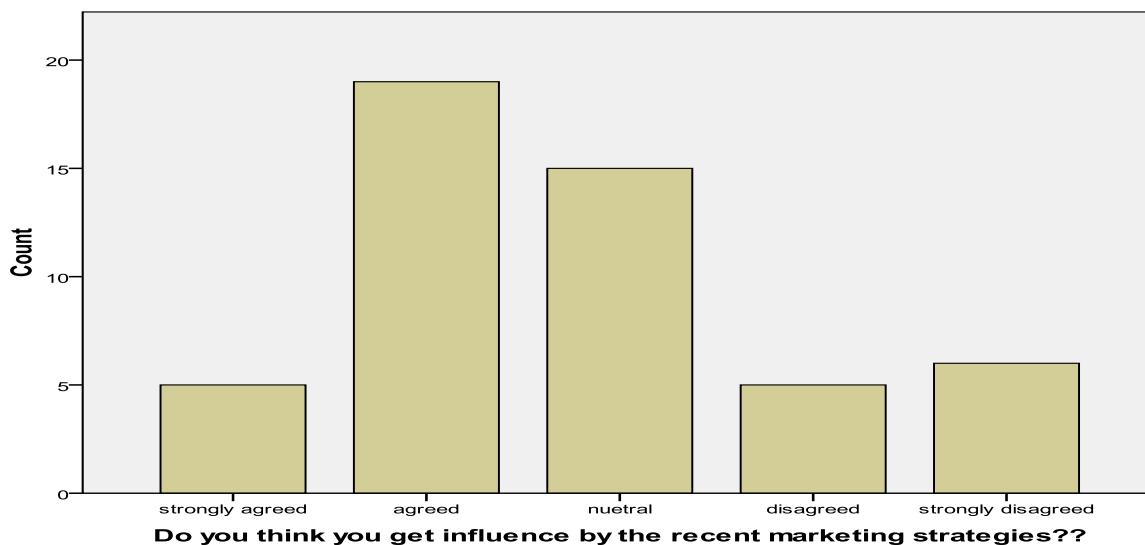
VI. METHODOLOGY:

This research is an analytical work for which the secondary data was collected from the earlier works done in this field and the primary data was collected through structured questionnaire from 50 people of different age group, gender and income from the city of Indore either online or through hard copy. The collected data was analyzed using appropriate statistical tools.

VII. FINDINGS:

SPSS 17.0 software is used to analyze the data.

The analysis of the data shows that 10% of people strongly agreed to the statement that they do get influenced by the recent marketing strategies in film industry, 38 % support it; 30 % are not in a position to evaluate themselves whereas 22% disagree to this.



Present marketing strategies:

Advertisement In Media

The analysis shows that 7% of people strongly agreed that they do get influenced by the Advertisement in Media by film industry, 30 % support it; 6 % are not in a position to evaluate them whereas 7% disagree to this.

Star Cast Promotional Events

The analysis shows that 5% of people strongly agreed that they do get influenced by the star cast promotional events, 13 % support it; 16 % are not in a position to evaluate them whereas 16% disagree to this.

Controversies

Regarding controversies, 4% of people strongly agreed to the statement that they do get influenced by the controversies, 12 % support it; 9 % are not in a position to evaluate them whereas 25% disagree to this.

Mouth To Mouth Publicity

The Mouth To Mouth Publicity has strong influence on 20% of people, another 20 % support it; 6 % are not in a position to evaluate them whereas 4% disagree to this.

Merchandise

Only 3% of people strongly agreed that they do get influenced by the film merchandise, 12 % support it; 19 % are not in a position to evaluate them where as 16% disagree to this.

Cast And Crew Appearance On Television

2% of people strongly agreed that cast and crew appearing on television influenced them, 16 % support it; 13 % are not in a position to evaluate them where as 19% disagree to this.

Music Release

12% of people strongly agreed that the music release of the film has influenced their viewing decision, 15 % support it;13 % are not in a position to evaluate them whereas 10% disagree to this.

Critics Analysis

Critics Analysis has influenced 12% of people strongly , 20 % of people were slightly influenced by it, 13 % are not in a position to evaluate them whereas 5% disagree to this.

VIII. DISSCUSSION:

In today's scenario movie industry is flourishing to its best. Therefore it is very much needed to analyze the strategies which can generate high amount of revenue. As from the findings we can easily identify that people do get affected by the present marketing strategies in film industries which voids our hypothesis. As 48% people agreed to it. Among the given strategies they believe

that music release, mouth to mouth publicity, advertisement in media and critic analysis can influence there decisions more precisely then other strategies.

IX. CONCLUSION:

The number of movies produced in India is the largest in the world. Atul Thakur in his article "***India dominates world of films***" dated Jul 28, 2009 stated that Indian film industry, with its major centers at Mumbai, Chennai and Hyderabad, produced 1,132 feature films in 2007. In comparison, the American film industry in 2008 produced 520 feature films, Japan 418 and China 400. India also has the cheapest movie tickets among any major film producing nation, this may help explain the high cinematic churn as well as India's huge movie-going audience. But as from the analyze we can recollect that traditional methods of mouth to mouth publicity and good music can influence the decision of audience to step towards film theatre.

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XII. Annexure

