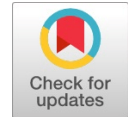


Impact of Promotional Strategies on Viewers of Kollywood Movies

Mahesh.V.J., Uma Rani.P



Abstract: Indian Movie Industry had so many ups and downs since 19th century. Industry had movies with great success along with high box office collection records, while some were not even noticed by the viewers. Tempting all of them to movie theatre need well planned strategies. In order to determine the impact of promotional strategy the researcher has created some constructs namely TV advertisements, movie trailers, posters and print advertisements, social networking sites, in-house movie theatre advertisements, word-of-mouth/e-wom, movie attributes, road shows and flash mobs, you tube viral videos, video games, mobile apps, product placements, reality shows, audio launch, making videos. It is concluded from the present study that promotional strategies being followed in Kollywood movies creating great impact on movie watchers. Out of the major promotional strategies considered for this study, the most preferred promotional factors that influence the respondents to watch movies are movie attribute, movie trailers and social networking sites, where movie watchers are most aware on the creative aspects of product placements, you tube viral videos, and reality shows.

Keywords : Movie industry, promotional strategy, Social networking, movie trailers, reality shows.

I. INTRODUCTION

FILM INDUSTRY

Film industry or motion picture industry covers all the technological and commercial parts of film production. This includes production companies, film making, film studios, animation, cinematography, screen writing, pre-production, post-production, film exhibitions etc. Hollywood is the largest and oldest film industry in terms of number of gross revenue from box office. Film industry has a box office of US \$38.6 billion in worldwide in 2016. The countries with largest number of film production are India, Nigeria, and United States as on 2011. Indian film industry has reached revenue overall of \$1.86 billion in 2011 as it produced more film and watched by more people compared to any other country in 2011. The largest representation of 43% of box office revenue is from Hindi language, called as *Bollywood* movies, while 36% are from Tamil and Telugu movie industries. Other regional cinemas contribute 21% as of 2014. Tamil film industry popularly known as Kollywood established in Chennai, Tamil Nadu. Marketing of a service can be more challenging than marketing a product.

Well-defined marketing strategies have to be developed to market a movie.

SOUTH INDIAN MOVIE INDUSTRY

Cinema of South India is combined of five different film industries of South India; Kannada, Malayalam, Tamil, Telugu and Tulu and they are based on Bengaluru, Kochi, Chennai, Hyderabad and Mangalore respectively. Kollywood movie industry is Tamil language film industry is originated in Kodambakkam, a place in Chennai (Madras), which comes under South Indian movie Industry. '*Keechaka Vadham*' was the first Tamil silent film made by R. Nataraja Mudaliar in 1918 and '*Kalidas*' was the first talking motion picture. Tamil films are able to acquire global presence during the 20th century through distributing film to many theatres of Srilanka, Singapore, Malaysia, Japan, Middle East, Oceania, Europe and North America. The highest numbers of film goers are from Tamil Nadu. Rajanikath considered as superstar considered as super star of Tamil films, and his movie '*Sivaji*' (2007) earned US\$3.8million and that made him the highest paid actor after Jackie Chan.

II. PROMOTIONAL STRATEGIES

Promotion is the communication process of marketing which involving lots of information, inducement and impact. Promotional strategies mainly used to attract and create awareness among the people, firm shall consider segmentation, targeting, positioning, messaging etc. Effective promotional techniques like advertisements in newspaper, television, radio, public relations, and personal selling followed by many companies for long-term success.

OBJECTIVES

- To analyze the promotional factors that influences the respondents to watch a movie.
- To find out the most preferred movie promotional strategies among the respondents.
- To offer suggestions for Kollywood to adapt those strategies.

REVIEW OF LITERATURE

Maria Pilar Martinez Ruiz et al. (2011)¹ on film festivals and suggested that factors like advertising (newspapers, magazines, billboard posters, television, radio and theatres), sales promotions, personal selling viral marketing and publicity are the main tools that used for the effective promotional communication. Dinesh et al. (2017)² concluded that the promotions create store traffic when it concentrates on high penetration and high frequency techniques. Also found that promotions of branded items are more effective than unbranded product items.

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Sangkil et al. (2015)³ conducted a study and concluded that more marketing should be allotted to give early awareness about a movie. Early awareness among consumers are most important than late awareness as it has high impact on the sales.

Kaur & Hundal (2017)⁴ conducted a study and the result indicates that there is a significant impact between comparison of products and sexual appeals on the mind of consumer which conclude the influence of advertising strategy. With the impact of advertisement consumer moving through behavioral change which makes them to switch to the advertised products.

Samir Sankar and M K Chowdhury (2017)⁵ concluded from their study that even though newspapers and magazines are two different vehicles for advertisement, yet both are found to have similar impact on people attitude. They also concluded that print media has an important role on individual attitude.

Sehwan et al. (2017)⁶ conducted a study to know whether sharing of trailer on social media has impact on the revenue found that sharing of movie trailer has a positive impact on box office revenue. They also found that video sharing also can be served as a tool for promotional activity.

Madhumita & Chinmay (2018)⁷ conducted a study and they found that developing appropriate content with unique characteristics that match the media vehicle is the first stage. When face book is used to connect the people through fun events and videos, Twitter used to retweet positive comments of audience, which would create a positive word-of-mouth. Considering Post-release stage is equally important as pre-release stage is the second stage of promotion. During the third stage social media platforms create emotional connection with the audience where the audience put himself as a leading role of the movie.

Vinay Bohra et al. (2016)⁸ conducted a study to understand the economic success of Bollywood movie through promotions. They have considered one leading movie promoting agency in Bollywood and their movies. They concluded from their study that promotion as a way of ensuring commercial attainment of a movie. Using direct marketing for the mass audience and twitter and other social media for youngsters, are the best choice. They also concluded that there is high impact on the promotional strategies adopted by such films that made the audience to watch movie from the theatre.

V.J.Mahesh & Dr.P.Umarani (2013)⁹ have mentioned that the makers of '*kaaviya Thalavivan*' movie had attempted an innovative roadshow to promote their movie. In olden days the theatre artist used to perform a short portion of their drama on the roads to inform and grab attention of public. As the film depicts about theatre artist, the actors of this movie went on roads for street plays in most of the famous cities of Tamilnadu.

Mahesh.V.J & Dr.P.Umarani (2014)¹⁰ stated that interview on a special episode of reality shows became routine as the movie makers started tapping and realizing the reality shows are best platform for their movie promotion. Tamil Movie Actor *Vikram* had promoted his new film '*T*' in the set of reality show "*Big Boss*" with the Bollywood actor and host Salman Khan, on a special episode.

III. RESEARCH METHODOLOGY

Descriptive research method used. The study was based on primary data collected from movie viewers of Chennai city. Secondary data taken from published articles, research papers, published books, national and international journals, websites and magazines etc. The researcher used a structured questionnaire to collect primary data from respondents. The researcher adopted convenience sampling method to collect the respondents with wide range of variance. The researcher circulated 800 questionnaires in all the 15 zones of Chennai city. After circulation the researcher was able to obtain only 672 respondents from the movie watchers. Rejecting those flaws the remaining 651 are considered for the research.

RESEARCH GAP

Indian film industry has grown widely and experimented many changes over a period of time. Studies had been undertaken on the different aspects of Hollywood and Bollywood film Industry. Hardly few studies were undertaken to understand Tamil film industry, popularly known as 'Kollywood', and the researcher found a gap on this. The researcher noticed that no similar studies on Tamil films done before. The researcher conducted a study on the promotional strategies of Tamil movies.

PROMOTIONAL ACTIVITIES IN TAMIL MOVIE INDUSTRY

'*Why this kolaveri kolaveri di*' song had become mass hit for its different marketing techniques. The makers of this movie had released the song in youtube and this created a sensation to viral marketing by receiving 1.3 million viewers in Youtube and more than 1 million shares on Facebook within the few days of the song release.

Movie '*Krishnaveni Panjalai*' also used MBA students and retail chains for movie promotion. The main intention behind this effort was to create word-of-mouth communication as much as possible.

'*Vathikuchi*' movie revolved a story of auto driver. The autos were well decorated with movie posters of the film and positioned near major theatres few days before the movie released. They had used around 100 autos across different cities for promotions.

'*Raja Rani*' came out with an idea of movie promotion through a distinct product of the movie, wedding invitation. This action created a great buzz among the fans of both actors all over the world, and their curiosity benefited the movie.

'*Pannaiyarum Padminiyum*' movie revolved with the story of a landlord and his favourite vintage car, '*Premier Padmini*'. Team organized a road show in their padmini car in famous cities like Nagercoil, Coimbatore and Chennai.

'*Jannal Oram*' unfolds in a bus with the story of bus conductor and driver. Team tried an innovative promotion strategy to release the audio of the movie in several public bus stands.

'*Kalyana Samayal Saadham*' used social networking sites, and film revolves around a big South Indian wedding and the whole team of the movie changed all their social networking sites profile photos with the big wedding photos.

This creative initiative was well received.

'Mundasupatti' team created mobile application where the users can create their own avatars similar like characters of movie. The app has been designed by mixing various styles of *Mundasu (turbans)*, retro styled eye wears and retro hair styles from the 1980s.

'Chennai Express' brought unique song 'Lungi dance' by Yo Yo Honey sing, which created a sensitive trend to tamil audience.

This song was great hit in youtube and had more shares in other social networking sites and launched a unique game as part of the promotion of movie; with a theme of the user can fight road side goons to score maximum points in the game.

'Baahubali' was a visual treat to Indian cinema audience because of usage of VFX as its technical advancements. Making videos of pre-production, designing sets and technical details, efforts of actors were shown in different videos in different time which created curiosity and interest among the movie watchers of all around.

'Kaaviya Thalaivan' depicts story of theatre artists in 20th century. Theatre artists performed a small scene from their drama on roads as part of their promotion.

Movie 'I', created a short making video of the efforts done by actor Vikram to reduce his body weight and gaining back with muscles for the two different character appearances he played in the movie. The splendid audio launch created great buzz for the movie 'I' due to the presence of famous actor 'Arnold Schwarzenegger' from Hollywood.

'Kochadaiiyaan', had different promotional strategies to attract the movie viewers. 3D posters, Video games, and making videos of movies were highlighted and widely accepted.

ANALYSIS :

Table 1.1: Influence of TV advertisement to watch a movie

Variable	N	Mean	Std. deviation	t value	Significance
Watch movie ads in TV	651	3.63	1.02885	15.581	.000
Attractive	651	3.50	1.00670	12.770	.000
Motivates	651	3.65	1.07714	15.391	.000
Informative	651	3.46	.87149	13.447	.000
Talk shows	651	3.28	1.05296	6.737	.000
Celebrity interview	651	3.24	1.03414	5.950	.000

Table above table indicates all mean values are greater than 3, thus movie watchers in Chennai city moderately agree for watching movie ads in television as it has attractive movie promotion ads which motivate respondents to watch a movie. Further it is also found that they have moderate agreeability towards information provided by TV advertisements, talk shows and celebrity interviews about movie promotion.

Table 1.2: Influence of movie trailers to watch a movie

Variable	N	Mean	Std. deviation	t value	Significance
Communication	651	3.97	.71617	34.532	.000
Attractiveness	651	3.80	.79848	25.377	.000

Information	651	3.73	.93552	19.858	.000
Overall idea	651	3.35	.94148	9.491	.000
Reminding	651	3.71	.86583	21.004	.000
Influence	651	3.84	.79170	26.931	.000

It implies that as the mean values are greater than 3, the respondents moderately agree that movie trailers are the best way of communication, attractive and provide needed information. It is also interpret that the movie watchers in Chennai city moderately agree that movie trailers are influencing them to watch a movie.

Table 1.3: Influence of social networking sites (SNS) to watch a movie

Variable	N	Mean	Std. deviation	t value	Significance
Pay attention	651	3.86	.74300	29.645	.000
Innovation	651	3.63	.92236	17.549	.000
Up-to-date	651	3.91	.62614	37.119	.000
Reliable	651	3.59	.91242	16.581	.000
Rely on advertisements	651	3.67	.98965	17.425	.000
Enjoyable	651	3.89	.89930	25.364	.000
Interesting	651	3.73	.92611	20.187	.000
Influence	651	3.84	.87360	24.496	.000

It is found from the table that all the mean values are greater than 3 and thus the respondents moderately agree that social networking sites are wonderful innovation for promotion, getting up-to-day information and interesting. They also moderately agree that advertisements in social media is enjoyable and influencing them to watch a movie.

INFLUENCE OF MOVIE ATTRIBUTES TO WATCH A MOVIE

Movie attributes are those used some kind of credits that has to be recorded which cannot be defined as an ordinary entry. In a movie, a hero, heroine, cinematography, music etc. are considered as main attributes. The researcher included hero, heroine, director, storyline, technology cinematography and music as movie attributes.

Table 1.4: Movie attributes that influence watching movie

Variable	N	Mean	Std. deviation	t value	Significance
Hero/heroine	651	4.2919	.49699	66.323	.000
Technology	651	3.8433	.56571	38.035	.000
Story line	651	3.5591	1.05282	13.551	.000
Music	651	3.2734	.95863	7.277	.000
Cinematography	651	3.0399	.87790	1.161	.000
Director	651	3.6359	1.07469	15.098	.000



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The above table values implies that all mean values are greater than 3 and it is found that respondents highly agree to construct hero/heroine that means respondents watch a movie because of their favourite hero or heroine. It is also found that respondents moderately agree that brilliant story line, technology, music, cinematography and the director also influencing them to watch a movie.

Table 1.5: Classification of movie watchers on perception of promotional strategies

Final cluster centres			
Factors	Cluster		
	Highly influenced	Moderately influenced	Less influenced
TV advertisements	3.72	3.79	2.87
Movie trailers	4.14	4.09	3.51
Posters and print advertisements	3.83	3.52	3.02
Social networking sites	4.04	3.45	3.97
In-house movie theatre advertisements	4.04	3.70	3.63
Word-of-mouth communication	3.40	2.85	2.83
Movie attributes	4.57	3.58	3.65

The above table shows movie watchers in 1st cluster moderately agree for TV advertisement, posters and print advertisements, and word-of-mouth/e-wom; and strongly agree for movie trailers, social networking sites, In-house movie theatre advertisements and movie attributes. Therefore this 1st cluster can be named highly influenced movie watchers.

2nd cluster moderately agree for TV advertisements, posters and print advertisements, social networking sites, In-house movie theatre, and movie attributes. It is also noticed that movie watchers strongly agree for movie trailers and disagree for word-of-mouth/e-wom communication. Therefore this 2nd cluster can be named as moderately influenced movie watchers.

3rd cluster disagree for TV advertisements, word-of-mouth/e-wom; moderately agree for movie trailers, posters and print advertisements, social networking sites, In-house movie theatre, and movie attributes. Therefore this 3rd cluster can be named as less influenced movie watchers.

Table 1.6: Cluster of classification movie watchers with respect to the perception towards promotional strategies

Number of Cases in each Cluster			Total percentage
Cluster	Highly influenced	238.000	36.56%
	Moderately influenced	180.000	27.65%
	Less influenced	233.000	35.79%
Valid		651.000	100%

Above Table shows the sample unit count 36.56% are highly influenced movie watchers. Viewers notice promotional activities and these activities influence decision of respondents. TV advertisements, movie trailers, posters

and print advertisements, social networking sites, in-house movie theatre advertisements, word-of-mouth communication, and movie attributes are considered as most common and effective promotional activities as it can influence and change the decision making power of movie watchers.

Table 1.7: Preferred promotional factors that influences respondents to watch a movie

One-Sample Statistics						
Factors	N	Mean	Std. Deviation	Std. Error Mean	t-value	Rank
TV advertisements	651	3.4347	.74831	.02933	14.822	6
Movie Trailers	651	3.9025	.60771	.02382	37.889	2
Posters and Print advertisements	651	3.4547	.65447	.02565	17.726	5
Social Networking Sites	651	3.8510	.68055	.02667	31.905	3
In-house movie theatre	651	3.8003	.60516	.02372	33.743	4
Word-of-mouth/e-wom communication	651	3.0445	.65128	.02553	1.745	7
Movie Attributes	651	3.9639	.67414	.02642	36.482	1

From the table it is found that mean varies from 3.0445 to 3.9639, and the variance from 1.745 to 36.482. Here movie attribute scores rank 1 with high mean 3.9639, followed by movie trailers holds 2nd rank with mean 3.9025, and social networking sites takes 3rd rank with mean 3.8510. This indicates that the movie watchers are most influenced by movie attributes, and then movie trailers second and social networking sites third.

IV. FINDINGS

Movie watchers in Chennai city moderately agree that TV advertisements are attractive, talk shows and celebrity interviews create interest to watch movies

The respondents feel that social networking sites help for movie promotions, get up-to-day information and influence them to watch a movie.

Movie watchers strongly agree that they pay attention to in-house movie theatre advertisements.

The respondents also feel that the information from movie reviews are accurate, and helpful to take a decision to watch a movie.

The respondents highly agree that they watch movies because of their favourite hero or heroine, the brilliant story line, technology, music, cinematography and the director are also influencing them to watch a movie.

Highly influenced movie watchers moderately agree for TV advertisement, posters and print advertisements, and word-of-mouth/e-wom; and strongly agree for movie trailers, social networking sites, In-house movie theatre advertisements and movie attributes.

The sample unit counts of 36.56% are highly influenced movie watchers are completely influenced by the promotional activities of Kollywood movies.

The movie watchers are most influenced by movie attributes, and then movie trailers second and social networking sites third.

V. SUGGESTIONS

Making videos of movies shall be more focused on difficult situations encountered while movie making, funny and happy moments, technological excellence and advancements etc. to create a kind of attention, curiosity, awareness, interest among the target audience.

Some category of movie viewers like students, working professionals, housewives etc shall be involved in movie promotions as this would be a creative step that would take attention.

Social responsibility shall be included and highlighted in promotional activity. Promotional activity through self-help group would be a small contribution to women empowerment.

Movie depicts social issues shall be tie-up with Non-profit organizations (NGO) for movie promotions. This kind of attempt would take immediate attention of viewers.

Creativity is very essential here to attain a stand-alone promotion title that would take immediate attention of social media users.

On ground promotional activities like fun games and different contest shall be taken up in movie houses or shopping malls of city would take immediate attention of crowd.

Coffee chat room, Selfi zone with trial of special costume, special accessories used in the movie, etc shall be some of few creative ideas for inside theatre premises activities.

VI. CONCLUSION

This study deals with different promotional factors that influenced movie watchers and their awareness on creative aspects of movie promotions. An absence or mismatching promotional activity would keep the audience out of theatre, hence the movie promoters and makers have to clearly decide on the method of promotions and medium to reach message to target audience. The more creative efforts take more attention from movie watchers thus the awareness shall be created. This study conclude that TV advertisements, movie trailers, posters and print advertisements, social networking sites, in-house movie theatre, word-of-mouth/e-wom, and movie attributes predict influence of promotional strategies for movie watchers. Road show and flash mobs, YouTube viral videos, video games, mobile apps, product placements, reality shows, audio launch, making videos also influence awareness on creative movie promotional strategies for movie watchers. The most preferred promotional factors that influence the respondents to watch movies are movie attribute, movie trailers and social networking sites, where movie watchers are most aware on the creative aspects of product placements, YouTube viral videos, and reality shows.

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