

Movie Goers Perception towards Kollywood Movie

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Abstract

Movie is intangible product which has consumed by all the people with different income level, age level, cultural and educational background for entertainment purpose. Each movie has its own style and it is different from other movie. The success of the movie differs according to the audience review. There are various factors which determine the success of the movie which varies according to the age, gender and occupation of the audience. In order to determine which factor makes the movie success a study has been conducted by collecting primary data from 250 Tamil Movie audience from different background and it has been analyzed with proper statistical tolls like Anova, One sample T-test, Friedmen test, etc .This study reveals that every activity respondent have different perception towards the factor to determine the kollywood movie success. The study concludes that the success of movie depends more on the power actor and the director rather than the budget or the promotional activities of the movies.

Keywords: Movie Audience, kollywood, Film success.

Introduction

Movie industry is a highly dynamic industry. The uncertainty involved due to the involvement of various factors in determining the success of the movie. The movie industry is a business with a high profile, and a highly variable revenue stream. Each movie as his own style and it is different from other movie. Producing a movie involves huge amount of investment, technology, Man power, equipment, time, etc. An average of 300 movies are developed and released every year in all over the world (Shanawaz Janmohamed, 2010).

Tamil cinema which recently celebrated 100th year is the India's second largest film industry in terms of films produced, as per the CBFC (Central Board of Film Certification) report of 2013, with high revenues and worldwide distribution, it has audiences mainly including people from the four southern Indian states of Tamil Nadu, Kerala, Andhra Pradesh, and Karnataka, placing the industry among the largest in the world. The average annual film production in the Tamil film industry (Kollywood) has been raised gradually in the 20th century. The major studios focus on releasing a few movies with budgets over 162 crores and huge marketing spends, with the intention of attracting a wide audience (consumer).

The past studies examine the success of the film by their box office sales or the opening week sales. The following factors like Genere and distribution ,Content, release timing, screens and budget , presence of Oscar Actor/director/Producer are determining whether a movie will break even or not in the opening week (Deepshikha Yadav,Vibha Naryan, Udayan Dasgupta.,2010),The main determine of Indian movie sales are a)product related variable (Genere ,MPAA rating) b) Brand related variable (Star Power, Director Power) c) Distribution related variable (season, number of screens and power of distributer) (Marc Fetscherin.,2010),The movie is success is due to

Almost all existing studies use total domestic box office sales as a measure of performance (Basuroy et al., 2003; Chang & Ki, 2005; Hennig-Thurau et al., 2007), audiences are more tending to see a film once they came to know that many people have seen it. Several empirical studies have confirm this like Elberse and Eliashberg (2003) and Hennig-Thurau et al. (2007) , So Audience is the ultimate consumer whom the producer as to satisfy. So in this article we have gathered the information from the audience to determine which factor influence more on the success of the movie.

Many studies as determine the genere(Litman,1982, 1983; Kim, 2003), star or director power (Chang & Ki, 2005), season of release(Elberse &Eliashberg, 2003), number of screens(Basuroy , 2003;), distribution power (Shugan &Swait, 2000) audience re-view (Duan & Whinston, 2008) as variables for the success of a movie or box office sales. There were no studies available based on these variables in Kollywood. So we prepared a primary questionnaire for collecting this information to determine which factor influence more for the success of tamil film.

Objectives & Methodology

An attempt has been made in this paper to determine the factors which make a movie success based on the perception of the Audience. The study is based on primary and secondary data. The data was collected using a structured questionnaire by convenient sampling methods from the movie goers. To collect the data from the respondents, 300 questionnaires were distributed and after repeated calls and remainders 250 questionnaire were got back and the same have been taken as sample for the study.

Profile of the Respondents

Table 1: Age wise Classification

Category : Age	No .of. Respondent	Percentage
Below 20 years	12	4.8
20-30	120	48.0
30-40	89	35.6
40 Above	29	11.6
Total	250	100.0

Table 2: Gender wise classification

Category : Occupation	No .of. Respondent	Percentage
Male	132	52.8
Female	118	47.2
Total	250	100

Table 3: Occupation wise Classification

Category : Occupation	No .of. Respondent	Percentage
Student	50	20
Businessman	50	20
Professional	50	20
Employee	50	20
House Wife	50	20
Total	250	100

Audience Perception

The Movie is an intangible product which is valued by the consumer. All the people collectively with different income level, age level, cultural and educational background wants to be entertain. Hence all the viewers are treated as consumer. Customer perception is defined as the way that customers usually view about certain services and products (Movie). It can also be related to satisfy the customer towards the products. The success of the product differs according to the customer taste and preference. Here in film industry the success of a movie is based on the perception of the movie goers. There are many factors which determine the success of a movie. But for the study we concentrate on five major factors.

Following are the factors that determine the success of the Movie:

- a) **Budget:** Budget plays a vital role in the success of a movie. There are three types of budget film. Big budget film (more than 30 crores), Medium Budget Film (5 to 30 crores) and small budget Film (less than 5 crores).
- b) **Kind of Movie:** The movie which concentrate more on script and the movies which concentrate more on the technology i.e animation and graphic movies.
- c) **Crew and Cast:** The movie is success due to the power actors or it is due to the crew members who include director, music director, dance master, technicians, etc.
- d) **Variety of Movie:** The Tamil film mainly has four varieties of films they are Action movies, Romance Movies, Comedy Movies and Masala movies.
- e) **Factors influencing :** The Movie is success due to strong advertisement about the movie, the review of audience or social networking, release date of the movie (for example the movies which is exhibited during festivals gains more success) and the distributor is of the Movie.

Results and Discussions

The age, gender and the occupation of the respondent is compared with the factors to determine the success of a kollywood movie.

Age and Success of Movie

The table 4 shows the perception of different age group towards the factors determining the success of movie by employing ANOVA.

H0 – There is no significant difference among the age group with respect to the factors determine the success of movies.

Table: 4 Anova

Group	Mean	SD	F Value	P value
Below 20	51.67 ^a	8.856	6.342	.000**
20-30	57.15 ^{bc}	5.930		
30-40	59.57 ^c	7.521		
Above 40	55.48 ^b	8.249		

Note:

1. ** denotes significant .at 1% level
2. Different alphabet among age group denotes significant at 1% level using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.05 the null hypothesis is rejected at 1% level of significance. Hence, conclude that there is a significant difference between age group with respect to the factors determines the success of the movie. Based on Duncan Multiple Range test, the age group of below 20 and 30-40 is significantly differing with other age group at 1% level. But the age group of 20-30 is not differing with age group of 30-40 with regard to factors determining the success of the movie.

Gender and Success of Movie

The table 5 explains the Gender wise perception of respondents towards the success of movie by using Independent Sample T Test.

Ho- There is no significant differences between Male and Female with regard to the factors determine the success of movies.

Table 5: Independent sample T test

Gender	Size	Mean	SD	T Value	P value
Male	132	56.20	5.606	3.222	.000**
Female	118	59.08	8.382		

Note: ** denotes Significant at 1 % level.

Since P value is less than 0.01 the null hypothesis is rejected at 1 % level of significance. Hence, conclude that there is significant difference between male and female with respect to factors determining the success of movie. Based on the mean score the female opinion (59.08) is better than the male (56.02).

Occupation and success of Movie

The table 6 explains the different occupation groups' perception towards the factors determining the success of movie by using ANOVA.

H0- There is no significant differences among the occupation group with regard to the factors determine the success of movies.

Table 6: Anova

Occupation	Mean	SD	F Value	P Value
Student	57.00 ^b	7.103	16.800	.000**
Businessman	57.52 ^b	5.761		
Professional	56.02 ^{ab}	4.719		
Employee	53.60 ^a	5.635		
Housewife	63.64 ^c	8.258		

Note:

1. ** denotes significant at 1% level

2. Different alphabet among age group denotes significant at 1% level using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.05 the null hypothesis is rejected at 1% level of significance. Hence, conclude that there is significant differences among occupation group with respect to the factors determine the success of the movie. Based on Duncan Multiple Range test, the student and businessman is significantly differing with Employee and Housewife. But Professionals are not differing with other occupation group with regard to factors determining the success of the movie.

The factors determine the success of movie among different occupation groups

The table 7 describes about the factors determining the success of the movie among different occupation group by using Garrett's ranking.

Table 7: Garrett's ranking

Factors	Students		Businessman		Profession		Employee		Housewife	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Budget	1.75	V	2.53	V	2.16	V	2.34	V	1.87	V
Kind of movie	3.62	II	3.19	II	3.55	II	3.43	II	4.04	I
Cast and crew	3.72	I	2.80	IV	3.71	I	3.85	I	3.90	II
variety	3.40	III	2.98	III	2.86	III	3.03	III	3.06	III
Influencing factor	2.51	IV	3.50	I	2.72	IV	2.35	IV	2.13	IV

According to student the movie success depends more on cast and crew (3.72), then kind of movie (3.62), which is followed by variety of film (3.40) and finally less importance given to budget of the film (1.75). According to Businessman the movie success is more due to the influencing factors (3.50), then kind of movie (3.19), which is followed by variety of film (2.98) and finally less importance given to budget of the film (2.53).

According to Professional the success of movie depends on Cast and Crew (3.71), then kind of movie (3.55), which is followed by variety of film (2.86) and finally less importance given to budget of the film (2.16).

According to Employees the movie success is more due to the Cast and Crew (3.85), then kind of movie (3.43), which is followed by variety of film (3.03) and finally less importance given to budget of the film (2.34). According to House wife the movie is success more due to Kind of movie (4.04), then Cast and Crew (3.90), which is followed by variety of film (3.06) and finally less importance given to budget of the film (1.87).

Factors Determining the Success of Movie

The table 8 describes which is the major factor to determine the success of movie by using Friedman test

H0-There is no significant difference among factors determining the success of movie?

Table 8: Friedman Test

Factors for the success of movie	Mean Rank	Chi-Square	P value
Budget	2.13	167.271	000**
Kind of movie	3.57		
Cast and crew	3.60		
Variety of film	3.07		
Influencing factor	2.64		

Note: ** denotes significant at 1% level

Since P value is less than .01, the null hypothesis is rejected at 1 % level of significance. Hence conclude that there is significant difference between mean ranks towards the factors which determine the movie success. Based on mean rank, Cast and crew (3.60) is the most important factor for the success of movie, followed by kind of movie (3.57) and variety of Film (3.07)

Conclusion

The movie is a product where the production company or the producer can earn profit by fulfilling or satisfying the consumers or the spectators. The movie product is consumed by every consumer with different age , gender , occupation , etc it is very difficult to satisfy all the expectation . The study unveils the perception of the consumer differ according to various factors. The are many factors for the success of a film but this study reveals that cast and crew plays a vital role which means the movie is more successful due to the actors and directors and the second importance given to

kind of movie which mean the movie based on script and technicians and followed by the variety of film (i.e) Action, romantic, etc. The Influencing factors and the budget of film do not make any huge impact for the success of a movie.

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