Online Film Marketing and Its Substantial Role on Buying Behavior of Customers in Indore region

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Abstract: *The world is getting online today. From a needle to an aircraft, all you can purchase online. Internet is now acting as a "Bazar" (Market) for each and every goods or services you desire. You are just a click away from ordering or purchasing your products. In this scenario where demand is extensively dependent upon online market, supply is also fulfilled via electronic medium. Corporates are now focusing on how to promote their product online so as to gather more sales and profits. Indian film industry is also considering the same scenario and moving towards online promotion of their movies via social media and other websites. This study concentrate upon the cine-goers of Indore region and their attitude towards online marketing of films. The researcher is intendant to find how much people are affected with online promotion and do they get influence to buy a ticket.*

Keywords: *Internet, Film Industry, Marketing strategies, Social media*

1. Introduction

The web is a medium that is taking off in extremity in every feature of the world and is utilized for a bunch of reasons. To the extent production houses are concerned, the web has been liable to a mixture of ideas that look to focus the feasibility of utilizing the web to promote their movies and influence audiences.

Production houses spend millions to make a movie and then they spend another chunk of it so as to compel the audiences to watch it. Unlike earlier times when a movie was made to showcase arts, now it's a serious business and every business needs promotion and advertisement to flourish.

Social media and online media works as a catalyst for the promotion of cinema. For producers it is a cheaper source of advertisement as compare to e-media whereas for customers access and selective perception can be obtain quite easily.
In an earlier study majority of people who bought online more number of times were in the age group of 40-49 years. This is different from common prediction that younger people who will be more proficient in Internet use and hence likely to buy. Although it has been pointed out by Järveläinen (2007) that customizing the system as per the requirement for different demographic groups is not advisable, but the system should be easy to use keeping in mind for inexperienced customers and allowing experienced users some customization options could be attractive.(Jayendra Sinha (USA), 2012)

The female although have a good opinion for online shopping but they do not want to do it because of inconvenience they perceive in online shopping. For male it is contrary to finding of Wang et al. (2007) that found attitude to be a significant factor affecting online shopping intention of Taiwanese consumers. This means that although Indian male consumers find online shopping easy, enjoy using Internet but that does not give them comfort of going ahead and shop online. The possible reason could be inexperience in online shopping and lack of efforts from companies to create positive image towards this shopping

medium and other factors. (Jayendra Sinha (USA), 2012)

Very often, the head honchos of the business groups tries to maintain a healthy
relationship with their valued customers. Social networking sites are now seen as a promising means of publicity, which every brand must embrace. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct
relation between brands and their public in an online environment. This immediacy offers the public the ability to be present, to communicate, to influence and retain a stronger position towards brands. In addition to using social platforms to monitor conversations about their industry, competitors, and products, companies are increasingly reaching out to their customers via the social Web to communicate messages about what they have to offer. In fact, social media is transforming the
way organizations communicate — the many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising. Blog posts and tweets enable businesses to create communities, offer immediate feedback or assistance, and promote their products and services. (Baruah, May 2012)

2. Related Studies

Pandey Khusbhoo (2012) EXCEL International Journal of Multidisciplinary Management Studies, Vadodara in her research article *"Social Media Marketing In India – Creating New Groundwork In Marketing Innovation"* stated that average consumer is far more vocal today. He does not need a Letter to the Editor to voice his opinion. His voice is far stronger than what it is today. All he needs to do is sneeze which will create a viral effect. One blog on any platform can make or mar your image. So just don't sit there and bombard him with marketing initiatives. Listen to him and talk to him.

Jambon Todd(2011)Elon University, MFA Interactive Media in his research study " *How Interactive Media is Changing Film Marketing"* found that Interactive media has "lowered production and distribution costs, expanded the range of available delivery channels and enabled consumers to archive, annotate, appropriate, and recirculation in

media content in powerful new ways" (Jenkins, 2004, p. 33). The independent and large creators must recognize this duality of media convergence, adjust to it, and use it to their advantage.

Milkman L.Katherine (2011) Operations and Information Management Wharton School, University of Pennsylvania in his article *" What makes online content viral"* gives a deep analysis of how content characteristics shape whether it becomes viral. When looking to generate word-of-mouth, marketers often try targeting "influential" or opinion leaders (i.e., some small set of special individuals who, whether through having more social ties or being more persuasive, theoretically have more influence than others). But while this approach is pervasive, recent research casts doubt on its value and suggests it is far from cost-effective. Rather than targeting "special" people, the current research suggests that it may be more beneficial to focus on crafting contagious content. By considering how psychological processes shape social transmission, one can gain deeper insight into collective outcomes, such as what becomes viral

Sudarshan D, Olivier Furrer (2001) in their article *"Internet Marketing Research : Opportunities and Problems"* developed a topology of internet marketing survey design, which proposes eight different designs based on the objectives of the researchers, the sampling unit and the data collection method. They also identified seven steps of the sampling process and the problem related in sampling on the internet.

Confederation Of Indian Industry (2012) Indian entertainment and media outlook states that Wired internet advertising, although smaller than its TV and print counterparts, is emerging as an important platform for reaching consumers, especially the digitally savvy. Industry revenues rose from 7.7 billion INR in 2010 to 10 billion INR in 2011, thereby demonstrating a growth rate of over 30%, almost twice the growth rate exhibited by TV and print advertising segments, albeit from a lower base.

3. Purpose Of The Study

This paper has attempted to analyze the impact of recent marketing strategies through social media 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 attitude of people and influence of online promotion of cinema on them and how they are connected to popularizing the Bollywood.

3.1 Objective

To analyze the influence of marketing strategies of feature films via social media towards the audience.

3.2 Hypothesis

- H 1 There is no significant impact of marketing strategies of feature films via social media towards the audience.

- H 1.1 There is a significant impact of marketing strategies of feature films via social media towards the audience.

4. 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 36 people of different age group, gender and income from the city of Indore online. The collected data was analyzed using appropriate statistical tools.

5. Findings

SPSS 17.0 software is used to analyze the data.
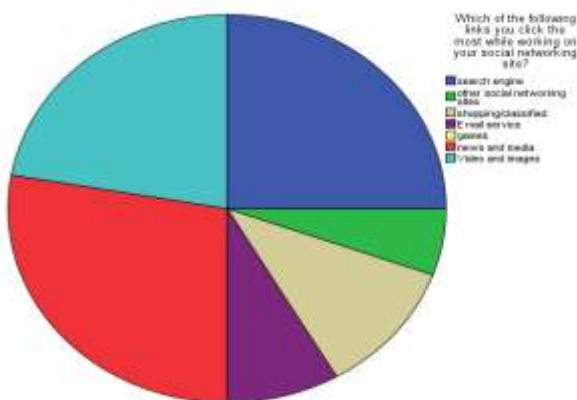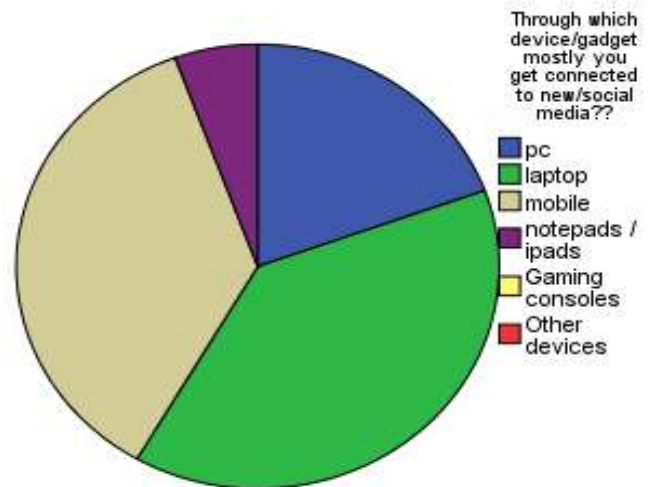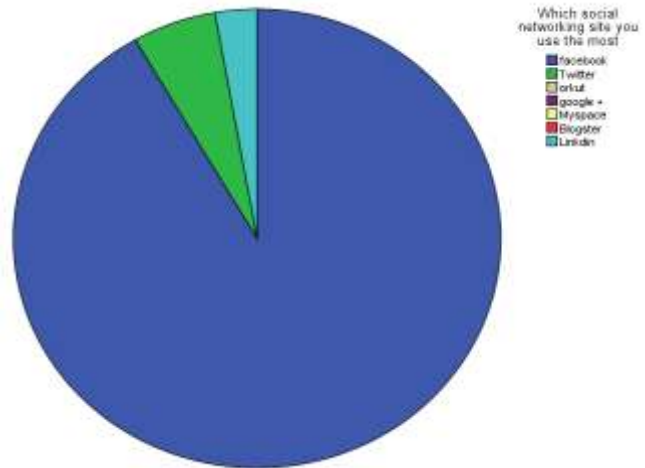
- The analysis of the data shows that 76.7% of people strongly agreed to the statement that they have seen/heard any promotional advertisement/information of a film on new/social media out of which 90% people feel promoting a film online can also attract audience to the theater hall.
- It depicts that 23.3% people use pc, 36.7 % works on laptop 33.3 % people prefer mobile devices whereas 6.7% uses notepads and I pads and other devices
- Analysis show that 63% of total population spend 2-6 hours per day for social media
- Among all the online techniques online video promo attracts the audience the most while 73.3% of people completely agree with the fact

- 96.6% people agree that online promotion through social media attracts them towards upcoming movie.

6. Disscussions

In today`s scenario where almost every young intellectual group is connected to social media and world have became a global village with just a touch of your fingers. As from the findings we can easily identify that people do get affected from the online film promotional method as present and latest marketing strategies for a feature film in Indian film industry as 96.6% people agrees to it which perfectly voids out hypothesis. Among the given online promotion method they think watching promo online can influence their decisions more precisely then other strategies.

7. Conclusion

From production to distribution to film retail, every major part of the film industry is either going through rapid transformation or has already transformed. What we see today is a new Indian film industry. The film industry discovered new audiences who promised to be more lucrative. Media is extensively utilized to create hype around a movie. Today people have increased entertainment options and Bollywood has to compete for the consumer's time and resources and in this present scenario online marketing strategies evolve as a boon for the production houses.

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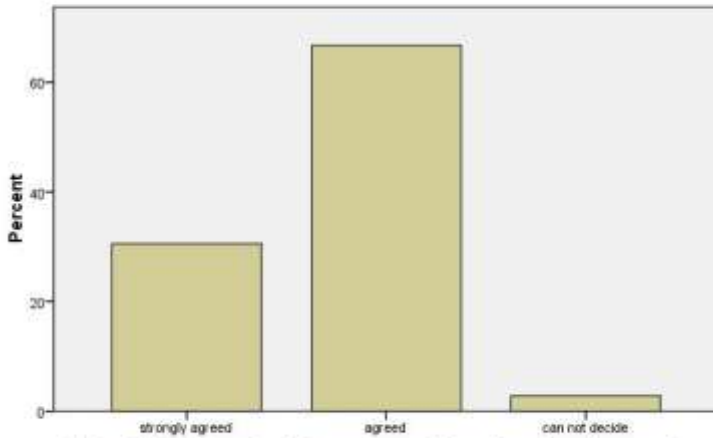[4] Mishra Vijay, Bollywood Cinema: A critical Genealogy, Asian Study Institute (2008)

Annexure

Statistics

		[Reccomendation on social networking site from a person you know]	[Ratings/ Opinion posted online]	[Film`s dedicated Website]	[Promotio nal e-mail]	[Sponsored ad vertisement before video]	[Ads on search engine results]	[Onlin e video promo]	[Online banner ads]	[Text ads on mobile phone]	[Blog]
N	Valid	36	36	36	36	36	36	36	36	36	36
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		.61	.56	.69	.86	.69	.72	.31	.58	.81	.72
Std. Deviation		.494	.504	.467	.351	.467	.454	.467	.500	.401	.454

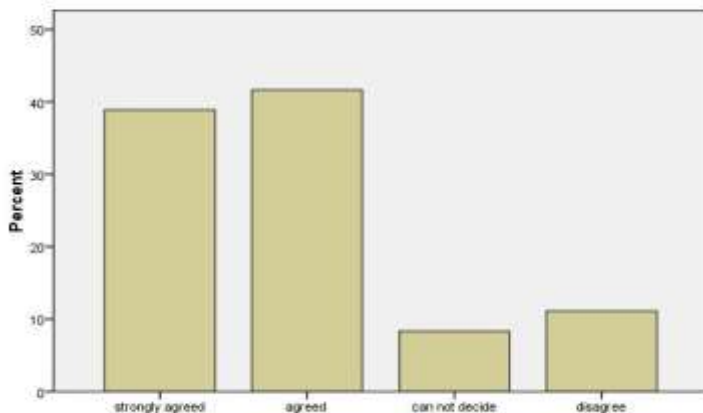|		[These kind of promotion helps you to get information about the up coming movie]	[Do you feel interested in knowing more about the film after watching its promo online?]	[Do you feel promoting a film online can also attract audience to the theater hall]	[Do you feel interested in following any actor/ actress, director through social networking site?]	[Do you remember any promotional website/ application and search for it on web?]	[Do you feel new promotion strategies are less time consumin g?]
N	Valid	36	36	36	36	36	36
	Missing	0	0	0	0	0	0
Mean		.72	.89	.75	1.36	1.47	.92
Std. Deviation		.513	.747	.806	.899	1.055	.967
Skewness		-.345	1.055	1.191	.443	.463	.976
Std. Error of Skewness		.393	.393	.393	.393	.393	.393

[These kind of promotion helps you to get information about the up coming movie]

[Do you remember any promotional website/ application and search for it on web?]
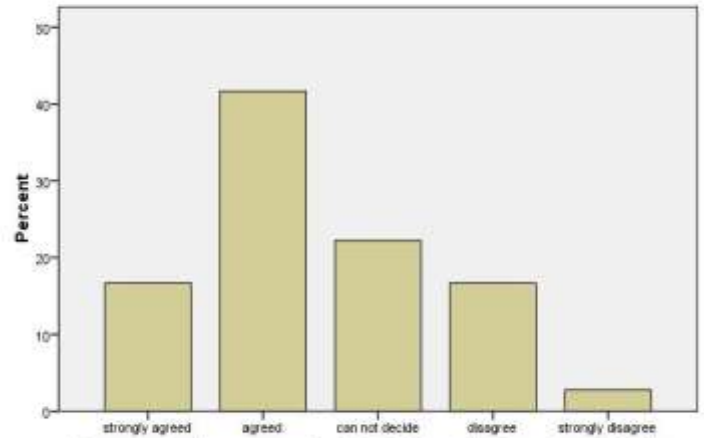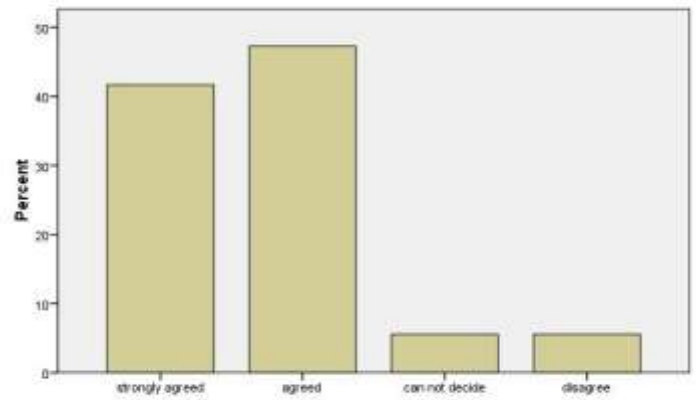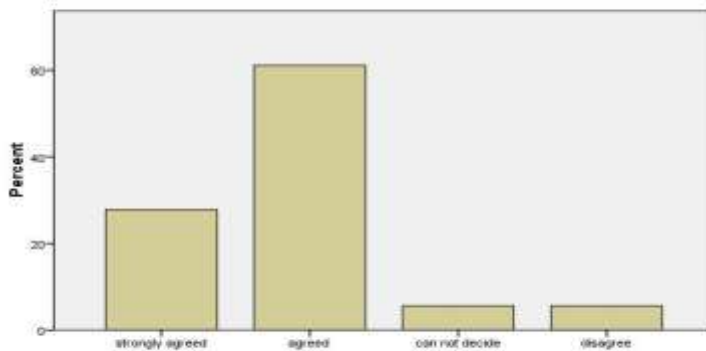

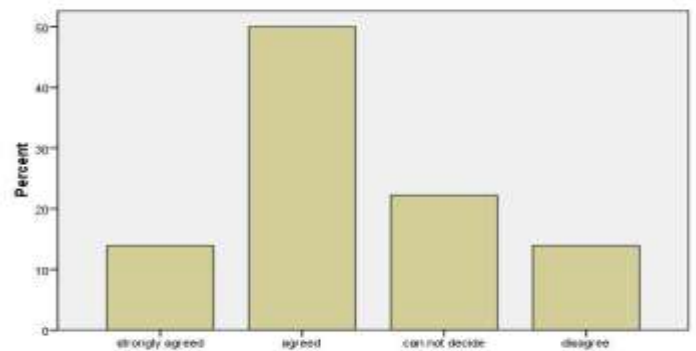[Do you feel new promotion strategies are less time consuming?]

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