International Journal of Research Publication and Reviews

Consumer Influence Over Modern Movie Marketing Strategies

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A B S T R A C T

Cinema is considered to be the most expensive form of art as millions of dollars are spent to create sets, advertisements, etc .. The purpose of this research is to understand the behavioural influence of the audience i.e.., content watchers over the modern movie marketing strategies. Identifying Key Factors Affecting Consumer Decision Making Behavior. This paper explores the role of movie marketing strategies influencing Consumer behaviour within the motion picture industry. The study tries to determine how audiences are influenced by movie promotion Strategies and also to predict how it will impact the future trends in the entertainment industry.

Keywords: Most expensive form of Art , Modern Movie Marketing Strategies, Consumer descision making Behaviour

1. Introduction

Cinema is the most successful Industry for the past 5 centuries since it Started. Each and every Humans are influenced by cinema in one or some other way .Cinema is the most ppowerful Entertainment medium which has no end, because it passes from generation to generation. This The cinema industry has been so Successful for the past 5 centuries only because of its quality of Upgrading itself along with the mind-set of human behavior & technology advancement and It consistently influences the people.In olden days, cinema is just a medium to entertain the people but in modern days [for the past 2Decades] cinema has played a vital role in developing the economic status of the country it Generates National income by giving employment opportunities to various sets of people. But This is possible only if the film is successful at the last stage when it reaches out to the audience.It is the duty of Production House to make the film reach its audience. They are in the position to Create Awareness about the films which are yet to be released and that's where "Marketing"Plays the game.There are several reasons that can be assumed for this shift in consumer behaviour in the entertainment sector. It can be convenient, price sensitivity, variety of content available, etc. Although, these reasons need to be explored, examined and validated via a proper research study. Thus, this validates the need for this research study for examining the leverage of Movie marketing strategies and analysing the rationale behind the shift in consumer behaviour.The research will help them to get an idea of consumer behaviour and to frame modern movie marketing strategies as well as what the future trend holds off in purview of their market share and the consumer behaviour in the entertainment sector.The research will also examine the effectiveness of different marketing strategies employed by the film industry to attract audiences back to theaters. By analyzing the data collected, the study aims to provide insights and recommendations for the film industry to adapt to changing audience behavior and remain competitive in a rapidly evolving market.

2. Objectives of the Study

1. To investigate how contemporary movie marketing strategies affect the audience's decision-making process.

2. To gain insight into the audience's attitudes towards cinema.

3. To examine the role and impact of digital marketing in the cinema industry.

4. To compare the audience's preferences between theaters and over-the-top (OTT) platforms.

5. To determine whether online or offline marketing strategies have a greater influence on the audiences

3. Scope of the Study

This study covers how Film production houses nowadays leverage modern marketing strategies to promote their movies and reach a wider audience. With the growing importance of digital marketing in the cinema industry, these houses rely on various online platforms such as social media, search engines, and streaming services to reach potential consumers. By creating engaging and personalized content, using influencers, and leveraging data-driven marketing techniques, they aim to capture the attention of consumers and persuade them to watch their movies. Such marketing strategies not only

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help production houses to effectively promote their movies but also have a significant impact on consumers' decision-making process, influencing their choices when it comes to choosing which movies to watch. The combination of both online and offline marketing strategies has proven to be successful in influencing consumers and creating a buzz around the movies, thereby ultimately leading to higher revenues for the production houses.

4. Methodology of the study

The study is intended to analyse consumer influence over Modern Movie Marketing Strategies

The methodology of the study includes

- ❖ Area of the study
- ❖ Source of data
- ❖ Sample size
- ❖ Statistical tools used .

4.1 Area of the study

The area of the study is confined to Coimbatore City.

4.2 Source of data

The study uses only primary data confined questionnaire have been prepared and collected from various consumers. The Primary research is done to gather original data required for the research. The research is focused on both Qualitative and Quantitative issues. The Secondary data are collected from websites, books, journals, etc.

4.3 Sample size

132 samples have been collected with help of 26 questionnaires from different consumers. Convenient Sampling method is applied.

4.4 Statistical tool used

- ❖ Percentage Analysis
- ❖ Weighted Average Score Method
- ❖ Chi-Square

5.Limitations of the study

- ❖ This study is limited to Coimbatore city.
- ❖ This result of the study cannot be completely generalized as the sample size is restricted to132 .
- ❖ The data obtained through questionnaires was assumed to be factual.
- ❖ Since the survey is based on sampling method, it does not disclose the character of the Person.

6. Review of Literature

- ➤ **(Ana Victoria & Falcon Araiyo-2018)[1]** analyzed the Digital Marketing strategies for next Generation Film Production to overview how next generation film distributors are currently employing digital marketing strategies by using Statical tools such as Bar Graph, Chi square test and Ranking Analysis. This report was published in International Journal of film and media arts.

- ➤ **(Surabhi kumbhakar,Nidhi Bagmar and Pooja Darda-2019)[2]** presented A Review on marketing strategies of the motion picture industry to overlook the impact of the motion picture industry in economy and various techniques and processes of marketing by using Descriptive Analysis .This was published in Journal of Emerging Technologies and Innovative Research (JETIR)

- ➤ **(Miss. Lynn Vos - 2018)[3]** have analysed Consumer Behaviour in the motion picture industry to identify the choice for mainstream cinema and non-mainstream cinema using bargraph,pie chart and Trend analysis which was published in Middle Sex University Business School.

> - **(Avirup Basu-2022)[4]** examined an application of extended reality in movie marketing by using Qualitative Analysis in order to understand about the application of extended reality in movie marketing.This was published in International Journal of Management Concepts & Philosophy.

> - **(Suphan Nasir-2016)[5]** examined the impact of publishing activities on demand generation in order to analyse the hype of the audience , focusing on their behaviour and inculcating promotional plans according to it by using Factor Analysis, Cluster Analysis and Scatter diagram This was published in Istanbul University as Thesis.

> - **(Marika Valo-2018)[7]** examined how film marketing has changed in the last decade in order to study how film studios, marketing teams and distributors have implemented new marketing approaches and managed to reach their target audience in a more focused and effective way by using the Time series plot.This was published in Metropolia University of Applied Science.

6.1 Research Gap

The research gap in the study on Consumers influence over Modern Movie Marketing Strategies is the lack of comprehensive research that explores the factors that influence consumers decision over movie marketing strategies Although there are a few studies available on Movie Marketing Strategies, they primarily focus on the production process.Therefore, this study aims to bridge the research gap by examining the influence of various factors on consumer's behaviour consumer perceptions, preferences, and attitudes towards Modern Movie Marketing Strategies.It will contribute to the existing literature by providing a more comprehensive understanding of the factors that affect consumers behaviour in this specific context,which can be useful for both academic and practical purposes.

7. Analysis and Interpretation of Data

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusion, significance and implication of the findings. It is an important and exciting step in the process of research. Analysis of data is a process of inspecting, cleansing, transforming and modelling data with the goal of discovering useful information, informing conclusion and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision making buyers. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Stastician John Tukey defined Data analysis as "Procedure for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of statistics which apply to analysing data".

7.1 Percentage analysis

Table No:1

Table showing the Annual Family Income of Respondent

PARTICULAR	NO.OF.RESPODENTS	PERCENTAGE
50,000 to 1 Lakh	23	17.4
1 Lakh to 3 Lakhs	35	26.5
3 lakhs to 5 lakhs	49	37.1
More than 5 lakhs	25	18.9
Total	132	100%

Source**:** Primary Data

Interpretation**:**

The above exhibit shows that, 17.4% Respondents earns income 50,000 to 1 Lakh ,26.5% Respondents earns income 1 Lakh to 3 Lakhs, 37.1% Respondents earns income 3 Lakhs to 5 Lakhs And 18.9% Respondents earns income more than 5 Lakhs
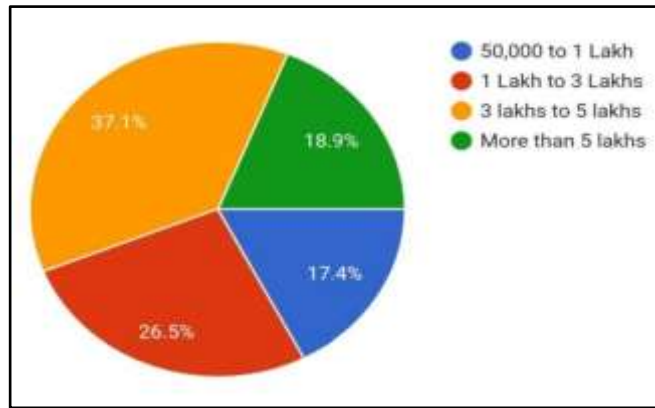
Chart showing the Family Income of Respondents

Table No: 2

Table showing the showing Theatre visit level of Respondents

PARTICULAR	NO.OF.RESPODENTS	PERCENTAGE
During Festivals or Holiday	38	28.8
Once in a month	50	37.9
Once in a 6 months	11	8.3
More often	26	19.7
Rarely	7	5.3
Total	132	100%

 Source: Primary Data

Interpretation:

The above exhibit shows that, 37.9% of respondents prefer to watch movies in theatres once in a month, 28.8% respondents prefer to watch movies during festival or holiday, 19.7% respondents prefer to watch movies more often in Theatres , 8.3% respondents prefer to watch movies in theatres once in 6 months and 5.3% respondents prefer to watch movies rarely in Theatres

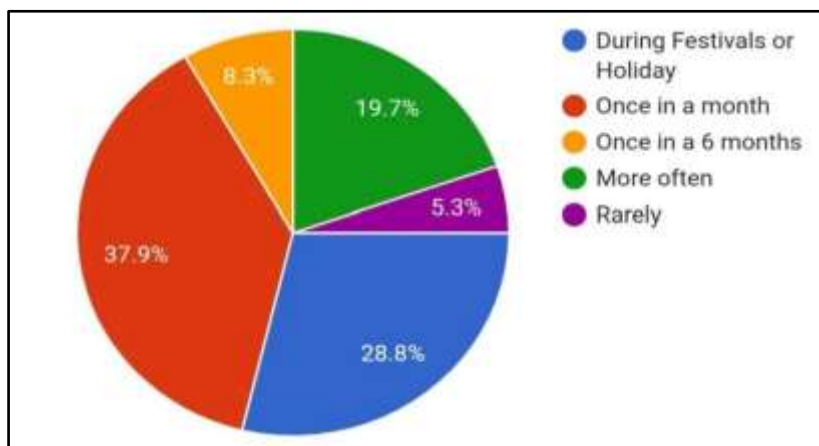 Chart showing the Theatre visit level of Respondents

Table No: 3

Table showing the Re-watching level of movies

PARTICULAR	NO.OF.RESPODENTS	PERCENTAGE
YES	42	31.8
NO	20	15.2
Rarely	31	23.5
Only if its my Favourite	39	29.5
Total	132	100%

Source: Primary Data

Interpretation:

The above exhibit shows that, 31.8% of respondents were responded to Yes stating that they will re-watch the movies ,15.2% respondents were responded to No stating that they won't re-watch the movies ,23.5% respondents will rarely watch the movies again, 29.5% respondents will watch the movies again only if its favorite to them.

Chart showing the Re-watching level of movies
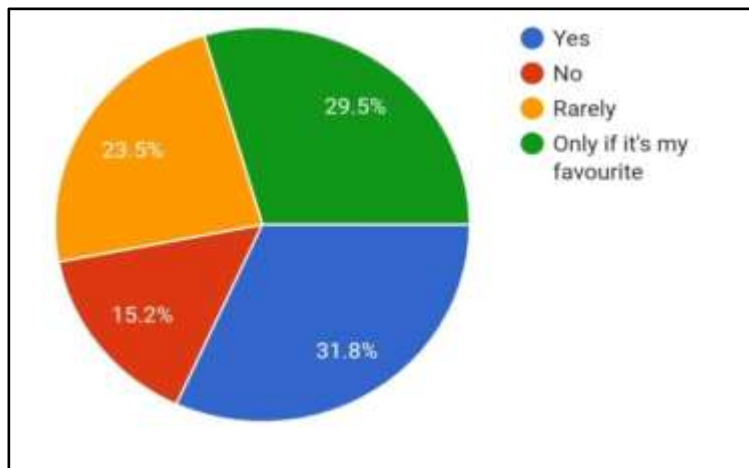
7.2 Weighted Average Score Method

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

Table no 4

Table showing the factors impress Respondents to watch the movie

FEATURES	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE SCORE	RANK
Actors in the film	73	37	16	5	1	572	4.333	1
Director of the film	45	30	37	15	5	491	3.719	4
Music and songs in the film	61	38	28	5	0	551	4.174	2
Trailer or Teaser of the film	43	44	35	6	4	512	3.879	3

Source: Primary Data

Interpretation:

The above exhibit shows the factors impress Respondents to watch the movie in which Actors in the film is ranked first that shows it is the major impressing factor for respondents to watch movies,which is followed by music and songs in the film ,Trailer & Teaser and the least impressing factor from opinion of the Respondents to watch movies is Director of the film.

Table no. 5

Table showing which promotion medium influences Respondents to watch movies

FEATURES	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE SCORE	RANK
Posters and Banners	50	49	28	4	1	539	4.08	2
Social media memes	53	51	25	1	2	548	4.051	1
Newspaper and Magazines	30	44	47	5	6	483	3.65	4
YouTube Interviews	45	55	25	6	1	533	4.03	3

Source: Primary Data

Interpretation:

The above exbhit shows the which promotion medium influences Respondents to watch movies in which Social media memes is ranked first that shows respondents are more influenced and then followed by Posters & Banners, YouTube interviews and the least impressing promotion medium from opinion of the Respondents to watch movies is Newspaper and magazine.

8.4 Chi-Square Analysis

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a therotical distribution.

Table No: 6

Table Showing the chi square test respondents for income level and spending level in Cinema Theatres, tabulated from 132 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income * Spending	132	100.0%	0	0.0%	132	100.0%

Income * Spending Crosstabulation

Count

		Spending				Total
		100 to 200	200 to 300	300 to 500	More than 500	
Income	1 Lakh to 3 Lakhs	5	18	7	5	35
	3 lakhs to 5 lakhs	6	31	7	5	49
	50,000 to 1 Lakh	10	10	2	1	23
	More than 5 lakhs	0	11	6	8	25
Total		21	70	22	19	132

Testing of Hypothesis

Null Hypothesis H0 : There is no significant relationship between the income level of respondents with their preference towards spending money towards

 Cinema Theatres

Alternate Hypothesis H1 : There is a significant relationship between the income level of respondents with their preference towards spending money in Cinema Theatres.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.880[a]	9	.001
Likelihood Ratio	26.689	9	.002
N of Valid Cases	132		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 3.31.

The "p" value, that is, Pearson Chi-squared test reads a significant level of 0.001 at 5% level of significance. This value of 0.001 being less than our significance level of 0.05.the alternative hypothesis is rejected. Thus at confidence level, we accept the null hypothesis, that is, the income level of respondents and the preference towards spending money in theatres are not associated significantly with each other.

INTERPRETATION

From the above test we can conclude that income level of the Respondents won't influence that much in spending level of the Respondents in theatres as the spending level is releted to mindset of the Respondent at that point of time.

9. Findings and Suggestions

9.1 Findings

- 56.07% of the respondents belong to the category of Male and 43.93 % of the respondents are Female.

- 25% respondents are from age group of 10 to 20 years, 38.6 % respondents are from age group of 20 to 30 years,30.3% respondents are from age group of 30 to 50 years,6.1% respondents are from age group above 50 years.

- 43.2% respondents are Students , 24.2% respondents are Profession/Business, 23.5% respondents are Employed and 9.1% respondents are Others

- 17.4% Respondents earns income 50,000 to 1 Lakh ,26.5% Respondents earns income 1 Lakh to 3 Lakhs, 37.1% Respondents earns income 3 Lakhs to 5 Lakhs And 18.9% Respondents earns income more than 5 Lakhs

- 37.9% of respondents prefer to watch movies in theatres once in a month, 28.8% respondents prefer to watch movies during festival or holiday, 19.7% respondents prefer to watch movies more often in Theatres , 8.3% respondents prefer to watch movies in theatres once in 6 months and 5.3% respondents prefer to watch movies rarely in Theatres.

- 38.6% of respondents prefer to watch 2 movies in OTT once in a month, 27.3% respondents prefer to watch More than 3 movies in OTT once in month,22.7% respondents rarely watch films in OTT once in month, 11.4% respondents prefer to watch 1 movie in OTT once in month.

- 53% of respondents prefer to spend 200-300 for watching movies in theatres, 16.7% of respondents prefer to spend 300-500, 15.9% of respondents prefer to spend 100-200, 14.4% of respondents prefer to spend more than 500. 68.7% of respondents were agreed that they're influenced by Movie advertisements, 16% of respondents were not agreed that they're influenced by Movie advertisements, 15.3% of respondents remains Neutral.

- 56.1% of respondents were responded to Yes stating that they will discuss about the movie after watching it,25.8% respondents were responded to No stating that they won't discuss about the movie after watching it,18.2% respondents will suggest others to watch the movie or not.

- 31.8% of respondents were responded to Yes stating that they will re-watch the movies ,15.2% respondents were responded to No stating that they won't re-watch the movies ,23.5% respondents will rarely watch the movies again, 29.5% respondents will watch the movies again only if its favorite to them.

- 56.1% of respondents were responded to Yes stating that they are interest in buying movie merchandise products, 43.9 % respondents were responded to No stating that they are not interested in buying movie merchandise products.

- 83.3% of respondents were responded to Yes stating that they will check reviews before watching the film,16.7% respondents were responded to No stating that they won't check any reviews before watching the film.

- 78.8% of respondents were responded to Yes stating that their decision of watching movies is influenced by Social media campaigns ,21.2% respondents were responded to No stating that their decision of watching movies is not influenced by any Social media campaigns

- 22% of respondents were responded to Yes stating that they create content such as Reels/Shorts for famous movie dialogues/songs, 44.7% respondents were responded to No stating that they won't create any content, 23.5% of respondents rarely create content using movie, 9.8% of respondents often creates content using movie.

- 21.2% of respondents feels language is a barrier to watch movies.15.9% of respondents were responded to No stating language is not a barrier to watch movies , 46.2% of respondents were Fine watching movies with Subtitles, 16.7% respondents were preferred to dubbed version of the film.

- Entertainment is ranked first that shows respondents are more satisfied and influenced and then followed by Time Pass, Experience and the least influenced factor from the opinion of the Respondents to watch films is the Knowledge.

- Cinema Theatres is ranked first that shows it is the first preference of the respondents to watch movies which is followed by OTT platforms, Television Premiere and the least influenced platform from the opinion of the Respondents to watch films is all the above factors respectively

- Story content is ranked first that shows it is the major influencing factor for respondents to watch movies More than once in Theatres, which is followed by Stardom of actors, Cinematic experience and the least influenced factor from opinion of the Respondents to watch movies more than once in theatres is Word of mouth.

- Actors in the film is ranked first that shows it is the major impressing factor for respondents to watch movies,which is followed by music and songs in the film ,Trailer & Teaser and the least impressing factor from opinion of the Respondents to watch movies is Director of the film.

- Social media memes is ranked first that shows respondents are more influenced and then followed by Posters & Banners, YouTube interviews and the least impressing promotion medium from opinion of the Respondents to watch movies is Newspaper and magazine

- Love is ranked first that shows respondents prefer that genre films more followed by Horror/Thriller films ,Commercial films and and the least impressing genre in opinion of the Respondents to watch movies is Epic/Periodic.

- Social Media Campaign is ranked first that shows respondents are highly influenced by this type of online marketing strategies followed by Film Trailer, Viral marketing and the least influencing online marketing strategy of the Respondents to watch movies is Influencer marketing.

- Reality & Talkshows is ranked first that shows respondents are highly influenced by this type of offline marketing strategies, followed by Supporting a cause, Film Festivals and the least influencing offline marketing strategy of the Respondents to watch movies is Press conference

- Instagram is ranked first that shows respondents are highly really on instagram to check movie updates followed by Newspaper ,Twitter and the least influencing factor of the Respondents to check movie updates is Radio.

- Films in which Friends and Family is ranked first that shows Respondents highly prefer to check the reviews and ratings of the Films, followed by YouTube, Memes/Tweets and the least influencing factor of the Respondents to check movie ratings and review is Newspaper & Articles.

- Income level of the Respondents won't influence that much in spending level of the Respondents in theatres as the spending level is releted to mindset of the Respondent at that point of time.

9.2 Suggestions

- Understanding the effectiveness of movie marketing strategies and their influence on audience behavior is crucial for the success of a film.

- In modern day Changes have disrupted traditional distribution models, allowed for more diverse storytelling, and opened up new possibilities for immersive experiences. By using a combination of traditional and modern marketing strategies, studios can influence the audience's decision to watch a movie.

- Modern movie marketing strategies should aim to create hype, generate interest, and persuade the audience to watch the movie.

- Effectiveness of movie marketing requires a multifaceted approach that takes into account both online and offline tactics.

- Movie marketing has a significant impact on audiences' psychology by establishing an emotional connection, shaping their perception of the film, and tapping into their psychological needs and desires

- Movies are not only entertainment but also inspire a lot. Good movies should reach all audience, it is highly commercial nowadays so the Makers should ensure they produce quality content as the majority preference of the audience lies in good story content. Social media campaigns play a crucial role in movie marketing by helping filmmakers build buzz, reach wider audiences, engage with fans, personalize marketing, and extend the movie experience.

- Consumer behavior plays a critical role in shaping the movie industry, from the types of movies that are produced to how they are marketed and distributed to audiences. By staying attuned to these trends and adapting to meet evolving consumer preferences, movie makers can stay relevant and successful in an increasingly competitive market.

- Festival days can be targeted by the film makers to release their film as many consumer prefers to watch movies during festival days..

- Movie merchandise can be a valuable marketing tool that helps promote a movie, increase brand awareness, and generate additional revenue. It can also provide a way for fans to continue engaging with the movie and its characters beyond the theater experience.

Conclusion

These modern marketing methods can make a film a commercial success. One just needs to invest in the right strategy that engages the audience and makes film a trending subject. Various filmmakers can apply innovative designs to attract their target audience. Some of them are experimental but draw immense success. Some of the poorly designed methods, however, result in the unfortunate sag of the film. Nevertheless, with an expert marketing design involving segmentation, targeting, and positioning, one can make an independent film is a commercial and artistic success. These marketing strategies are one of the most powerful weapons to determine the decision of the film audience. However, it's important to note that marketing alone cannot make a poorly designed movie a success. Ultimately, the quality of the movie itself is what will determine its success or failure.A well-designed marketing campaign can certainly help to increase visibility and generate interest, but it cannot compensate for a lackluster or poorly executed film.In conclusion, a smart and well-executed marketing strategy can be a powerful tool in making a film a commercial success. By leveraging the latest marketing techniques and platforms, filmmakers can engage with their audience, build buzz, and generate interest in their movie. However, it's important to

remember that marketing alone cannot make a bad movie successful, and the quality of the film itself is ultimately what will determine its success or failure.

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Annexure

1) Name _____

2) Gender (a) Male (b) Female

3) Occupation status

(a) Student   (b) Professional/Business

(c) Employed (d) Others

4) Annual Income level

(a) 50,000 to 1 Lakh

(b) 1 Lakh to 3 Lakhs

(c) 3 lakhs to 5 Lakhs

(d) More than 5 Lakhs

5) Why do you watch movies ?

a) Entertainment

b) Knowledge

c) Experience

d) Time pass

6) Which platform do you prefer to watch movies ?

a) Television

b) Cinema Theatres

c) OTT

d) All the above

7)What makes you watch movies more than once in theatres

a) Story content

b) Cinematic experience

c) Stardom of actor

d) Word of mouth

8) Which of these following factors impress you to watch the movie?

a) Actors in the film

b) Director of the film

c) Music & Songs of the film

d) Trailer or Teaser of the film

9) How often do you visit Theatres?

a) During the Festivals or Holiday

b) Once in a month

c) Once in 6 months

d) More often

e) Rarely

10) How many movies will you watch in a month through OTT ?

a) 1 movie

b) 2 movies

c) More than 3 movies

d) Rarely I watch films in OTT

11) Which of the following mediums influences you to watch movies ?(rating)

a) Posters & Banners

b) Social media memes

c) Newspaper & Magazines

d) YouTube interviews

12) The movie Advertisements influence me to watch the film

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

13) How much you will spend to watch movies in theatres

a) 100 to 200

b) 200 to 300

c) 300 to 500

d) More than 500

14) After watching the movie do you discuss it with family and friends

a) Yes

b) No

c) I suggest them to watch

d) Both A and C

15) Rate the type of genre film you prefer to watch

a) Love

b) Commercial

c) Horror/Thriller

d) Epic and historical

16) do you watch films again in OTT/TV after watching it in Theatres

a) Yes

b) No

c) Rarely

d) Only if it's my favourite

17) Rate which of the following online marketing strategies influence you to watch the movies

a) Film Trailer   b) Social media campaign

c) Influencer Marketing.   d) Viral marketing

18) Rate which of the following offline strategies influence you to watch movies ?

a) Press conference

b) Reality or Talk shows

c) Film festival

d) Supporting a cause

19)Rate the platform medium you often prefer to check movie updates

a) Twitter

b) Instagram

c) Newspaper

d) Radio

20) Are you interested in buying movie merchandise products

a) Yes

b) No

21) Have you ever created or shared Reels for famous movie dialogues or songs

a) Yes

b) No

c) Rarely

d) Often

22) Do you check any review and ratings before watching the movie

a) Yes

b) No

23) Where do you prefer to check the reviews and ratings of the Films

a) YouTube

b) Newspaper & Article

c) Tweets or memes

d) Family & Friends

24) Do Social media campaigns regarding movies decide your choice of watching it ?

a) Yes

b) No

25) Do you think language is a barrier to watching movies

a) Yes

b) No

c) Fine with subtitles

d) Prefer Dubbed version