



Film Promotions on Social Media and the Audience Perception: An Analytical Study

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Abstract

The film industry has adapted several new promotion and marketing methods as a direct result of the passage of time and the development of new technologies. The producers' ultimate goal is to spread the word about the movie to the widest possible audience in the hopes of luring people to see it in theaters. Recent years have seen an increase in the use of new media, particularly social networking websites, in film marketing and promotion. This has resulted in the process taking on a new dimension.

The film industry has begun to use social media as a marketing and promotion tool in response to the growing number of users in the realm of social media and the general trend toward moving more aspects of life online. As a result, the audience of this perception is to determine whether or not social media is a viable marketing channel for the Hindi film industry and how audiences feel about it.

Different media outlets are converging with one another and other kinds of media as a direct consequence of the digitization and networking of computers in this digitally convergent environment. In this setting, it is reasonable to examine the scope to which the film industry and social media are converging as if they were two distinct and independent forms of communication. In addition, it is essential to know how social media is used within the film industry and its impact on audience perception in terms of influencing movie viewing choices.

Keywords Film Promotions; Audience Perception; Social Media; Facebook; Instagram; Twitter; YouTube

Introduction

In an article, the poet and author Javed Akhtar said, "India has a special relationship with its film industry. There is no other nation that can quite reflect the nature of this relationship. We are a country that loves movies, and movies provide us the opportunity to do two things we like the most: we like to pray, and we want to hear tales. As a result, India has maintained a strong link with the film industry for a long time". The film is the most recent artistic medium compared to others, but it has already had a significant impact on people of all classes, castes, creeds, and other characteristics.



The first movie theater opened in India in 1896. Since then, cinema has been an important component of Indian culture, from the silent film period through the late 1800s to the blockbuster age of 2010. (Chatterjee, A. S, 2010)

One industry in India that is seeing the most rapid expansion is the entertainment industry. The entertainment industry in India is rising at a rate comparable to that of the country's overall economy, which is showing steady growth. The entertainment industry has been significantly influenced by several trends, including the proliferation of shopping malls and multiplex theaters in India, as well as an impact on consumers' propensity to acquire sophisticated electronic devices, such as smartphones, laptops, and tablets. The movie industry, one of the most important sources of entertainment, has a huge impact on society as a whole, affecting not only socioeconomic position but also psychological states and personality characteristics. Since of the strong mix of aural and visual elements, any research on film is therefore fascinating because it has the biggest impact on the lives of humans.

The Indian film industry is considered one of the world's major film industries due to its extensive reach to the public. Over the last five years, the Indian film industry has been witness to the emergence of an avalanche of talents in the fields of directing, acting, writing, and other related areas, which is now giving it a new form. According to Vanita Kohli (2013), Indian cinema has become the creative hotspot where filmmakers and writers express tales with confidence and panache that did not exist twenty years before. This is something that has grown more prevalent in the industry. One of the primary reasons for the enormous film of success enjoyed by the Indian film industry is the marketing of films.

The promotion must be promoted effectively if a marketing plan is to be implemented. Filmmakers engage in pricey marketing efforts in the early stages of the release cycle to maximize revenue as quickly as possible. Promotion is integral to each film release despite the huge financial risk involved. It can thus hardly be denied how crucially important publicity is to the success of any film. Everyone in the film industry who has any connection needs it, like air. In addition, marketing significantly impacts whether a movie is successful or unsuccessful at the box office. Although marketing is a time-honored practice, throughout history, it has evolved to accommodate shifting consumer preferences and an expanding range of product choices.

The recent rise to power in Hollywood is partly attributable to the development of more sophisticated marketing strategies and the establishment an efficient distribution channel. Hollywood is still in the lead regarding revenue creation, despite Bollywood in India producing the biggest number of films per year of any other film industry in the world. It is possible that marketing is one of the major factors contributing to lower revenue creation in the Indian film industry in contrast to Hollywood, given the variety of factors that continue to play a role in this phenomenon. Because of this situation, there has been an increased emphasis on promoting films to get the attention of the spectators. As a result of movie producers striving to spend a significant amount of money on marketing and looking for novel marketing and promotional strategies, film marketing has now evolved into an essential component of the motion picture industry.

The days are long gone when advertising in the film industry was restricted to only hoardings and posters. The promotion and marketing of films have recently begun to use the interactive potential offered by social media. Not only can marketing via social media generate excitement about a specific movie, but it also has the potential to affect audience attendance in theaters and contributes to the accuracy of box office revenue forecasts. It is anticipated that social media will play a significant role in this respect because of these platforms' quality, regularity, usefulness, reach, and immediacy.

Social Media Marketing of Films

Because of the proliferation of the internet, movies have turned to social media as their most recent promotional vehicle. Movies have always served as a reflection of the most recent fashion trends. In addition, members of the present generation expect to have an equal say in the products they will buy in the future. As a result, movie promotion has turned into a version of the subway salad, in which the audience wants a say in the ingredients and the result. As a direct consequence, social media has moved onto center stage. The proliferation of social media platforms has resulted in media material production throughout the country. The audience members may campaign for their favorite movies using social media. Pages on Facebook, online competitions, the formation of fan clubs, and participation in forums are some of the more recent activities that younger demographics have been engaging in on social networking sites.

The proliferation of social media has aided the expansion of online word-of-mouth campaigns. Several academics in the field of marketing have recently discussed the benefits and drawbacks of social media campaigns. Consumers have emerged as the single most critical factor in the success of any marketing campaign in this age of convergence. In social media marketing, consumers are increasingly taking an active role as audience members and contributing to the marketing of films. The film's reach is expanded from a local audience to a worldwide audience due to social media.

The marketing of movies is mostly accomplished via social media platforms such as Facebook, Twitter, Instagram, and YouTube. Facebook assists with keeping the articles up to date, Twitter with sharing and retweeting, and YouTube with the uploading of songs and music, all of which assist audience members in learning about films. During a certain time period, it generates excitement among the audience.

Review of Literature

One of the most interesting fields of study is word of mouth transmitted through electronic means. Traditional word of mouth has been expanded via electronic word of mouth, which may be the more basic form of the phrase. The term "eWOM communication" refers to any comment, favorable or bad, made about a product or a business over the internet by future, present, or past consumers of that product or company (Hennig- Thurau et al., 2004). There are a variety of environments in which electronic word of mouth may take place. People can provide comments and reviews on websites, blogs, and other social networking platforms. Like WOM, information is exchanged in real-time amongst relatively small groups of persons (Avery, Resnick, and Zeckhauser, 1999; Li & Hitt, 2008, Dellarocas, 2003; Steffes and Burgee, 2009).

EWOM communications, on the other hand, entail information sharing in several directions using an asynchronous structure (Hung and Li, 2007).

According to Xioage Hu of Xiangtan University's thesis titled "The World Wide Web As a Vehicle for Advertising Movies to College Students: An Exploratory Study," he stated that China poses one of the most frequently heard questions regarding the replacement of television with computer-based activities (Negroponte,1995). Compared to audiences of other traditional media, those who consume content over the internet seem to have greater control over how much attention they pay to advertisements. Another repercussion that the article brings to light about increased consumer control of exposure is that audience members have the option, if they so desire, to return to the website regularly, thereby putting themselves in a position where they are repeatedly exposed to content that is associated with advertising.

According to Ducoffe, Sandler, and Secunda (1996), traditional media, as compared to advertising on the internet, frequently hold fairly little value to consumers. There are two reasons for this:

- 1) Because of the tremendous amount of advertising, there is very little scope for the audience to devote significant attention to any of them.
- 2) The majority of the time, when individuals are exposed to advertising, they do not need the product being advertised.

Hawkins (1994) identified a number of the web's early forecasted benefits and drawbacks that have the potential to influence the value of advertising. Some of these benefits include providing users instant access to information, providing information relevant to consumers, and executing transactions directly between consumers and sellers. The fact that sellers were the only ones who knew the product used to give them an advantage, but with the advent of modern web search engines, consumers now have access to information that is on par with that available to professionals.

Along with the development of new forms of media comes the creation of a new concept known as "social media." It has caused an explosion in a sector in which individuals can rapidly produce material, distribute that content, and network that content. The social network sites Facebook, Twitter, and MySpace, are some examples of this kind of website. The most active tool for promoting a movie and allowing users to communicate about the movie, social networks operate as a platform that may lead to predicting box office revenues.

Some companies develop distinct profiles for their goods to connect with consumers and build public employee personas (Kuhn and Burns, 2008). According to Kuhn and Burns (2008), companies provide advertising, multimedia material, and other elements inside MySpace to let consumers connect with the brands. Through these branded profiles, many businesses integrate their physical and online promotional activities, including providing special online promotional incentives designed to boost profile visitors.

When discussing the necessity of running effective marketing campaigns, one of the most important questions is how current revenue and attendance rates compare. Many businesses, including the movie industry, have been contending with severe difficulties in recent years. Even if this decline is not very dramatic, when seen in the broader context of the industry and

its future, it reveals a tendency that is cause for concern. There is a lot of disagreement among industry professionals on how significant the effects of falling ticket sales are on the film's impact. One school of thought contends that the recent drop in attendance is not as alarming as the statistics would lead one to believe. They make the point that the weak economy negatively impacts the spending of all consumers, including those who go to the movies.

According to what was written by Bonny Wilcox in an article titled "Current trends in the Marketing and Promotion of Movies Utilizing Social Media," there has not been a significant amount of study done on how movie companies are using social networking websites to sell new movies. Industry insiders may likely agree that social media has been used to promote movies in the recent past with great success. In addition, a cursory search on Facebook indicates that many forthcoming movies use non-traditional marketing strategies to target a certain niche and generate discussion.

Marketers may contact their target audience and spread positive word of mouth using one of the many social networking websites available today. Facebook, Twitter, and YouTube are the most obvious choices. Still, other movies are putting even more effort into registering domain names so that they may host viral websites based on the movie.

Objective of Present Research

The objectives, thus framed for the study, are as follows:

- 1) To explore the convergence between social media and film industry promotion and marketing.
- 2) To analyze how the film industry uses social media (Facebook, Twitter and YouTube) to promote different movies.
- 3) To find out the effectiveness of social media in keeping the audience engaged in the movie by creating hype about the movie, unlike conventional media, throughout its entire life cycle, which will ultimately influence the audience's movie-watching decision.

Formulation of Research Hypothesis

Since the primary objective of this research is to investigate the scope to which social media and the film industry are converging in terms of marketing and promotion, the researcher has formulated a hypothesis that proposes:

A1. First Hypothesis:

H₀: Social media cannot be expected to create hype about films among the audience.

H₁: Social media can be expected to create hype about films among the audience

A2. Second Hypothesis:

H₀: Social media cannot act as an important platform for engaging audiences to actively participate in the promotional process of films in India.

H₁: Social media can be an important platform for engaging audiences to participate in the promotional process of films in India actively.

A3. Third Hypothesis:

H₀: Social Media cannot influence the audience in their movie-watching decision.

H₁: Social Media can influence the audience in their movie-watching decision.

Research Methodology

The researcher started by looking at various materials that were studied with film promotion, marketing, consumer behavior, fan psychology, and the promotion of films via social media. The researcher has also looked at information from the film industry and pieces from newspapers linked to contemporary film. Following that, a framework has been developed based on the materials that have been obtained. The following is a list of the several stages that were taken in the process of developing research techniques for this study:

A. Period of Study

The duration of present study was between July-September 2022.

B. Area of Research

The present research was conducted in Delhi-NCR area.

C. Specific Films considered for Study

For the present research work, Rocketry The Nambi Effect, Laal Singh Chaddha and Brahmastra: Part One – Shiva movies has been considered.

D. Data Collection

Data for this research has been collected in the following ways:

- 1) Primary data has been collected through the sample survey method.
- 2) Secondary data are taken from existing books on different aspects of film marketing and social media and reviewed other published literature like film journals, marketing journals, newspaper coverages, conference proceedings, etc.
- 3) Official Facebook film pages, fan pages regarding movies, and YouTube statistics have been closely observed and analyzed.

E. Questionnaire

Both closed-ended and open-ended questions are included in the questionnaire. The majority of the questions are close-ended. The questionnaire has been divided into various groups.

- The first part of the questionnaire deals with the demographic section, which asks for respondents' basic information about themselves.
- The next part of the questionnaire deals with how often the respondent goes to watch a movie.
- The other part of the questionnaire revolves around Facebook, Instagram, Twitter, and YouTube usage accordingly for showing how social media is creating hype and influencing people's movie-watching decisions.

The questionnaire was sent to 100 respondents who are film viewers and social media users.

F. Sample

The researcher collected 100 samples for this study.

G. Research Design

In this study, observational research has been used to observe the respondents' activities on social networks expressed by comments, likes, shares, discussions, tweets, etc., on Facebook, Instagram, Twitter, or YouTube to find out their engagement with a movie in the social network.

Data Analysis

A. Distribution of the Age of the Participants

Age Group	Response from Respondents	Percentage
18-25	49	49%
26-35	28	28%
36-45	13	13%
46-55	8	8%
55 or above	2	2%
Total	100	100%

Interpretation:

It is clear from the data shown in the table that the majority of respondents, i.e., 49% belong to the age group between 18-25 years, followed by the 26-35 years group, which are 28%, 36-45 years age group which is 13%, 46-55 years age group which is 8% are above 55 years are just 2%.

B. Distribution of Gender among the Participants

Gender	Response of Respondents	Percentage
Male	67	67%
Female	32	32%
Transgender	1	1%
Total	100	100%

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From this detailed analysis made for this study, it is seen that male dominates social media scenario than female.

C. Participant's Frequency of Movie Watching

Frequency of Movie Watching	Response from Respondents	Percentage
More than once a week	19	19%
At least once a week	13	13%
2-3 movies in a month	15	15%
At least once a month	21	21%
At least once in 3 months	13	13%
At least once in 6 months	7	7%
At least once a year	9	9%
Never watch a movie	3	3%
Total	100	100%

Interpretation

It is clear from the data shown in the table that the majority, 21% of the respondents, watch a movie at least once a month, while there is 19% of respondents watch more than one movie in a week, i.e., the least percentage of the group of those peoples who never watch a movie.

D. Participant's Primary Source of Social Media to get Information about Movies

Social Media Source to get Movies Information	Response from Respondents	Percentage
Facebook	42	42%
Instagram	21	21%
Twitter	23	23%
YouTube	12	12%
Other Social Media Platforms	2	2%
Total	100	100%

Interpretation

It is clear from the data shown in the table that the majority, 42% of respondents, are using Facebook to get information about movies, followed by 23% who use Twitter, 21% who use Instagram, 12% YouTube, and 2% who use other social media platform to get information about movies.

E. Number of 'likes' on a Movie Page on Facebook by the participants

Number of 'likes' on a Movie Page on Facebook	Response from Respondents	Percentage
Once	32	32%
2-3 times	29	29%
4-6 times	9	9%
7-10 times	3	3%
More than 10 times	2	2%
Never	25	25%
Total	100	100%

Interpretation:

It is clear from the data shown in the table that the majority, 29% of respondents, 'like' a Movie Page on Facebook, while 25% have never done that. Of the other respondents, 29% liked the movie page 2-3 times, 9% did that 4-6 times, 3% did that 7-10 times, while only 2% of respondents 'liked' a Movie Page on Facebook more than 10 times.

F. Number of 'Tweets followed on Twitter by the respondents

Number of 'Tweets followed on Twitter	Response from Respondents	Percentage
Once	22	22
2-3 times	18	18
4-6 times	9	9
7-10 times	3	3
More than 10 times	2	2
Never	46	46
Total	100	100%

Interpretation:

It is clear from the data shown in the table that 22% of respondents followed only 1 ‘Tweet’s in Twitter while the majority, 46%, never did that. Of the other respondents, 18% followed the ‘Tweets on Twitter 2-3 times, 9% did that 4-6 times, 3% did that 7-10 times, while only 2% of respondents did that more than 10 times.

G. Number of views the reels of trailers or related videos on Instagram

Number of views the reels on Instagram	Response from Respondents	Percentage
once	29	29
2-3 times	21	21
4-6 times	17	17
7-10 times	11	11
More than 10 times	13	13
Never	9	9
Total	100	100%

Interpretation:

It is clear from the data shown in the table that the majority, 29% of respondents, view only once the reels of trailers or related videos on Instagram, while 9% have never done that. Out of other respondents, 21% view the reels of trailers or related videos on Instagram 2-3 times, 17% have done that 4-6 times, 11% have done that 7-10 times, while 13% of respondents view the reels of trailers or related videos in Instagram more than 10 times.

H. Number of views of trailers or related videos on YouTube

Number of views the videos on YouTube	Response from Respondents	Percentage
once	34	34
2-3 times	21	21
4-6 times	14	14
7-10 times	13	13
More than 10 times	12	12
Never	6	6
Total	100	100%

Interpretation:

It is clear from the data shown in the table that the majority, 34% of respondents, view only once the trailers or related videos on YouTube, while 6% have never done that. Out of other respondents, 21% view the trailers or related videos on YouTube 2-3 times, 14% have done that 4-6 times, 13% have done that 7-10 times, while 12% respondents view the trailers or related videos in YouTube more than 10 times.



I. Tagging a friend while making a movie-related post on Facebook

Tagging a friend while making a movie-related post on Facebook	Response from Respondents	Percentage
once	22	22
2-3 times	27	27
4-6 times	13	13
7-10 times	5	5
More than 10 times	2	2
Never	31	31
Total	100	100%

Interpretation:

It is clear from the data shown in the table that 22% of respondents tagged a friend while making a movie-related post on Facebook, while the majority, 31%, never did that. Out of the other respondents, 27% Tagged a friend while making a movie-related post on Facebook 2-3 times, 13% have done that 4-6 times, 5% have done that 7-10 times, while 2% of respondents Tagging a friend while making a movie related post in Facebook more than 10 times.

J. Probability of liking a movie-related Facebook page if friends like the same

Tagging a friend while making a movie-related post on Facebook	Response from Respondents	Cumulative Number of Respondents
Strongly Disagree	3	3
Disagree	5	8
Neutral	31	39
Agree	17	56
Strongly Agree	44	100
Total	100	100
Middle Point	$100/2=50$	Category of Middle Point - Agree
Difference	$50-39=$	11
Calculated Fraction	$11/17=$	0.64
Median	$3.5+0.64$	4.14

Interpretation:

Suppose a person on the respondent's buddy list likes a Facebook fan page that is devoted to a certain movie. In that case, the question focuses on whether or not the responder is more likely to visit that page if that person also likes the page. The response to this question will provide information on how respondents feel other people influence them.

The Likert scale was used to evaluate the responses to these questions. While responding to Likert questions, "respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their



feelings for a given item. The scale has 5 rating points. The options are Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, and Strongly Disagree”.

The table above shows that the median point of this analysis comes at 4.14, which has fallen into the agreed category. Therefore, it can be deduced that the trend among participants was mostly positive toward general agreement.

K. Number of tweets/retweets made related to a movie by the Participants

Number of tweets/retweets made related to a movie	Response from Respondents	Percentage
Once	15	15
2-3 times	21	21
4-6 times	10	10
7-10 times	2	2
More than 10 times	1	1
Never	51	51
Total	100	100%

Interpretation:

From the above table, it is clear that 15% of respondents’ tweets/retweets related to a movie, while the majority, 51%, never did that. Out of the other respondents, 21% of tweets/retweets made related to a movie 2-3 times, 10% have done that 4-6 times, 2% have done that 7-10 times, while just 1% of respondent’s tweets/retweets made related to a movie more than 10 times.

L. Tagging friends on Twitter while watching a movie

Tagging friends on Twitter while watching a movie	Response from Respondents	Percentage
Once	18	15
2-3 times	19	21
4-6 times	9	10
7-10 times	3	2
More than 10 times	2	1
Never	49	51
Total	100	100%

Interpretation:

From the above table, it is clear that 18% of respondents Tag friends on Twitter while watching a movie, while the majority, 49%, never did that. Out of the other respondents, 19% Tagging friends on Twitter while watching a movie 2-3 times, 9% have done that 4-6 times, 3% have done that 7-10 times, while just 2% of respondents Tag friends in Twitter while watching a movie more than 10 times.



M. Number of Instagram reels related to movies shared on other social networking platforms like Facebook, Twitter, etc

Number of Instagram reels related to movies shared on other social networking platforms	Response from Respondents	Percentage
Once	16	16
2-3 times	31	31
4-6 times	14	14
7-10 times	4	4
More than 10 times	7	7
Never	28	28
Total	100	100%

Interpretation:

From the above table, it is clear that 16% of respondents shared Instagram reels related to movies on other social media platforms, while the majority, 28%, never did that. Of the other respondents, 31% shared the Instagram reels related to movies on other social media platforms 2-3 times, 14% did that 4-6 times, and 4% did that 7-10 times. In comparison, 7% of respondents shared Instagram reels related to movies on other social media platforms more than 10 times.

N. Number of YouTube Video related to movies shared on other social networking platforms like Facebook, Twitter, etc

Number of YouTube Video related to movies shared on other social networking platforms	Response from Respondents	Percentage
Once	21	21
2-3 times	26	26
4-6 times	9	9
7-10 times	9	9
More than 10 times	2	2
Never	33	33
Total	100	100%

Interpretation:

From the above table, it is clear that 21% of respondents shared YouTube Videos related to movies on other social media platforms, while the majority, 33%, never did that. Out of the other respondents, 26% shared the YouTube Video related to movies on other social media platforms 2-3 times, 9% have done that 4-6 times and 9% have done that 7-10 times. In comparison, 2% of respondents shared the YouTube Video related to movies on other social media platforms more than 10 times.

O. Probability of watching an Instagram reel or a YouTube video if recommended by a friend

Probability of watching an Instagram reel or a YouTube video	Response from Respondents	Cumulative Number of Respondents
Strongly Disagree	1	1
Disagree	3	4
Neutral	21	25
Agree	45	70
Strongly Agree	30	100
Total	100	100
Middle Point	$100/2=50$	Category of Middle Point – Agree
Difference	$50-45=$	5
Calculated Fraction	$5/45=$	0.11
Median	$3.5+0.11$	3.61

Interpretation:

This question deals with the statement if friends recommend an Instagram reel or a YouTube trailer, or other related videos regarding a movie, the respondent is more likely to watch the video. The response to this question will provide information on how respondents feel other people influence them. The Likert scale was used to evaluate the responses to these questions. The table above shows that the median point of this analysis comes at 3.61, which has fallen into the agreed category. Therefore, it can be deduced that the trend among participants was mostly positive toward general agreement.

P. Relationship between Positive Reviews on Facebook and Movie Viewing

Positive Reviews on Facebook and Movie Viewing	Response from Respondents	Cumulative Number of Respondents
Strongly Disagree	2	2
Disagree	5	7
Neutral	23	30
Agree	18	48
Strongly Agree	52	100
Total	100	100
Middle Point	$100/2=50$	Category of Middle Point - Agree
Difference	$50-48=$	2
Calculated Fraction	$2/18=$	0.11
Median	$3.5+0.11$	3.61

Interpretation:

This table addresses the statement that if a responder's friends post positive reviews of a movie on Facebook, the respondent is more likely to watch that movie. The response to this question will provide information on how respondents feel other people influence them. The Likert scale



was used to evaluate the appropriateness of these responses.

According to the data shown in the table that can be seen above, the point at which this analysis reaches its median is 3.61, which is in the agreed category.

Therefore, the trend is positive, and it shows that respondents are significantly impacted by the buzz produced by social media and electronic word-of-mouth promotion. It directly correlates with the fact that Facebook impacts viewers to go out and watch the movie in theatres.

Q. Relationship between liking Instagram reels or YouTube trailers and movie Viewing

liking Instagram reels or YouTube trailers and movie Viewing	Response from Respondents	Cumulative Number of Respondents
Strongly Disagree	1	1
Disagree	4	5
Neutral	19	24
Agree	44	68
Strongly Agree	32	100
Total	100	100
Middle Point	$100/2=50$	Category of Middle Point - Agree
Difference	$50-24=$	26
Calculated Fraction	$26/44=$	0.59
Median	$3.5+0.59$	4.09

Interpretation:

This table illustrates that respondents are likelier to go to a certain movie if they enjoy the movie trailer or video on an Instagram reel or YouTube or if friends suggest the clip. The response to this question will provide information on how respondents feel other people influence them. The Likert scale was used to evaluate the appropriateness of these responses. The data shown in the table that can be seen above reveals that the median point of this study is 4.09, which shows it is within the category of agree.

They are inspired by the Instagram reel or YouTube trailers/videos and the buzz it produces around it, which eventually influences their choice to go to the theater and to watch that specific movie. This thus shows that the trend is typically positive from the participants' point of view.

R. Relationship between positive tweets/retweets and Movie Viewing

Positive tweets/retweets and Movie Viewing	Response from Respondents	Cumulative Number of Respondents
Strongly Disagree	5	5
Disagree	6	11
Neutral	37	48
Agree	38	86
Strongly Agree	14	100
Total	100	100

Middle Point	$100/2=50$	Category of Middle Point - Agree
Difference	$50-48=$	2
Calculated Fraction	$2/38=$	0.052
Median	$3.5+0.052$	3.552

Interpretation:

This specific question analyzes that if a person tweets or retweets favorably about a movie, the responder is more inclined to see that movie. The response to this question will provide information on how respondents feel other people influence them. The Likert scale was used to evaluate the appropriateness of these responses.

According to the data shown in the table that can be seen above, the point at which this analysis reaches its median is 3.552, which shows it in the agree category.

They are inspired by the Instagram reel or YouTube trailers/videos and the buzz it produces around it, which eventually influences their choice to go to the theater and to watch that specific movie. This thus shows that the trend is typically positive from the participants' point of view.

Conclusion

In the data analysis section, question A-D are related to audience participation and demographic information and also their preference to use different social media platforms to get the movies related information.

The G-H set of questions deals with how social media is being used to create hype about a particular film to prove the first hypothesis set for the study. For this study, the social media taken into account are Facebook, Instagram, Twitter, and YouTube. As already discussed, these four consist of the most popular social media platform for gathering information about films in India. Hype is measured by any activity related to Films on social media. This set of questions deals with how the participants' are actively creating hype on social media.

This analysis of these G-H questions testifies to the fact from the interpretation of the above questions that audiences are creating hype in the domain of social media by constantly and regularly liking Facebook film pages, following tweets regarding the movies, and watching YouTube videos and trailers related to the movie. These constant activities create a buzz about a movie within the social network, boosting the marketing chain of movies by making most people aware of a movie. Thus, the first hypothesis made for this study has been considered proven.

Questions I-N were asked to the audience to understand if they are participating in different Film promotion strategies knowingly or unknowingly. Promotion in this regard means transferring film-related information from one participant to another. The aim of these questions is to check if social media only creates hype or acts as a tool for active promotion, which also forces users to participate in it.

This analysis, followed by the interpretation of I-N, demonstrates the fact that social media is helping the audience to be actively engaged in the promotional process of movies by giving them ample scope to check in and tag friends on Facebook and Twitter, sharing Instagram reels

or YouTube trailers in other social networks, posting comments, being admins of film pages, etc. The audience is not only now passive viewers in movies, but themselves engaged in different promotional activities. Thus, the second hypothesis, i.e., social media engages people in different promotional activities, is thus proved.

To prove the third hypothesis, questions O-R were asked to the audience for the interpretation revolves around the association between social media hype and actual cine viewing. In this section, the answers are all measured with the help of the Likert Scale. It will show the attitude towards some statements, which helps interpret how social media buzz helps the respondents go for a movie.

This analysis, followed by the interpretation of O-R, demonstrates that the trend is if any friend on social media is writing good reviews on Facebook, writes positive tweets, or recommends a trailer on Instagram or YouTube, the audience becomes motivated to watch that movie. So, it can be said that social media influences people's movie-watching decisions, which proves the third hypothesis.

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