

THE EVOLUTION OF GUJARATI CINEMA IN RECENT DAYS

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ABSTRACT

The present research attempts to examine the satisfaction of cinema goers about Gujarati film. The study examines the satisfaction level of cinema viewers about ticket price, film availability, actors, actress, story, music, producer, audio quality, video quality, choreography, direction and trailer with reference to Gujarat. This study is related to behavior and satisfaction of cinema viewers about Gujarati films. In the last 3 years Gujarati movie has changed the viewer's perception and attitude. Now, the consumers are attracting towards Gujarati film industry. Results of the study shows that overall respondents are satisfied with the trailer, film availability, actor, actress, music, story, direction, audio quality, video quality, choreography & producer.

KEYWORDS: *Cinema Goers, Gujarati Cinema, Satisfaction, Choreography, Direction.*

Introduction

The Indian film industry is the largest in the world. It produces more than 1,000 movies each year in over 20 languages. India ranks fifth in revenue generation from film industry in the world. Hindi is the main stream of film industry which holds 43% of market share. Other is regional languages film industry which limited to specific region or state. Gujarati film industry is one of them which have competition from Bollywood, Hollywood and other regional language film industry. With an annual box office collection of 160 corer last year and only 10 % of these being hits, the 72 films made in Gujarati don't make business sense for multiplex and cinema owners to screen on peak time, a demand being made by political parties in the state.

Certain regional cinemas posed a stiff competition to the otherwise dominated Bollywood industry. Gujarati cinema was one of them. The word Evolution is used in the title as Gujarati cinema seemed to underperform a lot between the early 2000's to mid 2000s'. There has been a lot of radical development in the quality of movies being produced in the Gujarati film industry. Let's take a look at the brief timeline describing where it all started and where it has reached to what can be expected more.

The revenue of films depends on the cinema viewer's satisfaction level. If cinema viewers are satisfied with the film then they watch films at theatre. It helps to increase overall revenue generation from each segment such as theatre, television, internet and business from other countries. The satisfaction level depends on film availability, trailer, video quality, audio quality, actors, story, music, choreography, direction and ticket price. In this way study helps producer to understand the various factors which can impact on business. It helps to develop a strategy which can help to satisfy the cinema viewers in order to generate business from the market.

Review of Literature

Sangkil Moon, Paul K. Bergey, and Dawn Iacobucci, (June 2009), commented that movie revenues are one indicator of results of collective consumers' choices. Individual viewer's ratings are another significant measure, effectively summarizing consumer satisfaction in the movie industry. Higher ratings may lead viewers to choose other movies that share preferred characteristics, and reasons for satisfaction can be spread to online communities through text reviews. Viewer preference can develop

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into a stable and established preference for viewers, such as favorite genres or favorite stars. This is particularly important for online movie rental firms because members have unlimited access to other members' ratings and reviews. For these firms, members' increased satisfaction enhances their loyalty to the company. They have mentioned that ratings are associated with movie performance as measured by both movie revenues and viewer satisfaction. Marketer should allocate more ad dollars to movies that garner early high ratings by professional critics. These ratings tend to lead to high ratings by amateurs, which in turn can contribute to enhanced revenues. Enhanced revenues can also raise movie ratings in the subsequent weeks. Moreover, the revenues of highly rated movies are enhanced when the movies are heavily advertised.

After flourishing through the 1960s-1980s, the industry saw a decline through 2000 when the number of new films dropped below twenty. The Gujarat state government announced a tax exemption again in 2005 which lasted till 2017. The industry has been partially revived in the 2010s due to – first, rural demand, and later to an influx of new technology and urban subjects in films. The state government announced a policy of incentives in 2016.

Objectives

The objectives reflect the cause-effect identified in the problem tree and therefore inform the formulation of hypothesis and research questions for the study. The objectives define the limits of the research and describe the expected outputs when the objectives are achieved. Following are the objectives of the present study.

- To study the concept of consumer behavior.
- To study the satisfaction of Gujarati cinemagoers.

Hypothesis of the Study

Hypotheses are more specific predictions about the nature and direction of the relationship between two or more variables. Sarandakos defined hypothesis as a tentative explanation of the research problem, a possible outcome of the research, or an educated guess about the research outcome.

This study proposes the following hypotheses and seeks to argue that:

Cinema viewers are satisfied with the recent development in Gujarati film industry.

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is essential for the researcher to know methodology along with research methods/ techniques. The selected type of research for this study is descriptive inferential in nature. The present study is confined to selected cinema viewers of Municipal Corporation area. The conceptual scope of the study includes satisfaction level of cinema viewers. The collected data analyzed by using statistical tools such as percentage, measure of central tendency, Chi-square test and testing of hypothesis.

Data Collection

The study is based on primary as well as secondary data. For this study, primary data is collected by observation method, interview method and through questionnaire. The secondary data is collected from Textbooks, abstract of articles, Periodicals, professional journals, and internet database.

Sampling Technique

Data collected with the help of questionnaire, observation and interview method. Questionnaire consists of close ended questions. For present study convenience sampling method is adopted to collect primary data from Gujarat city. Total sample size was 3753. The sample size was calculated on the basis of Krejcie and Morgan formula: (margin of error: 2.5% and confidence level: 95%). The movie goer population of Gujarat is 80% out of 31, 15,431.

Data Analysis and Interpretation

There are certain external variables which have a positive or negative influence on cinemagoers satisfaction level on the basis of how favorable or unfavorable are the context in which the transaction between the marketer and cinema viewers takes place. A customer's emotional and psychological state of mind that is personal factors can also affect his level of satisfaction. Following table shows the satisfaction level of respondents in terms of ticket price, advertisement of Gujarati films, film availability, video & audio quality, actors, actress, music, choreography, producer, direction & trailer of the cinema.

Satisfaction Level of Cinema Viewers towards Ticket Price

Following table shows the satisfaction level of cinema viewers towards ticket price.

Table 1

Satisfaction Level	No. of	Percentage to	Valid	Cumulative
	Respondents	Total Sample	Percentage	Percentage
Highly Satisfied	1356	36.1	36.1	36.1
Satisfied	1446	38.5	38.5	74.7
Neutral	552	14.7	14.7	89.4
Dissatisfied	295	7.9	7.9	97.2
Highly Dissatisfied	104	2.8	2.8	100.0
Total	3753	100.0	100.0	

Source: Compiled and Calculated on the basis of Primary Data

Above table shows that 36.1% of the respondents are highly satisfied with ticket price of the cinema theatre. 38.5% of the respondents are satisfied with the ticket price. Overall, 74.7% of the respondents are satisfied with the ticket price of the films. 14.7% of the respondents reported neutral response towards satisfaction of ticket price. 7.9% of the cinema viewers are dissatisfied where as 2.8% of the respondents highly dissatisfied towards ticket of Gujarati films. From the above table 1 it is concluded that 74.7% of the respondents are satisfied with the ticket price of the films.

Satisfaction Level of Cinema Viewers towards Film Availability

Following table shows the satisfaction level of cinema viewers towards availability of Gujarati films.

Table 2

Satisfaction Level	No. of	Percentage to	Valid	Cumulative
	Respondents	Total Sample	Percentage	Percentage
Highly Satisfied	1515	40.4	40.4	40.4
Satisfied	1558	41.5	41.5	81.9
Neutral	462	12.3	12.3	94.2
Dissatisfied	184	4.9	4.9	99.1
Highly Dissatisfied	34	.9	.9	100.0
Total	3753	100.0	100.0	

Source: Compiled and Calculated on the basis of Primary Data

Above table reveals that the 40.4% of the respondents are highly satisfied with availability of Gujarati films. 41.5% of the respondents are satisfied with availability of films. Overall, 81.9% of the respondents are satisfied with availability of Gujarati films. There are 4.9% of the cinema viewers who are not satisfied with the availability of films. 0.9% of the respondents are highly dissatisfied with the availability of the Gujarati films. From the above table 2 it is concluded that 81.9% of the respondents are satisfied with availability of Gujarati films.

Satisfaction Level of Cinema Viewers towards Story

Following table shows the satisfaction level of cinema viewers towards story of Gujarati films.

Table 3

Satisfaction Level	No. of	Percentage to	Valid	Cumulative
	Respondents	Total Sample	Percentage	Percentage
Highly Satisfied	2172	57.9	57.9	57.9
Satisfied	1129	30.1	30.1	88.0
Neutral	307	8.2	8.2	96.1
Dissatisfied	104	2.8	2.8	98.9
Highly Dissatisfied	41	1.1	1.1	100.0
Total	3753	100.0	100.0	

Source: Compiled and Calculated on the basis of Primary Data

Above table depicts that 57.9% of the respondents are highly satisfied with story of Gujarati films. 30.1% of the respondents are satisfied with story. Overall, 88.0% of the respondents are satisfied with the story of Gujarati films. 8.2% of the respondents reported neutral response, 2.8% dissatisfied and 1.1% of the respondents highly dissatisfied with the story of Gujarati films. From the above table 4 it is concluded that 88.0% of the respondents are satisfied with the story of Gujarati films.

Satisfaction Level of Cinema Viewers towards Music

Following table shows the satisfaction level of cinema viewers towards music of Gujarati films

Table 4

Satisfaction Level	No. of	Percentage to	Valid	Cumulative
	Respondents	Total Sample	Percentage	Percentage
Highly Satisfaction	2228	59.4	59.4	59.4
Satisfied	1110	29.6	29.6	88.9
Neutral	248	6.6	6.6	95.6
Dissatisfied	141	3.8	3.8	99.3
Highly Dissatisfied	26	.7	.7	100.0
Total	3753	100.0	100.0	

Source: Compiled and Calculated on the basis of Primary Data

Above table shows that 59.4% of the respondents are highly satisfied with the music of Gujarati films. 29.6% of the respondents are satisfied with the music. Overall, 88.9% of the respondents are satisfied with the music of Gujarati films. 6.6% of the respondents are neutral to the system, 3.8% dissatisfied and 0.7% highly dissatisfied with the music of Gujarati films. From the above table No. 5 it is concluded that 59.4% of the respondents are highly satisfied with the music of Gujarati films.

Satisfaction Level of Cinema Viewers towards Trailer of Gujarati Cinema

Following table shows the satisfaction level of cinema viewers towards trailer of Gujarati cinema.

Table 5

Satisfaction Level	No. of	Percentage to	Valid	Cumulative
	Respondents	Total Sample	Percentage	Percentage
Highly Satisfied	1542	41.1	41.1	41.1
Satisfied	1474	39.3	39.3	80.4
Neutral	479	12.8	12.8	93.1
Dissatisfied	112	3.0	3.0	96.1
Highly Dissatisfied	146	3.9	3.9	100.0
Total	3753	100.0	100.0	

(Source: Compiled and Calculated on the basis of Primary Data)

Above table reveals that 41.1% of the respondents are highly satisfied with the trailer of Gujarati cinema. 39.3% of the respondents are satisfied with the trailer. Overall, 80.4% of the respondents are satisfied with the trailer of Gujarati cinema. 12.8% of the respondents reported neutral response, 3.0% dissatisfied and 3.9% of the respondents are highly dissatisfied with the trailer of Gujarati films. From the above table 5 it is concluded that 80.4% of the respondents are satisfied with the trailer of Gujarati cinema.

Recent Gujarati Cinema – Rising Industry

It is a known fact that Gujarat is gaining a lot of attention from all over the world owing to many factors. This attracts many to migrate to Gujarat. A state's prowess is reflected in its linguistic attitude. Gujarati film fraternity wants to revive its past glory. Taking inspiration and ideas from other language movies; to keep on par with the current trends; Gujarati Cinema is on a spree. An instance can be explained concerning the film Ratanpur that just released few days back (16 march 2018).

Findings

Findings are drawn and based on analysis and observation of the data. Gujarati cinema viewers are satisfied with ticket price (74.7%), film availability (81.9%), story (88%), music (88.9%), producers (71.1%), and trailer (80.4%).

Conclusion

The data analysis and interpretation helps to understand the behavior and satisfaction level of cinema viewers. The most of the respondents are satisfied with the trailer, film availability, actor, actress, music, story, direction & producer. It is need of an hour to use the available sources wisely and cater according to the taste of cinema viewers. In past few years, the Gujarati cinema industry has produced many films that are not only critically acclaimed but commercially successful as well.

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