

## PROMOTION OF FILMS ON SOCIAL MEDIA: A COMPARATIVE CASE STUDY OF “PREMAM” AND “BAAHUBALI” EXAMINED SOCIAL MEDIA

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**ABSTRACT:** *The purpose of this study is to provide further insight into how social media is used to most effectively market new movies. Social media using different ways to communication process, The research Promotion of films on social media: a comparative case study of “Premam” and “Baahubali” examined social media. Respondents ranked 1-6 their perception reason for watching movies; the questionnaire fills 200 people in the age between 18 to 29. The questioner has used to gather information on current social networking sites usages and how people use these media and effectiveness of media in promotion also. The research has to reveal social networking sites has played very carousel role in promotional activities movies, the movie promoters used the social networking sites for effective promotion. They use different tactics for the promotion of the movies. In facebook they use likes, comment and shares are the measurements for the reach of the post or troll of the movies to the people. The movie Premam and Baahubali are the best example for the promotion through social media. The study of the promotion reach of two movies says people very much look movie updates or promotion tactics for movies on social networking sites. It says the promotion techniques like the trailer, teaser, poster, promotional videos, through social media or social networking sites influence the people to watch the film. The promotion will affect the film very positively and very wide. Movie marketers should focus on using social media pages to encourage people to visit the official website in order to maximize interest in viewing the film in theaters.*

### I. INTRODUCTION

Marketing is an essential part of a movie's success in theaters. Without proper marketing development, a movie with fantastic plotlines, characters, actors, sets, and special effects may fail to attract an audience. With declining DVD sales, studios look to make back all of their money and more during theatrical runs. Many studios are trying to cut back on budgets. Although blockbuster box office receipts are always desirable, some are re-focusing their efforts to secure large profit margins. Low-budget movies have much to gain. By determining the most effective methods to increase attendance and profits, studios will be able to have more successes and reduce the fear of losing money on a project,

keeping them in business and the entertainment industry alive.

This study seeks to identify the most effective social media marketing practices with the goal of increasing theater attendance. The continuing popularity of social media has opened direct channels to potential customers that were not previously available to movie marketers. Sharing sites such as YouTube, Facebook, and Twitter has increased the spread of information to lightning speeds. The purpose of this study was to give how to use social media more effectively to market new movies.

Using social networking fully in a marketing campaign allows studios to create a two-way discussion with potential viewers. This is different from the traditional one-way marketing of trailers and billboards. Nevertheless, encouraging discussion on the Internet can have either a negative or a positive effect on the success of a movie. Because reviews and opinions travel so, fast, good word-of-mouth can replace expensive large-scale marketing efforts and yet achieve excellent results.

There are many ways of using social media websites for promoting movies. Some examples of this include creating Twitter accounts for the movie and tweeting updates, premieres, actor/actress interviews, or giveaway tie-ins. A marketing company might also make a Facebook page for the movie, encouraging people interested to “Like” their page and share it with their friends. YouTube can be used as a platform to not only shows trailers but also to create a channel dedicated to all official promos for the particular movie. By actively utilizing each channel of social media, a movie that would not normally garner a nationwide release might earn one. For example, Paranormal Activity, and a low-budget “found footage” movie like The Blair Witch Project, went on to become a blockbuster (Carvell, 1999). Though the trend in marketing through social media is a growing one, as of now it is difficult to determine the effectiveness of social media marketing. Many films are now attempting to use both traditional marketing and social media marketing, which makes it challenging to differentiate between them. This study looks to find a link between the awareness from movie social media websites and movie attendance.

Marketing as a field of practice, though contentious, is always considered as significant as the actual making of the

product. Like every other sector, the movie industry is also embracing marketing as its integral component like the actual filmmaking process. With the passage of time, it has reshaped its periphery to include satisfying customer needs, promoting products efficiently and creating a value-laden exchange with customers. Marketing thus, is to put right product at the right place and at the right time. The term 'marketing mix' and the '4 Ps' of marketing are often used as synonyms for each other. The '4 P's' are the elements of marketing mix and probably the best-known way of devising a marketing plan. They are product, price, promotion, and place.

### **Objectives of the study**

- To analyze the influence of online promotion in expanding the popularity of Indian movies
- To analyze whether online media is more capable of popularizing movies among its audience than conventional media.

### **Hypothesis**

- "There will be no significant difference between respondents' age in their attitude towards watching films

## **II. LITERATURE REVIEW**

The purpose of this study was how to use social media more effectively to market new movies to study two films Premam and Baahubali. The literature on the current state of the movie industry, social networking, and marketing using social networking was examined to better understand the context for using social media to market movies.

India is the world's largest producer of films by volume. It produces almost thousand films a year. Bollywood, a portmanteau of Mumbai, is the largest contributor in the industry followed by regional cinemas like Tamil, Telugu, Malayalam, Kannada, Bengali, Bhojpuri etc. The 2005 edition of Oxford English Dictionary defines it as "a name for the Indian popular film industry, based in Bombay. Its origin is on the 1970s and it is a blend of Bombay and Hollywood." The term Bollywood is an invention of the late 20th century, after Bombay cinema got the imagination of the West, Nasreen Rehman, a historian of South Asian Cinema, told BBC. With 1000 films produced annually, Bollywood is the world's most prolific cinema industry. According to DI International Business Development, a consulting unit of Confederation of Danish Industry, Bollywood generated revenues of \$3 billion in 2011; the figure has been growing 10% a year. By 2016 revenue, it is expected to reach \$4.5 billion.

## **III. RESEARCH METHODOLOGY**

The research design has descriptive-analytical design has adopted. The research problem is the preparation of the design of the research project, popularly known as the "research design" which is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The selection of a research design is based on the purpose of the study, the descriptive information is needed. A good research design will ensure that the research project is conducted effectively and efficiently the approach for each type of the research differs in terms of method of data collection, sample design, and type of data collection instrument.

## **IV. FINDINGS**

- Social networking sites have very effective way to promotional activities
- Majority of the respondents have used facebook and Whatsapp as social networking sites
- Social media is extremely influence in decision of watching a movie
- Baahubali has is create a healthier promotional than Premam
- Social media is seen as a game changer rather than passing trends
- Social media become one of the proper channels to overcome barriers
- The most of the people watching trailers before watching the movie
- The people are giving the 31% in actor is the main reason for watching film and director is the second position trailers have 3rd position also.
- WhatsApp application has very trending software to the communication process in current situation; most of the people using WhatsApp daily more than 4 hour.
- Facebook is the world biggest social networking site use for promotional activities.
- YouTube is the main channel to use promotional activities like promotional videos, Trailers, teasers etc...
- Social Networking sites is ideal marketing tool for films
- Social networking sites helps to attracts youngsters to cinema in large members
- Social networking sites highly cost effective when compared with conventional media
- Reviews of films in social networking sites act input on the movie popularity

- Social networking sites is a great influence on decision making for viewing films
- Viewing of the film trailer on Social networking sites has an impact on the viewer
- The number of likes for a movie promotes film on Social networking sites adequately
- Social networking sites influence film goers even after the release of the film
- Revealing the real content of the movie on Social networking sites will influence
- Promotion through Social networking sites kills the curiosity of the film

## V. DISCUSSION

This study found that social networking sites are using very effective promotional channels for movies. It has very cost less medium and its reach has very wide also. The same time huge and anonymous people can get information is world widely. Peoples are using social media very much in their daily life that's why movie promoters as use online have more important rather than traditional media like print media, Television, radio etc.

Promotions are the backbone of movies; effective promotions will give the huge audience for the movie. Some ineffective promotions of films get negative effect also. Indian films industry looks the promotional activities very much. Baahubali and Premam are the best examples for the successful promotion of movies.

The Stimulus-Response Model is used for the study it can be considered one of the first general conceptions describing mass media (1) people in a mass society lead socially isolated lives, exerting very limited social control over each other because they have diverse origins and do not share a unifying set of norms, values, and beliefs; (2) similar to higher animals, human beings are endowed at birth with a uniform set of instincts that guide their ways of responding to the world around them; (3) because people's actions are not influenced by social ties and are guided by uniform instincts, individuals attend to events (such as media messages) in similar ways; and (4) people's inherited human nature and their isolated social condition lead them to receive and interpret media messages in a uniform way.

The theory says the promotion attitude of mass media or the social media, the media to straightly inject information directly going to people brain it will influence people decision making. It has been the media have the power of decision making and that will followed by the people. It well came in promotional attitude film promotion have people know and people well thing to watch the film basis of the promotion. The promotions will affect the film positively rarely negatively also, the huge hype some time give very

negatively on films it will very disaster in theater.

With the growth in online advertising, there are now numerous ways to reach consumers using promotional tactics. However, many of these new tactics, such as advertising within a social network, have not been empirically examined. Existing promotions research has examined traditional forms of advertising promotions. More recent literature explores the effects of Web sites and Web site interactivity on consumers. However, few studies have examined the effectiveness of promotions on Web sites and social networks.

This study also sought to study frequent moviegoers because this population is especially important to movie marketers. Among frequent moviegoers, results indicated that the social networking sites were more effective at influencing intent to see the film. This finding is important, because this population has a greater interest in movies than the general population and therefore likely interacts with social networking sites on a more regular basis, which would enable them to be more critical in their evaluation of the social media. Because we controlled for prior interest, this finding further illustrates that the social networking sites was a more effective marketing tool in this campaign.

Although the majority of our findings indicate that the social networking sites was a superior marketing tool, we believe these results should be interpreted with an understanding of the differences between Premam and Baahubali promotion through social media.

## VI. CONCLUSION

Theoretically, this study expands online promotion of movies has created a very positive impact on movies. Social networking sites as the main channels for the promotional activities of the movies. Current filmmakers have tried to use different promotional activities to through social networking sites. Online promotion has many advantages rather than traditional promotional activities. The main attraction has the online promotion through social networking sites has the speed and large audience. Through online promotion, the information has spared world widely in very few minutes and it going worldwide large mass audience.

Malayalam movie "Premam" and Multi-language movie "Baahubali" has the best example for the promotional activities through the social media. The two films have got wide reach of the audience in the world widely. The films have used online promotional methods as because of cost less use also. In movies promotions, the department has promotions as giving through the facebook and WhatsApp and YouTube also. These three social networking sites are the most using channels for the promotional activities.

Most of the people are using social networking sites very

much and people have used these social media more time also. Promotions through these social media can very easy to going people mind. This research aimed at examining the use motives and satisfactions for online promotion of movies through social networking sites are an extremely important topic and this study represents the first step toward analysis of how movie promoters use the social networking sites are the effective channel of promotions.

Movie promoters have to use different tools for promotion through social networking sites. Photos and videos are using through the online have get easily connected to the people. they use promotional videos, teaser, trailer, blue purse, motion posters, posters, actors interviews, games of the movies, online contexts, pages for movie created in facebook and official web sites everything has used for the promotions.

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