CHAPTER IV
DATA ANALYSIS

4.1 Introduction

Film-makers and marketers should have an understanding of the different audiences that exist and focus on producing the films which satisfy the needs of the audience. Film marketing is more than marketing communications in the film industry. Film marketing, in line with the marketing management processes in other industries, begins at the new product development stage and continues throughout the formation of the project ideas, through production, distribution and exhibition. Several actors are involved in the process of film marketing which basically involves marketing an idea or a script to a production company to the release of a film in theatres, on DVD and through other exhibition outlets such as cable television and terrestrial television. The present investigation was carried out in Karnataka state to understand the film marketing tools and strategies adopted by the Kannada film industry in the highly competitive environment. The stakeholders of Kannada film marketing have borrowed certain strategies from their counterparts in Bollywood and other regional film industries to cut through the clutter of competition. In this chapter, demographic features of the sample, attitude of respondents about film marketing, application of film marketing tools, adoption of film marketing strategies and its practical uses are analyzed.
### 4.2 Demographic Features of the Sample

**Table No. 4.2.1** Demographic Features of the Respondents

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F 350</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
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</tr>
<tr>
<td>Male</td>
<td>F 246</td>
</tr>
<tr>
<td>Female</td>
<td>F 104</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>PUC/Diploma</td>
<td>F 154</td>
</tr>
<tr>
<td>Graduates</td>
<td>F 148</td>
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<tr>
<td>Post Graduates</td>
<td>F 48</td>
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<tr>
<td><strong>Category of Respondents</strong></td>
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</tr>
<tr>
<td>Film Producers</td>
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<tr>
<td>Film Distributors</td>
<td>F 28</td>
</tr>
<tr>
<td>Film Exhibitors</td>
<td>F 81</td>
</tr>
<tr>
<td>Film Audience</td>
<td>F 205</td>
</tr>
<tr>
<td><strong>Film Region</strong></td>
<td></td>
</tr>
<tr>
<td>BKT (Bengaluru, Kolar &amp; Tumkur)</td>
<td>F 134</td>
</tr>
<tr>
<td>MMCH (Mysuru, Mandya, Hassan &amp; Coorg)</td>
<td>F 93</td>
</tr>
<tr>
<td>Mumbai Karnataka (Hubli-Dharwad, Gadag &amp; Belgaum)</td>
<td>F 61</td>
</tr>
<tr>
<td>Hyderabad Karnataka (Gulbarga, Raichur, Bellary &amp; Bidar)</td>
<td>F 62</td>
</tr>
</tbody>
</table>
Figure 4.2.1: Demographic Features of the Respondents
Table No.4.2.1 presents the data about the demographic features of the respondents. The data reveal that there are a majority of male respondents (70.29%) and a minority of female respondents (29.71%) among the study sample.

There are about 44.0% of the respondents with PUC/Diploma educational background, 42.29% of the respondents with graduation and 13.71% of the respondents with post-graduation educational background among the study sample. A majority of the respondents (86.29%) have PUC/Diploma/Graduation educational background.

There are about 58.57% of the respondents who represent the category of film audience, 23.14% of the respondents who represent the category of film exhibitors, 10.29% of the respondents who represent the category of film distributors and 8.0% of the respondents who represent the category of film distributors respectively. A majority of the respondents (58.57%) represent the category of film audience in the study sample.

There are about 38.29% of the respondents who represent BKT region (Bengaluru, Kolar & Tumkur), 26.57% of the respondents who represent MMCH region (Mysuru, Mandya, Hassan & Coorg), 17.71% of the respondents from Hyderabad-Karnataka region (Gulbarga, Raichur, Bellary & Bidar) and 17.43% Mumbai-Karnataka region (Hubli-Dharwad, Gadag, & Belgaum) respectively. A majority of the respondents (64.86%) represent BKT and MMCH regions in Karnataka state.

A majority of the study sample represent male respondents (70.29%), PUC/Diploma/ graduation categories (86.29%), film audience (58.57%) and Bangalore/ Mysore regions (64.86%) respectively.
4.3 Attitude of Respondents towards Film Marketing

Table 4.3.1 Statement: Film marketing is an important component of film business and management.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>No</td>
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</tr>
<tr>
<td>Male</td>
<td>202</td>
<td>44</td>
<td>246</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>82.11</td>
<td>17.89</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>16</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>84.62</td>
<td>15.38</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>290</td>
<td>60</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>82.86</td>
<td>11.14</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.840; P=.000$

Table No.4.3.1 provides the opinion of the respondents about the statement – ‘Film marketing is an important component of film business and management’. A majority of the male respondents (82.11%) and female respondents (84.62%) have stated that film marketing was an important component of film business and management. Overall, a majority of the respondents (82.86%) have stated that film marketing was an important component of film business and management. There is significant association between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.2 Statement: Film-makers are required to understand the marketability of a film before taking up a project.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td>Total</td>
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<tr>
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<td>206</td>
<td>40</td>
<td>246</td>
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<tr>
<td>%</td>
<td>83.74</td>
<td>16.26</td>
<td>100</td>
<td></td>
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<tr>
<td>Female</td>
<td>86</td>
<td>18</td>
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<tr>
<td>%</td>
<td>82.69</td>
<td>17.31</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>292</td>
<td>58</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>83.43</td>
<td>16.57</td>
<td>100</td>
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</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.715; P=.398$
Table No.4.3.2 provides the opinion of the respondents about the statement – ‘Film-makers are required to understand the marketability of a film before taking up a project’. A majority of the male respondents (83.74%) and female respondents (82.69%) have stated that filmmakers were required to understand the marketability of a film before taking up a project. Overall, a majority of the respondents (83.43%) have stated that filmmakers were required to understand the marketability of a film before taking up a project. There is non-significant association ($\chi^2=0.715; P=.398$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.3 Statement: Film-makers and marketers should have an understanding of the different audiences that exist.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>204</td>
</tr>
<tr>
<td>%</td>
<td>82.93</td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>78.85</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>81.71</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.519; P=.471$

Figure 4.3.2: Film-makers are required to understand the marketability of a film before taking up a project
Table No.4.3.3 provides the opinion of the respondents about the statement – ‘Filmmakers and marketers should have an understanding of the different audiences that exist’. A majority of the male respondents (82.93%) and female respondents (78.85%) have stated that film-makers and marketers should have an understanding of the different audiences that exist. Overall, a majority of the respondents (81.71%) have stated that filmmakers and marketers should have an understanding of the different audiences that exist. There is non-significant association ($\chi^2=0.519; P=0.471$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.4 Statement: Film marketing basically assists a film in reaching its target audience at any time.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>F 196</td>
<td>50</td>
<td>246</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% 79.67</td>
<td>20.33</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>F 78</td>
<td>26</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% 75.0</td>
<td>25.0</td>
<td>100</td>
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<tr>
<td>Total</td>
<td>F 274</td>
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<td></td>
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<tr>
<td></td>
<td>% 78.29</td>
<td>21.71</td>
<td>100</td>
<td></td>
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</table>

Test Statistics: $\chi^2=0.047; P=0.828$

Table No.4.3.4 provides the opinion of the respondents about the statement – ‘Film marketing basically assists a film in reaching its target audience at any time’ A majority of the male respondents (79.67%) and female respondents (75.0%) have stated that film marketing basically assisted a film in reaching its target audience at any time. Overall, a majority of the respondents (78.29%) have stated that film marketing basically assisted a film in reaching its target audience at any time. There is non-significant association ($\chi^2=0.047; P=0.828$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.5 Statement: Film-makers and marketers must consider value creation and recreation activities for consumers/audience

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>194</td>
<td>52</td>
<td>246</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>78.86</td>
<td>21.14</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>76</td>
<td>28</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>73.08</td>
<td>26.92</td>
<td>100</td>
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<tr>
<td>Total</td>
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<td></td>
</tr>
<tr>
<td>%</td>
<td>77.14</td>
<td>22.86</td>
<td>100</td>
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</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.347; P=.556$

Figure 4.3.5: Film-makers and marketers must consider value creation and recreation activities for consumers/audience

Table No.4.3.5 provides the opinion of the respondents about the statement – ‘Film-makers and marketers must consider value creation and recreation activities for consumers/audience’. A majority of the male respondents (78.86%) and female respondents (73.08%) have stated that film-makers and marketers must consider value creation and recreation activities for consumers/audience. Overall, a majority of the respondents (77.14%) have stated that film-makers and marketers must consider value creation and recreation activities for consumers/audience. There is non-significant association ($\chi^2=0.347; P=.556$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.6 Statement: Film marketing landscape has changed significantly in the age of commercialization of media.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
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</tr>
<tr>
<td>Male</td>
<td>208</td>
<td>38</td>
<td>246</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>84.55</td>
<td>15.45</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>86</td>
<td>18</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>82.69</td>
<td>17.31</td>
<td>100</td>
<td></td>
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<tr>
<td>Total</td>
<td>294</td>
<td>56</td>
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<td></td>
</tr>
<tr>
<td>%</td>
<td>84.0</td>
<td>16.0</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.566; P=.452$

Table No.4.3.6 provides the opinion of the respondents about the statement – ‘Film marketing landscape has changed significantly in the age of commercialization of media’. A majority of the male respondents (84.55%) and female respondents (82.69%) have stated that film marketing landscape had changed significantly in the age of commercialization of media. Overall, a majority of the respondents (84.0%) have stated that film marketing landscape had changed significantly in the age of commercialization of media. There is non-significant association ($\chi^2=0.566; P=.452$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.7 Statement: Film marketers are influenced by box office economics.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>212</td>
<td>34</td>
<td>246</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>86.18</td>
<td>13.82</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>92</td>
<td>12</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>88.46</td>
<td>11.54</td>
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<td></td>
</tr>
<tr>
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</tr>
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<td>%</td>
<td>86.86</td>
<td>13.14</td>
<td>100</td>
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Test Statistics: $\chi^2=0.002; P=.964$
Table No.4.3.7 provides the opinion of the respondents about the statement – ‘Film marketers are influenced by box office economics’. A majority of the male respondents (86.18%) and female respondents (88.46%) have stated that film marketers were influenced by box office economics. Overall, a majority of the respondents (86.86%) have stated that film marketers were influenced by box office economics. There is non-significant association ($\chi^2=0.002; P=.964$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.8 Statement: Film marketing practically involves systematic market research.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
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<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>198</td>
</tr>
<tr>
<td>%</td>
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</tr>
<tr>
<td>Female</td>
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<td>F</td>
<td>82</td>
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<tr>
<td>%</td>
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<tr>
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<td>%</td>
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</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.002; P=.317$

Table No.4.3.8 provides the opinion of the respondents about the statement – ‘Film marketing practically involves systematic market research’. A majority of the male respondents (80.49%) and female respondents (78.85%) have stated that film marketing practically involved systematic market research. Overall, a majority of the respondents (80.0%) have stated that film marketing practically involved systematic market research. There is non-significant association ($\chi^2=1.002; P=.317$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.9 Statement: The artists have become brands or entrepreneurs in film marketing.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>Male</td>
<td>184</td>
<td>62</td>
<td>246</td>
</tr>
<tr>
<td></td>
<td>74.80</td>
<td>25.20</td>
<td>100</td>
</tr>
<tr>
<td>Female</td>
<td>76</td>
<td>28</td>
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<td></td>
<td>73.08</td>
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<td>100</td>
</tr>
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<td>Total</td>
<td>260</td>
<td>90</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>74.29</td>
<td>25.71</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 0.035; P = .851$

Table No.4.3.9 provides the opinion of the respondents about the statement – ‘The artists have become brands or entrepreneurs in film marketing’. A majority of the male respondents (74.80%) and female respondents (73.08%) have stated that the artists had become brands or entrepreneurs in film marketing. Overall, a majority of the respondents (74.29%) have stated that the artists had become brands or entrepreneurs in film marketing. There is non-significant association ($\chi^2 = 0.035; P = .851$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.10 Statement: Film marketing is undertaken on the basis of adoption of time-tested practices.

<table>
<thead>
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<th>Gender</th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Male</td>
<td>172</td>
<td>74</td>
</tr>
<tr>
<td>%</td>
<td>69.92</td>
<td>30.08</td>
</tr>
<tr>
<td>Female</td>
<td>68</td>
<td>36</td>
</tr>
<tr>
<td>%</td>
<td>65.38</td>
<td>34.62</td>
</tr>
<tr>
<td>Total</td>
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<td>%</td>
<td>68.57</td>
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</tr>
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</table>

Test Statistics: $\chi^2=0.389; P=.093$

Table No.4.3.10 provides the opinion of the respondents about the statement – ‘Film marketing is undertaken on the basis of adoption of time-tested practices’. A majority of the male respondents (69.92%) and female respondents (65.38%) have stated that film marketing was undertaken on the basis of adoption of time-tested practices. Overall, a majority of the respondents (68.57%) have stated that film marketing was undertaken on the basis of adoption of time-tested practices. There is non-significant association ($\chi^2=0.389; P=.093$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.11 Statement: Film marketing helps position the movie to target audience.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Male</td>
<td>184</td>
<td>62</td>
</tr>
<tr>
<td>%</td>
<td>74.80</td>
<td>25.20</td>
</tr>
<tr>
<td>Female</td>
<td>82</td>
<td>22</td>
</tr>
<tr>
<td>%</td>
<td>78.85</td>
<td>21.15</td>
</tr>
<tr>
<td>Total</td>
<td>266</td>
<td>84</td>
</tr>
<tr>
<td>%</td>
<td>76.0</td>
<td>24.0</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.566; P=.452$
Table No.4.3.11 provides the opinion of the respondents about the statement – ‘Film marketing helps position the movie to target audience’. A majority of the male respondents (74.80%) and female respondents (78.85%) have stated that film marketing positioned the movie to target audience. Overall, a majority of the respondents (76.0%) have stated that film marketing positioned the movie to target audience. There is non-significant association ($\chi^2=0.566; P=.452$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.12 Statement: Film marketers should adopt effective film marketing tools and techniques.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td></td>
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<td>No</td>
<td>Total</td>
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<tr>
<td>Male</td>
<td>F</td>
<td>172</td>
<td>74</td>
<td>246</td>
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<tr>
<td>%</td>
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<td>69.92</td>
<td>30.08</td>
<td>100</td>
</tr>
<tr>
<td>Female</td>
<td>F</td>
<td>78</td>
<td>26</td>
<td>104</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>75.0</td>
<td>25.0</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>F</td>
<td>250</td>
<td>100</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>71.43</td>
<td>28.57</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.825; P=.093$

Table No.4.3.12 provides the opinion of the respondents about the statement – ‘Film marketers should adopt effective film marketing tools and techniques’. A majority of the male respondents (69.92%) and female respondents (75.0%) have stated that film marketers should adopt effective film marketing tools and techniques. Overall, a majority of the respondents (71.43%) have stated that film marketers should adopt effective film marketing tools and techniques. There is non-significant association ($\chi^2=1.825; P=.093$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.13 Statement: Film marketing ensures a good opening and performance at the box office.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>176</td>
<td>70</td>
<td>71.54</td>
<td>246</td>
</tr>
<tr>
<td>%</td>
<td>71.54</td>
<td>28.46</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>72</td>
<td>32</td>
<td>69.23</td>
<td>104</td>
</tr>
<tr>
<td>%</td>
<td>69.23</td>
<td>30.77</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>248</td>
<td>102</td>
<td>70.86</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td>70.86</td>
<td>29.14</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.389$; $P=.533$

Figure 4.3.13: Film marketing ensures a good opening and performance at the box office

Table No.4.3.13 provides the opinion of the respondents about the statement – ‘Film marketing ensures a good opening and performance at the box office’. A majority of the male respondents (71.54%) and female respondents (69.23%) have stated that film marketing ensured a good opening and performance at the box office. Overall, a majority of the respondents (70.86%) have stated that film marketing ensured a good opening and performance at the box office. There is non-significant association ($\chi^2=0.389$; $P=.533$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.
Table 4.3.14 Statement: Critical reviews impact the process of film marketing in modern times.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>F</td>
<td>154</td>
<td>92</td>
<td>246</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>62.60</td>
<td>37.40</td>
<td>100</td>
</tr>
<tr>
<td>Female</td>
<td>F</td>
<td>68</td>
<td>36</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>65.38</td>
<td>34.62</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>F</td>
<td>222</td>
<td>128</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>63.43</td>
<td>36.57</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.084$; P=.772

Table No.4.3.14 provides the opinion of the respondents about the statement – ‘Critical reviews impact the process of film marketing in modern times’. A majority of the male respondents (62.60%) and female respondents (65.38%) have stated that critical reviews impacted the process of film marketing in modern times. Overall, a majority of the respondents (63.43%) have stated that critical reviews impacted the process of film marketing in modern times. There is non-significant association ($\chi^2=0.084$; P=.772) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

Table 4.3.15 Statement: Stars play a vital role in the film marketing process.

<table>
<thead>
<tr>
<th>Gender</th>
<th>RESPONSE</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>F</td>
<td>208</td>
<td>38</td>
<td>246</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>84.55</td>
<td>15.45</td>
<td>100</td>
</tr>
<tr>
<td>Female</td>
<td>F</td>
<td>84</td>
<td>20</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>80.77</td>
<td>19.23</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>F</td>
<td>292</td>
<td>58</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>83.43</td>
<td>16.57</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.920$; P=.166

Table No.4.3.15 provides the opinion of the respondents about the statement – ‘Stars play a vital role in the film marketing process’. A majority of the male respondents (84.55%) and female respondents (80.77%) have stated that stars played
a vital role in the film marketing process. Overall, a majority of the respondents (83.43%) have stated that stars played a vital role in the film marketing process. There is non-significant association ($\chi^2=1.920; P=.166$) between the gender group of respondents and attitude of the respondents towards film marketing in the study areas.

**Testing of Hypothesis**

*H1. The stakeholders of Kannada film marketing have not developed a positive attitude towards film marketing.*

The data which are presented in the above tables mainly 4.3.1 to 4.3.15 clearly reveal that the stakeholders of Kannada film marketing have developed a positive attitude towards film marketing in modern times. Hence, the above hypothesis stands disproved according to the data analysis.
4.4 Application of Film Marketing Tools

4.4.1: Festival Screening

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>86</td>
<td>68</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>55.84</td>
<td>44.16</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>84</td>
<td>64</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>56.76</td>
<td>43.24</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>30</td>
<td>18</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>62.50</td>
<td>37.50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>F</td>
<td>200</td>
<td>150</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>57.14</td>
<td>42.86</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.1.737$; $P=.188$

**Figure 4.4.1: Festival Screening**

Table No.4.4.1 provides the opinion of the respondents about the use of festival screening as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (55.84%), graduates (56.76%) and post-graduates (62.50%) have stated that festivals screening was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (57.14%) have stated that festivals
screening was used as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.1.737; P=.188$) between the educational group of respondents and use of film marketing tools in the study areas.

### 4.4.2: Street Marketing

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Education</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.303; P=.582$

Table No.4.4.2 provides the opinion of the respondents about the use of street marketing as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (57.14%), graduates (55.41%) and post-graduates (54.17%) have stated that street marketing was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (56.0%) have stated that street marketing was used as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.303; P=.582$) between the educational group of respondents and use of film marketing tools in the study areas.
### 4.4.3: Search Engine Platform

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
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<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>48</td>
<td>106</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>31.17</td>
<td>68.83</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>54</td>
<td>94</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>36.49</td>
<td>63.51</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>16</td>
<td>32</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>33.33</td>
<td>66.67</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>118</td>
<td>232</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>33.71</td>
<td>66.29</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.944; P=.331$

**Table No.4.4.3** provides the opinion of the respondents about the use of search engine platform as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (68.83%), graduates (63.51%) and post-graduates (66.67%) have stated that search engine platform was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (66.29%) have stated that search engine platform was not used as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.944; P=.331$) between the educational group of respondents and use of film marketing tools in the study areas.

### 4.4.4: Film Posters and Hoardings

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>142</td>
<td>12</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>92.21</td>
<td>7.79</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>136</td>
<td>12</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>91.89</td>
<td>8.11</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>42</td>
<td>06</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>87.50</td>
<td>12.50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>320</td>
<td>30</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>91.43</td>
<td>8.57</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.523; P=.469$
Table No.4.4.4 provides the opinion of the respondents about the use of film posters and hoardings as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (92.21%), graduates (91.89%) and post-graduates (87.50%) have stated that film posters and hoardings were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (91.43%) have stated that film posters and hoardings were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.523; P=.469$) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.5: Film Trailer

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>138</td>
<td>16</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>89.61</td>
<td>10.39</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>132</td>
<td>16</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>89.19</td>
<td>10.81</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>38</td>
<td>10</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>79.17</td>
<td>20.83</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>F</strong></td>
<td><strong>308</strong></td>
<td><strong>42</strong></td>
<td><strong>350</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>%</strong></td>
<td><strong>88.0</strong></td>
<td><strong>12.0</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.387; P=.534$

Table No.4.4.5 provides the opinion of the respondents about the use of film trailer as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (89.61%), graduates (89.19%) and post-graduates (79.17%) have stated that film trailer was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (88.0%) have stated that film trailer was used as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.387; P=.534$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.6: Games and Competitions

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>30</td>
<td>124</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>19.48</td>
<td>80.52</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>22</td>
<td>126</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>14.86</td>
<td>85.14</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>14</td>
<td>34</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>29.17</td>
<td>70.83</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>F</strong></td>
<td><strong>66</strong></td>
<td><strong>284</strong></td>
<td><strong>350</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>%</strong></td>
<td><strong>18.86</strong></td>
<td><strong>81.14</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.989; P=.320$
Table No.4.4.6 provides the opinion of the respondents about the use of games and competitions as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (80.52%), graduates (85.14%) and post-graduates (70.83%) have stated that games and competitions were not used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (81.14%) have stated that games and competitions were not used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.989; P=.320$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.7: Mobile Games

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>36</td>
<td>118</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>23.38</td>
<td>76.62</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>26</td>
<td>122</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>17.57</td>
<td>82.43</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>16</td>
<td>32</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>33.33</td>
<td>66.67</td>
<td>100</td>
<td></td>
</tr>
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<td>Total</td>
<td>78</td>
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<td>350</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>22.29</td>
<td>77.71</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.896; P=.344$

Table No.4.4.7 provides the opinion of the respondents about the use of mobile games as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (76.62%), graduates (82.43%) and post-graduates (66.67%) have stated that mobile games were not used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (77.71%) have stated that mobile games were not used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.896; P=.344$) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.8: Mobile Apps

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>32</td>
<td>122</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>20.78</td>
<td>79.22</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>20</td>
<td>128</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>13.51</td>
<td>86.49</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>14</td>
<td>34</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>29.17</td>
<td>70.83</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>66</td>
<td>284</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>18.86</td>
<td>81.14</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.920; P=.166$

Table No.4.4.8 provides the opinion of the respondents about the use of mobile apps as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (79.22%), graduates (86.49%) and post-graduates (70.83%) have stated that mobile apps were not used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (81.14%) have stated that mobile apps were not used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.920; P=.166$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.9: Television Commercials

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>126</td>
<td>28</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>81.82</td>
<td>18.18</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>132</td>
<td>16</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>89.19</td>
<td>10.81</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>40</td>
<td>08</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>83.33</td>
<td>16.67</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>298</td>
<td>52</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>85.14</td>
<td>14.86</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.133; P=.144$
Table No.4.4.9 provides the opinion of the respondents about the use of television commercials as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (81.82%), graduates (89.19%) and post-graduates (83.33%) have stated that television commercials were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (85.14%) have stated that television commercials were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.133; P=.144$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.10: Radio Commercials

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>124</td>
<td>30</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>80.52</td>
<td>19.48</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>136</td>
<td>12</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>91.89</td>
<td>8.11</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>38</td>
<td>10</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>79.17</td>
<td>20.83</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>298</td>
<td>52</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>85.14</td>
<td>14.86</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.292; P=.589$

Table No.4.4.10 provides the opinion of the respondents about the use of radio commercials as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (80.52%), graduates (91.89%) and post-graduates (79.17%) have stated that radio commercials were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (85.14%) have stated that radio commercials were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.292; P=.589$) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.11: Movie Websites

<table>
<thead>
<tr>
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<th>Education</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td>Yes</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>118</td>
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<tr>
<td></td>
<td></td>
<td>76.62</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td></td>
<td>82.43</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td></td>
<td>66.67</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>272</td>
</tr>
<tr>
<td></td>
<td></td>
<td>77.71</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.052; \ P=.305$

Table No.4.4.11 provides the opinion of the respondents about the use of movie websites as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (76.62%), graduates (82.43%) and post-graduates (66.67%) have stated that movie websites were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (77.71%) have stated that movie websites were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.052; \ P=.305$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.12: Merchandising

<table>
<thead>
<tr>
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<th>RESPONSE</th>
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</thead>
<tbody>
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<td>Yes</td>
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<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>48</td>
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<tr>
<td></td>
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<td>31.17</td>
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<tr>
<td>2.</td>
<td>Graduates</td>
<td>40</td>
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<tr>
<td></td>
<td></td>
<td>27.03</td>
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<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>45.83</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31.43</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.083; \ P=.773$
Table No.4.4.12 provides the opinion of the respondents about the use of merchandising as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (68.83%), graduates (72.97%) and post-graduates (54.17%) have stated that merchandising was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (68.57%) have stated that visual merchandising was not used as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.083$; $P=.773$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.13: Use of Celebrities/Stars

<table>
<thead>
<tr>
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<th>RESPONSE</th>
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</thead>
<tbody>
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<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.691$; $P=.193$
Table No.4.4.13 provides the opinion of the respondents about the use of celebrities/stars as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (76.62%), graduates (83.78%) and post-graduates (75.0%) have stated that celebrities/stars was used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (79.43%) have stated that celebrities/stars were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.691; P=.193$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.14: TV Reality and Talk Shows

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>126</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>81.82</td>
<td>18.18</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>128</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>86.49</td>
<td>13.51</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>42</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>87.50</td>
<td>12.50</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>296</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>84.57</td>
<td>15.43</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.089; P=.765$

Table No.4.4.14 provides the opinion of the respondents about the use of television reality and talk shows as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (81.82%), graduates (86.49%) and post-graduates (87.50%) have stated that television reality and talk shows were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (84.57%) have stated that television reality and talk shows were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=0.089; P=.765$) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.15: Radio Talk Shows

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F 102</td>
<td>52</td>
<td>154</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>% 66.23</td>
<td>33.77</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F 98</td>
<td>50</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 66.22</td>
<td>33.78</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F 30</td>
<td>18</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 62.50</td>
<td>37.50</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F 230</td>
<td>120</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 65.71</td>
<td>34.29</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.967; P = .000$

Table No.4.4.15 provides the opinion of the respondents about the use of radio talk shows as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (66.23%), graduates (66.22%) and post-graduates (62.50%) have stated that radio talk shows were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (65.71%) have stated that radio talk shows were used as tools of film marketing in Karnataka state. There is significant association ($\chi^2 = 1.967; P = .000$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.16: Mall Activation

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
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<th></th>
<th></th>
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<td></td>
<td></td>
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<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F 58</td>
<td>96</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 37.66</td>
<td>62.34</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F 54</td>
<td>94</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 36.49</td>
<td>63.51</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F 16</td>
<td>32</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 33.33</td>
<td>66.67</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F 128</td>
<td>222</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 36.57</td>
<td>63.43</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.331; P = 0.006$
Table No.4.4.16 provides the opinion of the respondents about the use of mall activation as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (62.34%), graduates (63.51%) and post-graduates (66.67%) have stated that mall activation was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (63.43%) have stated that mall activation was not used as a tool of film marketing in Karnataka state. There is significant association (χ²=1.331; P=0.006) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.17: Partnership with Food Chains

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>70</td>
<td>84</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>45.45</td>
<td>54.55</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>56</td>
<td>92</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>37.84</td>
<td>62.16</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>18</td>
<td>30</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>37.50</td>
<td>62.50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>144</td>
<td>206</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>41.14</td>
<td>58.86</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: χ²=1.873; P=0.412
Table No. 4.4.17 provides the opinion of the respondents about the use of partnership with food chains as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (54.55%), graduates (62.16%) and post-graduates (62.50%) have stated that partnership with food chains was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (58.86%) have stated that partnership with food chains was used not as a tool of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.873; P=0.412$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.18: Product Placement Tie-ins

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
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<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td></td>
<td>68</td>
<td>86</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>44.16</td>
<td>55.84</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td></td>
<td>56</td>
<td>92</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>37.84</td>
<td>62.16</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td></td>
<td>16</td>
<td>32</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>33.33</td>
<td>66.67</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>140</td>
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</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>40.0</td>
<td>60.0</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.042; P=0.307$

Table No. 4.4.18 provides the opinion of the respondents about the use of product placement tie-ins as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (55.84%), graduates (62.16%) and post-graduates (66.67%) have stated that product placement tie-ins were not used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (60.0%) have stated that product placement tie-ins were not used as tools of film marketing in Karnataka state. There is non-significant association (1.042; P=0.307) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.19: Movie Portal

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F 72</td>
<td>82</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 46.75</td>
<td>53.25</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F 54</td>
<td>94</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 36.49</td>
<td>63.51</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F 18</td>
<td>30</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 37.50</td>
<td>62.50</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F 144</td>
<td>206</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 41.14</td>
<td>58.86</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.656; P=.036$

Table No.4.4.19 provides the opinion of the respondents about the use of movie portal as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (53.25%), graduates (63.51%) and post-graduates (62.50%) have stated that movie portal was not used as tool of film marketing in Karnataka state. Overall, a majority of the respondents (58.86%) have stated that movie portal was not used as a tool of film marketing in Karnataka state. There is significant association ($\chi^2=1.656; P=.036$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.20: Press Conference/Meet

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F 86</td>
<td>68</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 55.84</td>
<td>44.16</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F 98</td>
<td>50</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 66.22</td>
<td>33.78</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F 32</td>
<td>16</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 66.67</td>
<td>33.33</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F 216</td>
<td>134</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 61.71</td>
<td>38.29</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.827; P=004$
Table No.4.4.20 provides the opinion of the respondents about the use of press conference/meet as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (55.84%), graduates (66.22%) and post-graduates (66.67%) have stated that press conference/meet was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (61.71%) have stated that press conference/meet was used as a tool of film marketing in Karnataka state. There is significant association ($\chi^2=1.827; P=0.004$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.21: Press Junkets

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>84</td>
<td>70</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>54.55</td>
<td>45.45</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>96</td>
<td>52</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>64.86</td>
<td>35.14</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>30</td>
<td>18</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>62.50</td>
<td>37.50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td>210</td>
<td>140</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>60.00</td>
<td>40.00</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.572; P=.002$
Table No. 4.4.21 provides the opinion of the respondents about the use of press junkets as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (54.55%), graduates (64.86%) and post-graduates (62.50%) have stated that press junkets were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (60.0%) have stated that press junkets were used as tools of film marketing in Karnataka state. There is significant association ($\chi^2$=1.572; P=.002) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.22: Film Premiere

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>88</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>57.14</td>
<td>42.86</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>92</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>62.16</td>
<td>37.84</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>66.67</td>
<td>33.33</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>212</td>
<td>138</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>60.57</td>
<td>39.43</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2$=1.633; P=.002

Table No.4.4.22 provides the opinion of the respondents about the use of film premiere as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (57.14%), graduates (62.16%) and post-graduates (66.67%) have stated that film premiere was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (60.57%) have stated that film premiere was used as a tool of film marketing in Karnataka state. There is significant association ($\chi^2$=1.633; P=.002) between the educational group of respondents and use of film marketing tools in the study areas.
### 4.4.23: E-mail Marketing

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>62</td>
<td>92</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>40.26</td>
<td>59.74</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>58</td>
<td>90</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>39.19</td>
<td>60.81</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>18</td>
<td>30</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>37.50</td>
<td>62.50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>138</td>
<td>212</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>39.43</td>
<td>60.57</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.740; P = .005$

**Table No.4.4.23** provides the opinion of the respondents about the use of e-mail marketing as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (59.74%), graduates (60.81%) and post-graduates (62.50%) have stated that e-mail marketing was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (60.57%) have stated that e-mail marketing was not used as a tool of film marketing in Karnataka state. There is significant association ($\chi^2 = 1.740; P = .005$) between the educational group of respondents and use of film marketing tools in the study areas.

### 4.4.24: Social Media Platforms (YouTube, Facebook, Twitter, LinkedIn)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>104</td>
<td>50</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>67.53</td>
<td>32.47</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>102</td>
<td>46</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>68.92</td>
<td>31.08</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>38</td>
<td>10</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>79.17</td>
<td>20.83</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
<td>244</td>
<td>106</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>69.71</td>
<td>30.29</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.613; P = .100$
Table No.4.4.24 provides the opinion of the respondents about the use of social media platforms as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (67.53%), graduates (68.92%) and post-graduates (79.17%) have stated that social media platforms were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (69.71%) have stated that social media platforms were used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.613; P=.100$) between the educational group of respondents and use of film marketing tools in the study areas.

### 4.4.25: Print Advertisements

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
<td>128</td>
<td>26</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>83.12</td>
<td>16.88</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
<td>126</td>
<td>22</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>85.14</td>
<td>14.86</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
<td>42</td>
<td>06</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>87.50</td>
<td>12.50</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>F</td>
<td>296</td>
<td>54</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>84.57</td>
<td>15.43</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.927; P=.012$
Table No.4.4.25 provides the opinion of the respondents about the use of print media advertisements as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (83.12%), graduates (85.14%) and post-graduates (87.50%) have stated that print media advertisements were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (84.57%) have stated that print media advertisements were used as tools of film marketing in Karnataka state. There is significant association ($\chi^2=1.927; P=.012$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.26: Paid News

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.760; P=.415$

Table No.4.4.26 provides the opinion of the respondents about the use of paid news as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (76.62%), graduates (82.43%) and post-graduates (79.17%) have stated that paid news was used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (79.43%) have stated that paid news was used as a tool of film marketing in Karnataka state. There is non-significant association ($1.760; P=.415$) between the educational group of respondents and use of film marketing tools in the study areas.
4.4.27: Market Research

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>32</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20.78%</td>
<td>79.22%</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>22</td>
<td>126</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14.86%</td>
<td>85.14%</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>08</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16.67%</td>
<td>83.33%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>62</td>
<td>288</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17.71%</td>
<td>82.29%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.184; P=0.33$

Table No. 4.4.27 provides the opinion of the respondents about the use of market research as a tool of film marketing in Karnataka state. A majority of the PUC/diploma holders (79.22%), graduates (85.14%) and post-graduates (83.33%) have stated that market research was not used as a tool of film marketing in Karnataka state. Overall, a majority of the respondents (82.29%) have stated that market research was used not as a tool of film marketing in Karnataka state. There is significant association ($\chi^2=1.184; P=0.33$) between the educational group of respondents and use of film marketing tools in the study areas.

4.4.28: Word-of-Mouth and Buzz Marketing

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education</th>
<th>RESPONSE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1.</td>
<td>PUC/Diploma</td>
<td>118</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>76.62%</td>
<td>23.38%</td>
</tr>
<tr>
<td>2.</td>
<td>Graduates</td>
<td>124</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>83.78%</td>
<td>16.22%</td>
</tr>
<tr>
<td>3.</td>
<td>Post-Graduates</td>
<td>38</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>79.17%</td>
<td>20.83%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>280</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td></td>
<td>80.0%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=1.037; P=0.595$
**Figure 4.4.28: Word-of-Mouth and Buzz Marketing**

*Table No.4.4.28* provides the opinion of the respondents about the use of word of mouth and buzz marketing as tools of film marketing in Karnataka state. A majority of the PUC/diploma holders (76.62%), graduates (83.78%) and post-graduates (79.17%) have stated that word of mouth and buzz marketing were used as tools of film marketing in Karnataka state. Overall, a majority of the respondents (80.0%) have stated that word of mouth and buzz marketing was used as tools of film marketing in Karnataka state. There is non-significant association ($\chi^2=1.037; P=0.595$) between the educational group of respondents and use of film marketing tools in the study areas.

**Testing of Hypothesis**

*H2: Advanced tools of film marketing are not applied by the stakeholders of Kannada film marketing in Karnataka state.*

The data which are presented in the above tables mainly 4.4.1 to 4.4.28 reveal that the stakeholders of film marketing have applied the major tools of film marketing in the study areas. Hence, the above hypothesis stands disproved according to the data analysis.
4.5 Adoption of Film Marketing Strategies

4.5.1 Statement: Kannada film marketing is based on defining the movie’s target audience.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
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<tr>
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<tr>
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<td>F</td>
<td>28</td>
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<tr>
<td></td>
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<td>%</td>
<td>77.78</td>
<td>22.22</td>
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<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>78.57</td>
<td>21.43</td>
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</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
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<td>4.</td>
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<td>F</td>
<td>182</td>
<td>23</td>
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</tr>
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<td></td>
<td></td>
<td>%</td>
<td>88.78</td>
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<td>Total</td>
<td>F</td>
<td>288</td>
<td>62</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>82.29</td>
<td>17.71</td>
<td>100</td>
</tr>
</tbody>
</table>

**Table No.4.5.1** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on defining the movie’s target audience’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (69.14%) and film audience (88.78%) have stated that Kannada film marketing was based on defining the movie’s target audience. Overall, a majority of the respondents (82.29%) have stated that Kannada film marketing was based on defining the movie’s target audience. There is non-significant association ($\chi^2=1.037; P=.595$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.2 Statement: Kannada film marketing is based on development of good website.

<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
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<td>No</td>
<td>Total</td>
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</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F</td>
<td>26</td>
<td>10</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>72.22</td>
<td>27.78</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F</td>
<td>22</td>
<td>06</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>78.57</td>
<td>21.43</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
<td>58</td>
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<td>81</td>
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<td></td>
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<td>%</td>
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<td></td>
<td>%</td>
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<td>100</td>
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Test Statistics: $\chi^2 = 1.255; P = .196$

Table No.4.5.2 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on development of good website’. A majority of the film producers (72.22%), film distributors (78.57%), film exhibitors (71.60%) and film audience (90.73%) have stated that Kannada film marketing was based on development of good website to promote films. Overall, a majority of the respondents (83.43%) have stated that Kannada film marketing was based on development of good website to promote films. There is non-significant association ($\chi^2 = 1.255; P = .196$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.3 Statement: Kannada film marketing is based on understanding movie making environment.

<table>
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<td>06</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>83.33</td>
<td>16.67</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Film Distributors</td>
<td>F</td>
<td>24</td>
<td>04</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>85.71</td>
<td>14.29</td>
<td>100</td>
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<td>Film Exhibitors</td>
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<td></td>
<td></td>
<td>%</td>
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<td></td>
<td></td>
<td>%</td>
<td>93.66</td>
<td>6.34</td>
<td>100</td>
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<td></td>
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<td></td>
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<td>%</td>
<td>89.14</td>
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<td>100</td>
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</tbody>
</table>

Test Statistics: $\chi^2=1.324; P=0.516$

Figure 4.5.3: Kannada film marketing is based on understanding movie making environment

Table No.4.5.3 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on understanding movie making environment’. A majority of the film producers (83.33%), film distributors (85.71%), film exhibitors (81.48%) and film audience (93.66%) have stated that Kannada film marketing was
based on understanding movie making environment. Overall, a majority of the respondents (89.14%) have stated that Kannada film marketing was based on understanding movie making environment. There is non-significant association ($\chi^2 = 1.324; P=0.516$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

4.5.4 Statement: Kannada film marketing is based on communication of effective film-making mission.

<table>
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<tr>
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<td></td>
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<td>72.22</td>
<td>27.78</td>
<td>100</td>
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<td>Film Distributors</td>
<td>F</td>
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<tr>
<td></td>
<td></td>
<td>%</td>
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<td>21.43</td>
<td>100</td>
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<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
<td>62</td>
<td>19</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>76.54</td>
<td>37.25</td>
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<td>178</td>
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<tr>
<td></td>
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<td>Total</td>
<td>F</td>
<td>288</td>
<td>62</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>82.29</td>
<td>17.71</td>
<td>100</td>
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</tbody>
</table>

Test Statistics: $\chi^2 = 0.462; P=0.794$

Table No. 4.5.4 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on communication of effective film-making mission’. A majority of the film producers (72.22%), film distributors (78.57%), film exhibitors (76.54%) and film audience (86.83%) have stated that Kannada film marketing was based on communication of effective film-making mission. Overall, a majority of the respondents (82.29%) have stated that Kannada film marketing was based on communication of effective film-making mission. There is non-significant association ($\chi^2 = 0.462; P=0.794$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.5 Statement: Kannada film marketing is based on convincing the audience about the USPs of the film.

<table>
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<td>Film Producers</td>
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<td>36</td>
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<tr>
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<td></td>
<td>% 77.78</td>
<td>22.22</td>
<td>100</td>
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<td>Film Distributors</td>
<td>F 20</td>
<td>08</td>
<td>28</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>% 71.43</td>
<td>28.57</td>
<td>100</td>
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<td>Film Exhibitors</td>
<td>F 54</td>
<td>27</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 66.67</td>
<td>33.33</td>
<td>100</td>
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<td>4.</td>
<td>Film Audience</td>
<td>F 126</td>
<td>79</td>
<td>205</td>
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</tr>
<tr>
<td></td>
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<td>% 61.46</td>
<td>38.54</td>
<td>100</td>
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<td><strong>Total</strong></td>
<td>F 228</td>
<td>122</td>
<td>350</td>
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<tr>
<td></td>
<td></td>
<td>% 65.14</td>
<td>34.86</td>
<td>100</td>
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</table>

Test Statistics: $\chi^2=0.430; P=0.807$

Table No.4.5.5 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on convincing the audience about the USPs of the film’. A majority of the film producers (77.78%), film distributors (71.43%), film exhibitors (66.67%) and film audience (61.46%) have stated that Kannada film marketing was based on convincing the audience about the USPs of the film. Overall, a majority of the respondents (65.14%) have stated that Kannada film marketing was based on convincing the audience about the USPs of the film. There is non-significant association ($\chi^2=0.430; P=0.807$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.6 Statement: Kannada film marketing is based on advanced marketing approaches.

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<th>RESPONSE</th>
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<tr>
<td>1.</td>
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<td>F 30</td>
<td>06</td>
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<td>36</td>
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<td></td>
<td>% 83.33</td>
<td>16.67</td>
<td>100</td>
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</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F 24</td>
<td>04</td>
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<tr>
<td></td>
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<td>% 85.71</td>
<td>14.29</td>
<td>100</td>
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<tr>
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<td>Film Exhibitors</td>
<td>F 64</td>
<td>17</td>
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<td>81</td>
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<td>% 79.01</td>
<td>20.99</td>
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<td>Film Audience</td>
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<td>% 64.39</td>
<td>35.61</td>
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<td><strong>Total</strong></td>
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<td>350</td>
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<tr>
<td></td>
<td></td>
<td>% 71.43</td>
<td>28.57</td>
<td>100</td>
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</tbody>
</table>

Test Statistics: $\chi^2=0.523; P=0.770$

Figure 4.5.6: Kannada film marketing is based on advanced marketing approaches

Table No.5.5.6 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on advanced marketing approaches’. A majority of the film producers (83.33%), film distributors (85.71%), film exhibitors (79.01%) and film audience (64.39%) have stated that Kannada film marketing was based on
advanced marketing approaches. Overall, a majority of the respondents (71.43%) have stated that Kannada film marketing was based on advanced marketing approaches. There is non-significant association ($\chi^2=0.523; P=0.770$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

4.5.7 Statement: Kannada film marketing is based on proper budgeting and management of funds.

<table>
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<tbody>
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</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
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<td>2.</td>
<td>Film Distributors</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
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<tr>
<td>4.</td>
<td>Film Audience</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.401; P=0.818$

Table No.4.5.7 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on proper budgeting and management of funds’. A majority of the film producers (83.33%), film distributors (78.57%), film exhibitors (83.95%) and film audience (70.24%) have stated that Kannada film marketing was not based on proper budgeting and management of funds. Overall, a majority of the respondents (75.43%) have stated that Kannada film marketing was not based on proper budgeting and management of funds. There is non-significant association ($\chi^2=0.401; P=0.818$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.8 Statement: Kannada film marketing is based on creating relevant contents for communication.

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<th></th>
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<td></td>
<td></td>
</tr>
<tr>
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<td>Film Producers</td>
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<td></td>
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<td>04</td>
<td>28</td>
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<td></td>
<td></td>
<td>85.71</td>
<td>14.29</td>
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<td>76.54</td>
<td>23.46</td>
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<td></td>
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</table>

Test Statistics: $\chi^2 = 0.998; P=0.607$

**Table No.4.5.8** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on creating relevant contents for communication’. A majority of the film producers (88.89%), film distributors (85.71%), film exhibitors (76.54%) and film audience (67.32%) have stated that Kannada film marketing was based on creating relevant contents for communication. Overall, a majority of the respondents (73.14%) have stated that Kannada film marketing was based on creating relevant contents for communication. There is non-significant association ($\chi^2=0.998; P=0.607$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.9 Statement: Kannada film marketing is based on use of effective tag line for compelling attention.

<table>
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<td>Film Producers</td>
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<td>36</td>
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<tr>
<td></td>
<td></td>
<td>%</td>
<td>77.78</td>
<td>22.22</td>
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<tr>
<td></td>
<td></td>
<td>%</td>
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<td>Film Exhibitors</td>
<td>F</td>
<td>54</td>
<td>27</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>66.67</td>
<td>33.33</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F</td>
<td>142</td>
<td>63</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>69.27</td>
<td>30.73</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>F</td>
<td>244</td>
<td>106</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>69.71</td>
<td>30.29</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 0.125; P = 0.939$

**Figure 4.5.9: Kannada film marketing is based on use of effective tag line for compelling attention**

**Table No.4.5.9** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on use of effective tag line for compelling attention’. A majority of the film producers (77.78%), film distributors (71.43%), film
exhibitors (66.67%) and film audience (69.27%) have stated that Kannada film marketing was based on use of effective tag line for compelling attention. Overall, a majority of the respondents (69.71%) have stated that Kannada film marketing was based on use of effective tag line for compelling attention. There is non-significant association ($\chi^2=0.125; P=0.939$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

4.5.10 Statement: Kannada film marketing is based on effective use of digital technology.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F 32</td>
<td>04</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 88.89</td>
<td>11.11</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F 24</td>
<td>04</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 85.71</td>
<td>14.29</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F 60</td>
<td>21</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 74.07</td>
<td>25.93</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F 164</td>
<td>41</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 80.0</td>
<td>20.0</td>
<td>100</td>
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</tr>
<tr>
<td></td>
<td>Total</td>
<td>F 280</td>
<td>70</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 80.0</td>
<td>20.0</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.611; P=.737$

Table No.4.5.10 provides the opinion of the respondents about the statement – 'Kannada film marketing is based on effective use of digital technology'. A majority of the film producers (88.89%), film distributors (85.71%), film exhibitors (74.07%) and film audience (80.0%) have stated that Kannada film marketing was based on effective use of digital technology. Overall, a majority of the respondents (80.0%) have stated that Kannada film marketing was based on effective use of digital technology. There is non-significant association ($\chi^2=0.611; P=.737$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
### 4.5.11 Statement: Kannada film marketing is based on creative story boards.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>08</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22.22%</td>
<td>77.78%</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>06</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21.43%</td>
<td>78.57%</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>29</td>
<td>52</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35.80%</td>
<td>64.20%</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>59</td>
<td>146</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>28.78%</td>
<td>71.22%</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>248</strong></td>
<td><strong>350</strong></td>
</tr>
<tr>
<td></td>
<td><strong>%</strong></td>
<td><strong>29.14%</strong></td>
<td><strong>70.86%</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 1.107; P = .575$

**Table No.4.5.11** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on creative story boards’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (64.20%) and film audience (71.22%) have stated that Kannada film marketing was not based on creative story boards. Overall, a majority of the respondents (70.86%) have stated that Kannada film marketing was not based on creative story boards. There is non-significant association ($\chi^2 = 1.107; P = .575$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.12 Statement: Kannada film marketing is based on captivating quotes and messages.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
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<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>06</td>
<td>30</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>16.67</td>
<td>83.33</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>06</td>
<td>22</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>21.43</td>
<td>78.57</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>25</td>
<td>56</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>30.86</td>
<td>69.14</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>111</td>
<td>144</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>29.76</td>
<td>70.24</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>98</td>
<td>252</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>28.0</td>
<td>72.0</td>
<td>100</td>
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</table>

Test Statistics: $\chi^2=0.975; P=.614$

Table No.4.5.12 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on captivating quotes and messages’. A majority of the film producers (83.33%), film distributors (78.57%), film exhibitors (69.14%) and film audience (70.24%) have stated that Kannada film marketing was not based on captivating quotes and messages. Overall, a majority of the respondents (72.0%) have stated that Kannada film marketing was not based on captivating quotes and messages. There is non-significant association ($\chi^2=0.975; P=.614$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.13 Statement: Kannada film marketing is based on the use of optimal title.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
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<th>No</th>
<th>Total</th>
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<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F</td>
<td>28</td>
<td>08</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>77.78</td>
<td>22.22</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F</td>
<td>20</td>
<td>08</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>71.43</td>
<td>28.57</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
<td>54</td>
<td>27</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>66.67</td>
<td>33.33</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F</td>
<td>138</td>
<td>67</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>67.32</td>
<td>32.68</td>
<td>100</td>
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<td></td>
<td>Total</td>
<td>F</td>
<td>240</td>
<td>110</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>68.57</td>
<td>31.43</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.763; P=0.833$

Figure 4.5.13: Kannada film marketing is based on the use of optimal title

Table No.4.5.13 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on the use of optimal title’. A majority of the film producers (77.78%), film distributors (71.43%), film exhibitors (66.67%) and film audience (67.32%) have stated that Kannada film marketing was based on the use of optimal title. Overall, a majority of the respondents (68.57%) have stated that
Kannada film marketing was based on the use of optimal title. There is non-significant association ($\chi^2=0.763; P=0.833$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

**4.5.14 Statement: Kannada film marketing is based on effective trailers.**

<table>
<thead>
<tr>
<th>SI No.</th>
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</thead>
<tbody>
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<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>28</td>
<td>08</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>77.78</td>
<td>22.22</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>22</td>
<td>06</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>78.57</td>
<td>21.43</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>56</td>
<td>25</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>69.14</td>
<td>30.86</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>132</td>
<td>73</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>64.39</td>
<td>35.61</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
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<td>68.0</td>
<td>32.0</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.541; P=0.611$

**Table No.4.5.14** provides the opinion of the respondents about the statement – ‘Kannada movie marketing is based on effective trailers’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (69.14%) and film audience (64.39%) have stated that Kannada movie marketing was based on effective trailers. Overall, a majority of the respondents (68.0%) have stated that Kannada movie marketing was based on effective trailers. There is non-significant association ($\chi^2=0.541; P=0.611$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.15 Statement: Kannada film marketing is based on appropriate movie websites for adequate information.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
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<th>Total</th>
</tr>
</thead>
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<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F</td>
<td>30</td>
<td>06</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>83.33</td>
<td>16.67</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F</td>
<td>24</td>
<td>04</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>85.71</td>
<td>14.29</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F</td>
<td>58</td>
<td>23</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>71.60</td>
<td>28.40</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F</td>
<td>134</td>
<td>71</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>65.37</td>
<td>34.63</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>246</td>
<td>104</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>70.29</td>
<td>29.71</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.652; P=0.722$

Table No.4.5.15 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on appropriate movie websites for adequate information’. A majority of the film producers (83.33%), film distributors (85.71%), film exhibitors (71.60%) and film audience (65.37%) have stated that Kannada movie marketing was based on appropriate movie websites for adequate information. Overall, a majority of the respondents (70.29%) have stated that Kannada movie marketing was based on appropriate movie websites for adequate information. There is non-significant association ($\chi^2=0.652; P=0.722$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.16 Statement: Kannada film marketing is based on effective use of film magazines and other publications.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F 22</td>
<td>14</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>% 61.11</td>
<td></td>
<td>38.89</td>
<td>100</td>
</tr>
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<td>Film Distributors</td>
<td>F 16</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>% 57.14</td>
<td></td>
<td>42.86</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F 42</td>
<td>39</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>% 51.85</td>
<td></td>
<td>48.15</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F 104</td>
<td>101</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>% 50.73</td>
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<td>49.27</td>
<td>100</td>
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<tr>
<td></td>
<td>Total</td>
<td>F 184</td>
<td>166</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>% 52.57</td>
<td></td>
<td>47.43</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.733; P=0.693$

Table No. 4.5.16 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective use of film magazines and other publications’. A majority of the film producers (61.11%), film distributors (57.14%), film exhibitors (51.85%) and film audience (50.73%) have stated that Kannada movie marketing was based on effective use of film magazines and other publications. Overall, a majority of the respondents (52.57%) have stated that Kannada movie marketing was based on effective use of film magazines and other publications. There is non-significant association ($\chi^2=0.733; P=0.693$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.17 Statement: Kannada film marketing is based on effective use of social media platforms.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Stakeholders</th>
<th>RESPONSE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Film Producers</td>
<td>F 28</td>
<td>08</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 77.78</td>
<td>22.22</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
<td>F 22</td>
<td>06</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 78.57</td>
<td>21.43</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
<td>F 48</td>
<td>33</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 59.26</td>
<td>40.74</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F 136</td>
<td>69</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 66.34</td>
<td>33.66</td>
<td>100</td>
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</tr>
</tbody>
</table>

Test Statistics: $\chi^2 = 0.110; P=0.947$

**Figure 4.5.17:** Kannada film marketing is based on effective use of social media platforms

**Table No.4.5.17** provides the opinion of the respondents about the statement – ‘Kannada movie marketing is based on effective use of social media platforms’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (59.26%) and film audience (66.34%) have stated that Kannada movie marketing was
based on effective use of social media platforms. Overall, a majority of the respondents (66.86%) have stated that Kannada movie marketing was based on effective use of social media platforms. There is non-significant association ($\chi^2=0.110; P=0.947$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

4.5.18 Statement: Kannada film marketing is based on good media touch points.

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<td></td>
<td>%</td>
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Test Statistics: $\chi^2=0.625; P=0.732$

Table No.4.5.18 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on good media touch points’. A majority of the film producers (83.33%), film distributors (85.71%), film exhibitors (64.20%) and film audience (68.29%) have stated that Kannada film marketing was based on good media touch points. Overall, a majority of the respondents (70.29%) have stated that Kannada film marketing was based on good media touch points. There is non-significant association ($\chi^2=0.625; P=0.732$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.19 Statement: Kannada film marketing is based on leverage of social networks and blogging community.

<table>
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<td></td>
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<td>20.99</td>
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<td>%</td>
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Test Statistics: \( \chi^2 = 0.572; P = .751 \)

Table No.4.5.19 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on leverage of social networks and blogging community’. A majority of the film producers (77.78%), film distributors (85.71%), film exhibitors (79.01%) and film audience (71.22%) have stated that Kannada film marketing was based on leverage of social networks and blogging community. Overall, a majority of the respondents (77.71%) have stated that Kannada film marketing was based on leverage of social networks and blogging community. There is non-significant association (\( \chi^2 = 0.572; P = .751 \)) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.20 Statement: Kannada film marketing is based on using e-mail campaigns.

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<td></td>
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Test Statistics: $\chi^2 = 1.343; P=0.511$

Table No.4.5.20 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on using e-mail campaigns’. A majority of the film producers (72.22%), film distributors (78.57%), film exhibitors (69.14%) and film audience (69.27%) have stated that Kannada film marketing was not based on using e-mail campaigns. Overall, a majority of the respondents (70.29%) have stated that Kannada film marketing was not based on using e-mail campaigns. There is non-significant association ($\chi^2 = 1.343; P=0.511$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.21 Statement: Kannada film marketing is based on designing of creative posters, cut-outs and hoardings.

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<td>21.43</td>
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<td>28.78</td>
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<td></td>
<td></td>
<td><strong>%</strong></td>
<td><strong>73.14</strong></td>
<td><strong>26.86</strong></td>
<td><strong>100</strong></td>
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Test Statistics: $\chi^2 = 0.648; P = 0.723$

Figure 4.5.21: Kannada film marketing is based on designing of creative posters, cut-outs and hoardings

Table No.4.5.21 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on designing of creative posters, cut-outs and hoardings’. A majority of the film producers (83.33%), film distributors (78.57%), film exhibitors (71.60%) and film audience (71.22%) have stated that Kannada film
marketing was based on designing of creative posters, cut-outs and hoardings. Overall, a majority of the respondents (73.14%) have stated that Kannada film marketing was based on designing of creative posters, cut-outs and hoardings. There is non-significant association ($\chi^2=0.648; P=.723$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

**4.5.22 Statement: Kannada film marketing is based on intelligent use of stars, celebrities and talented personalities.**

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Test Statistics: $\chi^2=1.293; P=.731$

**Table No.4.5.22** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on intelligent use of stars, celebrities and talented personalities’. A majority of the film producers (83.33%), film distributors (85.71%), film exhibitors (74.07%) and film audience (74.15%) have stated that Kannada film marketing was based on intelligent use of stars, celebrities and talented personalities. Overall, a majority of the respondents (76.0%) have stated that Kannada film marketing was based on intelligent use of stars, celebrities and talented personalities. There is non-significant association ($\chi^2=1.293; P=.731$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.23 Statement: Kannada film marketing is based on timely, innovative audio launches.

<table>
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<td></td>
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<td>% 78.57</td>
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<td></td>
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<td>% 66.67</td>
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<td></td>
<td>% 69.27</td>
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Test Statistics: $\chi^2 = 0.926; P=.819$

Table No.4.5.23 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on timely, innovative audio launches’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (66.67%) and film audience (69.27%) have stated that Kannada film marketing was based on timely, innovative audio launches. Overall, a majority of the respondents (70.29%) have stated that Kannada film marketing was based on timely, innovative audio launches. There is non-significant association ($\chi^2 = 0.926; P=.819$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.24 Statement: Kannada film marketing is based on proper utilization of special events and occasions.

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<td>16.67</td>
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Test Statistics: $\chi^2=0.995; P=.319$

Figure 4.5.24: Kannada film marketing is based on proper utilization of special events and occasions

Table No.4.5.24 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on proper utilization of special events and occasions’. A majority of the film producers (83.33%), film distributors (85.70%), film exhibitors (69.14%) and film audience (71.22%) have stated that Kannada film marketing was based on proper utilization of special events and occasions. Overall, a
majority of the respondents (73.14%) have stated that Kannada film marketing was based on proper utilization of special events and occasions. There is non-significant association ($\chi^2=0.995; P=.319$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

**4.5.25 Statement: Kannada film marketing is based on suitable media campaigns.**

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Test Statistics: $\chi^2=0.749; P=.688$

**Table No.4.5.25** provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on suitable media campaigns’. A majority of the film producers (83.33%), film distributors (85.70%), film exhibitors (71.60%) and film audience (72.20%) have stated that Kannada film marketing was based on suitable media campaigns. Overall, a majority of the respondents (74.29%) have stated that Kannada film marketing was based on suitable media campaigns. There is non-significant association ($\chi^2=0.749; P=.688$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.26 Statement: Kannada film marketing is based on highly visible product tie-ins and corporate partnerships.

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<td>66.29</td>
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</table>

Test Statistics: $\chi^2=0.525; P=.913$

Table No.4.5.26 provides the opinion of the respondents about the statement – ‘Kannada movie marketing is based on highly visible product tie-ins and corporate partnerships’. A majority of the film producers (77.78%), film distributors (71.43%), film exhibitors (59.26%) and film audience (66.34%) have stated that Kannada movie marketing was not based on highly visible product tie-ins and corporate partnerships. Overall, a majority of the respondents (66.29%) have stated that Kannada movie marketing was not based on highly visible product tie-ins and corporate partnerships. There is non-significant association ($\chi^2=0.525; P=.913$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.27 Statement: Kannada film marketing is based on effective publicity campaigns.

<table>
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<td>16.67</td>
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<td>24</td>
<td>04</td>
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<td></td>
<td></td>
<td>%</td>
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<td>70.86</td>
<td>29.14</td>
<td>100</td>
</tr>
</tbody>
</table>

Test Statistics: $\chi^2=0.109; P=.742$

Figure 4.5.27: Kannada film marketing is based on effective publicity campaigns

Table No.4.5.27 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective publicity campaigns’. A majority of the film producers (83.33%), film distributors (85.70%), film exhibitors (61.73%) and film audience (70.24%) have stated that Kannada film marketing was based on effective publicity campaigns. Overall, a majority of the respondents (70.86%) have
stated that Kannada film marketing was based on effective publicity campaigns. There is non-significant association ($\chi^2=0.109; P=.742$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

**4.5.28 Statement: Kannada film marketing is based on orchestrated media events.**

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<td>% 77.78</td>
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<td>2</td>
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<td>F 22</td>
<td>06</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 78.57</td>
<td>21.43</td>
<td>100</td>
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<td>Film Exhibitors</td>
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<td>35</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% 56.79</td>
<td>43.21</td>
<td>100</td>
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<td>% 67.32</td>
<td>32.68</td>
<td>100</td>
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<tr>
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<td>116</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>% 66.86</strong></td>
<td>33.14</td>
<td>100</td>
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</table>

Test Statistics: $\chi^2=0.896; P=.639$

Table No.4.5.28 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on orchestrated media events’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (56.79%) and film audience (67.32%) have stated that Kannada film marketing was based on orchestrated media events. Overall, a majority of the respondents (66.86%) have stated that Kannada film marketing was based on orchestrated media events. There is non-significant association ($\chi^2=0.896; P=.639$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.29 Statement: Kannada film marketing is based on effective theatrical promotions.

<table>
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<td>16</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>55.56</td>
<td>44.44</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Film Distributors</td>
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<td>18</td>
<td>10</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>64.29</td>
<td>35.71</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Film Exhibitors</td>
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<td>44</td>
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<td></td>
<td></td>
<td>%</td>
<td>54.32</td>
<td>45.68</td>
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<td>%</td>
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<td></td>
<td></td>
<td>%</td>
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<td>43.43</td>
<td>100</td>
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</table>

Test Statistics: $\chi^2=1.184; P=.553$

Table No.4.5.29 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective theatrical promotions’. A majority of the film producers (55.56%), film distributors (64.29%), film exhibitors (54.32%) and film audience (56.59%) have stated that Kannada film marketing was based on effective theatrical promotions. Overall, a majority of the respondents (56.57%) have stated that Kannada film marketing was based on effective theatrical promotions. There is non-significant association ($\chi^2=1.184; P=.553$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
### 4.5.30 Statement: Kannada film marketing is based on effective word-of-mouth tactics.

<table>
<thead>
<tr>
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<td></td>
<td></td>
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<td>44.44</td>
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<td>Film Distributors</td>
<td>F</td>
<td>18</td>
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<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>64.29</td>
<td>35.71</td>
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<td>Film Exhibitors</td>
<td>F</td>
<td>46</td>
<td>35</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>56.79</td>
<td>43.21</td>
<td>100</td>
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<tr>
<td>4.</td>
<td>Film Audience</td>
<td>F</td>
<td>122</td>
<td>83</td>
<td>205</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td></td>
<td>%</td>
<td>58.86</td>
<td>41.14</td>
<td>100</td>
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</table>

Test Statistics: \( \chi^2 = 0.300; P = .960 \)

Figure 4.5.30: Kannada film marketing is based on effective word-of-mouth tactics

Table No.4.5.30 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective word-of-mouth tactics’. A majority of the film producers (55.56%), film distributors (64.29%), film exhibitors (56.79%) and film audience (59.51%) have stated that Kannada film marketing was based on effective word-of-mouth tactics. Overall, a majority of the respondents (58.86%) have
stated that Kannada film marketing was based on effective word-of-mouth tactics. There is non-significant association ($\chi^2=0.300; P=.960$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

4.5.31 Statement: Kannada film marketing is based on effective use of talk shows, game shows and other reality shows on TV.

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<td>% 59.26</td>
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<td>4.</td>
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<td>F 134</td>
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<td></td>
<td>% 65.37</td>
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<td></td>
<td>Total</td>
<td>F 236</td>
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<tr>
<td></td>
<td>% 67.43</td>
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Test Statistics: $\chi^2=0.201; P=.978$

Table No.4.5.31 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective use of talk shows, game shows and other reality shows on TV’. A majority of the film producers (83.33%), film distributors (85.70%), film exhibitors (59.26%) and film audience (65.37%) have stated that Kannada film marketing was based on effective use of talk shows, game shows and other reality shows on TV. Overall, a majority of the respondents (67.43%) have stated that Kannada film marketing was based on effective use of talk shows, game shows and other reality shows on TV. There is non-significant association ($\chi^2=0.201; P=.978$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.32 Statement: Kannada film marketing is based on effective use of talk shows and game shows on Radio.

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<td></td>
<td>% 77.78</td>
<td>22.22</td>
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<td>06</td>
<td>28</td>
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<tr>
<td></td>
<td></td>
<td>% 78.57</td>
<td>21.43</td>
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<td>F 46</td>
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<td>81</td>
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<tr>
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<td></td>
<td>% 56.79</td>
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Test Statistics: $\chi^2=0.242$; P=.886

Table No.4.5.32 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective use of talk shows and game shows on Radio’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (56.79%) and film audience (64.39%) have stated that Kannada film marketing was based on effective use of talk shows and game shows on Radio. Overall, a majority of the respondents (65.14%) have stated that Kannada film marketing was based on effective use of talk shows and game shows on Radio. There is non-significant association ($\chi^2=0.242$; P=.886) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.33 Statement: Kannada film marketing is based on effective crowd funding campaigns.

<table>
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<td>59</td>
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<td>71.22</td>
<td>28.78</td>
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<td></td>
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<td><strong>Total</strong></td>
<td>248</td>
<td>102</td>
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<td></td>
<td></td>
<td>%</td>
<td>70.86</td>
<td>29.14</td>
<td>100</td>
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</tbody>
</table>

Test Statistics: $\chi^2 = 0.109; P = .742$

Figure 4.5.33: Kannada film marketing is based on effective crowd funding campaigns

Table No.4.5.33 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on effective crowd funding campaigns’. A majority of the film producers (83.33%), film distributors (85.70%), film exhibitors (59.26%) and film audience (71.22%) have stated that Kannada film marketing was based on effective crowd funding campaigns. Overall, a majority of the respondents (70.86%)
have stated that Kannada film marketing was based on effective crowd funding campaigns. There is non-significant association ($\chi^2 = 0.109; P = .742$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

**4.5.34 Statement: Kannada film marketing is based on publicity and advertising campaigns.**

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<tr>
<td>%</td>
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<td><strong>Total</strong></td>
<td><strong>236</strong></td>
<td><strong>114</strong></td>
<td><strong>350</strong></td>
</tr>
<tr>
<td>%</td>
<td>67.43</td>
<td>32.57</td>
<td>100</td>
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</tbody>
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Test Statistics: $\chi^2 = 0.201; P = .545$

Table No.4.5.34 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on publicity and advertising campaigns’. A majority of the film producers (72.22%), film distributors (71.43%), film exhibitors (56.79%) and film audience (70.24%) have stated that Kannada film marketing was based on publicity and advertising campaigns. Overall, a majority of the respondents (67.43%) have stated that Kannada film marketing was based on publicity and advertising campaigns. There is non-significant association ($\chi^2 = 0.201; P = .545$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.
4.5.35 Statement: Kannada film marketing is based on optimal movie release time.

<table>
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<tr>
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<td>70.29</td>
<td>29.71</td>
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</tbody>
</table>

Test Statistics $\chi^2 = 0.159; P=.148$

Table No.4.5.35 provides the opinion of the respondents about the statement – ‘Kannada film marketing is based on optimal movie release time’. A majority of the film producers (77.78%), film distributors (78.57%), film exhibitors (59.26%) and film audience (72.20%) have stated that Kannada film marketing was based on optimal movie release time. Overall, a majority of the respondents (70.29%) have stated that Kannada film marketing was based on optimal movie release time. There is non-significant association ($\chi^2 = 0.159; P=.148$) between the occupational group of respondents and adoption of film marketing strategies in the study areas.

Testing of Hypothesis

H3: The film marketing strategies adopted by the stakeholders are not advanced.

The data which are presented in the above tables, mainly 4.5.1 to 4.5.35, reveal that the stakeholders of Kannada film marketing have adopted advanced strategies. Hence, the above hypothesis stands disproved according to the data analysis.
4.6 Uses of Film Marketing Strategies

4.6.1 Statement: Setting up of website/portal boosts Kannada film marketing.

The table below provides the opinion of the respondents about the statement – ‘Setting up of website/portal boosts Kannada film marketing’. A majority of the male (72.36%) and female (65.38%) respondents respectively have stated that setting up of website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.089; P=0.1954) between the gender group and the use of website/portal for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (71.43%), graduates (67.57%) and post-graduates (75.0%) have stated that setting up of an attractive website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.194; P=0.1358) between the educational background and use of websites for Kannada film marketing. A majority of the respondents

Table No.4.6.1 provides the opinion of the respondents about the statement – ‘Setting up of website/portal boosts Kannada film marketing’. A majority of the male (72.36%) and female (65.38%) respondents respectively have stated that setting up of website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.089; P=0.1954) between the gender group and the use of website/portal for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (71.43%), graduates (67.57%) and post-graduates (75.0%) have stated that setting up of an attractive website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.194; P=0.1358) between the educational background and use of websites for Kannada film marketing. A majority of the respondents

Table No.4.6.1 provides the opinion of the respondents about the statement – ‘Setting up of website/portal boosts Kannada film marketing’. A majority of the male (72.36%) and female (65.38%) respondents respectively have stated that setting up of website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.089; P=0.1954) between the gender group and the use of website/portal for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (71.43%), graduates (67.57%) and post-graduates (75.0%) have stated that setting up of an attractive website/portal had boosted Kannada film marketing. There is non-significant association (CC=0.194; P=0.1358) between the educational background and use of websites for Kannada film marketing. A majority of the respondents
representing producers (77.78%), distributors (78.57%), exhibitors (59.26%) and audience (72.20%) have stated that setting up of an attractive website/portal had boosted Kannada film marketing. There is significant association (CC=0.198; P=0.0276) between the professional background and use of website/portal for Kannada film marketing.

A majority of the respondents (70.29%) regardless of gender, education and occupational background have stated that setting up of an attractive website/portal had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.012$; P=.912) between the demographic features of the respondents and use of website/portal for Kannada film marketing.

### 4.6.2 Statement: Proper budgeting and management of funds boost Kannada film marketing.

<table>
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<tr>
<th>Independent Variables</th>
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<td>%</td>
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<td>%</td>
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<td>%</td>
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<td>04</td>
</tr>
<tr>
<td>%</td>
<td>85.71</td>
<td>14.29</td>
<td>100</td>
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<tr>
<td>Exhibitors</td>
<td>F</td>
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<td>21</td>
</tr>
<tr>
<td>%</td>
<td>74.07</td>
<td>25.93</td>
<td>100</td>
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<tr>
<td>Audience</td>
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<td>%</td>
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<td>100</td>
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<tr>
<td>Total</td>
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</tr>
<tr>
<td>%</td>
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<td>13.71</td>
<td>100</td>
</tr>
</tbody>
</table>
Table No. 4.6.2 provides the opinion of the respondents about the statement – ‘Proper budgeting and management of funds boost Kannada film marketing’. A majority of the male (86.99%) and female (84.62%) respondents respectively have stated that proper budgeting and management of funds had boosted Kannada film
marketing process. There is non-significant association (CC=0.133; P=0.1366) between the gender group and perception of the respondents about the budgeting, allocation of funds and management of funds for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (81.82%), graduates (90.54%) and post-graduates (87.50%) have stated that proper budgeting and management of funds had boosted Kannada film marketing process. There is non-significant association (CC=0.061; P=0.1217) between the educational background and perception of the respondents about the budgeting, allocation of funds and management of funds for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (85.71%), exhibitors (74.07%) and audience (92.68%) have stated that proper budgeting and management of funds had boosted Kannada film marketing process. There is significant association (CC=0.358; P=0.0021) between the professional background and perception of the respondents about the budgeting, allocation of funds and management of funds for Kannada film marketing.

A majority of the respondents (86.29%) regardless of gender, education and occupational background have stated that proper budgeting and management of funds had boosted Kannada film marketing process. There is non-significant association ($\chi^2=0.387; P=0.534$) between the demographic features of the respondents and perception of the respondents about the budgeting, allocation of funds and management of funds for Kannada film marketing.
### 4.6.3 Statement: Content marketing boosts Kannada film marketing.

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<tr>
<td>%</td>
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<tr>
<td>%</td>
<td>79.73</td>
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<td>100</td>
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<td>48</td>
</tr>
<tr>
<td>%</td>
<td>70.83</td>
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<td>16.67</td>
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</tr>
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<td>28</td>
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<td>%</td>
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<td>81</td>
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<tr>
<td>%</td>
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<td>16.05</td>
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<td>%</td>
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<td>26.83</td>
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<td>%</td>
<td>77.14</td>
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</table>

**Table No.4.6.3** provides the opinion of the respondents about the statement – ‘Content marketing boosts Kannada film marketing’. A majority of the male (77.24%) and female (76.92%) respondents respectively have stated that content marketing had boosted the Kannada film marketing process. There is non-significant association (CC=0.181; P=0.1327) between the gender group and perception of the respondents about the use of content marketing.

A majority of the respondents representing PUC/diploma holders (76.62%), graduates (79.73%) and post-graduates (70.83%) that have stated that content marketing had boosted the Kannada film marketing process. There is non-significant association (CC=0.152; P=0.1256) between the educational background and perception of the respondents about the use of content marketing.
A majority of the respondents representing producers (83.33%), distributors (78.57%), exhibitors (83.95%) and audience (73.17%) have stated that content marketing had boosted Kannada film marketing process. There is significant association (CC=0.368; P=0.0001) between the professional background and perception of the respondents about the use of content marketing.

A majority of the respondents (77.14%) regardless of gender, education and occupational background have stated that content marketing had boosted the Kannada film marketing process. There is non-significant association ($\chi^2=1.446; P=.118$) between the demographic features of the respondents and perception of the respondents about the use of content marketing.

4.6.4 Statement: Use of taglines boosts Kannada film marketing.

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</tr>
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<td>% 89.43</td>
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<tr>
<td>Female</td>
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<td>22</td>
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<td>% 85.14</td>
<td>14.86</td>
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<tr>
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</tr>
<tr>
<td>Producers</td>
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</tr>
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<td>% 77.78</td>
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<td>100</td>
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<td>100</td>
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<tr>
<td>Exhibitors</td>
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<tr>
<td>% 86.29</td>
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$\chi^2=0.111; P=.739$
Table No.4.6.4 provides the opinion of the respondents about the statement – ‘Use of Taglines boosts Kannada film marketing’. A majority of the male (89.43%) and female (78.85%) respondents respectively have stated that use of taglines had boosted Kannada film marketing. There is non-significant association (CC=0.138; P=0.1822) between the gender group and use of taglines for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (83.12%), graduates (85.14%) and post-graduates (100.0%) have stated that use of taglines had boosted Kannada film marketing. There is non-significant association (CC=0.266; P=0.0097) between the educational background and use of taglines for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (85.71%), exhibitors (74.07%) and audience (92.68%) have stated that use of taglines had boosted Kannada film marketing. There is significant association (CC=0.339; P=0.0001) between the professional background and use of taglines for Kannada film marketing.

A majority of the respondents (86.29%) regardless of gender, education and occupational background have stated that use of taglines had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.111$; P=.739) between the demographic features of the respondents and use of taglines for Kannada film marketing.
4.6.5 Statement: Use of quotes and messages boosts Kannada film marketing.

<table>
<thead>
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<th>Response</th>
<th>Total</th>
<th>Test statistics</th>
</tr>
</thead>
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<td></td>
</tr>
<tr>
<td>Gender</td>
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<td>Male</td>
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<td>%</td>
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</tr>
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<td>female</td>
<td>82</td>
<td>22</td>
<td>104</td>
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<td>%</td>
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<td>%</td>
<td>66.67</td>
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</tr>
<tr>
<td>Producers</td>
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<td>04</td>
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</tr>
<tr>
<td>%</td>
<td>88.89</td>
<td>11.11</td>
<td>100</td>
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</tr>
<tr>
<td>%</td>
<td>85.71</td>
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<td>100</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>60</td>
<td>21</td>
<td>81</td>
</tr>
<tr>
<td>%</td>
<td>74.07</td>
<td>25.93</td>
<td>100</td>
</tr>
<tr>
<td>Audience</td>
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</tr>
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<td>%</td>
<td>80.57</td>
<td>10.29</td>
<td>100</td>
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</table>

Table No.4.6.5 provides the opinion of the respondents about the statement – ‘Use of quotes and messages boosts film marketing’. A majority of the male (81.30%) and female (78.85%) respondents respectively have stated that quotes and messages had boosted Kannada film marketing. There is non-significant association (CC=0.174; P=0.1861) between the gender group and use of quotes and messages for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (83.12%), graduates (82.43%) and post-graduates (66.67%) have stated that quotes and messages had boosted Kannada film marketing. There is non-significant association (CC=0.122; P=0.1670) between the educational background and use of quotes and messages for Kannada film marketing.
A majority of the respondents representing producers (88.89%), distributors (85.71%), exhibitors (74.07%) and audience (80.98%) have stated that quotes and messages had boosted Kannada film marketing. There is non-significant association (CC=0.131; P=0.1514) between the professional background and use of quotes and messages for Kannada film marketing.

A majority of the respondents (80.57%) regardless of gender, education and occupational background have stated that quotes and messages had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.253; P=.071$) between the demographic features of the respondents and use of quotes and messages for Kannada film marketing.

**4.6.6 Statement: Movie trailers boost Kannada film marketing.**

<table>
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Table No. 4.6.6 provides the opinion of the respondents about the statement – ‘Movie trailers boost film marketing.’ A majority of the male (77.24%) and female (73.08%) respondents respectively have stated that movie trailers had boosted Kannada film marketing. There is non-significant association (CC=0.222; P=0.0108) between the gender group and perception of the respondents about the use of movie trailers for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (77.92%), graduates (77.03%) and post-graduates (66.67%) have stated that movie trailers had boosted Kannada film marketing. There is non-significant association (CC=0.229; P=0.1378) between the educational background and perception of the respondents about the use of movie trailers for Kannada film marketing.

A majority of the respondents representing producers (83.33%), distributors (78.57%), exhibitors (83.95%) and audience (71.22%) have stated that movie trailers had boosted Kannada film marketing. There is non-significant association (CC=0.100; P=0.1095) between the professional background and perception of the respondents about the use of movie trailers for Kannada film marketing.

A majority of the respondents (76.0%) regardless of gender, education and occupational background have stated that movie trailers had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.887; P=.346$) between the demographic features of the respondents and perception of the respondents about the use of movie trailers for Kannada film marketing.
4.6.7 Statement: Use of movie websites boosts Kannada film marketing.

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CC=0.189; P=0.1661
CC=0.227; P=0.0087
CC=0.047; P=0.1835
χ²=0.080; P=0.777
Figure 4.6.7: Use of movie websites boosts Kannada film marketing
Table No.4.6.7 provides the opinion of the respondents about the statement – ‘Use of movie websites boosts Kannada film marketing’. A majority of the male (73.17%) and female (75.0%) respondents respectively have stated that movie websites had boosted Kannada film marketing. There is non-significant association (CC=0.189; P=0.1661) between the gender group and use of movie websites for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (79.22%), graduates (64.86%) and post-graduates (83.33%) have stated that movie websites had boosted Kannada film marketing. There is non-significant association (CC=0.227; P=0.0087) between the educational background and use of movie websites for Kannada film marketing.

A majority of the respondents representing producers (88.89%), distributors (85.71%), exhibitors (76.54%) and audience (68.29%) have stated that movie websites had boosted Kannada film marketing. There is non-significant association (CC=0.047; P=0.1835) between the professional background and use of movie websites for Kannada film marketing.

A majority of the respondents (73.71%) regardless of gender, education and occupational background have stated that movie websites had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.080; P=.777$) between the demographic features of the respondents and use of movie websites for Kannada film marketing.
4.6.8 Statement: Use of video sharing sites boosts Kannada film marketing.

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|                          | $\chi^2$=1.027; |
| Test statistics          | $P=0.311$      |

Table No.4.6.8 provides the opinion of the respondents about the statement – ‘Use of video sharing sites boosts Kannada film marketing’. A majority of the male (76.42%) and female (71.15%) respondents respectively have stated that video sharing sites had boosted Kannada film marketing. There is non-significant association (CC=0.135; $P=0.1772$) between the gender group and perception of the respondents about the use of video sharing sites for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (74.03%), graduates (72.97%) and post-graduates (83.33%) have stated that video sharing sites had boosted Kannada film marketing. There is non-significant association (CC=0.036;
P=0.1951) between the educational background and perception of the respondents about the use of video sharing sites for Kannada film marketing.

A majority of the respondents representing producers (83.33%), distributors (85.70%), exhibitors (71.60%) and audience (73.17%) have stated that video sharing sites had boosted Kannada film marketing. There is non-significant association (CC=0.101; P=0.1073) between the professional background and perception of the respondents about the use of video sharing sites for Kannada film marketing.

A majority of the respondents (74.86%) regardless of gender, education and occupational background have stated that video sharing sites had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.027; P=.311$) between the demographic features of the respondents and perception of the respondents about the use of video sharing sites for Kannada film marketing.
4.6.9 Statement: Use of magazines and blogs boosts Kannada film marketing.

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<td>% 69.71</td>
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Table No.4.6.9 provides the opinion of the respondents about the statement – ‘Use of magazines and blogs boosts Kannada film marketing’. A majority of the male (71.54%) and female (65.38%) respondents respectively have stated that magazines and blogs had boosted Kannada film marketing. There is non-significant association (CC=0.117; P=0.1758) between the gender group and perception of the respondents about the use of magazines and blogs for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (63.64%), graduates (75.68%) and post-graduates (70.83%) have stated that magazines and blogs had boosted Kannada film marketing. There is non-significant association (CC=0.055; P=0.1703) between the educational background and perception of the respondents about the use of magazines and blogs for Kannada film marketing.
A majority of the respondents representing producers (83.33%), distributors (85.70%), exhibitors (59.26%) and audience (69.27%) have stated that magazines and blogs had boosted Kannada film marketing. There is non-significant association (CC=0.075; P=0.1490) between the professional background and perception of the respondents about the use of magazines and blogs for Kannada film marketing.

A majority of the respondents (69.71%) regardless of gender, education and occupational background have stated that magazines and blogs had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.033; P=.856$) between the demographic features of the respondents and perception of the respondents about the use of magazines and blogs for Kannada film marketing.

**4.6.10 Statement: Use of social media boosts Kannada film marketing.**

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<td>29.71</td>
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Figure 4.6.10: Use of social media boosts Kannada film marketing
Table No.4.6.10 provides the opinion of the respondents about the statement – ‘Use of social media boosts Kannada film marketing’. A majority of the male (72.36%) and female (65.38%) respondents respectively have stated that social media application had boosted Kannada film marketing. There is non-significant association (CC=0.074; P=0.1171) between the gender group and perception of the respondents about the use of social media for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (71.43%), graduates (67.57%) and post-graduates (75.0%) have stated that social media application had boosted Kannada film marketing. There is non-significant association (CC=0.028; P=0.1316) between the educational background and perception of the respondents about the use of social media for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (78.57%), exhibitors (59.26%) and audience (72.20%) have stated that social media application had boosted Kannada film marketing. There is non-significant association (CC=0.161; P=0.1921) between the professional background and perception of the respondents about the use of social media for Kannada film marketing.

A majority of the respondents (70.29%) regardless of gender, education and occupational background have stated that social media application had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.018; P=0.893$) between the demographic features of the respondents and perception of the respondents about the use of social media for Kannada film marketing.
4.6.11 Statement: Digital media applications boost Kannada film marketing.

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Table No.4.6.11 provides the opinion of the respondents about the statement – ‘Digital media applications boost Kannada film marketing’. A majority of the male (69.11%) and female (69.23%) respondents respectively have stated that digital media applications had boosted Kannada film marketing. There is non-significant association (CC=0.221; P=0.0608) between the gender group and perception of the respondents about the use of digital media for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (72.73%), graduates (63.51%) and post-graduates (75.0%) have stated that digital media applications had boosted Kannada film marketing. There is non-significant association (CC=0.128; P=0.1313) between the educational background and
perception of the respondents about the use of digital media for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (78.57%), exhibitors (66.67%) and audience (67.32%) have stated that digital media applications had boosted Kannada film marketing. There is non-significant association (CC=0.078; P=0.1825) between the professional background and perception of the respondents about the use of digital media for Kannada film marketing.

A majority of the respondents (69.14%) regardless of gender, education and occupational background have stated that digital media application had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.733; P=.392$) between the demographic features of the respondents and perception of the respondents about the use of digital media for Kannada film marketing.
4.6.12 Statement: Design and visual elements of movie posters boost Kannada film marketing.

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Table No.4.6.12 provides the opinion of the respondents about the statement – ‘Design and visual elements of movie posters boost Kannada film marketing’. A majority of the male (71.54%) and female (65.38%) respondents respectively have stated that design and visual elements of movie posters had boosted Kannada film marketing. There is non-significant association (CC=0.145; P=0.1517) between the gender group and perception of the respondents about the use of design and visual elements for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (63.64%), graduates (75.68%) and post-graduates (70.83%) have stated that design and visual elements of movie posters had boosted Kannada film marketing. There is non-
significant association (CC=0.151; P=0.1635) between the educational background and perception of the respondents about the use of design and visual elements for Kannada film marketing.

A majority of the respondents representing producers (72.22%), distributors (78.57%), exhibitors (69.14%) and audience (68.29%) have stated that design and visual elements of movie posters had boosted Kannada film marketing. There is non-significant association (CC=0.056; P=0.1616) between the professional background and perception of the respondents about the use of design and visual elements for Kannada film marketing.

A majority of the respondents (69.71%) regardless of gender, education and occupational background have stated that design and visual elements of movie posters had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.712$; P=.100) between the demographic features of the respondents and perception of the respondents about the use of design and visual elements for Kannada film marketing.
4.6.13 Statement: Use of online music platforms boosts Kannada film marketing.

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Table No.4.6.13 provides the opinion of the respondents about the statement – ‘Use of online music platforms boosts Kannada film marketing’. A majority of the male (79.67%) and female (84.62%) respondents respectively have stated that online music platforms had boosted Kannada film marketing. There is non-significant association (CC=0.232; P=0.1274) between the gender group and perception of the respondents about the use of online music platforms for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (77.92%), graduates (85.14%) and post-graduates (79.17%) have stated that online music platforms had boosted Kannada film marketing. There is non-significant association (CC=0.075; P=0.1073) between the educational background and perception of the respondents about the use of online music platforms for Kannada film marketing.
A majority of the respondents representing producers (88.89%), distributors (85.71%), exhibitors (74.07%) and audience (81.95%) have stated that online music platforms had boosted Kannada film marketing. There is non-significant association (CC=0.216; P=0.0739) between the professional background and perception of the respondents about the use of online music platforms for Kannada film marketing.

A majority of the respondents (81.14%) regardless of gender, education and occupational background have stated that online music platforms had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.524; \ P=.469$) between the demographic features of the respondents and perception of the respondents about the use of online music platforms for Kannada film marketing.

4.6.14 Statement: Use of special events and occasions boosts Kannada film marketing.

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$\chi^2=0.001; \ P=.979$
Figure 4.6.14: Use of special events and occasions boosts Kannada film marketing
Table No.4.6.14 provides the opinion of the respondents about the statement – ‘Use of special events and occasions boosts Kannada film marketing’. A majority of the male (86.18%) and female (84.62%) respondents respectively have stated that special events and occasions had boosted Kannada film marketing. There is non-significant association (CC=0.151; P=0.1311) between the gender group and perception of the respondents about the use of special events and occasions for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (84.42%), graduates (86.49%) and post-graduates (87.50%) have stated that special events and occasions had boosted Kannada film marketing. There is non-significant association (CC=0.106; P=0.1377) between the educational background and perception of the respondents about the use of special events and occasions for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (85.71%), exhibitors (74.07%) and audience (91.71%) have stated that special events and occasions had boosted Kannada film marketing. There is non-significant association (CC=0.109; P=0.1500) between the professional background and perception of the respondents about the use of special events and occasions for Kannada film marketing.

A majority of the respondents (85.71%) regardless of gender, education and occupational background have stated that special events and occasions had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.001; P=0.979$) between the demographic features of the respondents and perception of the respondents about the use of special events and occasions for Kannada film marketing.
4.6.15 Statement: Use of media touch points boosts Kannada film marketing.

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Table No.4.6.15 provides the opinion of the respondents about the statement – ‘Use of media touch points boosts Kannada film marketing’. A majority of the male (65.85%) and female (69.23%) respondents respectively have stated that use of media touch points had boosted Kannada film marketing. There is non-significant association (CC=0.143; P=0.1613) between the gender group and perception of the respondents about the use of media touch points for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (66.23%), graduates (70.27%) and post-graduates (58.33%) have stated that use of media touch points had boosted Kannada film marketing. There is non-significant association (CC=0.165; P=0.1954) between the educational background and perception of the respondents about the use of media touch points for Kannada film marketing.
A majority of the respondents representing producers (77.78%), distributors (78.57%), exhibitors (69.14%) and audience (62.44%) have stated that use of media touch points had boosted Kannada film marketing. There is non-significant association (CC=0.193; P=0.0340) between the professional background and perception of the respondents about the use of media touch points for Kannada film marketing.

A majority of the respondents (66.86%) regardless of gender, education and occupational background have stated that use of media touch points had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.280; P=.597$) between the demographic features of the respondents and perception of the respondents about the use of media touch points for Kannada film marketing.

### 4.6.16 Statement: Product tie-ins and corporate partnerships boost Kannada film marketing.

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$\chi^2=1.237; P=.266$
Table No.4.6.16 provides the opinion of the respondents about the statement – ‘Product tie-ins and corporate partnerships boost Kannada film marketing’. A majority of the male (74.80%) and female (75.0%) respondents respectively have stated that product tie-ins and corporate partnerships had boosted Kannada film marketing. There is non-significant association (CC=0.211; P=0.1267) between the gender group and perception of the respondents about the use of product tie-ins and corporate partnerships for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (72.73%), graduates (74.32%) and post-graduates (83.33%) have stated that product tie-ins and corporate partnerships had boosted Kannada film marketing. There is non-significant association (CC=0.185; P=0.0454) between the educational background and perception of the respondents about the use of product tie-ins and corporate partnerships for Kannada film marketing.

A majority of the respondents representing producers (83.33%), distributors (85.71%), exhibitors (69.14%) and audience (74.15%) have stated that product tie-ins and corporate partnerships had boosted Kannada film marketing. There is non-significant association (CC=0.126; P=0.1887) between the professional background and perception of the respondents about the use of product tie-ins and corporate partnerships for Kannada film marketing.

A majority of the respondents (74.86%) regardless of gender, education and occupational background have stated that product tie-ins and corporate partnerships had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.237; P=.266$) between the demographic features of the respondents and perception of the respondents about the use of product tie-ins and corporate partnerships for Kannada film marketing.

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Figure 4.6.17: Advertising and publicity campaigns boost Kannada film marketing
Table No.4.6.17 provides the opinion of the respondents about the statement – ‘Advertising and publicity campaigns boost Kannada film marketing’. A majority of the male (84.55%) and female (80.77%) respondents respectively have stated that advertising and publicity campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.201; P=0.1868) between the gender group and perception of the respondents about the use of advertising and publicity campaigns for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (81.82%), graduates (83.78%) and post-graduates (87.50%) have stated that advertising and publicity campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.083; P=0.1420) between the educational background and perception of the respondents about the use of advertising and publicity campaigns for Kannada film marketing.

A majority of the respondents representing producers (72.22%), distributors (78.57%), exhibitors (71.60%) and audience (90.73%) have stated that advertising and publicity campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.142; P=0.1645) between the professional background and perception of the respondents about the use of advertising and publicity campaigns for Kannada film marketing.

A majority of the respondents (83.43%) regardless of gender, education and occupational background have stated that advertising and publicity campaigns had boosted Kannada film marketing. There is non-significant association ($\chi^2=0.237; P=0.626$) between the demographic features of the respondents and perception of the respondents about the use of advertising and publicity campaigns for Kannada film marketing.
### Table No. 4.6.18

Table No. 4.6.18 provides the opinion of the respondents about the statement – ‘Orchestrated media events boost Kannada film marketing’. A majority of the male (76.42%) and female (71.15%) respondents respectively have stated that orchestrated media events had boosted Kannada film marketing. There is non-significant association (CC=0.159; P=0.1011) between the gender group and perception of the respondents about the use of orchestrated media events for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (74.03%), graduates (77.03%) and post-graduates (70.83%) have stated that orchestrated media events had boosted Kannada film marketing. There is non-significant association (CC=0.122; P=0.1197) between the educational background and perception of the respondents about the use of orchestrated media events for Kannada film marketing.

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<td>$\chi^2=1.357; P=.007$</td>
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A majority of the respondents representing producers (77.78%), distributors (78.57%), exhibitors (83.95%) and audience (70.24%) have stated that orchestrated media events had boosted Kannada film marketing. There is non-significant association (CC=0.151; P=0.1289) between the professional background and perception of the respondents about the use of orchestrated media events for Kannada film marketing.

A majority of the respondents (74.86%) regardless of gender, education and occupational background have stated that orchestrated media events had boosted Kannada film marketing. There is significant association ($\chi^2=1.357; P=.007$) between the demographic features of the respondents and perception of the respondents about the use of orchestrated media events for Kannada film marketing.

4.6.19 Statement: Theatrical promotions boost Kannada film marketing.

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<td>% 84.57</td>
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Table No.4.6.19 provides the opinion of the respondents about the statement – ‘Theatrical promotions boost Kannada film marketing’. A majority of the male (85.37%) and female (82.69%) respondents respectively have stated that theatrical promotions had boosted Kannada film marketing. There is non-significant association (CC=0.130; P=0.1087) between the gender group and perception of the respondents about the use of theatrical promotions for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (83.12%), graduates (87.84%) and post-graduates (79.17%) have stated that theatrical promotions had boosted Kannada film marketing. There is non-significant association (CC=0.049; P=0.1115) between the educational background and perception of the respondents about the use of theatrical promotions for Kannada film marketing.

A majority of the respondents representing producers (72.22%), distributors (78.57%), exhibitors (71.60%) and audience (92.68%) have stated that theatrical promotions had boosted Kannada film marketing. There is non-significant association (CC=0.126; P=0.1405) between the professional background and perception of the respondents about the use of theatrical promotions for Kannada film marketing.

A majority of the respondents (84.57%) regardless of gender, education and occupational background have stated that theatrical promotions had boosted Kannada film marketing. There is significant association ($\chi^2=1.701; P=.030$) between the demographic features of the respondents and perception of the respondents about the use of theatrical promotions for Kannada film marketing.
4.6.20 Statement: Effective crowd funding campaigns boost Kannada film marketing.

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**Table No.4.6.20** provides the opinion of the respondents about the statement – ‘Effective crowd funding campaigns boost Kannada film marketing’. A majority of the male (79.67%) and female (69.23%) respondents respectively have stated that effective crowd funding campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.131; P=0.1035) between the gender group and perception of the respondents about the use of crowd funding campaigns for Kannada film marketing.
A majority of the respondents representing PUC/diploma holders (77.92%), graduates (75.68%) and post-graduates (75.0%) have stated that effective crowd funding campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.085; P=0.1262) between the educational background and perception of the respondents about the use of crowd funding campaigns for Kannada film marketing.

A majority of the respondents representing producers (83.33%), distributors (78.57%), exhibitors (83.95%) and audience (72.20%) have stated that effective crowd funding campaigns had boosted Kannada film marketing. There is non-significant association (CC=0.233; P=0.0391) between the professional background and perception of the respondents about the use of crowd funding campaigns for Kannada film marketing.

A majority of the respondents (76.57%) regardless of gender, education and occupational background have stated that effective crowd funding campaigns had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.029$; P=.310) between the demographic features of the respondents and perception of the respondents about the use of crowd funding campaigns for Kannada film marketing.
4.6.21 Statement: Stars, celebrities and talented personalities boost Kannada film marketing.

<table>
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Figure 4.6.21: Stars, celebrities and talented personalities boost Kannada film marketing
Table No.4.6.21 provides the opinion of the respondents about the statement – ‘Stars, celebrities and talented personalities boost Kannada film marketing’. A majority of the male (73.98%) and female (71.15%) respondents respectively have stated that stars, celebrities and talented had boosted Kannada film marketing. There is non-significant association (CC=0.146; P=0.1488) between the gender group and perception of the respondents about the use of stars, celebrities and talented personalities for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (79.22%), graduates (71.62%) and post-graduates (58.33%) have stated that stars, celebrities and talented had boosted Kannada film marketing. There is non-significant association (CC=0.084; P=0.1384) between the educational background and perception of the respondents about the use of stars, celebrities and talented personalities for Kannada film marketing.

A majority of the respondents representing producers (88.89%), distributors (85.71%), exhibitors (76.54%) and audience (67.32%) have stated that stars, celebrities and talented had boosted Kannada film marketing. There is non-significant association (CC=0.154; P=0.1752) between the professional background and perception of the respondents about the use of stars, celebrities and talented personalities for Kannada film marketing.

A majority of the respondents (73.14%) regardless of gender, education and occupational background have stated that stars, celebrities and talented had boosted Kannada film marketing. There is non-significant association ($\chi^2=1.041; P=.153$) between the demographic features of the respondents and perception of the respondents about the use of stars, celebrities and talented personalities for Kannada film marketing.

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Table No.4.6.22 provides the opinion of the respondents about the statement – ‘Use of print media boosts Kannada film marketing’. A majority of the male (69.11%) and female (57.69%) respondents respectively have stated that print media publicity and advertising had boosted Kannada film marketing. There is non-significant association (CC=0.136; P=0.1702) between the gender group and perception of the respondents about the use of print media for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (67.53%), graduates (63.51%) and post-graduates (66.67%) have stated that print media publicity and advertising had boosted Kannada film marketing. There is non-significant association (CC=0.017; P=0.1750) between the educational background
and perception of the respondents about the use of print media for Kannada film marketing.

A majority of the respondents representing producers (77.78%), distributors (78.57%), exhibitors (54.32%) and audience (66.34%) have stated that print media publicity and advertising had boosted Kannada film marketing. There is non-significant association (CC=0.036; P=0.1920) between the professional background and perception of the respondents about the use of print media for Kannada film marketing.

A majority of the respondents (65.71%) regardless of gender, education and occupational background have stated that print media publicity and advertising had boosted Kannada film marketing. There is significant association ($\chi^2=1.353; P=.021$) between the demographic features of the respondents and perception of the respondents about the use of print media for Kannada film marketing.
4.6.23 Statement: Use of electronic media, specifically TV and radio, boosts Kannada film marketing.

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Table No.4.6.23 provides the opinion of the respondents about the statement – ‘Use of electronic media, specifically TV and radio, boosts Kannada film marketing’. A majority of the male (73.17%) and female (63.46%) respondents respectively have stated that electronic media publicity and advertising had boosted Kannada film marketing. There is non-significant association (CC=0.185; P=0.1851) between the gender group and perception of the respondents about the use of electronic media for Kannada film marketing.

A majority of the respondents representing PUC/diploma holders (64.94%), graduates (74.32%) and post-graduates (75.0%) have stated that electronic media publicity and advertising had boosted Kannada film marketing. There is non-
significant association (CC=0.195; P=0.0314) between the educational background and perception of the respondents about the use of electronic media for Kannada film marketing.

A majority of the respondents representing producers (83.33%), distributors (85.71%), exhibitors (64.20%) and audience (68.29%) have stated that electronic media publicity and advertising had boosted Kannada film marketing. There is non-significant association (CC=0.143; P=0.1227) between the professional background and perception of the respondents about the use of electronic media for Kannada film marketing.

A majority of the respondents (70.29%) regardless of gender, education and occupational background have stated that electronic media publicity and advertising had boosted Kannada film marketing. There is significant association ($\chi^2=1.650; P=.031$) between the demographic features of the respondents and perception of the respondents about the use of electronic media for Kannada film marketing.
4.6.24 Statement: Film marketing practices of Kannada film industry are on par with Bollywood or other neighbouring industries.

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χ²=1.807; P=.002
Figure 4.6.24: Film marketing practices of Kannada film industry are on par with Bollywood or other neighbouring industries
Table No.4.6.24 provides the opinion of the respondents about the statement – ‘Film marketing practices of Kannada film industry are on par with Bollywood or other neighbouring industries’. A majority of the male (73.98%) and female (67.31%) respondents respectively have stated that Kannada film marketing practices were on par with Bollywood and other film industries. There is non-significant association (CC=0.126; P=0.1314) between the gender group and perception of the respondents about the use of film marketing strategies on par with Bollywood film world.

A majority of the respondents representing PUC/diploma holders (70.13%), graduates (74.32%) and post-graduates (70.83%) have stated that Kannada film marketing practices were on par with Bollywood and other film industries. There is non-significant association (CC=0.035; P=0.1990) between the educational background and perception of the respondents about the use of film marketing strategies on par with Bollywood film world.

A majority of the respondents representing producers (83.33%), distributors (78.57%), exhibitors (66.67%) and audience (71.22%) have stated that Kannada film marketing practices were on par with Bollywood and other film industries. There is non-significant association (CC=0.173; P=0.1497) between the professional background and perception of the respondents about the use of film marketing strategies on par with Bollywood film world.

A majority of the respondents (72.0%) regardless of gender, education and occupational background have stated that Kannada film marketing practices were on par with Bollywood and other film industries. There is significant association ($\chi^2=1.807; P=.002$) between the demographic features of the respondents and perception of the respondents about the use of film marketing strategies on par with Bollywood film world.

**Testing of Hypothesis**

**H4: The film marketing strategies adopted by the stakeholders are not practically useful.**

The data which are presented in the above tables, tables, mainly 4.6.1 to 4.6.24, reveal that the stakeholders of film marketing have found the adequate uses of Kannada film marketing strategies. Hence, the above hypothesis stands disproved according to the data analysis.
4.7 Summary

The Kannada film industry has grown commendably since its inception in the late 1920s. It has gained national recognition through production of new wave and commercial films. The producers, directors, distributors and exhibitors are the major stakeholders of Kannada film marketing in the present times. The present investigation was carried out in Karnataka state to evaluate the strengths and limitations of Kannada film marketing. The investigation has produced certain interesting findings. The Kannada film production and distribution processes are complemented by time-tested film marketing tools and strategies. The study reveals that the stakeholders of Kannada film marketing have developed a positive attitude towards film marketing in modern times. The study also indicates that stakeholders of film marketing have applied the major tools of marketing and also adopted advanced strategies.