ABSTRACT

TOPIC: ‘A STUDY OF THE EFFECTIVE MARKETING STRATEGIES ADOPTED BY MARATHI FILM INDUSTRY AND ITS IMPACT ON CINEGOERS IN MUMBAI’

1.1 IMPORTANCE AND SIGNIFICANCE OF THE STUDY

The importance for the study is to find out the reasons behind the lack of consumers participation in the Marathi film business and to understand the reasons for the decline and the resurgence of the Marathi film industry which has shown a cyclical movement in the last few decades. Since the Marathi language component has acquired political significance in the last few years it is very important to find out the best possible options to effectively maintain the importance of the language as a medium for better commercial prospects.

The significance of the study is very critical for various components in the value chain of the Marathi film business. The consumers would be highly benefited if they get the ideal product and service in the offering of a Marathi movie with all the ingredients of a perfect marketing mix. The audience interest in a Marathi movie would be the criteria for business opportunities in different forms of business activities in the media industry. The producers of Marathi films have a lot to gain from the study since they are the drivers in the production process.

1.2 INTRODUCTION TO FILM MARKETING OF MARATHI FILMS

Marketing is a broad category encompassing a broad range of services that are based on scientific approach and artistic creativity. Entertainment is an amusement or diversion intended to hold the attention of an audience or its participants. Film is a field that encompasses motion pictures as an art form or as part of the entertainment industry. They are a popular form of entertainment, and a business produced by recording "real" people and objects (including played-out fantasy and fakes) with cameras or by animation. Success in digital cinema is built upon several critical ingredients: content, technology and people. The people factor is where marketing comes in. A marketing attitude of connecting people with people through a product and/or service is at the heart of every decision and process in business. It is an attitude of identifying the
audience and giving them value for money, and getting their attention in a world of media clutter.

The main objective of Film marketing for Marathi films is to reach as many targeted consumers as possible at the lowest cost. This is accomplished by creating innovative messages that engage moviegoers in a highly effective manner. Effective Film marketing goes beyond traditional media and reaches consumers in unique and creative ways. This can include alternative advertising, one-to-one promotions, partnering with events, sponsorships, etc.

1.3 RECENT DEVELOPMENTS FOR MARATHI FILM INDUSTRY

The Multiplex phenomenon: The Multiplex model is based on the concept of umbrella entertainment built around a primary anchor, which are movies. The multiplexes today have developed into ‘Family Entertainment Centres’ which cater to individual demand of every member of the family.

Advent of digital technology: Digital cinema encompasses the production, delivery and projection of full length motion pictures, trailers, advertisements and other audio/visual “cinema-quality” programs to theatres use digital technology.

Creating films as brands: Film marketers have realised the potential of offering a film as a “Brand” They have taken seriously the market potential of the films and enhanced the value preposition in the way of corporate tie-ups, merchandising, sponsorships. New techniques of marketing and brand building are being adopted to encircle the audience.

Corporatisation: The Marathi film industry is evolving at the operational level with organized business structures. Production houses are using better management processes and better technology to give good quality cinema to the consumers.

Consumer complexities: The Marathi film cinegoers have been showing complex viewing choices. In the recent times the Marathi film industry has witnessed a huge downfall in the 1980’s and resurgence in the 2000’s. The cinegoers has their unique preferences and buying habits.
1.4 SCHEME OF CHAPTERS

Chapter 1 deals with the Introduction, aims and objectives of the study, the hypothesis and the limitations of the study. The chapter highlights the concept of the services sector and the role of the entertainment industry especially in India. The various facets of the entertainment industry and the importance of cinema as a medium of entertainment has been covered in this chapter.

Chapter 2 is about the literature review done in order to understand the topic of Marketing of Marathi cinema and its impact on cinegoers in detail. The chapter traces the literature available in the form of marketing management literature, books, Internet based literature on marketing of film business, information through websites, blogs etc. Journals from Harvard Business Review also consultant reports of Ernst and Young, KPMG, PWC, Yes Bank, etc.

Chapter 3 gives a detailed history of Marathi cinema from the origin to the recent times. It establishes the role of marketing strategies adopted by the marketers in the value chain which are the Producers, Distributors and the exhibitors of Marathi films in the city of Mumbai.

Chapter 4 illustrates the research design adopted for the research work. The outline of the research process and the steps taken have been projected have been discussed. Multiple regression analysis has been adopted for the research work.

Chapter 5 explains the statistical analysis done by SPSS and the interpretation of the research work on the basis of feedback from the Marathi film audience, producers, distributors, exhibitors. This chapter tries to find answers to the various issues affecting the Marathi film industry. The study finds the consumer preferences in terms of watching Marathi movies and the approach of the producers, distributors and the exhibitors of Marathi films.

Chapter 6 discusses the conclusions of the study and the recommendations and findings. A SWOT analysis has been devised for the Marathi film industry.

Appendices and Bibliography have followed the thesis.
1.5 CONCLUSIONS OF THE STUDY

Marathi film industry needs effective marketing strategies to induce the cinegoers in the movie theater. Marathi film producers, distributors and exhibitors have to gear up to meet the emerging challenges, and practice the modern marketing practices as developed by Hollywood and Bollywood industry, and customize them to suit local requirements. The aspirations of the Marathi film cinegoers should be kept in mind while creating a film as product and a service. A scientific attitude to understand the consumer’s preferences, needs and aspirations would help the Marathi films to achieve success at the box-office. The Marathi film industry should take advantage of the subsidies/concessions being given by the Maharashtra state government and thereby capitalize on it. The Marathi film industry should focus on the information technology revolution and thereby continue the recent momentum created, and should aspire for success in the long run.

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