

A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING IN FILM PROMOTIONS

Abstract

Film promotion has now been considered as important as actual making of the film. Although the history of film marketing can be traced back from the days of the inception of the film itself, it has reshaped its periphery time and often. Promotional medium has changed regularly along with the advancement of technology, starting from handmade posters to wallpapers, to radio jingles, television advertisements, trailer launch, promotional tour and so on and so forth. New Media as well as Social Media is the latest addition in this arena. Social media provides online platform to share, interact diverse opinions. Like every other field, film industry too has embraced the immense potentiality and the power of interactivity of the social media. Different literatures show the scope and possibility of using social media in regard to film marketing and promotion. Indian film industry as well as Indian Regional Film Industry is not too far behind from this trend. Social media in India can be seen as a major game changer in the last few years acting as a platform against corruption, autocracy, atrocities against women etc. With the rise in number of people using this latest medium, social media thus can act as a major player in the realm of film marketing and promotions too.

Key words: Decision making, Advertisement, Film making, Social media

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INTRODUCTION

The technique of promoting a company, service, or good online is known as digital marketing. Simply put, digital marketing is different from traditional marketing in that it makes use of internet tools and techniques that let companies and organisations track the effectiveness of their marketing operations, frequently in real time, to learn more about what works and what doesn't.

The majority of businesses now have a website, as of the twenty-first century. Technology had made it possible for people to manage e-mail quite easily, and it was widely used. Database management systems called customer relationship management (CRM) systems have been around for a while. Some businesses used banners on websites in a manner akin to press advertising. Innovative businesses were developing their search engine strategy and even collaborating with some affiliates. All of this was online marketing, and in due course, teams and experts in the field would start to proliferate.

The organization's website, which serves as the hub of all its online activity, is the most typical example of digital marketing. Smart marketers combine email marketing, search engine

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optimization (SEO), pay-per-click (PPC) advertising, and social media in their plan to increase quality traffic to a website or to promote repeat visitors and purchases.

Digital marketing was once seen as a projection of traditional marketing, including its tools and tactics, onto the Internet (Otero and Rolan, 2016). It is known as “online marketing,” “web marketing,” or “internet marketing,” according to Satya (2015). Over time, especially in some countries, the term “digital marketing” gained popularity. Online marketing is still widely used in the USA, while web marketing is used in Italy. However, following 2013, digital marketing has become the most widely used phrase in the UK and around the world. The phrase "digital marketing" refers to all forms of marketing that utilise digital technology, primarily the Internet but also including mobile devices, display advertising, and other digital keywords.

REVIEW OF LITERATURE:

By affecting one’s thoughts and feelings, movies may convey culture, education, entertainment, and propaganda. They are so strong that they may even affect the prosperity and attitude of a whole country. In his essay “Cinema is Good for You: The Effects of Cinema Attendance on Self-Reported Anxiety or Depression and “Happiness,” S. C. Noah Uhrig asserts that seeing movies may be good for people’s mental health as well as the economy (as cited in Shah, 2011). If there were no form of advertising for these films, people would not even be aware that they exist. To ensure that more people are aware of recent and forthcoming films, a whole business dedicated to cinema marketing was created. The aim of this study was to offer movie companies pertinent data on the best ways to use social media to promote new films. To better comprehend the backdrop for using social media to promote movies, works on the present industry, social networks, and marketing trends were analysed.

When more people are aware of production studios, their films will be known for them. This is referred to as movie marketing or movie promotion. The most effective approach to accomplish this is through using marketing materials to promote the films. Studios will typically spend an additional \$1 for every two dollars spent on the production of a movie, or around four billion dollars annually (McGlade, 2013). Production studios are more eager to promote a film when they invest more money in its creation.

Social media are “forms of electronic communication” (such as Web sites for social networking and microblogging) that allow users to create online communities to share information, ideas, personal messages, and other content (as videos), according to the Merriam-Webster dictionary (“Social media,” n.d.). Websites and mobile applications that facilitate human interaction make up social media. Users between the ages of 18 and 29 make up the largest segment of social media users, accounting for 83 percent of Internet users (Brenner & Duggan, 2013).

Twitter is an online platform and mobile application that allows users to post any thoughts, words, or images they choose in a maximum of 140 characters. Around 27% of Internet users between the ages of 18 and 29 have a Twitter account (Brenner & Duggan, 2013). Additionally, tweets may be favorited, retweeted, and replied to via tweet. Several film studios post articles, tweet updates, and Any of the three described steps allows users to interact with movie studios and the movie’s profile or Twitter account. This makes it possible for two profiles to communicate with one another.

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NEED FOR THE STUDY:

India produces 1,500-2,000 films every year in more than 20 languages. This poses an extensive competition to the newly released movies. Every movie struggles to place itself among the audiences but now they have the advantage of using digital platforms to promote their movies and to engage their audiences. Social Media is the place where movies find a wide range of audience. This study enables us understand the influence the social media has on the viewers to attract them to watch the films. The marketing strategies on social media to engage its audiences.

OBJECTIVES:

- To know the suitable Social Media Channel for Film Promotions.
- To study the effective Social Media Marketing campaign strategies for promoting newly released movies.
- To determine the transition of audience perception of traditional way of watching movies to new era of digital movie streaming platforms
- To experience the responsiveness of audience to different methods of Social Media Marketing campaigns.
- To study the effective adoption of Social Media marketing by Films of recent times.

SCOPE OF THE STUDY:

The main scope of The Study is Confined to know the suitable Social Media Channel for Film Promotions and to study the effective Social Media Marketing campaign strategies for promoting newly released movies in selected companies of Bangalore city.

RESEARCH METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. The following methods used in this study which carries to the Conclusion of This Study are as follows:

- . Collection of data
- . Testing the data
- . Analysing the data
- . Writing interpretation

HYPOTHESIS:

H0: There is negligible effect of social media marketing campaigns on the promotion of films.

H1: There is significant impact of social media marketing on the promotion of films.

RESULTS AND DISCUSSIONS

Age of the respondents

Sl. No	Age	No of Respondents	Percentage (%)
1	15-20	9	9%
2	21-25	71	71%
3	26-30	12	12%
4	31-35	3	3%
5	36-40	0	0%
6	41-50	5	5%
Total		100	100%

Would it be appropriate to call you a “Movie Enthusiast”

Sl. No	Parameters	No of Respondents	Percentage (%)
1	Yes, I am a “Movie Enthusiast”	47	47%
2	Maybe, I am just a casual film watcher	52	52%
3	No, I don't watch movies	1	1%
Total		100	100

Frequency of watching Films

Sl. No	Parameters	No of Respondents	Percentage (%)
1	3-4 times a month	54	54%
2	Once or twice a month	35	35%
3	3-5 times a year	7	7%
4	Less than 3 times a year	3	3%
5	I do not watch films	1	1%
Total		100	100%

Preferable medium to watch films

Sl. No	Medium	No of Respondents	Percentage(%)
1	Theatre	39	39%
2	Mobile Phones/Tablets	33	33%
3	Laptop/Desktop	21	21%
4	Television	7	7%
Total		100	100%

Accounts on Social Media Platforms

Sl. No	Social Media Platform	No of Account Holders	Percentage (%)
1	Facebook	73	73%
2	Instagram	92	92%
3	Twitter	44	44%
4	YouTube	78	78%
5	LinkedIn	66	66%
6	Snapchat	53	53%
7	Pinterest	37	37%

Social Media Platforms with most active users

Sl. No	Social Media Platform	No of Active Users	Percentage (%)
1	Facebook	29	29%
2	Instagram	87	87%
3	Twitter	20	20%
4	YouTube	61	61%
5	LinkedIn	34	34%
6	Snapchat	36	36%
7	Pinterest	5	5%

Popular source of Information for an upcoming Film

Sl. No	Source of Information	No of Respondents	Percentage(%)
1	IMDB	45	45%
2	Rotten Tomatoes	13	13%
3	Facebook	15	15%
4	Instagram	49	49%
5	Twitter	13	13%
6	Online Forums/Blogs	36	36%
7	I do not look for information about an upcoming Film	15	15%

Participation in a Social Media effort to boost awareness for an upcoming film

Sl. No	Parameters	No of respondents	Percentage (%)
1	Once	10	10%
2	Twice/Thrice	28	28%
3	4-6 times	7	7%
4	More than 6 times	4	4%
5	I have never participated	51	51%
Total		100	100%

FINDINGS OF THE STUDY

- Majority of the respondents are in the age group of 21-25.
- Survey has clearly established that, least number of respondents are not interested in watching films while most of the respondents consider themselves to either regular or casual film watchers.
- It is more likely that most of the people watch, 1 to 4 films in a month.
- Preferable medium to watch films is theatre for most of the people but the trend is shifting towards viewing films on phones/tablets and desktops/laptops.
- Instagram, YouTube and Facebook are the top 3 social media channels for the most number accounts in the platforms.
- Instagram, YouTube and Snapchat are the top 3 social media platforms for the most number of active users on the platforms.

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- People find Instagram and movie review site IMDB as the most reliable source of information about a particular movie/ TV series.
- From the survey it is evident that majority of social media users do not actively participate in any sort of film discussion groups/ forums.
- Study shows that a considerable number of social media users follow the social media handles of Film production houses/Film studios.
- Reviews on online film review channels like IMDB, Rotten Tomatoes and Metacritiques have an impact on viewer's film watching decisions.
- Reviews given by the film review channels on social media platforms have the ability to influence the film watching decision of the audience.
- Fan pages'/Fan accounts on the social media platforms play an important role in the promotional efforts of the movie.
- Positive/Negative reviews on a particular film by the people on the social media network will have impact on film watching decisions of the audience.
- Social media celebrities/Social media influencers have the ability to convince most of their audiences into watching a film.
- Majority of the people would like the promotional content of the movie to be in form of creative descriptive posts like memes and short video posts like Instagram Reels, Snapchat Stories, YouTube Shorts etc.
- Study has shown that most of the people do not participate in film promotional efforts like sharing the film promotional content across the social media platforms with their peers, colleagues, relatives, friends etc.
- Most of the people have the opinion that social media has been crucial for them to know about some of the old/new films that they were completely unaware of.
- Content of the film is the main reason that motivates the audience to share the promotional content of the film on various social media platforms.

CONCLUSION

Social Media has seen a massive growth in the past few decades. This growth has resulted in millions of people using different social media platforms to connect with each other and share the contents of their liking, interests, desires with their social media network. Films over the years have managed to utilize social media for the promotions. Social media has enabled films to reach its audience. The study has clearly depicted that audience actively seek social media to select films of their choice. Not only social media provides visibility to the films but also it has enabled the audience to interact with the films and provide their valuable opinions on films. Social media

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has proved to be influential in motivating people to watch films. Social Media has surely bridged the gap between audience and films.

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