

DISCOVERING INSIGHTS ABOUT THE APPLICATION OF DIGITAL MARKETING STRATEGIES IN THE INDIAN MOTION PICTURE INDUSTRY

Dr. Krati Sharma

Mumbai University, Assistant Professor, Aditya Institute of Management Studies and Research, Kandivali, Mumbai (Maharashtra), sharma.kkrati@gmail.com

Dr. Nitin Sharma

Mumbai University, Assistant Professor, Thakur Institute of Management Studies and Research, Kandivali, Mumbai (Maharashtra), shrinitinjee@gmail.com

Dr. Kiran S. Kakade

Mumbai University, Assistant Professor, Thakur Institute of Management Studies and Research, Kandivali, Mumbai (Maharashtra), kiranskakad1@gmail.com

ABSTRACT

This study will provide a brief idea about the preferred mode of marketing communication in the Indian Hindi Motion Picture Industry i.e. the Indian Hindi Film Industry or the Hindi Cinema (popularly known as Bollywood) by comparing digital marketing tools used for different Bollywood movie promotions. The purpose of this study is to identify and understand different types of effective digital marketing strategies which are helpful in promoting a film where the target audiences are widely spread. People might think that digital media is taking over traditional media in terms of movie promotions but this study showcases a various different perspective. The debate of marketing vs. content has been going on since digitalization. Digital media tools are changing the way in which movies are promoted. Although digital mediums have their own pros and cons, it can be difficult to choose anyone medium for marketing. This study will help in creating insight on application of digital marketing strategies in the Indian Hindi Motion Picture Industry. It will also help in recognizing the pros and cons of various mediums used for marketing and promotions. An online survey was conducted with convenience sampling method to study the sample size of 100. The results will act as an eye opener for those who believe that digital marketing alone contributes towards a film's success. The paper also evaluates different digital marketing tools based on the

preference of the respondent. This report will help in gaining deeper understanding about various communication tools which are used by marketers to reach their target audience to create place in their heart and mind. This can ultimately lead to a successful film which does not only rely on its marketing strategies but also focuses on offering good content to the movie goers.

Keywords: Digital Marketing, Industry , Social media, SEO

INTRODUCTION

Digitalization has changed the way of marketing in the last decade. The 21st century is often termed as the age of the internet or the world of internet. Digitalization has resulted in major changes in our day-to-day life. One of them is the increasing use of digital marketing tools for promotions by different movie marketing agencies. Various businesses and industries use traditional marketing tools to attract new segments and target group, while others have modified or replaced traditional marketing with digital and innovative marketing strategies in order to encompass a wider audience.

Today, marketing and promotions are an important part of businesses which one cannot be avoided or ignored. Film Producers and Marketers ensure that a part of their budget is kept aside for marketing activities. Different combination of IMC tools are used to reach the target audience. In some places, replacing traditional marketing with the latest digital marketing strategies can be risky because the target audience for every movie is different. In the field of entertainment, digital marketing methods have a high rate of success in generating positive response by creating a buzz. Spending huge amount of money in movie promotions have become a norm in developing countries. We are in a situation where many people prefer online mediums for entertainment and news while another group of the population doesn't even know how to use the internet or search the web. Hence, it is very difficult to just rely on digital marketing strategies to gain the expected attention from the target group. It is very important to understand your target market and accordingly decide the communication medium which provides maximum reach and visibility.

TRADITIONAL MARKETING

It includes old and conventional ways of marketing which exist from a long period of time. There are many tools of traditional marketing for example–

- Print Media - Newspapers, Magazines, Leaflets
- Broadcast Media – TV, Radio
- OOH – Billboards, Hoardings, Transit Advertising

DIGITAL MARKETING

Digital Marketing are promotional and marketing activities that are conducted online via the internet using digital or computing devices. It is also known as online marketing or internet marketing. Examples of digital marketing tools include –

- SEO – Off-Page and On-Page Optimization
- Social Media Marketing – Social Networking Sites like Facebook, Twitter, Instagram, etc.
- Mobile Marketing – Mobile Applications, Mobile Games, SMS, MMS, etc.

Although digital marketing tools are flexible and adaptable, it cannot be equally effective and efficient for all industries. Marketers need to choose right combination of these tools wisely so that expected results can be attained.

REVIEW OF LITERATURE

- The effectiveness and efficiency of communication plan lies in designing a media campaign with ensures engagement between the audience and the film through 360 degree promotions of various platforms. This helps in creating buzz for the target group to buy tickets and watch the film on the big screen. The main challenge is to create good quality content, reach, visibility and traffic around the film. For example - first look, teaser, poster, trailer, exclusive interviews, songs/dialogue promos. The plan depends on various factors like the film’s story, characters, cast, theme, plot, etc.(Changing dynamics of Movie Marketing: Are digital efforts translating into in-theater leads, 2018)
- “The work of movie promotions on social media platforms is not just limited to the digital marketers. Even celebrities and other members who are a part of the

movie use different social media platforms to connect with their audience.(Kumar S., 2018)

The movie goers of today need to know everything related to the film, performing artists and the production process of the motion picture. Facebook and Twitter encourages the performing artists to draw the attention of their fans. Hence, social media becomes an integral part of movie marketing.

- “The Indian M&E industries reached Rs. 1.5 trillion in 2017, witnessing a growth of almost 13% over 2016 and growing faster than the gross domestic product, according to the FICCI-Frames report for 2018. Hindi films contribute almost 40% of the net domestic box office collections annually.”(FICCI, 2018)
- “With digitization, the digital cinema companies like Real Image and UFO Moviez, get advertising rights in the deal, when they digitize a theatre, and centrally perform the selling, display and serving of ads to their respective networks.”(Sabnavis, 2018)
- “This shift to the digital medium that is being used to promote the upcoming release of the movie is a new and effective way of engaging with the audience and establishing a stronger connection with them. The best advantage of using this medium is that the effectiveness of the strategy can be easily measured using performance related metrics.”(Kumar S., 2018)

There are various advantages of using digital media for movie promotions. One of the most important benefit is that it can be easily monitored and measured. This helps in instant modification if required. Digital marketing tools ensure deep insights into the effectiveness of a campaign in a cost-effective way.

- From trailer launch to a music launch on Facebook, film makers are about these web based promotional activities. Gone are the days when movie promotions were just about posters, print ads, or photo-shoots. These days, celebrities themselves present and promote films while shooting. Since last decade, marketing has gained a lead job in this industry in order to survive in this competitive scenario(Changing dynamics of Movie Marketing: Are digital efforts translating into in-theater leads, 2018)

- More than 1,400 films are released every year in our country. Good quality content or excellent execution can no more guarantee a successful release at box office. It not only requires correct technique but also the desire to get good response and great business. The key is to produce intriguing and interesting content and make positive buzz among the audience in order to influence them to spend on a movie ticket. Digital marketing strategies help film makers, executives, celebrities and performers to connect with bigger audience at the right time. In the present market situation, it can be observed that majority of the motion pictures start getting promoted online much before the actual release. The trailers of motion pictures get launched on YouTube and other social media platforms. Celebrities thoroughly post about the film from their own Instagram or Twitter record or Facebook page attract the audience. Today India's media business is adjusting from ordinary media to advanced media. (Madagaonkar,2017)
- The online buzz, interaction, audience's reaction to online content related to a particular film helps in making predictions about a film's success. Counterfeit surveys and paid response, inorganic reactions, etc. are few disadvantages of the online world. Facebook was arranged as an intuitive online discussion platform that urges individuals to share data by means of photographs, video clips, posts, comments, etc. Earlier, films' success was measured by the no. of days it was shown in theatres but now only the first week is enough to understand whether a film is a success or a failure.(Madagaonkar,2017)
- "World is rapidly shifting from analogue to digital. People are consuming more and more digital content day-to-day on smart phones, laptops, desktop computers at work and more."(Bag, 2017)
The study highlights that digital media is quickly developing power in the present advertising field. Audience can leave remarks/reviews and criticize a product or a service via different online platforms which helps in the development process. The Digital age is currently ruled by Social Media, Mobile Apps, SEO, etc.
- Hindi Film Industry understands that movies have a limited and low shelf life. Hence, marketing strategies need to be competitive and engaging. Nowadays, just

creating awareness is not enough because people need to get involved and connect with the movie, its story, its content and its cast. Digital Marketing helps to promote movies right from the beginning during the pre-production stage. (Das,2016)

- Digital marketing tools provide a common platform to share, engage, interact and freely communicate with the masses. Film industry has understood the importance of these tools and hence they are using it on a large scale because of its popularity and potential. Different studies highlight the scope of using online media with respect to movie marketing and promotion. (Dasgupta,2016)

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- To understand how Indian Hindi Motion Picture Industry is using digital media.
- To study whether digital marketing strategies have any impact on the success or failure of a movie.
- To identify and analyze different digital marketing tools used by the Indian Hindi Motion Picture Industry.

HYPOTHESES

H0 – Digital marketing strategies do not have any impact on the success or failure of a movie.

H1 – Digital marketing strategies do have an impact on the success or failure of a movie.

RESEARCH DESIGN: - DESCRIPTIVE RESEARCH

In this study both Quantitative and Qualitative Research methods were used. It is a combination of findings from both statistical method as well as descriptive method used during the data interpretation stage. A physical survey using questionnaire method was conducted by developing different types of questions and qualitative research was used to analyze the opinions and preferences of the target audience. The questionnaire included

structured and closed ended questions which was distributed among media students and employees working the M&E Industry (especially, Film Industry).

The topic and the questions were clearly explained to all the respondents before collecting their responses. Necessary steps were taken to overcome all the barriers related to data collection and analyses.

SAMPLE SIZE – 100

Gender – Males and Females

Age – 18 years to 50 years

SAMPLING AREA

Western Suburbs, Mumbai

SAMPLING TECHNIQUE

Convenience Sampling, a type of non-probability sampling method was used in this research so that a wide range of data can be collected from conveniently available participants. Samples were selected based on my accessibility and proximity. The sample included media students and people working in the entertainment industry who very well understand the changing marketing scenario.

Sample Frame – Students and Employees working in the Entertainment Industry.

SOURCES OF DATA

Both primary and secondary data collection methods are used for better understanding and in-depth study. Primary data helped in getting the real life picture of the happenings in coaching industry. It is useful in describing the marketing scenario that exist in this sector. Physical survey proved useful as it allowed me to have a face-to-face interaction with my sample and explore many hidden emotions and responses through projective techniques.

Primary Data Collection Method

- Physical Survey

Secondary Data Collection Methods

- Previous online research papers
- Different websites
- Online Articles
- Case Studies related to the digital marketing strategies of some Bollywood Films

DATA ANALYSIS AND DATA INTERPRETATION

A large amount of data is generated from this study hence, it is represented, reported, interpreted and analyzed both in statistical (graphical) and text format i.e. qualitative and quantitative.

Bar graph and Pie charts are used to represent the collected data along with its qualitative interpretation.

- Select your gender.

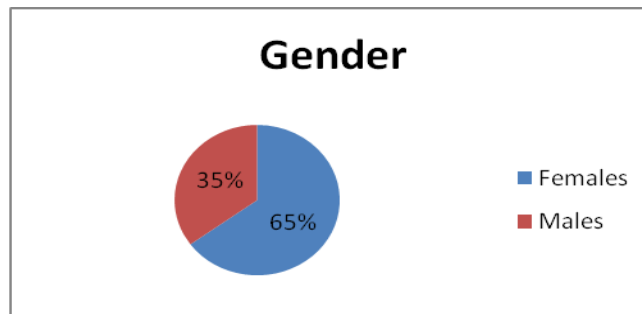


Figure 1- Gender Pie Chart

- How much time do you spend every day using new media for Film & Entertainment news as compared to traditional media?

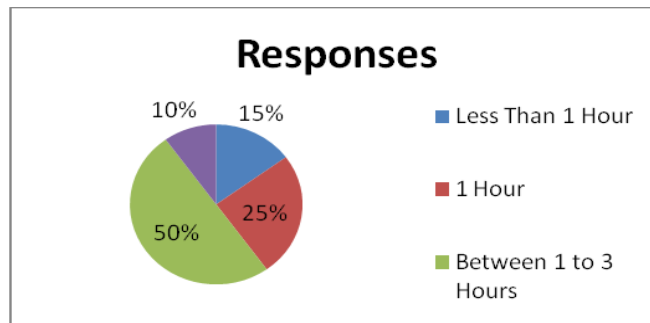


Figure 2 - Usage Time

The pie chart shows that majority of respondents spend between 1 to 3 hours on new media devices for Film and Entertainment news as compared to traditional devices. Hence, it can be said that digital platforms especially mobile devices are a good medium to reach the target audience of this industry.

- You think that digital marketing strategies adopted for movie marketing has an impact on the success or failure of a film.

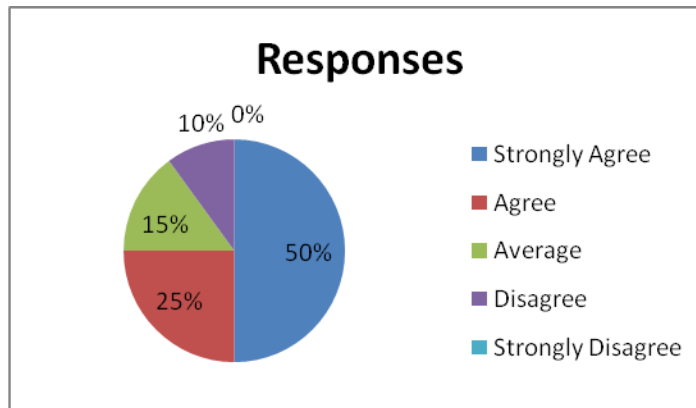


Figure 3- Personal View

The above pie chart highlights different level of response. More than 70% of respondents positively support the statement and agreed that digital marketing strategies do have an impact on movie promotions thus, proving our alternative hypothesis. Around 10% still believe that digital marketing activities do not contribute in the success or failure of a movie.

- According to you, which digital medium is most suitable for movie promotions?

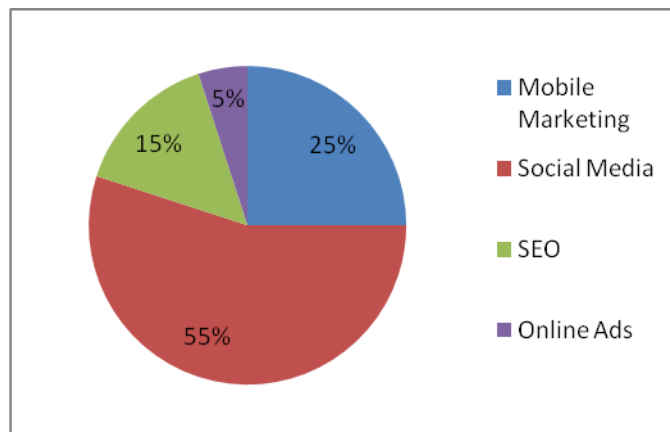


Figure 4- Preferenc

The above bar graph represents that mostly social media is preferred by our sample. Amongst all social media is the widely accepted medium. Mobile marketing ranks 2nd in this race whereas, SEO and Online Ads are far behind. Online Ads are the least preferred mode of communication in this industry as the target audience think that it is suitable for movie promotions and marketing. This shows that there is a rapid growth in the usage of social media tools.

- Do you think digital marketing tools are becoming the king of marketing in India?

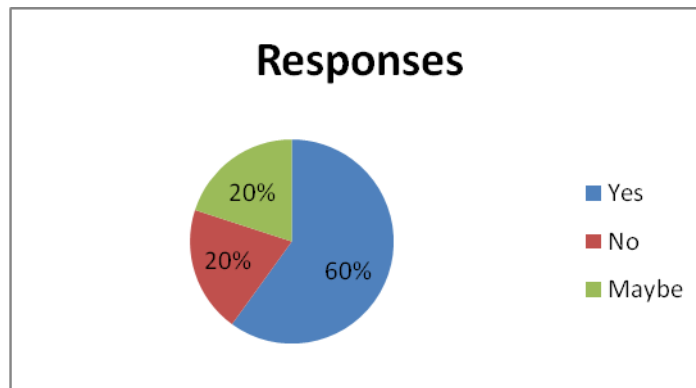


Figure 5 - King of Marketing

Majority of respondent (60%) think that digital marketing tools are becoming the king of marketing in India. The reason is the rapid increase in digital infrastructure in many parts of the country. Almost 20% of the sample think that digital marketing tools are succeeding in slowly replacing the traditional communications tools. The remaining 20% of the selected sample are in a state of dilemma.

- Do you think that the CSR initiatives started by the people of the Entertainment Industry are just some marketing tactics?

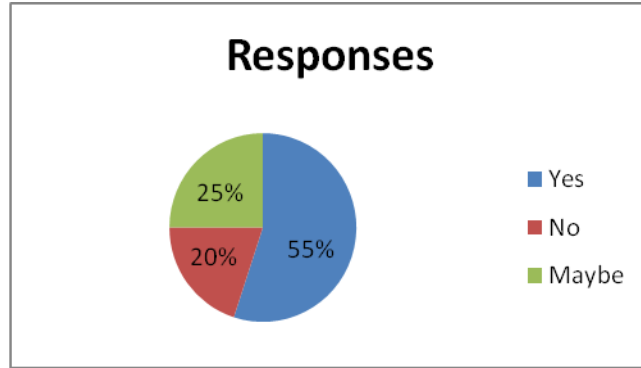


Figure 6- Personal Views

With respect to the target audience of our study, more than 50% of respondent believe that CSR initiatives started by the people of Film Industry are just some marketing tactics to gain sympathy. This helps in making a positive place in the minds and heart of the audience. Approximately 20% of participants do not agree with this and the others are doubtful.

- Do you think that the pre-release buzz created for movies by digital marketing strategies are necessary?

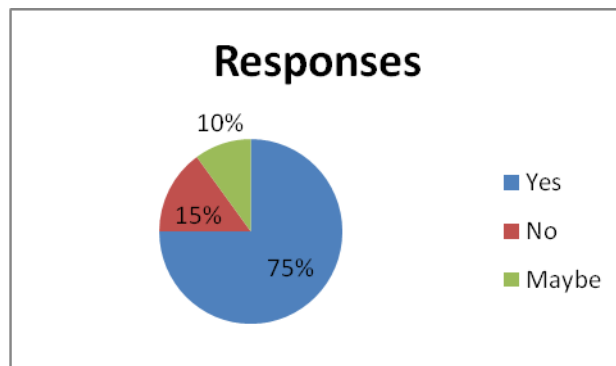


Figure 7 - Buzz

Most of the respondents (70%) believe that pre-release buzz created before movie release by adopting digital marketing strategies play an important role. Very few believe that creating buzz for a movie is not necessary and digital marketing has a long way to go.

- Movie goers are influenced in their choice of films because of their digital marketing strategies to a great extent.

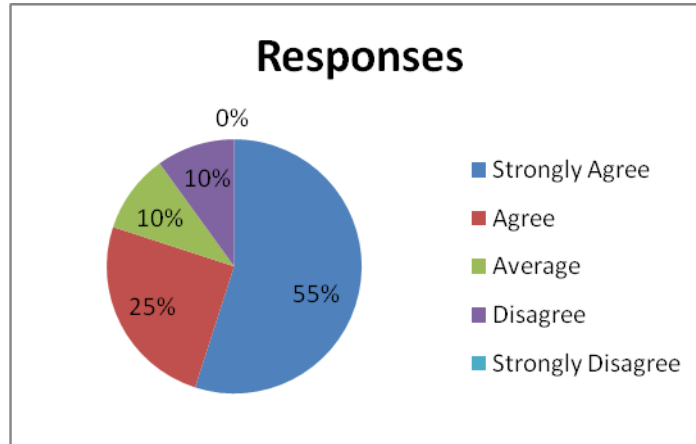


Figure 8- Personal View

The above pie chart highlights that more than 50% of respondents positively support the statement. They believe that the digital marketing strategies of a movie influence their decision making process with regards to movies. Around 10% of the participants think that digital marketing activities do not influence their choices.

SUMMARY OF FINDINGS

The graphical analysis of the collected data supports my alternative hypotheses. I hereby state that:

- More than 70% of the audience agreed to the statement that success and failure of a movie gets impacted by their digital marketing strategies.
- More than half of the participants prefer social media as the most suitable medium for promoting movies because they believe that most of their target audience are active on this platform.
- A remarkable finding is that respondents believe that digital marketing strategies are becoming the king of marketing in India.
- Maximum respondents consider CSR activities performed by members of Film Industry as a marketing tactics for attracting eyeballs and image building.

- On an average respondents spend more than one hour on new media platforms for media and entertainment related news.
- Media students and employees working in film industry believe that social media marketing strategies fetches audience's response on a large scale.
- Social Media and SEO are considered as the most important tools of promotions.
- A considerable amount of sample believe that India is growing in the era of digitalization.
- Half of the participants consider the following as the most important aspects for deciding to go for a movie – content, trailer, word of mouth, and buzz on social media. Gone are the days when only movies with superstars and huge budget were gaining maximum success.
- The use of digital marketing tools is increasing day-by-day in the M&E Industry thus; we can say that if used effectively then digital media can show progressive growth and can yield positive results in the field of Hindi cinema.

CONCLUSION

In conclusion, the result of this study showcases that digital marketing tools are an important success factor in the Hindi Film Industry. The Indian Hindi Motion Picture Industry has started relying on digital marketing tools to communicate with their target audience. The main reason is the wide reach and visibility at low cost. It is true that digital marketing tools are gaining importance but still it has a long way to go. Digital Marketing Strategies do have an impact on the success or failure of a film but it is not the only factor to be considered. We can say that a strong digital campaigns accompanied with good quality content, positive word of mouth, good performance and direction can do wonders in this industry. Thus, all our objectives related to this study are fulfilled successfully.

This situation is very challenging for many movie marketers as they need to find a way to continuously increase the impact of their digital marketing strategies. Incorporating digital marketing promotions along with traditional marketing strategy can be beneficial in a country like India where still internet is a dream for many. It is important to design marketing strategies after studying the target audience and not blindly spending a huge

amount of money. There are many recent examples of movies which badly failed at the box office in spite of huge marketing budget e.g. Zero, Race 3, Thugs of Hindustan. All these movies were multi starrer and had a huge marketing budget still they failed to impress the audience and created an impression that it is important to focus on good quality content rather than investing huge amount of money in marketing and promotions. There is no doubt that marketing activities has many advantages but, it is also necessary to understand the changing needs of movie goers. Earlier the presence of popular actors were enough to attract the audience but now they have become more selective and want to invest in good quality fresh content. Hence, movies like Badhai Ho, Andhadhun, Stree, etc. performed so well at the box office and was appreciated by most of the people.

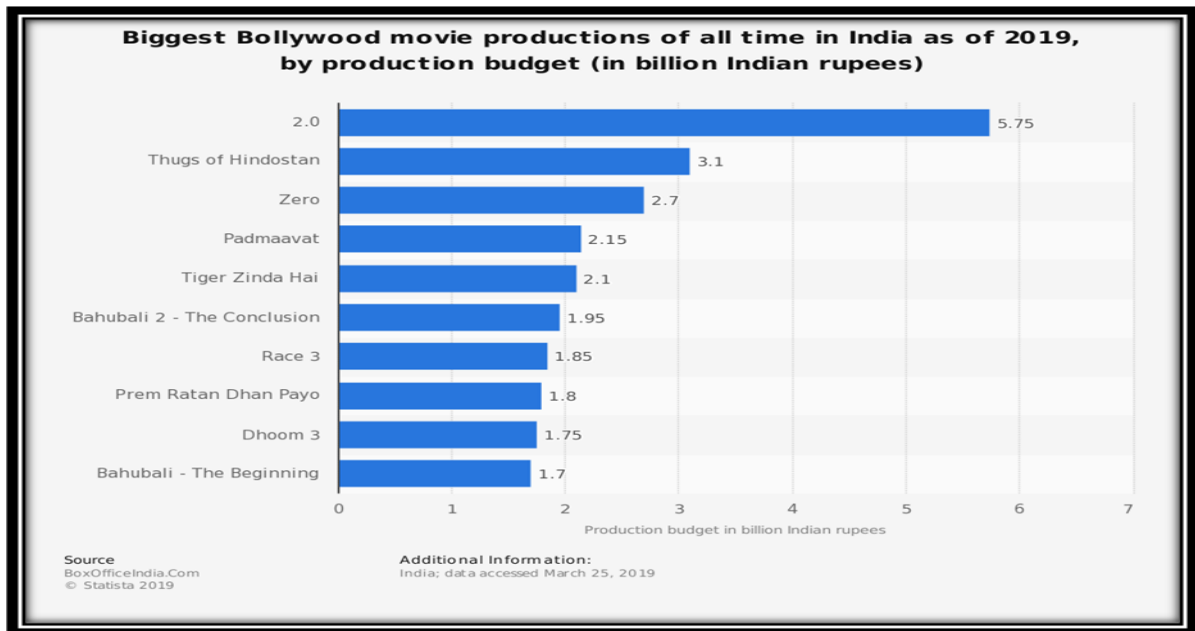


Figure 9 - Production Budget

From the study we can highlight the following advantages and disadvantages of digital marketing tools -

Advantages of Digital Marketing Tools:

- High reach and better monitoring/measurement/evaluation
- Low cost and quite affordable for small budget movies
- Better opportunity for online interaction and instant feedback

- Customer engagement is high
- Quick and real time results
- Better scope for measurement and analysis of response generated
- Highly targeted and personalized content is possible

LIMITATION OF DIGITAL MARKETING TOOLS:

- Might lack personal touch
- High level of digital literacy is required
- Lack of digital infrastructure at many places e.g. rural India
- Not very suitable for various audience
- Security and privacy risks are involved
- Increase in digital piracy and cyber crime
- Lack of awareness

RECOMMENDATIONS

To yield new and deep insight in this context a separate research with a larger sample size is recommended. To gain better understanding and explore different aspects of this study other sampling methods can also be used by expanding the location of this study which can include both rural and urban areas and thus, a broader perspective can be obtained which can help other researchers to reach a more concrete conclusion. Using a combination of different data collection methods and latest research tools can also be beneficial for further research into the new digital marketing strategies that are arising rapidly. Digital marketing is a dynamic subjects which needs deeper study and research. It is very difficult to study the Indian Motion Picture Industry due to its fragmented and diverse audience. Solutions to various marketing related problems can be discovered by studying various concepts and their impact on the target market. Marketers should therefore incorporate different marketing tools according to the responses generated by them. For better understanding an exploratory research using interview method can be conducted.

LIMITATIONS

It is very much evident from my research report that I had a limited sample size of 100 focusing only on the Western Suburbs Region of Mumbai. The target sample were conveniently selected hence, a large amount of potential sample remains untouched. Restricted number of respondents was targeted for this study so, the scope of this study is very limited. The data was collected and analyzed manually so there are chances of errors. Further research can be conducted on this topic by using different research software and tools for data collection and interpretation.

REFERANCE

- Bag, S. B. (2017, April). Prospects And Scope Of Digital Marketing In Indian Industry: A Review. India. Retrieved March 2019
- Bhattacharyya, M. (2014). Indian Hindi Film Industry Using Social Media Platform For Promotions And Marketing: A Study With Special Reference To Facebook And Twitter.
- Changing dynamics of Movie Marketing: Are digital efforts translating into in-theater leads. (2018). Retrieved April 2, 2019, from Social Samosa: <http://www.socialsamosa.com/2018/09/digital-movie-marketing-expert-opinion/>
- (2011). Connecting And Engaging With Digital Indian Consumers. Nielsen.
- Dagsupta, D. (2016). Film Industry and Social Media Promotion: A Study on Three Contemporary Bengali. Amity Journal of Media & Communication Studies
- Das, N. (2016, June 5). Digital Marketing and Bollywood. Retrieved March 2019, from Kuhipaata: <http://kuhipaat.in/blogs/2016/06/05/digital-marketing-bollywood-2/>
- Dasgupta, D. M. (2014). Indian Hindi Film Industry Using Social Media Platform For Promotions And Marketing: A Study With Special Reference To Facebook And Twitter. International Journal of Technical Research and Applications .

- FICCI. (2018). Indian media and entertainment industry at digital tipping point. Retrieved from FICCI.
- Fountain, E. C. (2008). Web 2.0: Conceptual foundations and marketing issues. Palgrave Macmillan UK.
- IBEF. (2018). Media and Entertainment Industry. Mumbai: India Brand Equity Foundation.
- Kumar, A. (2013). E-Marketing Of Bollywood Movies (A Case Study Of Movies With Net Earning Above Inr 100 Crore) Introduction.
- Kumar, S. (2018). Importance of digital marketing in film industry. Retrieved February 2019, from ACE WEB ACADEMY:
<https://www.acewebacademy.com/blog/role-of-digital-marketing-in-film-industry/>
- Madagaonkar, D. (2017). Digital way to marketing Indian Cinema – A new way of branding Indian Cinema.
- PAWAR, A. V. (2014). Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication. Navi Mumbai: D.Y. Patil University's School Of Management.
- Sabnavis, M. (2018). Industry Report - Media and Entertainment.
- Santanu Kumar Das, D. G. (2016). Traditional marketing VS digital marketing: An analysis. International Journal of Commerce and Management Research , 5-11
- https://www.mpa-i.org/wp-content/uploads/2018/05/India-ECR-2017_Final-Report.pdf
- <https://www.ibef.org/blogs/indian-film-industry-to-reach-us-3-7-billion-by-2020>
- <https://www.statista.com/topics/2140/film-industry-in-india/>
- <https://www.digitalvidya.com/blog/11-social-media-marketing-ideas-used-by-baahubali-movie-franchise/>
- <https://www.youtube.com/watch?v=dRsQWKLtPF0>

- <https://www.facebook.com/pg/moonfroglabs/reviews/>
- <https://apk-dl.com/blazing-bajirao-the-game/com.erosnow.bajirao>
- <http://www.socialsamosa.com/2018/02/pad-mans-movie-marketing-strategy/>