



GUJARAT FILM INDUSTRY AND PREFERENCE OF CINEGOERS TOWARDS UPCOMING GUJARATI FILMS

**Kinjalkumar N
Mistri**

(Research Scholar) B. K. School Of Management, Gujarat University

ABSTRACT

The present research attempts to examine the satisfaction of cinema goers about Gujarati film. The study examines the satisfaction level of cinema viewers about ticket price, film availability, actors, actress, story, music, producer, audio quality, video quality, choreography, direction and trailer with reference to Gujarat. This study is related to behavior and satisfaction of cinema viewers about Gujarati films. In the last 3 years Gujarati movie has changed the viewer's perception and attitude. Now, the consumers are attracting towards Gujarati film industry. Results of the study shows that overall respondents are satisfied with the trailer, film availability, actor, actress, music, story, direction, audio quality, video quality, choreography & producer.

KEYWORDS : Cinema Goers, Gujarati Cinema, Satisfaction

INTRODUCTION

- Gujarati cinema or Gujarati film industry, informally referred as Dhollywood or Gollywood, is one of the major regional and vernacular film industries of Cinema of India associated with Gujarati language. The industry dates back to 9 April 1932, when the first Gujarati film Narsinh Mehta was released. After flourishing through the 1960s to 1980s, the industry saw a decline. The industry is revived in recent times. The film industry has produced more than one thousand films since its inception. In 2005, the Government of Gujarat announced 100% entertainment tax exemption for Gujarati films.
- Bollywood, the sobriquet for the Hindi language film industry based in Mumbai, inspired the sobriquet Dhollywood for Gujarati film industry due to profuse use of Dhol, a percussive drum. It is also referred Gollywood, a portmanteau derived from Gujarat and Bollywood.

REVIEW OF LITERATURE:

- Prof Thomas H. Davenport and Prof Jeanne G. Harris** are the authors of *Competing on Analytics: The New Science of Winning* (Harvard Business School Press 2007). In the article 'What people want (and how to predict it) they have tried to find answers to the leading question which is how to find what the consumers want and the methods to predict them. According to them, Companies now have unprecedented access to data and sophisticated technology that can inform decisions as never before. How successful are they at helping forecast what customers want to watch, listen to and buy?

OBJECTIVES:

The objectives reflect the cause-effect identified in the problem tree and therefore inform the formulation of hypothesis and research questions for the study. The objectives define the limits of the research and describe the expected outputs when the objectives are achieved. Following are the objectives of the present study.

- To Identify The Cinegoers Preferences To Gujarati Film In Gujarat.
- To study the satisfaction of Gujarati cinemagoers.

HYPOTHESIS OF THE STUDY:

Hypotheses are more specific predictions about the nature and direction of the relationship between two or more variables. Sarandakos defined hypothesis as a tentative explanation of the research problem, a possible outcome of the research, or an educated guess about the research outcome.

This study proposes the following hypotheses and seeks to argue that:

- Cinema viewers are satisfied with the recent development in Gujarati film industry.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is essential for the researcher to know methodology along with research methods/ techniques. The selected type of research for this study is descriptive inferential in nature. The present study is confined to selected cinema viewers of Municipal Corporation area. The conceptual scope of the study includes satisfaction level of cinema viewers. The collected data analyzed by using statistical tools such as percentage, measure of central tendency, Chi-square test and testing of hypothesis.

DATA COLLECTION:

The study is based on primary as well as secondary data. For this study, primary data is collected by observation method, interview method and through questionnaire. The secondary data is collected from Textbooks, abstract of articles, Periodicals, professional journals, and internet database.

SAMPLING TECHNIQUE:

Data collected with the help of questionnaire, observation and interview method. Questionnaire consists of close ended questions. For present study convenience sampling method is adopted to collect primary data from Gujarat city. Total sample size was 3753. The sample size was calculated on the basis of Krejcie and Morgan formula: (margin of error: 2.5% and confidence level: 95%). The movie goer population of Gujarat is 80% out of 31, 15,431.

DATA ANALYSIS AND INTERPRETATION

There are certain external variables which have a positive or negative influence on cinemagoers satisfaction level on the basis of how favorable or unfavorable are the context in which the transaction between the marketer and cinema viewers takes place. A customer's emotional and psychological state of mind that is personal factors can also affect his level of satisfaction. Following table shows the satisfaction level of respondents in terms of ticket price, advertisement of Gujarati films, film availability, video & audio quality, actors, actress, music, choreography, producer, direction & trailer of the cinema.

Satisfaction Level of Cinema Viewers towards Film Availability

Following table shows the satisfaction level of cinema viewers

towards availability of Gujarati films.

Table No.1.2

Satisfaction Level	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Highly Satisfied	1515	40.4	40.4	40.4
Satisfied	1558	41.5	41.5	81.9
Neutral	462	12.3	12.3	94.2
Dissatisfied	184	4.9	4.9	99.1
Highly Dissatisfied	34	.9	.9	100.0
Total	3753	100.0	100.0	

(Source: Compiled and Calculated on the basis of Primary Data)

Above table reveals that the 40.4% of the respondents are highly satisfied with availability of Gujarati films. 41.5% of the respondents are satisfied with availability of films. Overall, 81.9% of the respondents are satisfied with availability of Gujarati films. There are 4.9% of the cinema viewers who are not satisfied with the availability of films. 0.9% of the respondents are highly dissatisfied with the availability of the Gujarati films. From the above table No. 5.2 it is concluded that 81.9% of the respondents are satisfied with availability of Gujarati films.

Satisfaction Level of Cinema Viewers towards Story

Following table shows the satisfaction level of cinema viewers towards story of Gujarati films.

Table No. 1.3

Satisfaction Level	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Highly Satisfied	2172	57.9	57.9	57.9
Satisfied	1129	30.1	30.1	88.0
Neutral	307	8.2	8.2	96.1
Dissatisfied	104	2.8	2.8	98.9
Highly Dissatisfied	41	1.1	1.1	100.0
Total	3753	100.0	100.0	

(Source: Compiled and Calculated on the basis of Primary Data)

Above table depicts that 57.9% of the respondents are highly satisfied with story of Gujarati films. 30.1% of the respondents are satisfied with story. Overall, 88.0% of the respondents are satisfied with the story of Gujarati films. 8.2% of the respondents reported neutral response, 2.8% dissatisfied and 1.1% of the respondents highly dissatisfied with the story of Gujarati films.

From the above table No. 5.5 it is concluded that 88.0% of the respondents are satisfied with the story of Gujarati films.

FINDINGS:

Findings are drawn and based on analysis and observation of the data. Gujarati cinema viewers are satisfied with film availability (81.9%), story (88%).

CONCLUSION:

The data analysis and interpretation helps to understand the behavior and satisfaction level of cinema viewers. The most of the respondents are satisfied with the film availability, story, direction & producer. It is need of an hour to use the available

sources wisely and cater according to the taste of cinema viewers. In past few years, the Gujarati cinema industry has produced many films that are not only critically acclaimed but commercially successful as well.

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