

An executive summary of the final report of work done on the minor research project of Jayalakshmi Alva entitled AUDIENCE PERCEPTION ON FILM REVIEWS AND STAR RATING SYSTEM – **AN INVESTIGATION INTO MOVIE VIEWING PREFERENCES OF LATE TEENS** “sanctioned by UGC, vide sanction letter no.MRP(H)0808-13-14 /KAMA002/ UGC-SWRO dated 28.3.2014

India being the largest populated country with multiple cultures produces highest number of films per year. Based on the mindset of their target audience, film makers plan out their film promotion programmes. If you speak in marketing terms, film is an experience commodity. “Experience goods” markets are markets in which consumers cannot determine the total value and total cost of products prior to purchase, because they are imperfectly informed about the quality of the products. Examples of experience goods markets are restaurant, show, theater, book and movie markets. For these markets, consumers rely heavily on secondary cues to help them make decisions. Product reviews written by experts are one of the mechanisms that provide consumers with such cues (Basuroy et al., 2003; Eliashberg and Shugan, 1997; Kamakura et al., 2007). We look into the movie industry as one such experience goods market, since reviews have the greatest impact on the film industry, of all the art markets (King, 2007). Today we rarely find a newspaper, online journal, or a news channel which does not carry a film review or film review based show on every weekend. There is a large number of followers for the reviews of RajeevMasand, Anupamachopra, KunalGuha, TaranAdarsh, Omar Qureshi. Film rating websites like IMDB and Rotten Tomatoes are also very popular in India.

Findings

Effectiveness of Film Review and star rating system behind the box office success of the Film

India makes more movies than any other country, 1500 to 2000 annually. According to the CBFC Annual report 2011 the total number of films certified under CBFC are 3,548. In India people are famously fanatical about movies and their

movie stars. 100crore club movies like Dhoom-3 with 261 crores, Chennai express with 208crores, Yeah Jawani Yeah dewaani with 179 crores, Krish -3 with 177crores Ramleela with 113crores, BhagMilkhaBhag with 109 crores stands as top 6 movies with high box office collection in the year 2013 (IMDb,2013)

Whereas Shahid with 8.4/10, Bhagmilkhabhag with8.3/10, Lunchbox with 7.8/10, Madras Café with 7.8/10 and Special Chabbis with 8.0/10 listed as critically appreciated top 5 movies in the year 2013 (IMDb)

All these critically appreciated movies with high ratings couldn't able to reach the margin of 100crore club. BhagMilkaBhag starring FarhanAkthar is an exception.

If you consider the reviews of RottonTomatos, and the reviews of popular critics like Rajeev Masand of CNN IBN and Anupama Chopra of Hindustan Times, the result do not show much difference. Highly appreciated movies like shahid (Rotton Tomato audience score-95%)with 4stars by Rajeev Masand and 3.5 stars by Anupamachopra and Lunch box (Rotton tomato audience score-86% and tomatometer-(5%) with 5 star by Rajeev Masand and 4 stars by Anupamachopra couldn't able to get big success in the box office. Even though shahid place in the top of IMDb list of 2013 it is considered as the flop movie with the collection of estimated 3.75 crores (Box office India 2013).

Dhoom -3 (Rotton tomato audience score-49.6 and tomatometer-80%)with 5.5 rating by IMDb,2.5stars by Rajeev Masand and 3 star by Anupamachopra, Chennai Express (audience score -53%, tomatometer-53%)with 5.9 rating by IMDb , 2 stars by both Rajeev Masand and Anupama Chopra easily becomes the member of 100crore club. Somewhere down the line this comparison motivate us to analyse the other factors like star power, budget, pre-promotion tactics and so on, which influence the box office revenue of the film. But unexpected success of lunchbox, Madras Café, Special 26 proves that Film critic's opinion can boost up the week after collection of movies.

Motivating factors which influence the film consumption of late teens.

Trailer, posters, and the directors are the major motivating factors to drag late teens to the theatre.

Trailer

Out of 299 respondents 39(13.0)strongly agreed that trailers motivate them to go for a movie whereas 165 (55.2%) agree that they do get influenced by the movie trailer.58 (19.4%)respondents said that they are neutral to the trailers.26 (8.7%) disagree with idea of trailers influence on late teens and 11 (3.7%)respondents totally disagree with the statement

***Trailers do excite late teens**

Posters

out of 299 respondents 20 (6.7%) respondents says that posters strongly influence their movie selection Pattern.100 (33.4%)respondents agree that they do get influenced by the movie posters. 84 (28.1%) respondents possess neutral attitude towards movie posters 86 (28.8%) respondents strongly disagree with the statement and 9 (3.0%)respondents says that they do not get influenced by movie posters.

Directors

Out of 299 respondents 53(17.7%) respondents strongly agree that directors matters a lot for them while choosing a movie to watch. 98 (32.8%) respondents are also agree with this statement.71 (23.7%) respondents express neutral attitude towards this statement, 72 (24.1%) respondents strongly says that their movie consumption decision do not get influenced by movie director. 5(1.7%) respondents are also disagree with above statement.

***Many agree that director have huge influence on their movie consumption decision.**

Superstars

out of 299 respondents 35(11.7%) respondents strongly agreed that superstar's movies influence them to go for a movie whereas 77 (25.8%) agree that they do get influenced by the superstars. 89 (29.8%) respondents said that they are neutral to the superstar mania. 77 (25.8%) says that they don't agree that superstars influence them to go for a movie and 21 (7.0%) respondents strongly disagree with the statement.

Favourite actor

out of 299 respondents 46(15.4%)respondents says that their movie selection pattern is strongly influenced by their Favourite actor/Actress. 85(28.4%)respondents agreed that they do get influenced by their favourite actor while choosing a movie to watch. 89 (29.8%) respondents are neutral to any actor. 61(20.4%) respondents strongly agrees that they do not get influenced by their favouritism towards any actor while choosing a movie to watch whereas 18 (6.0%) respondents disagree with statement.

***There is no strong influence of favouritism in the selection of movie to watch. Most of them show neutral attitude towards all actors**

Movie budget

Out of 299 respondents 15 (5.0%) respondents strongly agree that movie budget do influence them while choosing a movie to watch.48 (16.1%) respondents are also agree that they do get influenced by the movie budget. 74(24.7%) respondents show neutral attitude towards movie budget.130 (43.5%) disagree with this statement whereas 32(10.7%) respondents says that they do not get influenced by the movie budget while choosing a movie to watch.

***Movie Budget does not have huge influence on late teens.**

Stress manager

Out of 299 samples 40 (13.4%) respondents strongly agree that they watch movie for relaxing their mind, 96 (31.1%) respondents agree with the same statement. 82 (27.4%) respondents have neutral attitude. Whereas 70 (23.4%) respondents

strongly disagree that they watch movie for relaxation.11 (3.7%) respondents disagree that they watch movie for relaxation.

out of 299 respondents 41(13.7%)of them strongly prefer to watch cinema to spend quality time with family.93 (31.1%)respondents are also agree with this statement. 75 (25.1%)respondents express neutral attitude to the statement. 74 (24.7%) respondents strongly disagree with statement and 16 (5.4%)people disagree that they watch film for the sake of spending time with family m

***Many watch movies to relax their mind and to spend time with family. People watch movie for relaxation embers.**

. The role of film review in the movie selection pattern of late teenagers

As per the survey it is proved that film review does not play much important role in the movie selection pattern of late teenagers. Many believe the word of Mouth and television reviews than any other types of review. Half of the crowd is not aware of popular rating sites like IMDB, Rotten tomatoes etc.

Out of 299 respondents, 137(45.8%) of respondents said that they are aware of film rating websites. Whereas 162 (54.2%) respondents said that they are not aware of rating websites.

Out of 299 respondents 91(30.4%) respondents said that they have trust on television reviews on films. 38(12.7%)respondents said that they believe print media reviews, 70(23.4%) respondents said that they believe online reviews whereas 100(33.4%)respondents said that they trust the opinion given by their friends about movies.

CONCLUSION

The above research work on the topic audience perception on film reviews and star rating system –An investigation into movie viewing preferences of late teens proves the word of mouth is a very powerful tool to motivate teens movie consumption habits. Tailors and posters of the movies along with print media and television

reviews and publicity stunts play a very effective and influential role in attracting teens to the theatre.

