



A STUDY OF PROMOTIONAL TOOLS MOTIVATING CINEMA GOERS TO WATCH MARATHI FILMS

¹Dr. Arjun. B. Rajage, ²Ajit Vishnu. Nale

¹Principal, Rajarshi Shahu Arts and Commerce College, Rukadi-416118, Dist-Kolhapur (M.S.), India.

²Research Scholar, Department of Commerce and Management, Shivaji University, Kolhapur-416004 (M.S.), India.

ABSTRACT

There are various advertisement tools which influence cinema viewer's decision to watch Marathi films. The present study examine the effectiveness of advertisement tools to watch Marathi films such as trailer on television, trailer in the cinema theatre, poster advertisement in the cinema theatre, advertisement in newspaper, advertisement on radio, poster on street, poster on public transport, word of mouth publicity, through social media advertising and outdoor billboard. The result shows that Trailer on television significantly influence cinema viewers compare to other promotional tools. Following that trailer in cinema theatre significantly impact on cinema viewers.

KEYWORDS- Cinema goers, Marathi Cinema, Promotional tools

1) INTRODUCTION

The Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate if after the purchase, and the impact of such evaluations on future purchases. There are various factors which influence consumer to buy a product such as economic, socio-cultural, family influence, reference group, technology and many more.

There are various sales promotional tools helps to spread awareness of product and force them to buy it by offering various product features and marketing strategies.

2) REVIEW OF LITERATURE

David Jerrick (2013), Study reinforced the fact that certain factors including schoolwork, jobs, campus/community involvement, noticeably affect college student's willingness to pay and see the movie in theatres. Movie marketers have begun focusing more of their resources on implementing Internet-based marketing strategies, but television advertising still seems to be more valid and effective.

A study featured in the 2011 edition of the, "*Journal of Broadcasting and Electronic Media*", studied the relationship between individuals mood (positive or negative) and trailer type (comedic or serious) and their reported appeal towards a trailer. The results showed that individuals were more willing to pay and see a more serious film in theatres after watching the trailers in a positive mood. Furthermore, respondents were more willing to pay and see a more comedic film in theatres after watching the trailer in a negative mood. Trailers are a direct form of advertising as well as a hedonic experience. An individual's mood, either positive or negative, can influence his or her desire to seek certain types of media, either serious or comedic (Callison, et al., 2011)

Hixson, Thomas (2005) comments that expert believe moviegoers rely heavily on genre labels and trailers when making a movie selection. Focusing on these drives the ultimate consumer action will allow marketers to adjust their promotional strategies in regards to their film trailer's position. Moviegoers often choose a particular movie based on their genre preferences, because they believe this type of film will satisfy their entertainment desire. Trailers provide moviegoers with a sample of what is to come giving viewers a basic understanding of the story's plot and genre. Because, at times, little is known regarding the movie's central concept, consumers only have certain attribute of the trailer, including genre, to rely on when making the purchasing decision. Because moviegoers must be more active in attending a movie than watching television, they are more alert and their demands and expectations are heightened

Babin B & Harris,E. (2012) have noted that several factors influence consumer's purchase decision including internal influences (his or her psychology and personality) and external influences (social environments and situational influences). Numerous external factors can

affect college student's decision to pay and see a film in theatres including cost, homework, jobs and extracurricular activities.

3) OBJECTIVES

Following are the objectives of the present study.

- a) To study the concept of consumer behavior.
- b) To study the promotional tools motivating cinema goers to watch Marathi films.

3.1) Hypothesis of the Study

Hypotheses are more specific predictions about the nature and direction of the relationship between two or more variables. Sarantakos 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:

- 1) Television has more significant impact than other promotional tools on cinema viewers.

4) 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 Pune Municipal Corporation area. The conceptual scope of the study includes promotional tools motivating cinema goers to watch Marathi films. The collected data analyzed by using statistical tools such as percentage, measure of central tendency and testing of hypothesis.

4.1 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.

4.3 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 Pune city. Total sample size was 3753. The sample size was calculated on the basis of of Krejcie and Morgan formula: (margin of error: 2.5% and confidence level: 95%). The movie goer population of Pune is 80% out of 31, 15,431.

5) DATA ANALYSIS AND INTERPRETATION

There are various advertisement tools which have impact on cinema viewer's decision to watch Marathi films. Following tables shows effectiveness of advertisement tools to watch Marathi films such as trailer on television, trailer in the cinema theatre, poster advertisement in the cinema theatre, advertisement in newspaper, advertisement in magazine, advertisement on radio, advertisement on internet, in store advertisement, poster on street, poster on public transport, word of mouth publicity, through social media advertising and outdoor billboard.

5.1 Trailer on Television

Following table shows effectiveness of trailer on television which motivate cinema viewer's to watch Marathi films.

Table No. 5.1

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	2030	54.1	54.1	54.1
Effective	787	21.0	21.0	75.1
Average	371	9.9	9.9	84.9
Ineffective	217	5.8	5.8	90.7
Very Ineffective	348	9.3	9.3	100.0
Total	3753	100.0	100.0	

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

Above table shows that 54.1% of the respondents have very good impact of trailer on television which motivates them to watch Marathi films. 21.0% of the respondents reported trailer on television is the effective and motivational advertisement tool. Overall 75.1% of the respondents influenced to watch Marathi films by trailer on television. 9.9% of the respondents have reported average response, 5.8% of the respondents have opinion that trailer

on television is the ineffective tool where as 9.3% of the cinema viewers feels that trailer on television is very ineffective tool and not motivate them to watch Marathi films.

From the above table No. 5.2 it is concluded that

- 1) 75.1% of the respondents reported that they have very good impact of trailer on television which motivates them to watch Marathi films.
- 2) 9.3% of the cinema viewers feels that trailer on television is very ineffective tool.

5.2 Trailer in the Cinema Theatre

Following table shows the impact of trailer in the cinema theatre as a motivation tool for the cinema goers. It shows effectiveness of trailer on the cinema viewers to watch Marathi films.

Table No. 5.2

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1546	41.2	41.2	41.2
Effective	1255	33.4	33.4	74.6
Average	510	13.6	13.6	88.2
Ineffective	222	5.9	5.9	94.1
Very Ineffective	220	5.9	5.9	100.0
Total	3753	100.0	100.0	

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

Above table reveals that 41.2% of the respondents have very good impact of trailer which motivates them to watch Marathi films. Following by 33.4% of the respondents reported that trailer in the cinema theatre is effective and motivational tool. Overall 74.6% of the respondents get motivated by watching trailer in the cinema theatre. 13.6% of the respondents are neutral to the response, 5.9% of the respondents feel that advertisement in the cinema theatre is ineffective and not motivates them to watch films. There are only 5.9% of the respondents who thinks that trailer in the cinema theatre is very ineffective advertisement tool for them to watch Marathi films.

From the above table No. 5.2 it is concluded that 74.6% of the respondents get motivated by watching trailer in the cinema theatre.

5.3 Poster Advertisement in the Cinema Theatre

Following table shows the effectiveness of poster advertisement in the cinema theatre which influences cinema viewers to watch Marathi films.

Table No. 5.3

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1478	39.4	39.4	39.4
Effective	1121	29.9	29.9	69.3
Average	651	17.3	17.3	86.6
Ineffective	250	6.7	6.7	93.3
Very Ineffective	253	6.7	6.7	100.0
Total	3753	100.0	100.0	

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

Above table depicts that 39.4% of the respondents have very good impact of poster advertisement in the cinema theatre which motivates them to watch Marathi film whereas 29.9% of the respondents have effective impact of poster advertisement. Overall, 69.3% of the respondents think that poster advertisement in the cinema theatre is a motivational tool which influence them to watch Marath film. 17.3% of the respondents are neutral to the opinion. There are 13.4% of the respondents don't think that the poster advertisement in the cinema theatre is a motivational tool to watch Marathi films.

From the above table No. 5.3 it is concluded that 69.3% of the respondents think that poster advertisement in the cinema theatre is a motivational tool which influence them to watch Marath film.

5.4 Advertisement in Newspaper

Following table shows the effectiveness of advertisement in the newspaper as a motivational tool for the cinema viewers which influence them to watch Marathi films.

Table No. 5.4

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1456	38.8	38.8	38.8
Effective	1193	31.8	31.8	70.6
Average	508	13.5	13.5	84.1
Ineffective	319	8.5	8.5	92.6
Very Ineffective	277	7.4	7.4	100.0
Total	3753	100.0	100.0	

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

Above table reveals that 38.8% of the respondents get highly motivated by advertisement in the newspaper whereas 31.8 of the respondents get influenced by newspaper advertisement. Overall 70.6% of the respondents get motivated by advertisement in the newspaper to watch Marathi films. 13.5% of the respondents reported neutral response. 15.9% of the respondents think that advertisement in the newspaper is not a motivational tool for them to watch Marathi films.

From the above table No. 5.4 it is concluded that 70.6% of the respondents get motivated by advertisement in the newspaper to watch Marathi films.

5.5 Advertisement in Magazine

Following table shows the effectiveness of movie advertisement in the magazine on the cinema viewers which motivates them to watch Marathi films.

Table No. 5.5

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	951	25.3	25.3	25.3
Effective	1166	31.1	31.1	56.4
Average	708	18.9	18.9	75.3
Ineffective	413	11.0	11.0	86.3
Very Ineffective	515	13.7	13.7	100.0
Total	3753	100.0	100.0	

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

Above table shows that 25.3% of the respondents get highly motivated by advertisement in the magazine whereas 56.4% of the respondents reported effective impact of the advertisement in the magazine as a motivational tool to watch Marathi films. Overall 56.4% of the respondents reported that advertisement in the magazine motivate cinema viewers to watch Marathi films. 18.9% of the respondents are neutral to the response. There are 24.7% of the respondents who think that advertisement in the magazine is not motivational tool for them to watch Marathi films.

From the above table No. 5.5 it is concluded that 56.4% of the respondents reported that advertisement in the magazine motivate cinema viewers to watch Marathi films.

5.6 Advertisement on the Radio

Following table shows the effectiveness of radio advertisement on the cinema viewers which influence them to watch Marathi films.

Table No. 5.6

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1379	36.7	36.7	36.7
Effective	1266	33.7	33.7	70.5
Average	508	13.5	13.5	84.0
Ineffective	293	7.8	7.8	91.8
Very Ineffective	307	8.2	8.2	100.0
Total	3753	100.0	100.0	

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

Above table reveals that 36.7% of the respondents get highly motivated by radio advertisement, 33.7% of the respondents reported effective impact of radio advertisement as a motivational tool to watch Marathi films. Overall 70.5% of the respondents reported that advertisement on the radio is a motivational tool which influences them to watch Marathi films. 13.5% of the respondents are neutral to the response. There are 16% of the respondents who gets motivated by advertisement on the radio.

From the above table No. 5.6 it is concluded that 70.5% of the respondents reported that radio advertisement influence cinema viewers to watch Marathi films.

5.7 Advertisement on Internet

Following table shows the effectiveness of internet advertisement on the cinema viewers which influence them to watch Marathi films

Table No. 5.7

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	998	26.6	26.6	26.6
Effective	960	25.6	25.6	52.2
Average	873	23.3	23.3	75.4
Ineffective	438	11.7	11.7	87.1
Very Ineffective	484	12.9	12.9	100.0
Total	3753	100.0	100.0	

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

Above table reveals that 26.6% of the respondents get highly motivated by advertisement on the internet whereas 25.6% of the respondents effectively motivate to watch Marathi films. Overall 52.2% of the respondents get motivated by advertisement on the internet to watch Marathi films. 23.3% of the respondents are neutral to the response. 24.6% of the respondents do not get motivate by advertisement of Marathi films on the internet.

From the above table No. 5.7 it is concluded that 52.2% of the respondents get motivated by advertisement on the internet to watch Marathi films.

5.8 In-store Advertisement

Following table shows the effectiveness of in-store advertisement on the cinema viewers to watch Marathi films.

Table No. 5.8

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	994	26.5	26.5	26.5
Effective	1147	30.6	30.6	57.0
Average	692	18.4	18.4	75.5
Ineffective	410	10.9	10.9	86.4
Very Ineffective	510	13.6	13.6	100.0
Total	3753	100.0	100.0	

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

Above table depicts that overall 57.0% of the cinema viewers get influenced by in-store advertisement. 26.5% of the respondents have very good impact of in-store advertisement and they get influenced to watch Marathi films. 24.5% of the respondents reported that in-store advertisement is not motivational tool for the cinema viewers to watch Marathi films.

From the above table No. 5.8 it is concluded that 57% of the respondents reported that in store advertisement is effective tool to watch Marathi films.

5.9 Poster Advertisement on the Street

Following table shows the effectiveness of poster advertisement on the street which influences cinema goers to watch Marathi films.

Table No. 5.9

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1084	28.9	28.9	28.9
Effective	1077	28.7	28.7	57.6
Average	690	18.4	18.4	76.0
Ineffective	436	11.6	11.6	87.6
Very Ineffective	466	12.4	12.4	100.0
Total	3753	100.0	100.0	

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

Above table reveals that overall 57.6% of the cinema viewers get motivated by seeing cinema poster on the street. There are 28.9% of the respondents who get highly influenced by poster advertisement on the street. Overall, 24% of the respondents do not get motivate by poster advertisement on the street.

From the above table No. 5.9 it is concluded that 57.6% of the cinema viewers get motivated by seeing cinema poster on the street.

5.10 Poster Advertisement on the Public Transport

Following table shows the effectiveness of poster advertisement on the public transport which motivates cinema viewers to watch Marathi films.

Table No. 5.10

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	965	25.7	25.7	25.7
Effective	1248	33.3	33.3	59.0
Average	736	19.6	19.6	78.6
Ineffective	373	9.9	9.9	88.5
Very Ineffective	431	11.5	11.5	100.0
Total	3753	100.0	100.0	

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

Above table shows that 25.7% of the respondents get highly motivated by poster advertisement on the public transport. Overall 59.0% of the respondents get motivated by poster advertisement on the public transport. There are 19.6% of the respondents who have reported neutral response. 21.4% of the cinema viewers do not get influenced by poster advertisement on the public transport to watch Marathi films.

From the above table No. 5.10 it is concluded that Overall 59.0% of the respondents get motivated by seeing poster advertisement on the public transport.

5.11 Word-of-Mouth Advertisement

Following table shows the effectiveness of word-of-mouth tool on the cinema viewer's decision to watch Marathi films.

Table No. 5.11

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1184	31.5	31.5	31.5
Effective	1128	30.1	30.1	61.6
Average	687	18.3	18.3	79.9
Ineffective	348	9.3	9.3	89.2
Very Ineffective	406	10.8	10.8	100.0
Total	3753	100.0	100.0	

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

Above table depicts that 31.5% of the respondents get highly motivated by word-of-mouth publicity of Marathi films. Overall 61.6% of the respondents get positively influenced by word-of-mouth advertisement tool. This tool shows that Marathi cinema viewers have very good impact of mouth publicity which influences cinema viewers to watch Marathi films. There are 18.3% of the respondents who have reported neutral response. 20.1% of the respondents do not get motivated by mouth publicity.

From the above table No. 5.11 it is concluded that 61.6% of the respondents get positively influenced by word-of-mouth advertisement tool.

5.12 Advertising through Social Media

Following table shows the effectiveness of social advertisement by which cinema viewers get motivated to watch Marathi films.

Table No. 5.12

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1406	37.5	37.5	37.5
Effective	1081	28.8	28.8	66.3
Average	603	16.1	16.1	82.3
Ineffective	316	8.4	8.4	90.8
Very Ineffective	347	9.2	9.2	100.0
Total	3753	100.0	100.0	

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

Above table depicts that 66.3% of the respondents get motivated by social media advertising. There are 16.1% of the respondents who have reported neutral response towards effectiveness

of social media advertising. 17.6% of the respondents do not get motivated by social media advertising to watch Marathi films.

From the above table No. 5.12 it is concluded that 66.3% of the respondents get motivated by social media advertising.

5.13 Outdoor Billboard Advertisement (On Main Road for Large Amount of Viewers)

Following table shows the effectiveness of outdoor billboard advertisement on the cinema viewers.

Table No. 5.13

Advertisement Effectiveness	No. of Respondents	Percentage to Total Sample	Valid Percentage	Cumulative Percentage
Very Effective	1387	37.0	37.0	37.0
Effective	970	25.8	25.8	62.8
Average	659	17.6	17.6	80.4
Ineffective	317	8.4	8.4	88.8
Very Ineffective	420	11.2	11.2	100.0
Total	3753	100.0	100.0	

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

Above table shows that 37.0% of the respondents get highly motivated by seeing billboard advertisement. Overall 62.8% of the respondents get influenced by outdoor billboard advertisement. 17.6% of the respondents have reported neutral response towards effectiveness of billboard advertisement. There are 19.6% of the respondents who do not get motivated by billboard advertisement.

From the above table No. 5.13 it is concluded that 62.8% of the respondents get influenced by outdoor billboard advertisement.

HYPOTHESIS TESTING

H0: There is a significant impact of television advertisement compared to other promotional tools on cinema viewers

H1: Advertisement on television has not significant impact compared to other promotional tools on Marathi cinema viewers.

Following table shows impact of advertisement tools on Marathi cinema viewers.

Table No. 4.2.53

Descriptive Statistics							
Particulars	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Rank
Advertisement on Television	3753	1	5	7325	1.95	1.305	1
Trailer in cinema theatre	3753	1	5	7574	2.02	1.145	2
Poster advertisement in cinema theatre	3753	1	5	7938	2.12	1.195	3
Advertisement in Newspaper	3753	1	5	8027	2.14	1.228	4
Advertisement on Radio	3753	1	5	8142	2.17	1.234	5
Through social media advertising	3753	1	5	8376	2.23	1.285	6
Outdoor billboard advertising (on main road for large amount of viewers)	3753	1	5	8672	2.31	1.339	7
Word-of-mouth	3753	1	5	8923	2.38	1.304	8
Poster on public transport	3753	1	5	9316	2.48	1.285	9
Poster on street	3753	1	5	9382	2.50	1.344	10
In-store advertisement	3753	1	5	9554	2.55	1.346	11
Advertisement in Magazine	3753	1	5	9634	2.57	1.340	12
Advertisement on Internet	3753	1	5	9709	2.59	1.335	13
Valid N (list wise)	3753						

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

Above table shows that the advertisement on television significantly influence cinema viewers compare to other promotional tools. Following that trailer in cinema theatre significantly impact on cinema viewers. There are poster advertisements in cinema theatre, advertisement in newspaper, advertisement on Radio, through social media advertising, outdoor billboard advertising (on main road for large amount of viewers), word-of-mouth, poster on public transport, poster on street, in-store advertisement and advertisement in magazine subsequently influence cinema viewers. Advertisement on internet is least effective promotional tool compare to others.

To put in a nutshell, we can say that advertisement on television has significant impact on cinema viewers. Hence, we have considered only television factor to test the hypothesis with the help of ANOVA.

Age & Advertisement on Television

Table No.4.2.54

Descriptive								
Trailer on Television								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 18 Years	658	1.98	1.445	.056	1.87	2.10	1	5
18-30	1649	1.90	1.353	.033	1.84	1.97	1	5
30-50	1369	2.00	1.178	.032	1.94	2.06	1	5
Above 50	77	1.86	1.121	.128	1.60	2.11	1	5
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

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

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.136	3	2.712	1.593	.189
Within Groups	6384.135	3749	1.703		
Total	6392.271	3752			

Since the significance value is more than 0.05, we accept null hypothesis and conclude that there is no significant difference in age and impact of television advertisement on cinema viewers.

Gender and Advertisement on Television

Table No.4.2.55

Descriptive								
Trailer on Television								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	2150	1.98	1.321	.028	1.92	2.03	1	5
Female	1603	1.92	1.283	.032	1.86	1.98	1	5
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.910	1	2.910	1.708	.191
Within Groups	6389.361	3751	1.703		
Total	6392.271	3752			

Since the significance value is more than 0.05, we accept null hypothesis and conclude that there is no significant difference in gender and impact of television advertisement on cinema viewers.

Marital Status and Advertisement on Television

Table No.4.2.56

Descriptive								
Trailer on Television								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Single	2249	1.94	1.382	.029	1.88	1.99	1	5
Married	1504	1.98	1.181	.030	1.92	2.04	1	5
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

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

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.481	1	1.481	.869	.351
Within Groups	6390.790	3751	1.704		
Total	6392.271	3752			

Since the significance value is more than 0.05, we accept null hypothesis and conclude that there is no significant difference in marital status and impact of television advertisement on cinema viewers.

Education & Advertisement on Television

Table No.4.2.57

Descriptive								
Trailer on Television								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Illiterate	22	1.91	1.269	.271	1.35	2.47	1	5
Primary Education	14	1.29	.469	.125	1.02	1.56	1	2
Secondary Education	279	2.35	1.559	.093	2.17	2.54	1	5
Diploma	551	1.79	1.260	.054	1.69	1.90	1	5
Higher Education	513	2.16	1.423	.063	2.04	2.29	1	5

Graduation	1859	1.94	1.258	.029	1.88	2.00	1	5
Post-Graduation	485	1.74	1.206	.055	1.63	1.85	1	5
Doctorate	30	2.00	.743	.136	1.72	2.28	1	3
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

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

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	110.656	7	15.808	9.425	.000
Within Groups	6281.614	3745	1.677		
Total	6392.271	3752			

Since the significance level is less than 0.05, we reject null hypothesis and conclude that there is significant difference in education and impact of promotional tools on cinema viewers. Following table shows the results of post hoc test.

Post-Hoc Homogenous Test:

Table no. 4.2.58

Trailer on Television				
	Education	N	Subset for alpha = 0.05	
			1	2
Tukey HSD ^a	Primary Education	14	1.29	
	Post-Graduation	485	1.74	1.74
	Diploma	551	1.79	1.79
	Illiterate	22	1.91	1.91
	Graduation	1859	1.94	1.94
	Doctorate	30	2.00	2.00
	Higher Education	513		2.16
	Secondary Education	279		2.35
	Sig.		.107	.252
Scheffe ^a	Primary Education	14	1.29	
	Post-Graduation	485	1.74	1.74
	Diploma	551	1.79	1.79
	Illiterate	22	1.91	1.91
	Graduation	1859	1.94	1.94

	Doctorate	30	2.00	2.00
	Higher Education	513	2.16	2.16
	Secondary Education	279		2.35
	Sig.		.119	.580
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 49.949.				

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

Occupation and Advertisement on Television

Table no. 4.2.59

Descriptive								
Trailer on Television								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	2216	1.93	1.385	.029	1.88	1.99	1	5
Employed	1095	1.91	1.134	.034	1.84	1.98	1	5
Unemployed	65	2.17	1.318	.163	1.84	2.50	1	5
House works	298	2.21	1.300	.075	2.06	2.36	1	5
Retired	79	1.86	1.106	.124	1.61	2.11	1	5
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

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

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.421	4	6.605	3.889	.004
Within Groups	6365.850	3748	1.698		
Total	6392.271	3752			

Since the significance level is less than 0.05, we reject null hypothesis and conclude that there is significant difference in occupation and impact of promotional tools on cinema viewers. Following table shows the results of post hoc test. The table shows the unequal variances present in the house works occupation.

Multiple Comparisons						
Trailer on Television						
Scheffe						
(I) Occupation	(J) Occupation	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Employed	.025	.048	.992	-.12	.17
	Unemployed	-.235	.164	.727	-.74	.27
	House works	-.277*	.080	.019	-.52	-.03
	Retired	.074	.149	.993	-.39	.53
Employed	Student	-.025	.048	.992	-.17	.12
	Unemployed	-.260	.166	.656	-.77	.25
	House works	-.302*	.085	.014	-.56	-.04
	Retired	.049	.152	.999	-.42	.52
Unemployed	Student	.235	.164	.727	-.27	.74
	Employed	.260	.166	.656	-.25	.77
	House works	-.042	.178	1.000	-.59	.51
	Retired	.308	.218	.736	-.36	.98
House works	Student	.277*	.080	.019	.03	.52
	Employed	.302*	.085	.014	.04	.56
	Unemployed	.042	.178	1.000	-.51	.59
	Retired	.351	.165	.340	-.16	.86
Retired	Student	-.074	.149	.993	-.53	.39
	Employed	-.049	.152	.999	-.52	.42
	Unemployed	-.308	.218	.736	-.98	.36
	House works	-.351	.165	.340	-.86	.16
*. The mean difference is significant at the 0.05 level.						

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

Homogeneous

Trailer on Television		
Scheffe		
		Subset for alpha = 0.05
Occupation	N	1
Retired	79	1.86
Employed	1095	1.91
Student	2216	1.93
Unemployed	65	2.17
House works	298	2.21
Sig.		.238

Means for groups in homogeneous subsets are displayed.

Monthly Income and Advertisement on Television

Table No.4.2.60

Descriptive								
Trailer on Television					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Less than Rs. 10,000	799	1.92	1.355	.048	1.82	2.01	1	5
Rs.10,001 to Rs.20,000	1137	2.04	1.335	.040	1.96	2.12	1	5
Rs.20,001 to Rs.30,000	721	1.85	1.204	.045	1.76	1.94	1	5
Rs.30,001 to Rs. 40,000	437	2.05	1.365	.065	1.93	2.18	1	5
Rs. 40,001 to Rs. 50,000	368	1.88	1.183	.062	1.76	2.00	1	5
More than Rs. 50,000	291	1.89	1.324	.078	1.74	2.04	1	5
Total	3753	1.95	1.305	.021	1.91	1.99	1	5

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

ANOVA					
Trailer on Television					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.983	5	4.997	2.940	.012
Within Groups	6367.287	3747	1.699		
Total	6392.271	3752			

Since the significance value is less than 0.05, we reject null hypothesis and conclude that there is significant difference in monthly income and impact of television advertisement on cinema viewers.

6) FINDINGS

Advertisement on television significantly influence cinema viewers compare to other promotional tools. Following that trailer in cinema theatre significantly impact on cinema viewers. There are poster advertisements in cinema theatre, advertisement in newspaper, advertisement on Radio, through social media advertising, outdoor billboard advertising (on main road for large amount of viewers), word-of-mouth, poster on public transport subsequently influence cinema viewers.

CONCLUSION

Marathi cinema producers should consider social media to promote Marathi films. Young generation addicted to social media, it is one of the source which helps to pass information to masses in a limited time. It is the powerful and cheapest medium to advertise Marathi films. Television, newspaper, social media and radio are the powerful tools which motivate Marathi cinema viewers to watch films. Producers should focus on these tools during promotion of Marathi films. There is a significant impact of television on Marathi cinema viewers. Respondents get influenced by watching trailer on television; hence film producers should focus more on advertisement of trailer on television.

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