



THE IMPACT OF THE PERCEPTION OF FILMS ON THE BEHAVIOURAL ASPECTS OF AUDIENCES IN BALLARI CITY - AN EMPIRICAL STUDY

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Abstract

This article embraces empirical study to quantify the substance of film engaging quality in the city of Ballari. The study was attempt to evaluate and synthesize the impression of film engaging quality on the gathering of people fulfillment, interaction and the mediating influence of fulfillment of film viewing. The study investigated film appealing of viewers in evaluation the perception viz., Enthusiasm, Fantasy, Enjoyment, Heroism, Social Concern, Fiction, Sexuality, Style/Fad/Fashion, Realism's. The perceptions were evaluated for statically inference along with behavioural variables viz., Dressing, Body Shaping, Heroism acts, Relaxing, Stress relief. A survey was conducted by administering a structured questionnaire to a sample size of 291 respondents through convenient random sampling techniques. The statistical tools like correlation analysis T test were employed for the data analysis. The findings confirm that there is significant relationship between Perception and Behaviour across gender form viewing films, the investigation confirms that there is linear relationship between Perception and Behaviour of the viewers in Ballari city

Keywords: Perception, Behavioural, Audiences, Film.

Introduction

The wonder of promoting an item in a film is famously known as item arrangement in motion pictures. Wikipedia characterizes item situation in motion pictures as, special strategy utilized by advertisers as a part of which characters in an anecdotal play, highlight film, TV arrangement, music video, and videogame utilize a genuine business item. Commonly either the item or logo or both are appeared or great characteristics of the item said, in such cases either the item logo or the item itself is flashed and a few components of the brand might be highlighted. The cost of the item and its correlation with different brands are not specified. Movies are a noticeable medium of diversion in India. Effect of movies is obvious from the way that film stars have notorious status in India. Looking for more up to date boulevards of contacting the group of onlookers, the advertisers have found another road in Hindi motion pictures. The advertisers have possessed the capacity to show their brands effectively in different films both in setting and outside of any relevant connection to the issue at hand. A motion picture Rang De Basanti, featuring Aamir Khan, had a joint marketing program with Coke, where Coke propelled a restricted release of Rang De Basanti bottles. Other than this, the Piyo Sir Uthake crusade was amalgamated with film cuts from Rang De Basanti. Another hit, Namaste London highlighted no less than five unmistakable brands including Streak, Western Union, Bharat Matrimony, and Spykar Jeans. This additionally relies on relationship between customer publicizing offices. For corporate it is a medium for achieving the right kind of buyers with no additional expense. In film publicizing has hence turned into a critical part of the showcasing spending plan of the corporate.

Reviews

Alec M Hughes, (1975) Training Films International began to build up its distribution service with films on industrial safety and health and now has a very useful library of films on these subjects. It has now started to extend its scope with films on other aspects of management. Alec Hughes reviews here the American series produced by CMA Productions concerned principally with individual behaviour. Made between 1972 and 1974 the series is naturally geared to American situations many of which would be different in some of their implications for British audiences. All are colour films.

Craig Barlow, (2003) The issue of men with learning disabilities who offend sexually has received scant attention but is important for many practitioners in group care settings. This article argues that there is no absolute prescription for working with sexual abusers or offenders, but a recognition that some men with learning disabilities do engage in sexually abusive behaviour is the first step in establishing appropriate responses.

Jochen Wirtz, Anna S. Mattila, Rachel L.P. Tan, (2007) It is widely accepted that consumers enter into a service consumption experience with a set of expectations, including affective expectations. This research aims to investigate the matching effects between arousal-level expectations and perceived stimulation (i.e. arousal congruency) on satisfaction and in-store behaviors. A 3 (under-stimulation, arousal congruency and under-stimulation) perceived arousal congruency) × 2 valence (pleasant or unpleasant environment) factorial design was employed and tested across two service settings, a music store and a book store. A short narrative was used to induce arousal level expectations (high and low). Subjects were then exposed to a video clip in which the actual arousal of the store environment was manipulated at three levels (high, moderate, low).



Consequently, subjects could perceive the store environment to match their expectations (arousal congruency), exceed their expectations (over-stimulation) or to fall short of their expectations (under-stimulation). Half of the video clips showed a pleasant store environment, whereas the other half of the videos involved an unpleasant store environment. Satisfaction and in-store behaviors served as the two dependent variables in this study. The results of this study indicate that the valence of the service environment (pleasant or unpleasant) moderates the arousal-congruency effect on satisfaction and in-store behaviors. Satisfaction in pleasant service environments was maximized at arousal congruency, while such matching effects failed to influence satisfaction in unpleasant settings. For in-store approach behaviors, perceived under-stimulation, compared with over-stimulation, had a positive effect on in-store behaviors. The findings of this study indicate that retailers need to pay attention not only to the pleasantness of the store environment, but also to arousal level expectations regarding the servicescape.

Sertan Kabadayi, Katherine Price, (2014) The purpose of this paper is to study factors affecting consumers' liking and commenting behavior on Facebook brand pages, and to analyze the mediating role of mode of interaction on relationships between personality traits and liking/commenting behavior. Data were collected using an online national survey from 269 respondents, ages between 18 and 32. The hypotheses were tested using structural equation modeling. Results support nine of ten hypotheses with significant relationships between analyzed constructs. It was found that two different modes of interaction acted as mediators between three personality traits and liking/commenting behavior on Facebook. This study only included liking and commenting behavior on Facebook. Future studies could extend the conceptual model by including sharing behavior and other personality traits that were not included in this conceptual model. The findings have several implications for brand managers with respect to their social media strategies and give them guidance in achieving better customer engagement on Facebook. This research is an important step in understanding the factors affecting consumers' Facebook behavior and useful for practitioners intending to use Facebook as part of their marketing strategy.

Shwu-Ing Wu, (2002) this paper proposes a framework for connecting the involvement construct's antecedents of Internet marketing, measured involvement degree, related constructs and consequences of consumer behavior. The research first determined the factors that influence the degree of Internet marketing involvement then established the different involvement degree clusters by measured involvement. Finally, the relationship among influence factors, Internet marketing involvement degree, and consequences of consumer behavior was analyzed. Based on the research findings, this paper discusses the possible Internet marketing strategies for a variety involvement degree clusters.

Souha R. Ezzedeen, (2015) The purpose of this study was to explore negative and stereotype-threatening depictions of career women in Hollywood films. The study draws on stereotype threat research to reflect on how such portrayals might undermine women's career aspirations and contribute to the glass ceiling's persistence, and proposes an agenda for future research. Bridging social role theories with conceptual models of films as social "texts", the author explored depictions of 165 career women presented by 137 films, focusing on negative and potentially stereotype-threatening personal and professional characteristics and contexts. Thematic analyses of film portrayals revealed negative and stereotype-threatening characteristics and contexts of career women, including their mean and conniving personalities, promiscuity, isolation, failures at intimacy and inability to balance work and family. Limitations include the subjective interpretations of a single author, a broad exploratory focus and no empirical evidence of connections between film portrayals and career attitudes. Researchers are encouraged to deepen analyses of film portrayals and examine linkages with stereotype threat and career behaviours sustaining the glass ceiling. Given the pervasive reach of the media and the potential for consumers to internalize its messages, the negative depictions documented here could bear an adverse effect on women's career aspirations, contributing to the glass ceiling's survival.

Objective of the study

1. To identify the different perception variables influencing film viewers.
2. To recognize the different behavioral variables influencing film viewers.
3. To identify the influence of the perception and the behavioral variables impacting the film viewing.

Methods

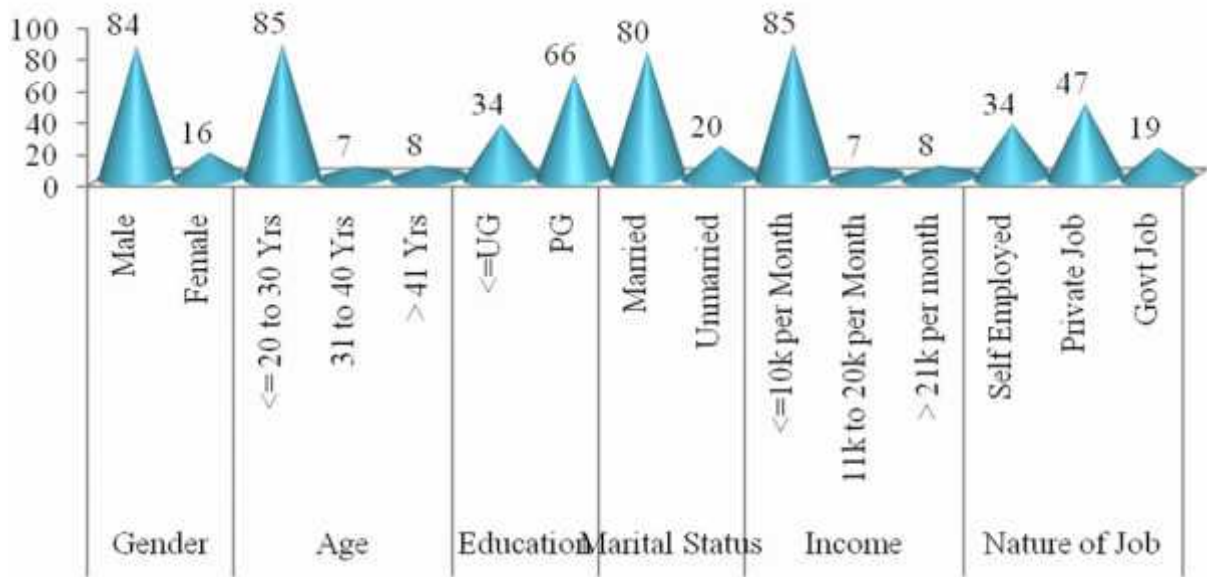
The research methodology broadly undertakes an extensive literature reviews which included the scholarly observations and analysis of other information collected from reliable secondary sources of data. Primary data is collected from the survey of 219 respondents through structured questionnaire, selected from convenience sampling in Ballari city.

Results Analysis and Discussions: Analysis and interpretation of the data were classified according to objectives of the study. Percentage analysis was performed for each question in the questionnaire, mainly to ascertain the distribution of respondents under each category. This section deals with the data pertaining to the demographic variables of the respondents.



Table and Figure 1: Demographic Variables Breakdown with Percentages

		Frequency	Percentage
Gender	Male	184	84.0
	Female	35	16.0
	Total	219	100.0
Age	<= 20 to 30 Yrs	186	84.9
	31 to 40 Yrs	16	7.3
	> 41 Yrs	17	7.8
	Total	219	100.0
Education	<=UG	75	34.2
	PG	144	65.8
	Total	219	100.0
Marital Status	Married	175	79.9
	Unmarried	44	20.1
	Total	219	100.0
Income	<=10k per month	186	84.9
	11k to 20k per month	16	7.3
	> 21k per month	17	7.8
	Total	219	100.0
Nature of Job	Self Employed	75	34.2
	Govt Job	42	19.0
	Private Job	102	47.8
	Total	219	100.0





The analysis of the demographics in shows that 84 percentages of respondents are Male and 16 percentages is Female. The percentage of female is showing a decline. Remaining demographic variables details Table and figure shown.

Table 2: Descriptive and Reliability Test for Perception Variables

Perception Variables	Mean	SD	Scale Mean	Scale Variance	Total Correlation	Cronbach's Alpha
Enthusiasm	3.58	1.07	33.15	40.40	0.60	0.86
Fantasy	3.45	1.02	33.28	42.44	0.48	0.87
Enjoyment	3.84	0.95	32.89	42.90	0.48	0.87
Heroism	3.89	0.96	32.84	42.63	0.50	0.87
Social Concern	3.47	1.08	33.27	39.78	0.65	0.85
Fiction	3.79	1.06	32.95	39.93	0.65	0.85
Romance	3.70	1.10	33.04	41.14	0.53	0.86
Sexuality	3.72	1.05	33.02	39.51	0.70	0.85
Style/Fad/Fashion	3.63	1.03	33.10	39.39	0.72	0.85
Realism's	3.65	1.03	33.08	41.10	0.58	0.86

The table 2 shows the mean score of each statement: The mean score statement of perception is highest to lowest as follows: heroism (Mean= 3.89, SD = 0.96) fantasy (M=3.45, SD = 1.02). It is followed by the other perception factors cited above.

Table 3: Descriptive and Reliability Test for Behavior Variables

Behaviour Variables	Mean	SD	Scale Mean	Scale Variance	Total Correlation	Cronbach's Alpha
Dressing	3.49	1.06	14.79	10.85	0.69	0.83
Body Shaping	3.50	1.10	14.89	12.10	0.66	0.84
Heroism acts	3.62	0.89	15.05	11.58	0.64	0.84
Relaxing	3.83	0.87	15.22	9.84	0.71	0.83
Stress relief	3.95	0.96	15.11	10.51	0.73	0.82

The table 3 shows the mean score of each statement: The mean score statement of behaviour is highest to lowest as follows: stress relief (Mean= 3.95, SD = 0.96) dressing (M=3.9, SD = 1.06). It is followed by the other behaviour factors cited above.

H₀ 1: There is no significant difference between Gender and Perception/Behaviour

Table 4: T Test for Gender Vs Perception and Behaviour

		N	Mean	SD	T	Sig.
Perception	Male	184	3.73	0.72	.280	.005
	Female	35	3.66	0.63		
	Total	219	3.67	0.71		
Behaviour	Male	184	3.85	0.81	.171	.001
	Female	35	3.81	0.85		
	Total	219	3.79	0.88		

From the independent t-test analyses significant relationship is establish between gender and Perception/Behavior. There is a relationship between gender and Perception/Behavior. In gender category there is a difference of opinion on Perception/Behavior factors. The results show that, mean and SD value of male is higher than female.

H₀ 2: There is no significant difference between Age and Perception/Behavior



Table 5: F Test For Age Vs Perception And Behavior

		N	Mean	SD	F	Sig.
Perception	<= 20 to 30 Yrs	186	3.69	0.72	.280	.040
	31 to 40 Yrs	16	3.61	0.61		
	> 41 Yrs	17	3.59	0.62		
	Total	219	3.67	0.71		
Behaviour	<= 20 to 30 Yrs	186	3.79	0.83	.171	.006
	31 to 40 Yrs	16	3.43	0.68		
	> 41 Yrs	17	3.71	0.76		
	Total	219	3.75	0.81		

From the independent f-test analyses significant relationship is establish between age and Perception/Behaviour. There is a relationship between age and Perception/Behaviour. In age category there is a difference of opinion on Perception/Behaviour factors.

H₀ 3: There is no significant difference between Marital Status and Perception/Behavior.

Table 6: T Test for Marital Status Vs Perception and Behavior

		N	Mean	SD	T	Sig.
Perception	Married	175	3.67	0.72	.280	.001
	Unmarried	44	3.70	0.66		
	Total	219	3.67	0.71		
Behaviour	Married	175	3.74	0.80	.171	.003
	Unmarried	44	3.82	0.88		
	Total	219	3.41	0.85		

From the independent t-test analyses significant relationship is establish between Marital Status and Perception/Behavior. There is a relationship between Marital Status and Perception/Behavior. In Marital Status category there is a difference of opinion on Perception/Behaviour factors. The results show that, mean and SD value of unmarried is higher than married.

H₀ 4: There is no significant relationship between Perception and Behavior

Table 7: Correlation analysis of Perception and Behavior

		Behavior	Perception
Behavior	Pearson Correlation	1	.821**
	Sig. (2-tailed)		.000
	N	219	219
Perception	Pearson Correlation	.821**	1
	Sig. (2-tailed)	.000	
	N	219	219
**. Correlation is significant at the 0.01 level (2-tailed).			

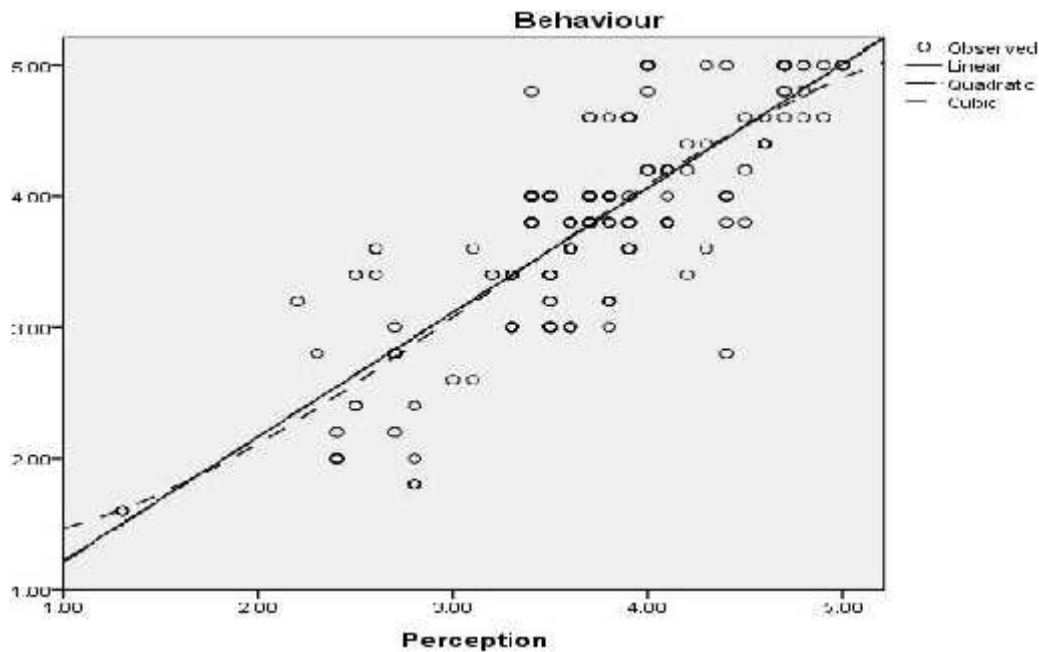


Pearson Correlation Coefficient is used to test the relationship between the Perception and Behaviour. The analysis was measured with 95% of level of confidence, so the alpha would be 5 % i.e. 0.05. Here there is significant relationship between Perception and Behavior. From this table 7 researcher found that, high correlation Perception and Behaviour

Table 8 and Figure 2: Model Summary and Parameter Estimates

Equation	Model Summary			Parameter Estimates			
	R Square	F	Sig.	Constant	b1	b2	b3
Linear	.675	450.34	.000	.272	.948	-	-
Quadratic	.675	224.14	.000	.246	.964	-.002	-
Cubic	.677	150.13	.000	1.377	-.281	.411	-.043

Independent variable is Perception. Dependent Variable: Behavior



Conclusions and Suggestion

The film allure is involved a few measurements; as indicated by the need arrangement, they are plot, amusement, moral training, fulfillment of interest and notoriety. Movies can enhance their fascination through these few angles. Gathering of people fulfillment plays a completely interceding impact between the appeal recognition and the speculation of survey. Gathering of people fulfillment likewise plays a completely intervening impact between the appeal observation and the goal of survey. Film allure influences the last conduct of the gathering of people through this way: view of film appeal, fulfillment, expectation and venture. Mind decontamination, rationale and motivation are the principle components to enhance the group of onlookers' fulfillment.

This paper concentrated on the extraordinary way of experiential items and started the way toward comprehension customer conduct for them. The outcomes affirm the hedonic way of these items and demonstrate that as contrasting options to motion pictures, subjects considered a bigger number of items that require use of time than ones that lone require consumptions of cash. Further, they analyzed more subjective than target components and more worldwide than one-dimensional ones. The present discoveries are constrained by a nonrandom, moderately little specimen that spotlights on the most essential age bunch for motion picture goes however dismisses other age bunches, including young people. On the off chance that a study with a



greater, projectable example affirms the current discoveries, then certain administrative ramifications would come about. For instance, correspondence endeavors for films and others writes of experiential items ought to incorporate subjective components, outwardly or verbally and not just concentrate on target ones, for example, the star. The outcomes concerning contrasting options to motion pictures show that opposition for motion pictures incorporates different exercises or items, and motion pictures. This data may better position motion pictures with respect to the opposition or to direct administration's endeavors on data gathering about rivalry.

For instance, if drinking and eating out are well known choices (as in this concentrate), then there might be a prepared business sector for motion picture theaters that serve mixed refreshments or dinners. Moreover, it appears to be sensible that motion picture theaters situate in shopping centers where purchasers can have a dinner and/or a beverage before or in the wake of seeing a film. The aftereffects of this study are empowering and give us the boldness to go ahead to do the future examination portrayed previously. They demonstrate that experiential items have particular examples of customer conduct. It gives the idea that hedonic utilization can characterize a class of items and further, is key for comprehension them. This accentuation along these lines contributed towards the need in the field of customer conduct to address the experiential parts of utilization.

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