

**GUJARATI FILMS AND ITS HINDRANCES AFFECTING TO THE CINEGOERS**

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**Abstract**

The Gujarati films are always second priority of Gujaratis is an irony. Apart from ticket price, film availability, actors, actress, story, music, producer there are some specific reasons which affects the audience. The study tries to identify the hindrances affecting to Cinegoers for the Gujarati films. The primary study was conducted and the 1011 responses from all over Gujarat collected, in which 218 respondents were not watching Gujarati films. This research paper tries to investigate the relationship between demographic factors and the reasons why Cinegoers not prefer to watch Gujarati cinema. The statistical tool applied and data is analyzed with SPSS to get reliable results. In the study, it was found that there is a relationship between the demographic factors like age, occupation, linguistic group, and the reasons for not to watch Gujarati films. The study is helpful to the film makers if they really want to bring new audience to the theatre by improving on the identified reasons in the study.

**Keywords:** Audience, Gujarati Cinema, Behaviour, Cinegoers, Hindrances

**Introduction**

The Indian media and entertainment (M&E) sector is a rising economic sector that is expanding rapidly. The Indian M&E business is poised to enter a robust period of expansion, supported by increasing consumer demand and increased advertising income, demonstrating its resiliency against the rest of the world. Over the past ten years, rising digitization and increased internet usage have significantly pushed the sector. Many individuals now virtually exclusively consume their entertainment over the internet.

Gujarati cinema, also known as the Gujarati film industry or Dhollywood or Gollywood, is one of the most significant regional and vernacular film industries in Indian cinema that is connected to the Gujarati language. The first Gujarati film, Narsinh Mehta, was released on April 9 of that year, marking the beginning of the business. The industry experienced a collapse after booming from the 1960s to the 1980s. Recently, the industry has experienced a revival. Since its inception, the film industry has created more than a thousand movies. Gujarat's government announced in 2005 that Gujarati movies would be exempt from all amusement taxes.

Due to its frequent usage of the Dhol, a percussion drum, Bollywood, the nickname for the Hindi language film business centered in Mumbai, inspired Dhollywood for the Gujarati film industry. Another name for it is Gollywood, a mashup of Gujarat and Bollywood.

Gujarati cinema's Urban-wave has been reluctantly accepted by the public, although it is still only available to middle-class urban viewers. It is still only available to multiscreen audiences where Gujarati movie is shown on one of the screens. The rural audience has not yet participated in this conversation. The academic and literary discourse on Gujarati cinema in Gujarati main stream literature also lacks serious and scholarly writing and discussion. While some academics examine these films from a literary standpoint, most works are by journalists who assess the film's box office performance. Academic considerations mostly revolve around adaptation and analysing the movie specifically considering the source material.

**The significance of the study:**

It is very critical for various components in the value chain of the Gujarati film business. The consumers would be highly benefited if they get the ideal product and service in the offering of a Gujarati movie with all the ingredients of a perfect marketing mix. The audience interest in a Gujarati movie would be the criteria for business opportunities in different forms of business activities in the

media industry. The producers of Gujarati films have a lot to gain from the study since they are the drivers in the production process.

### **Review of Literature**

Mistry K. (2019) studied on the 'Gujarat film industry and preference of Cinegoers towards upcoming Gujarati films' and found the hindrances affecting to the success of Gujarati films. The study focuses on the issues of content, Shrinking Screens and language issues. The study also investigates the behaviour and pleasure of Gujarati moviegoers. Gujarati films have impacted people's perceptions and attitudes in the previous three years. Consumers are increasingly drawn to the Gujarati film industry.

Kotak Y. (2018) Gujarati movies are getting a charge out of a restoration as makers investigate modern subjects to cater to a gathering of people that's getting more urbanized. Gujarati movies are getting a charge out of a restoration as makers investigate unused subjects to cater to an gathering of people that's getting more urbanized. Till the conclusion of 2010, most Gujarati motion pictures were fundamentally made around rustic and social topics, wherein the lead performing artist was appeared wearing a Kediya, a conventional dhoti and turban, and moving to garba tunes. But the past few a long time can be named as the 'new age' for Gujarati cinema, with modern concepts, new faces and superior strategies making advances.

Behavioral and Viewing Patterns of Cinema-Goers In Malaysia is a research study by Abdullah, N. et al., (2014). Statically, discovered that movies about family, love/friendship, conflict, and travel will enthrall the audience. Along with amusement, inspiration, culture/history, and relationship values, viewers are drawn to movies based on its themes, directors, reviews, and ticket prices. These factors will also be taken into account as part of the policy to support locally produced and Sharia compatible content in order to counteract any potential detrimental effects of imported foreign films into Malaysia. A very significant piece of work, Baradi (2014), discusses the fundamentals of filmmaking. It serves as a primer for Gujarati readers. Here, chapter six discusses how to appreciate movies, while chapter seven offers a succinct history of film, featuring a section on Gujarat and Gujarati cinema.

The topics of Gujarati film, which are limited to "sant, sati, and shethani," or religious figures and rural folk, are covered in-depth in Gangar (2013). The majority of Gujarati films deal with themes of religion, myth, rural concerns, and family retribution, from the very first movie to very recently and even now.

Thomas H et al. (2007) are the creators of *Competing on Analytics: The Modern Science of Winning* (Harvard Commerce School Press 2007). In the article 'What Individuals Need (And How to Predict It)', they tried and answered the driving address that is how and what customers need and the strategies to predict it. businesses currently have access to unprecedented information and sophisticated technology that can educate choices like never before. How successful are they in making a different estimate of what customers want to watch, listen to, and buy?

Basuroy et al. (2003) discovered that negative reviews are substantially more detrimental to a film than good reviews are beneficial. They also discovered that negative reviews have an ever-declining impact over time. Additionally, it was discovered that huge expenditures and well-known actors can boost box office receipts for a movie with bad reviews but do not significantly boost earnings for movies with good reviews.

### **Objective:**

The main objective of the study is to identify the hindrances affecting to the Cinegoers.

### **Research Methodology**

To collect the primary data the survey was conducted by using convenience sampling technique. The secondary data was collected from articles, books, research scholar's work and websites. 1011 responses from all over Gujarat collected, from which 218 respondents were not watching Gujarati films. SPSS software was used for statistical tests and for data analysis.

### Hypothesis

**H01:** There is no significant relationship between the demographic factors and the hindrances affecting to the Cinegoers.

**H01.1:** There is no significant relationship between the Gender and hindrances affecting to the Cinegoers.

**H01.2:** There is no significant relationship between the Marital Status and hindrances affecting to the Cinegoers.

**H01.3:** There is no significant relationship between the Medium of Primary study and hindrances affecting to the Cinegoers.

**H01.4:** There is no significant relationship between the Linguistic Group and hindrances affecting to the Cinegoers.

**H01.5:** There is no significant relationship between the age and hindrances affecting to the Cinegoers.

**H01.6:** There is no significant relationship between the Education and hindrances affecting to the Cinegoers.

**H01.7:** There is no significant relationship between the Occupation and hindrances affecting to the Cinegoers.

**H01.8:** There is no significant relationship between the Income and hindrances affecting to the Cinegoers.

Chi-square Test						
Demographic Factors	Reasons for Not watching Gujarati films (Asymp. Sig. (2-sided))					
	LSC	LMS	FA	VC	LB	O
Gender	0.064	0.072	0.399	0.120	0.287	0.832
Age	0.000	0.003	0.468	0.001	0.407	0.395
Education	0.003	0.003	0.982	0.215	0.396	0.362
Occupation	0.000	0.001	0.088	0.000	0.391	0.508
Income	0.000	0.035	0.297	0.011	0.183	0.352
Marital Status	0.087	0.559	0.305	0.440	0.410	0.171
Medium of Primary Study	0.102	0.081	0.120	0.190	0.051	0.360
Linguistic Group	0.000	0.000	0.001	0.000	0.005	0.003

Since the p-value of Grey Shaded Cells are greater than our chosen significance level ( $\alpha = 0.05$ ), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest an association between the demographic factors (i.e., Gender and the hindrances affecting to the Cinegoers).

Based on the results, we can state the following:

H	Null Hypothesis	Result
H01.1	There is no significant relationship between the Gender and hindrances affecting to the Cinegoers.	Accepted
H01.2	There is no significant relationship between the Marital Status and hindrances affecting to the Cinegoers.	Accepted
H01.3	There is no significant relationship between the Medium of Primary study and hindrances affecting to the Cinegoers.	Accepted
H01.4	There is no significant relationship between the Linguistic Group and hindrances affecting to the Cinegoers.	Rejected

From the Chi-square tests, it is found that there is an association between Age and the hindrances like 'Lack of Strong Content,' 'Lack of Memorable Music,' and 'Vulgar Comedy.' There is an association

between Education and the interferences like 'Lack of Strong Content.' 'Lack of Memorable Music.' There is an association between Occupation and the interruptions like 'Lack of Strong Content.' 'Lack of Memorable Music', and 'Vulgar Comedy'. There is an association between Income and the deterrents like 'Lack of Strong Content.' 'Lack of Memorable Music', and 'Vulgar Comedy'. There is an association between Linguistic group and the deterrents like 'Lack of Strong Content'. 'Lack of Memorable Music', 'Fresh Actros', 'Vulgar Comedy', 'Linguistic Group' and 'Others' including lack of memorable dialogues, generation gaps, poor knowledge of film, repetitive story etc.

### **Conclusion**

The choices of Cinegoers can never be estimated as it will change over the period. Still, it is a small effort to understand them. It will help to take the risks by the new producers and the film makers of Gujarati cinemas. From the above result we can conclude that if Gujarati film producers improve the said hindrances affecting to the Cinegoers, then surely, they will reach at least to the Gujarati Cinegoers who are not watching Gujarati films.

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