

To analyze the Determinants of Movie Success- A Literature review

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Abstract— Achieving success of any movie in an uncertain environment is a difficult task. The audience is the king and should be pleased by the movie as audience is the one who can make a film either hit or flop. There should be proper framework which should help the movie makers in making the movie successful. The aim of this paper identifies the determinants responsible for movie success. The main finding of this paper reflects toward star power, critics review, financial success i.e., the budget and the marketing strategies used. Apart from these above findings other findings are script, production house, choreography, etc. Identifying the factors to find that how much does these factors contribute towards success is an important task. This is a review paper mainly based on secondary data sources.

Keywords— Movie, Success, Audience, Entertainment, Bollywood

I. INTRODUCTION

Indian film industry produces a large amount of films every year and is continuously growing. Understanding the audience is of utmost importance as the preferences changes very frequently. Analyzing the past and predicting the future is not an easy task. The spending capacity has increased with the changing lifestyle of people; youth nowadays spend more on materialistic things one being- movies. The film industry has invested a large amount in movie making to overcome the demand and generate profit. So, before investing in it, it becomes necessary to study those factors which affect the success of the film. In a study, published in Journal of the Academy of Marketing Science, it was found that the star power of the actor has a strong impact on box office. As time passes and still the movie is in the theater and is gives a good response from audience, then that movie is recognized for the actors ability. Producing movies with high budget and with well-known cast increases the profit in the opening week. The best promotional tool which is used by every distributor is social media, as it a strong impact on audience.

II. LITERATURE REVIEW

Vany and Walls (1999) Says, Past cannot predict the future. It is not possible every time that the forecasts are true. The revenue on the box office is dependent on number of variables. The fate of the movie is decided by the audience after its release and they are only the king no star power or marketing can change it [1].

Consumers check for the quality more. They check for alternatives to find the best, they can use experience in many cases. Firstly, the audience will go with experience such as, cast, production house, and director. Secondly they will go after the recommendation of others, proposed by Phillip Nelson [2].

Without theoretical framework, predicting the box office performance is a difficult task. The variables used in theoretical framework gives the guidance to the movie makers, says Litman et al.(2009) [3].

Reinstein (2005) expressed, reviews are uncertain. They have the power to influence the audience on whether to watch the film or not. They can either increase the demand or decrease it [4].

Basuroy, Chatterjee, and Ravid (2003) mentioned, critics indeed affect the star power, box office performance. They have both positive as well as a negative impact [5].

Leenders (2007) suggested, reviews are the predictors of movie success. The work of a critic is as an influencer. They can even manipulate the script of the movie according to their choice [6].

Desai and Basuroy (2005) mentioned, if the personal interest of the audience is involved, the critic's review does not play any role [7].

Bae and Kim (2019) say, title of the movie is the most inexpensive production function that the movie makers can use as an advantage. A good title can increase the popularity of a movie [8].

Litman n.d., proposed, a movie with higher budget can use its budget in different sectors such as more promotion/ marketing, hiring a good cast who is liked by the audience more, editing, location, etc. and can gain more profit from the movie and make it a huge success. But it is not always true [9].

Bae and Kim (2019) say there is no relation between the budget of the film and the title of the film. In some case a large budget movie can gain less profit than a low budget movie [8].

Tuohimaa (2010) proposed, internet marketing is the most effective way of movies promotions. Internet is economical, has wide reach and the information reaches rapidly to all the audience. Internet is used by every generation of the society, so it makes advertising easy to reach the target audience [10].

Mohr (2017) says buzz marketing is the most economical way of movie promotion. Basically, if the movie is of low budget movie makers find this method the cheapest. To increase branding of the movie, this method is preferred. It also helps to increase the web traffic. It bridges the gap between word of mouth and the technology [11].

Kerrigan expressed, Actors are considered as the marketer of the film. They are considered as an influencer who encourages the audience to watch the film. Not only actors but there are certain other factors which promote the film such as, director and cinematography [12].

Shruti (2014) suggest, Social media plays an important role in movie marketing. Twitter is considered as one of the most prominent platform of movie success as its credibility is high [13].

Kerrigan convey that script is the focus of the film which attracts the audience. It may be a case that the actor in the film is not much popular but if the script is good it is likely to be successful. Without a good script the movie will not be a hit [12].

III. RESEARCH OBJECTIVE

Identifying the determinants responsible for the movie success.

IV. RESEARCH METHODOLOGY

This research paper is conceptual in nature. The research methodology employed in this article is mainly based on critical review of literature of movie success domain. This is mainly done with help of propositions formulated and supported with the published literature.

Preposition 1: Reviews have a positive impact on movie success

Reinstein (2005) says, reviews are uncertain in nature. They have the power to influence the audience on whether to watch the film or not. They can either increase the demand or decrease it [4].

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Desai and Basuroys say, if the personal interest of the audience is involved, the critic's review does not play any role [7].

Preposition 2: Star Power and Director have a positive impact on movie success

Litman et al. (2009) expressed, The actor who is the box office star for the few previous years will make the movie hit and successful but if the personal interest of the audience is involved, it does not matter whether that star/ actor has to give hit movies in past or not [3].

Wallace (1989) says an actor is the main element that attracts the audience towards the theater. The value of an actor might decrease or increase depending on the situation from time to time. There might be a situation where the movie is not earning much in the initial stage but after some time it tends to earn a large profit [14].

Kerrigan convey, Actor is another form of marketing. If the movie has the actor who is liked by the audience, the movie is already hit. Star power can be used as a competitive advantage. Director is considered to be the central creative for in the film who integrates all the forces together such as finances, star cast, script, promotion, etc. to being a great final product which can be a hit [12].

Preposition 3: Title have a positive impact on movie success

Bae and Kim (2019) suggest title of the movie is the most inexpensive production function that the movie makers can use as an advantage. A good title can increase the popularity of a movie [8].

Preposition 4: Budget have a positive impact on movie success

Littman focused that a movie with higher budget can use its budget in different sectors such as more promotion/ marketing, hiring a good cast who is liked by the audience more, editing, location, etc. and can gain more profit from the movie and make it a huge success. But it is not always true [9].

Bae and Kim (2019) say there is no relation between the budget of the film and the title of the film. In some case a large budget movie can gain less profit than a low budget movie [8].

Preposition 5: Marketing have a positive impact on movie success

Tuohimaa (2010) suggests that Internet marketing is the most effective way of movies promotions. Internet is economical, has wide reach and the information reaches rapidly to all the audience. Internet is used by every generation of the society, so it makes advertising easy to reach the target audience [10].

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Kerrigan convey, Actors are considered as the marketer of the film. They are considered as an influencer who encourages the audience to watch the film. Not only actors but there are certain other factors which promote the film such as, director and cinematography [12].

Shruti (2014) suggest, Social media plays an important role in movie marketing. Twitter is considered as one of the most prominent platform of movie success as its credibility is high [13].

Preposition 6: Script have a positive impact on movie success

Kerrigan convey, script is the focus of the film which attracts the audience. It may be a case that the actor in the film is not much popular but if the script is good it is likely to be successful. Without a good script the movie will not be a hit [12].

V. FINDINGS & DISCUSSIONS

Prediction of future is not possible without proper analysis of the existing framework. The framework helps in understanding or identifying the factors responsible for movie success. Reviews can influence audience. The promotion of the movie is very important for the success of it. The script plays an important part without which the audience will not watch it. Actors acts as influences. Utilization of the budget should be proper in all the sectors of the film making. The title of the film should be in such a way that it attracts the audience. The film is the perception of the director.

VI. CONCLUSIONS

This paper will help in understanding the factors responsible for movie success. The paper discusses all the determinants which have positive impact on the movie success. The factors include: star power, director, the reviews, script, title, budget and the marketing/ promotion of the movie. This paper can help the movie makers in understanding the factors for movie success. This framework will help in easy understanding of the determinants or factors for movie success.

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