



Research Paper

An analysis of current Bollywood and South Indian cinema trends and fandom.

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Abstract: The study was conducted to comprehend the present conflict that audiences' preferences are split between Bollywood and South Indian films. In order to establish what aspects now attract viewers to movie theatres, we followed the top grossing south Indian and Hindi films over the past two years for the purpose of this article. The study's findings show that popular South Indian films and Hindi or "Bollywood" films share some characteristics that are relevant to both types of theatres in terms of box office successes or failures. All of the previously recognised affecting aspects are completely applicable to all of the films, but certain new factors that are present but hidden behind more established ones are equally significant and obvious, and the study will focus on those.

Key words: South Indian films, Bollywood films, box office, popularity, Indian audience.

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I. Introduction:

10 years ago, Indian cinema celebrated its 100th anniversary. With Dada Saheb Falke, Indian film made its debut in 1913. Some academics hold the opinion that Hira Lal Sen, who made films 7-8 years before Falke, was the first filmmaker in India.¹ After the introduction of talky films in India, gradually the Telegu, Tamil, Malayalam, Kannada, Bangla, Punjabi and Bhojpuri film industries emerged. Presently, during and after the pandemic, Indian film viewers have shown some more interest in south Indian films than in Hindi films² according to the reports of reports of several media houses, such as Ormax Media and Stata etc³. In IMDB ratings, films from south India are getting 8 plus points. In this paper, we will try to understand the reasons behind the pan-India success of South Indian films recently. In this paper, we are going to analyse the cinematic tool that's creating the difference between the new South Indian films.

History of dubbing films: Post independence, no trend for dubbing was seen in the film market. Neither the Hindi films dubbed versions came out nor the South films until the countdown for the release of the first dubbed film since 1962 - from Hindi to Kannada — has begun,⁴ with the Dharwad bench of the High Court of Karnataka directing the Hubballi-Dharwad Police Commissioner to enable the release of *Naanu Nanna Preeti*⁵. The movie is dubbed from the Hindi film *My Husband's Wife*. Lots of controversy has happened in the 1990s. After 90s dubbed film market has gradually opened up.

Methodology: There are several factors that influence the hit and flop of a particular movie. Some are classical, and some are social factors that take control over the success of a particular film

In this paper, three films from each of the South Indian and Mumbai film industries will make up the total of six important films that we will attempt to study based on historical and societal variables. The analysis will be done by the content analysis of the social media pages of the particular films and the thematic analysis of film school students and the normal film audience. We use convenient sampling method for the research. We have taken Kantara, KGF, and RRR, and on the other hand, we have taken Lal Sing Chaddah, Brahmastra, and Pathan.

Factors affecting the success of a movie

A. Classical Factors: The classical factors include producer, production house, director, cast, runtime of the movie, genre, script, time of release, and last but not least, marketing. All these factors play a very vital role in determining whether a film will be successful. How popular the cast is, how trusted a director is, how good the cinematography is—all these combined together boost the worldwide gross of a movie if chosen wisely.

B. Social Factors: Apart from the classical factors, there are a lot of social ones too. To name a few, the IMDb ratings, the viewer and critic reviews, and the ongoing social, cultural, political, and economic trends are also major deciding factors in the success of a film. These two factors together help the entire project team of the film choose all the factors wisely and put in all the required efforts to make a movie a success on the big screen and a hit at the box office⁷.

On the basis of the above factors, thematic analysis has been done to investigate the result or the reason for the box office engagement in recent Mumbai and south Indian films (Mumbai films are more original than Bollywood films). It was a qualitative way of investigating to find the reason. One debate has emerged after COVID-19: which films are more powerful in terms of story-telling, acting, or popularity among viewers, or are Mumbai films losing their glory?

This paper has one survey with questions based on the variables influencing a film's success. We are going to then examine the social media posts for the relevant films, assess them, and attempt to draw conclusions based on real information like budget IMDb ratings, director backgrounds, production companies, etc.

Data collection and analysis:

All the data we have collected during our research is presented in the tables below.

| Name of the film | Production house | Director | Cast | Genre | Time of release | Marketing |
|-------------------|---|-----------------|---|------------------|-----------------|---|
| Kantara | Hombale Films | Rishab Shetty | Rishab Shetty, Kishore | Action mythology | 30/9/2022 | Distributed by: KRG Studios |
| KGF | Hombale Films | Prashanth Neel | Yash, Ramchandra Raju, Shrinidhi Shetty | Action | 21/12/2018 | Distributed by: KRG Studios (Kannada) Excel Entertainment and AA Films (Hindi)Vishal Film Factory (Tamil) Vaaraahi Chalana Chitram (Telugu) Global United Media (Malayalam) |
| RRR | DVV Entertainment | S. S. Rajamouli | N. T. Rama Rao Jr.Ram Charan,Ajay Devgn, Alia Bhatt | Action | 25/3/2022 | Pen Studios (North India),Lyca Productions (Tamil Nadu).KVN Productions (Karnataka).HR Pictures (Kerala) |
| Lal Sing Chaddaha | Aamir Khan Productions. Viacom18 Studios, Paramount Pictures | Advait Chandan | Aamir Khan, Karina Kapoor | Drama | 11/8/2022 | |
| Brahmastra | Star Studios, Dharma Productions, Prime Focus. Starlight Pictures | Ayan Mukerji | Ranbir Kapoor, Alia Bhatt | | 9/11/2022 | Star Studios (India) 20th Century Studios (North America) Walt Disney Studios Motion Pictures |
| Pathan. | Yash Raj Films | Siddharth Anand | Shah Rukh Khan.Deepika PadukoneJohn Abraham | | 25/1/2023 | |

Table 1: Basic information about 6 taken films .

| Name of the film | IMDb | Budget | Revenue | Revenue from OTT |
|--------------------------|------|--------|---------|------------------|
| Kantara | 8.3 | 16 | 400 | 29 cr |
| RRR | 7.9 | 550 | 1200 | 400cr |
| KGF | 8.2 | 80 | 250 | 320 |
| Lal Sing Chaddaha | 5.5 | 180 | 130 | 80 |
| Brahmastra | 5.5 | 375 | 431 | 150 |
| Pathan | 6.4 | 240 | 1052.05 | 100 |

Table 2: IMDb rating budget revenue of the 6 taken films.

Why have you seen the film, or what are the reasons that brought you to the theatre?

| Name of the Film | Codes | Theme |
|--------------------------|--|---|
| Kantara | Good review by friends, Positive rating, good review by reviewers, Talk on social media. | Good film inspired by review. |
| RRR | Good review by friends, Positive rating, Attractive trailers. look and feel. Name of the director. Good VFX | Big budget Rajamouli film with good VFX. |
| KGF | Good review by friends, Positive rating, Attractive trailers. look and feel. | Good review and positive rating. |
| Lal Sing Chaddaha | Amir khan. Karina Kapoor, Big production, good trailer, Amir khan with new Punjabi Look. | Amir Khan film with a different look and feel of the film. |
| Brahmastra | Good VFX, Big Budget, Good Song, Good Trailer. Ranbir Kapoor, | Good Indian VFX film with hero like Ranvir Kapoor |
| Pathan. | Sharukh Khan Film, long time gap between the previous release. Salman Sharukh together in a film, #boycot Pathan campaign. Song. | Every one expected a good film after long time brake by Sharukh with good songs and Salman. |

Table 3: Thematic analysis of the above question.

Overall impression after watching the film.

| Name of the Film | Codes | Theme |
|--------------------------|--|---|
| Kantara | Story was good, Story was traditional, Acting, Visuals are good, | Mythological elements in story and good presentation. |
| RRR | VFX was good, Story was good, Presentation was good. | Good vfx and narrative. |
| KGF | Action Story Acting was good. | Good presentation. |
| Lal Sing Chaddaha | Story was not so good. | Bad presentation and story line was not good/ |
| Brahmastra | Vfx was good. Story was not so good. Songs are too good. | Vfx was good story was not good/ |
| Pathan | Story was not good, Presence of Sharukh | Story was not good |

Table 4: Thematic analysis of the above question.

After collecting all the data, we are going to analyse each film one by one. We are making decisions based on these influencing factors: content analysis (content gathered from Facebook and Twitter) and thematic analysis. In our content analysis, we have taken the official Facebook pages of particular films and the fan pages of the respective films. After taking screen shots of the pages and the Under the posts, we start to analyse those responses. **Kantara:** This movie cost 16 crores to make, and it made about 400 crores. Therefore, it is clear that the movie has been a big hit at the box office. Kantara is a hugely successful movie that makes 25 times its investment. The primary protagonists in the movie are not famous actors or actresses, and neither are the producer nor the director. A well-known distributor handled the movie's distribution. The IMDb rating is higher than 8. Thematic analysis revealed that viewers liked the film's plot and presentation, while content analysis of comments on Facebook and Twitter revealed that the majority of viewers approved of the picture as a whole. There are no comments in the comment box supporting the protagonist, the heroine, or any of the actors. We may therefore conclude that the movie's success at the box office was due to both its content, which is closely related to both local mythology and contemporary reality, and its presentation of that content, which spectators found to be particularly appealing because it placed the mythology in a realistic setting.

RRR: This movie has a huge budget, and it made almost twice as much money as it did. The director is well-known, and the publicity and distribution firm are excellent. Good VFX and presentation. Ratings on IMDb are above 7, almost to 8. The primary protagonists do have a larger-than-life image; they can fight with thousands of people alone and capture and use wild animals to fight against opponents. People admired the hero as the avatar of Lord Rama at the conclusion. The three-act structure makes up the film's framework. Through content analysis, we discovered that viewers enjoyed two well-known heroes as well as the director's participation. The appearance of patriotism also contributed to its attractiveness.

KGF: This is also a big-budget film, and the revenue of the film is almost three times the making budget. Publicity and distribution companies are updated. People liked the film because of the presentation and the storyline. The narrative structure is in three acts. The main protagonist has a larger-than-life image. IMDb rating is more than 8. People liked the hero's style of looks and the angry young man image. People went to the cinema hall because of the mouth-to-mouth publicity and the official publicity. In content analysis, we have found that people like the narrative, presentation, and appearance of the hero and his actions.

Lal Sing Chaddha: With a 180-crore budget, 130 crore box office revenues, and 80 crores from online streaming, we cannot label the movie a failure. The majority of individuals decided against attending the theatre due to the harsh discussions on social media. Amir Khan and the movie itself were targets of the boycott⁹ gang's vigorous

campaigns. Some of the people didn't like the copy of Forest Gump. Some of the people didn't like the narrative and presentation because they thought this was a complex movie. Script, actor, production, and distribution companies were all highly professional, and repeated directors were not that popular among Indian filmgoers. The boycott gang starts trolling the film and Amir Khan. Some of the film critics appreciated the film and the acting of the actors as well. After the movie, there is a significant level of debate on whether South Indian or Hindi films are superior. IMDB's rating is 5.5, far less than KJF's RRR and Kantara's. In our containment analysis, we found that a huge amount of boycott gang people was doing their action, and some Amir Khan fans were trying to defend it. The campaign goes along with the battle between fans and the boycott gang.

Brahmastra: It is also a big-budget Hindi film. The production budget is almost 375 crores, and they have earned around 500 crores from box office and OTT collections. The opening of the film was pretty good, but gradually it didn't perform well. The IMDB rating is 5.5, far less than KJF RRR and Kantara but similar to Lal Sing Chadha. The main characters were Ranvir Singh and Aliya Bhat, the popular Bollywood duo. People loved the VFX songs by Arijit Singh and the acting or appearance of Ranbir Kapoor.

Pathan: Pathan is another big-budget film, and the revenue of the film is more than one thousand crores. The IMDb rating is poor, but instead of that, the film has crossed the 1,000-crore mark. All the components for the success of a film go in favour of the film. Sharukh Khan Salman Khan, John Abraham, and Deepika Padukone are well-known production and distribution houses with good VFX. With all the positive components, the story and script were not liked by the people, and a newly introduced factor in Indian film box office revenue has played a major role in this boycott. A group of people put forth a high-level effort to boycott the film, and some political people also tried to influence people to boycott the film. Instead of all that resistance, people went to the cinema and made it a great success, and some of the audience members say in the survey that they want to see the film because of the boycott call.

II. Conclusion:

In this paper, we have looked into audience trends as well as the factors that contribute to a film's box office success or failure. When we discuss trends, we are really talking about audience surveys and the motivations behind attending the theatre or watching films on OTT platforms. We have examined six films. 3 are from Mumbai, and 3 are from South India. More or less, the six movies are regarded as high-budget Indian movies.

When we first started the research, we were interested in the reasons for the concern or debate that Bollywood films are becoming less regarded than those from earlier times.

After analysing them, we can identify the fundamental influencing factors at play in the box office performance of the six films. The two unconventional movies are Pathan and Kantara. The Pathan narrative and storytelling were not well appreciated by the audience despite the fact that the films made a lot of money at the box office, and the actors who appeared in Kantara are not exactly well-known individuals.

After Bahubali, the practise of fusing mythology with modern tales or merely hinting at it has gained popularity. Indian audiences like films with compelling stories, and dancing and music are key components of a successful box office performance. All of the technicians for the six films were competent professionals, some of whom were graduates of film schools, and others had extensive work experience.

Some claim that the boycott gang had an impact on Lal Sing Chaddha, others claim that they saw Pathan as a result of the boycott gang; yet others contend that Sharukh is responsible for the success of the movie, despite the fact that earlier Sharukh films had been huge failures. It's not entirely true, but it is a Sharukh image, and which is why it's become a great hit. Unsurprisingly, Sharukh is one of the most important factors in the movie's box office success.

So as a conclusion, I would like to say that the claim about Hindi films that Hindi films are losing their charm and the directors are incompetent and the audience is losing affection towards Hindi films is untrue; it was a period of collective struggle for Hindi films, possibly due to the pandemic or another factor that we need to investigate further. Currently, both in India and around the world, South Indian films are very successful. However, most Indian viewers want to and can see South Indian films in both Hindi and their native vernaculars¹⁰, but for Hindi and some other language films, this rule is not applicable. The entertainment that Indians seek for includes entertaining narratives, songs, dance, and overall presentation of the content. When looking for entertainment, audiences don't make a distinction between different geographical areas. Perhaps it is time to stop saying that Bollywood films are the only films from India that can be considered representative of Indian cinema. If it is good cinema with good story content, good acting, and good publicity, people will come to the theatre.

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