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## DECLINE IN THE SUCCESS RATE OF THE FILM INDUSTRY: PRE- AND POST- COVID SITUATION

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**Abstract:** *This research paper mainly intended to discuss the declining performance of Indian Cinema before and after Covid-19. To achieve this purpose, we collected primary data with the help of a questionnaire. A survey was conducted among Gen-z as well as millennials, to study their response to the current state of the Indian Film Industry. We used a quantitative research approach to derive conclusions from the sample population's answers as to what might be some of the probable reasons for the decline. Reasons include the Rise of OTT, Higher Costs, Time- Limitations', Production Quality, Concept, External Factors and more.*

**Keywords:** Movies, OTT, Decline, Production, Business

### INTRODUCTION

inema, **C**otherwise known as a motion picture or film, brings joy and excitement to a lot of Indians. Films have **C**evolved on their own, from black-and-white movies to today's vibrant colored movies; from many reels to a single showreel; from no graphics to animation; and from single-take artists to "no remarks." Therefore, Darwin's theory of evolution is valid for the film industry as well. The Lumière brothers are regarded as having brought the motion picture to the general public, despite the fact that there is no historical evidence to support its origins.

India is home to one among the largest and vibrant film industry in the whole world. The country is notorious encyclopedically for its pictures and songs. Citizens of different nations, In spite of their relations between the two countries, honour India for its flicks and culture. Bollywood or the Hindi film Industry occupies a vital position all over the globe.

Film assiduity is one of the core diligences of the digital creative assiduity which has positive externalities to the digital creative frugality. Box office profits of the movies are an important measure the development of the movies. The film assiduity completely embodies the integration of humanities and art and technological invention, the integration of traditional media and digital media, and the integration of directors and consumers. In the planning and bracket of artistic and creative diligence and digital content diligence in different countries and regions, it has always been in the core order, which has great positive externalities to the digital frugality. Movie products are a typical representative of the development of creative artistic products and digital content. Movie box office profit is an important index to measure the consummation of the consumer request value of the movie assiduity.

Although the development of the new crown epidemic in 2020 has affected the offline film assiduity to a certain extent. But at the same time, the reshaping of the film assiduity by digital metamorphosis has entered the entire assiduity chain, profoundly changing the format and ecosystem of the film assiduity. This study is aimed at opening the black box that affects the consummation of the value of the film content consumption request in the digital age. Thus, grounded on the original exploration, this composition totally analyzes the multidimensional factors affecting film consumption in the digital age to prize and construct the characteristics of applicable consumption impacting factors. This paper focuses on the following points:

### **To study the performances rate of film industry**

In order to evaluate and analyze the decline and the reason impacting the same, we need to deep dive into aspects such as performance rates throughout different periods. Like it is observed from late 70's and 80's, when movies were valued as tressure and Indian cinema was at its peak, comparing this to present scenario where audience are very opinionated and mindful enough to judge as the essence and originality which was brought by the filmmakers earlier is completely missing nowadays. Also, the rising rates of movie tickets contributing as a major dominant factor why maximum of them are not able to afford to watch a movie in theatres. In this research below we will be trying to unleash such factors and the impact they are having on Indian cinema.

### **Business impact on film industry**

Indian film is both a commercial endeavor and a creative endeavor. Does recognition for art come from the corporate world? Although it may sound a bit paradoxical, does art gain recognition apart from business? Definitely not! Bollywood is a successful Indian film industry that adheres to this tenet. Unquestionably one of India's biggest industries, it is also significant and magnificent.

Bollywood is making significant earnings from exports as a successful industry that has penetrated foreign markets. In 2007, exports increased by 60%, with Canada and the US serving as the top two export destinations. All of this advances the Indian economy and contributes to its success and well-being. Bollywood is responsible

for 40% of India's income, and its 10%–20% annual growth rate is surprisingly rapid. This sector has been ranked as the second most crucial for India's growth by several analysts. Nearly 2009, Bollywood brought in 15% of total revenue in India. Bollywood is reportedly the US entertainment industry's biggest exporter, with successful movies playing on up to 75 screens.

This makes the business side of Indian cinema to be explored and calculate the turbulence which is ultimately leading to decline.

### **Analyze the decline in the industry**

This research is focused on scrutinizing the negative trend line of performance rate of Indian cinema, and what impacts the same. Premeditating all the stakeholders and to how much intensity they are getting affected. Objectives is to compare the early cinema to the present date and pointing out the differences, change in quality, or maybe issues related to originality.

### **Impact of OTT and covid on people's mind**

Rise of OTT is deliberately a major reason for Indian cinema steeping so low nowadays. Audience is more into their comfort and find OTT as a profitable move to invest in. OTT boomed in and the major reason was covid because of which all the multiplexes were called off. The state governments have issued orders to close theatres and multiplexes until March 31 due to the fact that the coronavirus has infected as many as 147 persons. In addition to the move's potential negative effects on the exhibition businesses' revenue, the first quarter of CY20 saw a poor uptake of Hindi films. In Q1 of CY20, the film industry reported a drop of 29.1% to Rs 1062.4 crore from the same quarter the previous year. Multiplex operators reported total box office receipts of Rs. 1499.4 crore for the first quarter of 2019.

## **LITERATURE REVIEW**

### **VIVEK M V, DECCAN HERALD, BENGALURU, 03 SEPTEMBER 2022.**

The steady decline of Bollywood can be traced back to 2015-16, when these OTT services really took hold. The epidemic exacerbated the situation, and the general criticism surrounding mainstream Hindi cinema has also had a minor impact.

### **THE HINDU BUSINESS LINE, 26 AUGUST 2022.**

According to the survey, the reasons behind Bollywood consistently losing out to South cinema in terms of box-office revenue range from inferior content to the decline in single-screen cinemas, an entertainment tax on Hindi films, demographic difference, and the growth of digital streaming platforms.

However, the audience has developed and evolved in terms of what they appreciate and dislike throughout time. The issue began when the Bollywood business failed to meet such demands. Every new film is a hit or miss, and neither the industry nor the audience knows whether the film will be successful. This only happens when the two mediums are apart.

**BUSINESS TODAY, 07 AUGUST 2022.**

"Hindi films have lost touch with the general public." They were focusing more on films aimed at cities or the international market, because multiplexes brought in more money. Multiplex ticket prices are significantly higher than single-screen movie ticket pricing. That is the void that regional films fill.

**TFIPOST.COM, 21 JULY 2022.**

People are losing faith and love in the Hindi film business for three clear reasons: its unfounded hatred for Hinduism, a lack of creativity that leads them to rely excessively on remakes, and nepotism that stifles opportunities for great actors, singers, music composers, and script writers.

**THE FINANCIAL EXPRESS, 30 JULY 2022.**

The film business, on the other hand, has been shrinking over the last decade. As Bollywood's increasing repetitiveness irritated both the Indian and global markets, and with the rise of the internet, more and more content from around the world began to become popular in India, and independent filmmakers from the country, as well as regional language films, began to catch up with the global market. These contents appeared to have a superior tale with no conventional hero worshipping, which is one of Bollywood's most prevalent features.

**ABP NEWS LIVE, 08 OCTOBER 2022.**

For over a century, Hindi cinema has seen its fair share of ups and downs. Fridays used to be a sign of brand-new storylines, but Bollywood has been on a rollercoaster ride since the year 2020. With theatre viewing limited during the pandemic and OTT platforms taking over as the centre stage of entertainment, the theatres that once echoed with applause are now mostly dry.

**INDIAN EXPRESS, 13 SEPTEMBER 2022.**

When he hears that Bollywood is over, filmmaker R Balki laughs. The filmmaker, who has directed six films in his 15-year career, worked with famous stars, and directed pictures with varying box office results, believes the business is simply passing through a period.

**THE ECONOMIC TIMES, 27 AUGUST 2022.**

The rise of OTTs, the shifting preferences of the audience in the new India, the trend of social media boycotts for various reasons, the deteriorating quality of the content, and the power shift to the south with the release of Baahubali-like Tamil, Kannada, Telugu, and Malayalam movies are all factors that have contributed to the declining opening day box office receipts for Hindi films. Even though we can't put the blame on the causes, it is undeniable that the conceit of Hindi cinema's Friday blockbuster day has been challenged.

**THE NEW INDIAN EXPRESS, 02 SEPTEMBER 2022.**

According to research by Elara Capital published in May 2022, Hindi language films saw their share of box office revenue plummet to an all-time low of 10% in the first five months of 2022. Hindi language films typically generate over 60% of box office revenue for theatre owners in north India.

**BUSINESS STANDARD, 06 SEPTEMBER 2022.**

Even though the rest of India Inc. reported record revenues and profits in the post-pandemic period, the Hindi film industry and the businesses that rely on Bollywood for their revenue have yet to fully recover from the shock of the Covid-19 virus.

**THE ECONOMIC TIMES, 01 AUGUST 2022.**

A renowned producer who has worked on more than 50 films and a few web series declared that "the commercial model of the Hindi film industry has gone for a toss." "It will only function if the stars descend to Earth. For ten years now, we have been discussing the escalating expense of the stars, but nothing has changed."

**RESEARCH METHODOLOGY****RESEARCH DESIGN:**

This research proposal will be in qualitative approach and survey will be done to collect the primary data. The qualitative approach to gather information focuses on describing a trend or phenomenon across a larger number of participants thereby providing the possibility of summarizing characteristics across groups or relationships. This approach surveys a large number of individuals, here 150 people, through primary and secondary data and applies statistical techniques to recognize overall patterns in the relations of processes.

This research is designed to identify the declining rate of success of Film Industry and their possible reasons, to distinguish the consequences and outcomes for the same. The actors and filmmakers are the people who directly

deal with audience, so their direct and indirect reasons for the change and effect of covid are the most significant variable of the research.

### **SAMPLING:**

This research applies convenience sampling where researcher selects samples that are available and willing to participate in the study. The respondents vary from college and school students to teachers and professors, also families of various background in order to collect a proper diversified data.

### **Various factors affecting the success of Film Industry are:**

- Budget
- Covid - 19 Pandemic
- OTT Platforms
- External Reasons
- Story/plot

A research methodology involves specific techniques that are adopted in research process to collect, assemble, and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires, and interviews are the common tools of research. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys, and other research techniques, and could include both present and historical information.

### **Method of Research:**

According to our objectives, the most suitable method of research is a Questionnaire. So, we have opted for this method.

A Questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. Although Questionnaires are often designed for statistical analysis of the responses; this is not always the case. The purpose of these questionnaires is not for research or studies, but to collect information to assist an individual or organization. When questionnaires are used to research or evaluate a group, then the questionnaire becomes a study or survey.

Questionnaires are designed so that answers to questions are scored and scores summed to obtain an overall measure of the attitudes and opinions of the respondent

### **Type of Research:**

The type of Research we are conducting is an “Exploratory Research”. Exploratory research is a research

conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions, and improve the final research design. Exploratory research helps determine the best research design, data- collection method, and selection of subjects.

Exploratory research tries to understand a subject of study in preliminary way. Research designs for exploratory usually depend on direct observation of a small selection of what is to be studied.

### **Data Type:**

The type of data type we have worked on is “Primary or Raw” datatype.

“Primary data or raw data” is a data type that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or questionnaires. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data.

### **Data Collection Tools:**

The tool we have opted for our research is a Questionnaire, which is a very easy way to collect data about my topic, because this tool will help us to understand people’s views and opinions and it will give us some knowledge about the area of improvements.

### **Sampling Plan:**

A sampling plan is a term widely used in research studies that provide an outline based on which research is conducted. It tells which category is to be surveyed, what should be the sample size and how the respondents should be chosen out of the population. We have done our survey in Punjab (Jalandhar) and our sample size is 150 people, where we have targeted mainly the college student, school student who are above 16 and those people who are aware of the new changes and trends in the movie and OTT Industry, as they are primary source of these platforms.

### **Sampling Technique:**

The sampling technique that we have used for our research purpose is “Simple Random Sampling” where we used to distribute a questionnaire to the individuals, and they used to fill up the questionnaire according to their choice of answers.

### **Sampling Frame:**

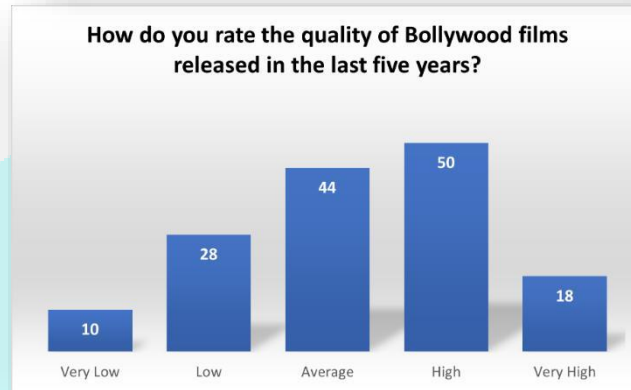
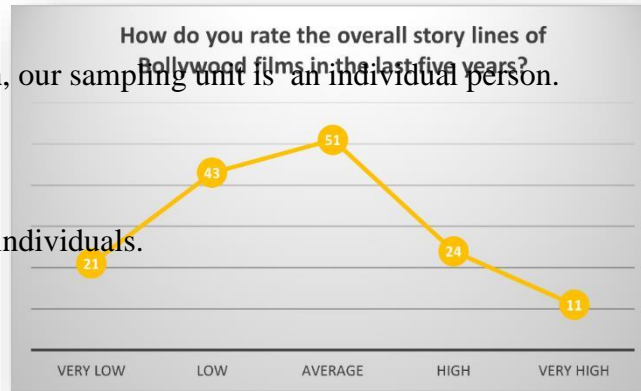
As per our research, our sampling frame are from our own college Lovely professional university, which is based in Jalandhar, Punjab.

**Sample Unit:**

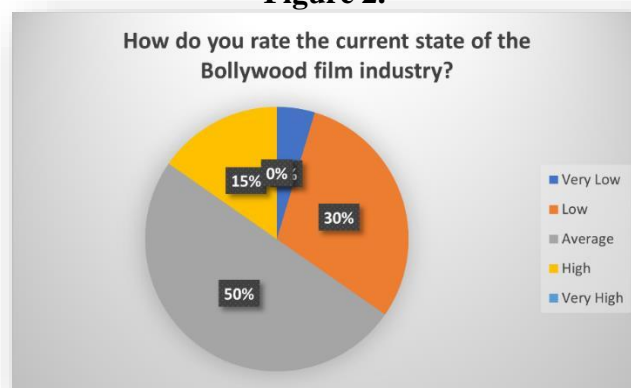
In the context of market research, our sampling unit is an individual person.

**Sample Size:**

The sample size consists of 150 individuals.

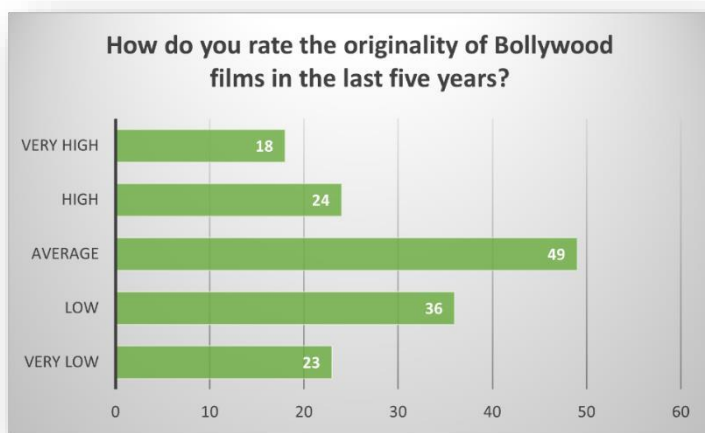
**ANALYSIS****Figure 1**

**INTERPRETATION:** This graph shows the rate of quality of Bollywood films released in the last five years, and as per results, we can see that high number of people (i.e. 50) believe that quality have increased highly in the past five years, whereas many individuals seemed to be undecided as to what is the change and have chosen average as their response.

**Figure 2.**

**INTERPRETATION:** Through this graph, it is clearly reflected that 50% of the individuals are undecided and unknown about the current state of the bollywood industry, but many of them believe that it has gone low during past 5 years.



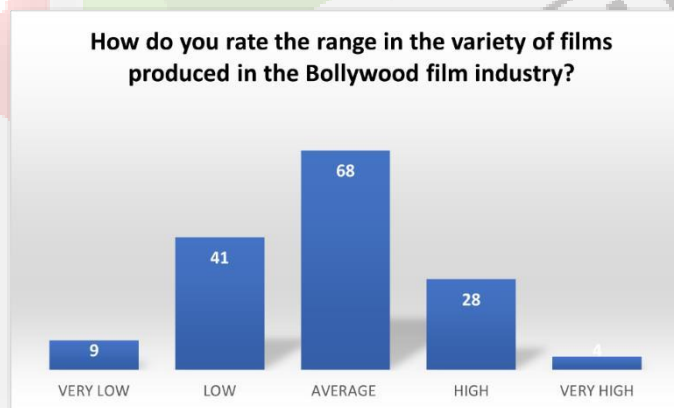


**Figure 3.**

**INTERPRETATION:** Taking the survey poll analysis into consideration, the majority of the respondents have an average to low rating about the story lines of Bollywood films in the last five years. Looking at the figures, 51% respondents have a average rating and 43% have a low rating about the overall story lines of Bollywood films in the last five years.

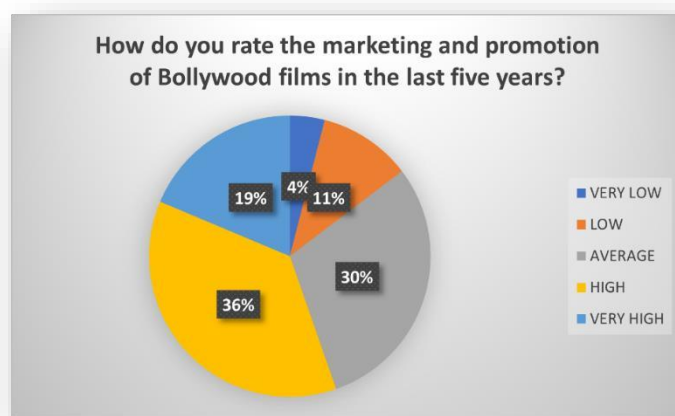
**Figure 4.**

**INTERPRETATION:** According to the survey poll results, 49% of respondents have a average rating about the originality of bollywood films in the last 5 years. However, some part of the respondents, 24% still consider a high rating about the originality of bollywood films in the last five years.



**Figure 5.**

**INTERPRETATION:** This graph shows the rating for the quality of films produced in the industry where maximum, that is 50 out of 150 responses, are voting for average. Followed by high, opted by 45 respondents. Only 11 of them states the quality of films as very low.



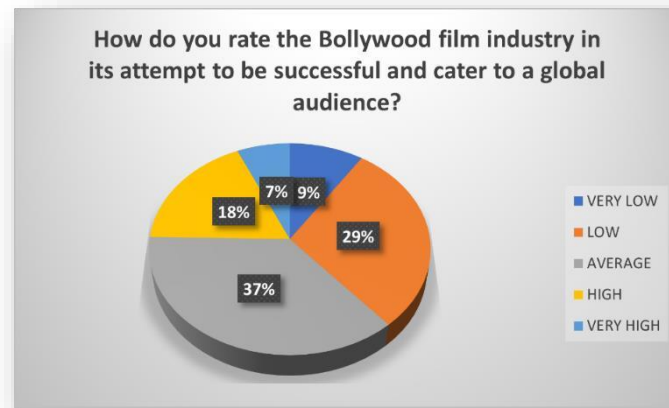
**Figure 6.**

**INTERPRETATION:** Following graph portray the Bollywood film industry successful attempts in capturing the global attention. Majority of respondents (37%) states the performance as average followed by 29% which says low. Here in the graph, only 7% voted for very high which is comparatively very low stating that Bollywood is unable to stand by globally.



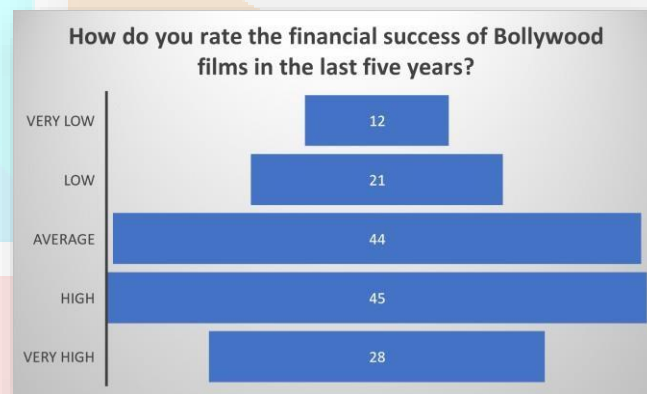
**Figure 7.**

**INTERPRETATION:** This graph gives the tally regarding the perception among audience about the financial success of Bollywood film industry. Respondents have majorly voted for average (44) to high (45) followed by 28 respondents voting for very high as the success rate. And 12 states financial growth as very low.



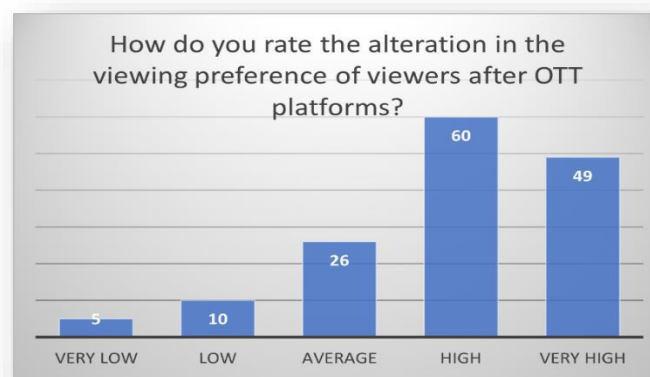
**Figure 8.**

**INTERPRETATION:** Above graph represents the range in variety in films Bollywood produced. 68 out of 150 respondents feels it as average, 41 as low, 28 as high and only 4 as very high which gives us the brief idea that Bollywood at times is failing in delivering unique films.



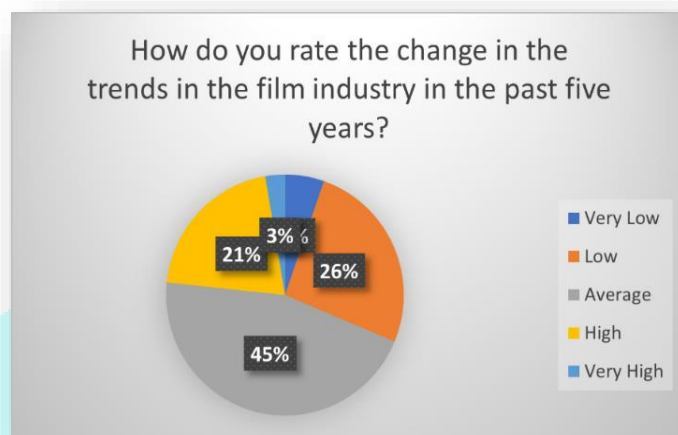
**Figure 9.**

**INTERPRETATION:** Following graph portrays the perception created about the marketing and promotions of Bollywood films in the last five years. 36% of all the responses are for high that is audience feels the marketing and promotion of bollywood industry as pretty much effective. 30% of them think it's average and 4% of them state it as very low.



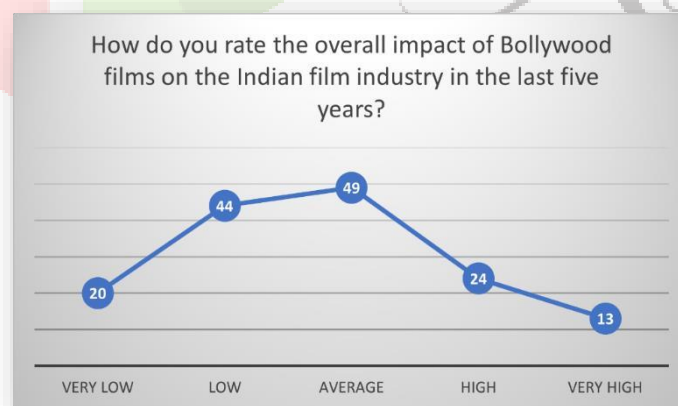
**Figure 10.**

**INTERPRETATION:** According to the results of the poll survey, there is high alteration in viewing preference of viewers after OTT platforms. In other words, most of the people now prefer to watch movies in OTT rather than visiting movie theatres. The reasons could be busy schedules, safety, time management, comfort and so on. As the number speaks, 49% people completely prefer OTT platforms. However, movie theatres are still being loved by 10% of people. The higher inclination towards OTT shows the impact of pandemic over the Bollywood fans.



**Figure 11.**

**INTERPRETATION:** Majority of the respondents, of the neutral viewpoint about the change of trends in the film industry in the past five years. However, rest of the respondents have a very low rating about the change in trends. The participants view denotes there is rarely any change in trend among the fans for the film industry in past five years.



**Figure 12**

**INTERPRETATION:** The survey poll results shows average to low impact of Bollywood films on Indian film industry. As the number speaks, 49% of respondents have a average rating and 44% have a low rating which symbolizes neutral to less impact of Bollywood film on Indian film industry. There very few people who have a feeling of high impact of Bollywood films on Indian film industry.

## LIMITATIONS OF THE STUDY

As it is impossible to accurately describe the population to which the questionnaire is sent, respondents may self-select into the sample. Only when the results from a sample can be extrapolated to a relevant population does research have any value. Survey results cannot be generalized and may thus be misleading if the population being surveyed cannot be identified and if the sample is tainted by respondents who have biases.

Sampling Bias may have arisen as there is no assurance that the individuals who filled the questionnaire were a part of sample population or not. Also, because some people might only have filled due to having free time.

A survey or questionnaire cannot fully capture emotional responses or feelings of respondents. Without administering the questionnaire face-to-face, there is no way to observe facial expressions, reactions, or body language. Without these subtleties, useful data can go unnoticed. Like people's feelings.

## SUGGESTIONS

Indian cinema's biggest problem is piracy - where copies of the movies are made, either to sell or to provide it for free. Despite having a global audience of almost one billion, not all movies now produced are profitable enough to cover their production costs. Therefore, if piracy is controlled in any manner then Indian film industry can again boom.

After the analysis, we found that there is a perception among the audience that there is lack of creativity when compared to other countries. Indian cinema can survive in this race if they come up with new and creative scripts which keep the audience involved.

Bollywood should have more focus on the content than the marketing and promotions as it increases the expectations of audience and if the film doesn't match then it faces a huge fall in theatres.

Economic liberalization in India, the growing strength of the Indian diaspora and the shift to Global content can be some of the key drivers for Bollywood's growth in the global market. Bollywood should focus on creating some kind of socially progressive content which focuses on important issues and guide our youth rather than hurting the sentiment of any religion unintentionally.

Indian film industry should prevent producing remakes as audience already know the plot and it fails to create any kind of curiosity among them which is a major reason why many don't prefer watching.

# CONCLUSION

The data were collected using questionnaire with 12 questions and from 150 randomly selected movie watchers. The decline of the Indian film industry, or Bollywood, has been a source of concern for many people in recent years. The once-thriving industry has seen a steady drop in box-office returns, with fewer people going to theaters to watch films and an overall decrease in quality of films being made. This decline has been attributed to many factors, including the rise of streaming services, the increasing popularity of regional films, and the emergence of alternative platforms for consuming films.

One factor contributing to the decline of Bollywood is the rise of streaming services such as Netflix, Amazon Prime, and Hotstar. These services offer a wide variety of content at a fraction of the cost of going to the theater. This has made it easier for people to watch films from the comfort of their own homes, and as a result, many people have stopped going to the theater to watch films.

The increasing popularity of regional films is another factor that has contributed to the decline of Bollywood. Regional films are usually cheaper to produce than Bollywood films, and as a result, they can be made for much lower budgets. This has enabled filmmakers to reach out to more people, as regional films are often more accessible to people who may not have access to Bollywood films.

The emergence of alternative platforms for consuming films is another factor that has contributed to the decline of Bollywood. These platforms, such as YouTube and social media, provide an easy way for people to watch films without having to go to the theater. These platforms also allow filmmakers to reach out to more people, as they can post their films on these platforms and get more people to watch them.

The decline of Bollywood has also been attributed to the fact that the quality of films being made has decreased. Many filmmakers are churning out films with little to no story, relying instead on flashy visuals and over-the-top action sequences. This has led to a decrease in the quality of films being made, which has led to fewer people going to the theater to watch films. The decline of the Indian film industry is a cause for concern, as it has been a key part of Indian culture for many years.

However, there are steps that can be taken to help revive the industry. Government support, such as tax breaks for filmmakers and increased subsidies for theaters, could help to make films more affordable and accessible to people. Additionally, filmmakers should be encouraged to make more high-quality films, with captivating stories and visuals that will draw people to the theater. Finally, alternative platforms should be used to promote films and reach out to more people. With these steps, Bollywood can be revived and continue to be an integral part of Indian culture.

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