

# INSTAGRAM AS A MARKETING TOOL FOR THE PROMOTION OF BOLLYWOOD FILMS

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## ABSTRACT

*In recent years, many organizations across various industries have increasingly integrated Instagram into their marketing strategies. This trend suggests that the Bollywood film industry should also leverage Instagram and its unique features for promoting films. To explore this further, a study was conducted to investigate the patterns of social media usage, the use of different Instagram features and the reception of promotional content shared by Bollywood filmmakers and marketers. The study used a mixed-method approach, collecting primary data through an online questionnaire using non-probability, convenience and snowball sampling. The data was analyzed using descriptive statistics, frequency distribution and the chi-square test in SPSS. The findings of the study revealed that Instagram is widely used, with features such as the Instagram feed and Instagram stories being particularly popular. Additionally, the study found that film announcements, hashtag contests and film stories were the most preferred content among Indian audiences. These findings offer valuable insights for film marketers and Instagram as a social media platform, highlighting the significance of the research. They can serve as guidance for both film marketers and Instagram to enhance their strategies and features, respectively and create more engaging content to attract audiences.*

**Keywords:** Film industry, Instagram, Marketing, Social media.

## INTRODUCTION

The past four decades have seen a radical shift in business and consumer interactions, largely due to the internet, personal computers, mobile devices and e-commerce platforms. In today's fast-paced and competitive world, it's almost impossible to design a marketing strategy without considering social media. Social media platforms have significantly impacted consumer behavior and marketing practices. Instagram, in particular, has introduced a unique dimension to product and service marketing through its photo and video sharing capabilities, significantly influencing consumer behavior and marketing practices.

Instagram is a popular social network with over 1100 million active users, known for its visual content and effective platform for businesses and individuals to connect with their audience.

Film marketing has recently entered a new phase, with social media platforms playing a firm hand. An online presence is non-negotiable for a film these days. Of this plethora of social media platforms, the one that stands out the most is Instagram, with its wide demographic range and over a billion active users. Instagram facilitates everything through brands, entertainment, goods and memes (Usman, et al., 2019). Bollywood is termed India's and the world's largest film industry. This industry dramatically influences the country's population by setting up new fashion trends, conveying social messages and communicating more through films. Indian culture and Bollywood go hand in hand and offer joy all across the globe.

## Research Rationale

The Bollywood film industry has grown significantly in the last decade and is vital for India's economy. Effective promotion is critical for success and producers and marketers constantly pursue innovative marketing strategies. Social media apps like Instagram play a crucial role in engaging the younger generation. It's not just about creating awareness but also about connecting with the audience on a deeper level for success.

## MATERIALS AND METHODS

### Research Aim and Objectives

Many companies today focus on customer-centric approaches. Instagram, with its innovative features, attracts the younger population, making it a suitable platform for the Bollywood film industry to promote their films.

#### The objectives of the study are as follows:

- To identify reasons for using Instagram in urban areas of India.
- To determine the usage and acceptance of Instagram features amongst existing users for marketing of films.
- To identify the most favored marketing activity for the promotion of Bollywood films on Instagram.

An attempt was made to evaluate the different studies relevant to the film industry, including marketing activities, an overview of the Indian film industry and the use of social media platforms for promotion. The study also focused on Instagram and its impact on the modern digital age.

### Indian Film Industry (Bollywood)

India's film industry is the world's largest producer and has achieved great success by producing big-budget films and exporting them globally. Indian cinema addresses social issues and has a global presence, participating in international film festivals and spreading the message of heritage culture.

### Marketing of Films

The research carried out by Demirel, et al., a reflected holistic approach to the effects of the factors of "movie marketing mix" (e.g., people, price, promotion and distribution (place) were termed to be important in terms of relationship with audiences, their purchase intention and Word of Mouth (WOM). Yu, et al., stated that marketers and moviemakers should focus more on word of mouth to enhance consumer motivation to watch movies, eventually leading to more considerable footfall in theatres and achieving volatile results at the box office.

### Social Media for Marketing

Li, et al., emphasized recognizing customers' motivations, engaging them on social media and seeking voluntary contributions to gain a competitive edge. Putter highlighted the transformative power of social media, while Ibrahim and Ganeshbabu discussed the analytical tools available on social media platforms for tracking marketing success.

### Use of Social Media for Marketing Bollywood Films

In today's entertainment landscape, Bollywood faces tough competition with the myriad of options available to audiences through online streaming platforms and social media. Filmmakers are adapting to new technologies and the marketing approaches to retain their audience. According to Band, Bollywood

commands a 30% share of the entertainment industry revenue, significantly impacting television, video, music and live entertainment sectors. Bhattacharyya and Dasgupta's, study discusses India's shift from promoting films through print media to social media.

**Instagram as a Marketing Tool**

The study by Green and Martinez found that Instagram is well-positioned as the first social media app with a picture-only feature. It is popular among college-age users and is more mobile-dependent compared to other social media platforms. The study also includes a competitor analysis of Instagram, Snapchat and Pinterest (Tables 1 and 2).

<b>Critical elements</b>	<b>Instagram</b>	<b>Snapchat (industry competitor)</b>	<b>Pinterest (industry competitor)</b>
Unique selling proposition	Promotes itself as an instant photo sharing/video application	Promotes itself as a video/picture sharing messaging application	Promotes itself as a web and mobile sharing application
Value to prospective customers	Customers can view other people's lives at their fingertips. Can also shop and videos and send money see the latest trends	Customers can instant message pictures/videos and send money in seconds	Customers can search the world wide web from the application, utilizing images on a focused scale
Core competencies	Instagram specializes in advertising and picture sharing	Snapchat specializes in video/picture sharing and has recently started with advertising	Pinterest is a social media, bookmarking application that allows users to discover and share creative ideas
Positioning in the market (i.e., top, middle, bottom)	Top	Top	Middle
Marketing mix Product Price Place Promotion	Product: Variety of services Price: Free Place: Online Promotion: Ads	Product: Variety of services Price: Free Place: Online Promotion: Ads	Product: Variety of services Price: Free Place: Online Promotion: Ads
Overall impressions in the market	Instagram is considered an industry leader in social media. It allows people to see other's lives and it is utilized by companies to promote their products	Snapchat is considered an industry leader in messaging through picture sharing	Pinterest is considered an industry leader in web searching. For example, it has allowed people to search recipes and DIYs conveniently

<b>TABLE 2 SWOT ANALYSIS</b>			
	<b>Instagram</b>	<b>Snapchat</b>	<b>Pinterest</b>
<b>Strengths</b>	Multiple filters available to enhance and customize pictures strong and supportive parent company 800+ million users First social media app for pictures only	Constant refreshing of pictures Growing application for users Innovative platform for picture sharing Does not store historical photos	Diverse user group Virtual bulletin boards Users friendly
<b>Weaknesses</b>	Not available on PC operations; <i>i.e.</i> , interact online like you can on your device Required to follow to view content Weekend privacy firewall	Lack of discreetness Not a diverse product Pictures are only available for a small amount of time	Possible gender biases Susceptible to spam pictures Based on user uploads
<b>Opportunity</b>	Advertisement opportunities Technology development	Advertising opportunities Growth and product enhancement	Growing business with opportunity for advertisement Social networking Linked with Facebook and Twitter
<b>Threats</b>	Faces strong competition Possible issues with photo rights	Negative publicity Legal ramifications	Copy-cat websites Spam Other social media sites adopting bookmarking features

To understand Instagram's use, Ting, et al., conducted a study that revealed that Instagram shares similarities with other social media networks in terms of entertainment, gratification, visualized product descriptions and photo-sharing features, which is why the younger generation is more attracted to it.

**Instagram Marketing through Advertisements**

The study by Mathisen, helped determine which attributes users notice and portray. The study finds that brand, endorser and advertising all foresee advertising to bring expectations of effectiveness and purchase. Hypothetically, it was observed that the new inquiry helps by adding elements that allow users to have positive feelings towards ads on their Instagram pages (Gaber, 2019).

**Literature Gap**

A substantial amount of scholarly literature is published on social media for marketing purposes. The Bollywood (Indian) film industry using various social media platforms for marketing films, the usage of Instagram in various other businesses and Instagram content analysis, Instagram engagement and Instagram influencer marketing. However, there needs to be literature about the usage of Instagram and its features for marketing Bollywood films. In this way, this research acts as a pioneering effort to resolve the gaps in the examined literature. It contributes through its originality to expand the body of knowledge for

the 'use of Instagram and its features for marketing Bollywood films.' It serves as a foundational study for future research in this area."

### **Research Philosophy, Approach and Design**

A reliable research philosophy must be coherent and thoroughly developed (Saunders, et al., 2016). To outline the further research objectives and hypothesis for this study, the use of social media platforms for marketing, Instagram for marketing, Instagram consumer engagement and social media for marketing Bollywood films have contributed to setting up the base.

The research design uses mixed methods, which provide objective assessments of the questionnaire and quantitative techniques to discuss views. Quantitative approaches were used simultaneously to achieve a detailed answer to the research question. Also, to assess the research further, the exploratory and explanatory research design was used to address Instagram as a marketing tool for promoting Bollywood films through its various features. A survey strategy was used to answer the addressed research questions.

### **Target Population, Sampling Technique and Sample Size**

In India, Instagram is widely used, especially by young adults in urban areas. The study used non-probability sampling, including convenience and snowball sampling.

### **Data Collection**

The research focused on using Instagram as a marketing tool to promote Bollywood films. It gathered data through a structured questionnaire administered *via* Google Forms and collected 180 valid responses after discarding 21 forms from non-Instagram users. Secondary data includes academic articles collected from online databases such as EBSCO host, Research Gate and Google Scholar and is used for literature review purposes.

The questionnaire included 17 questions covering socio-demographics, social media platform usage, Instagram usage, perceptions of Bollywood film promotions and reasons for not buying online tickets. Responses were collected using a five-point Likert scale.

### **Data Analysis**

The primary data were analyzed using a mixed-method research methodology. Descriptive statistics helped derive important outcome patterns and *Chi-square* tests were used for inferential statistics to test relationships between categorical variables.

### **Validity and Reliability**

Validity addresses the appropriateness of the questionnaires for assessing what was expected. For this analysis, content validation was carried out in which adequate coverage of research questions was established. There are 76 questions related to the study in the questionnaire. Cronbach's Alpha assesses the reliability of the questionnaire and is as given below using software SPSS 20.0.

A questionnaire's reliability is a number between 0 and 1. Here, it is 0.881, which is good enough to implement the questionnaire as a survey tool.

## **RESULTS AND DISCUSSION**

The primary and secondary data analysis and the findings and conclusions helped answer the research questions outlined.

### Sample Demographics

The demographic data frequency aligned with expectations as convenience sampling was used. Of 180 respondents, 69% were aged 25-29, 23% were aged 16-24, 7% were aged 30-39 and 1% were aged 57-75. 115 respondents were male, 65 were female. 72% of respondents have a Master's degree. Regarding occupation, 46.7% are in private service, 32.2% are students and 20% are self-employed. 37.2% fall in the 5-10 lakhs salary bracket, with 36.7% in the 0-3 lakhs bracket.

### Descriptive Analysis

The primary data used for research was analyzed using descriptive statistics. A master datasheet was graded and tabulated with the data gathered from the questionnaire. The data was analyzed using SPSS software. SPSS software was used to measure results, determining the sum of all answers for each question and producing a single result (Table 3).

<b>Q.7</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Instagram	180	2	5	4.3	0.957
Facebook	180	1	5	2.93	1.402
YouTube	180	1	5	3.94	1.001
TikTok	180	1	5	1.49	1.106
Snapchat	180	1	5	2.56	1.568

The highest usage among social media was Instagram, with a mean value of 4.30, whereas TikTok had the lowest mean value of 1.49 (Table 4). These results indicate that Instagram is the most utilized social media platform, followed by YouTube, Facebook, Snapchat and TikTok. Instagram had the highest usage with a mean value of 4.30, while TikTok had the lowest at 1.49 (Table 4). This suggests that Instagram is the most utilized platform, followed by YouTube, Facebook, Snapchat and TikTok.

<b>Use of social media for</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. deviation</b>
Making friends and interacting with friends	180	1	5	3.48	1.244
Dating	180	1	5	1.86	1.19
Business	180	1	5	2.8	1.404
Education purposes	180	1	5	3.09	1.283
Social cause	180	1	5	2.79	1.245
Help keep up with current affairs	180	1	5	3.59	1.218

From Table 4, we can observe that social media is mainly used to help keep up with current affairs, with a mean value of 3.59, followed by use for making friends and interacting with friends (mean=3.48). 57% of all responses selected said that they do not use social media for dating at all (Table 5).

<b>I am familiar with the following Instagram features</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Instagram feed (Photos, videos)	180	1	5	4.29	1.066
Instagram stories	180	1	5	4.35	0.936
Instagram live video	180	1	5	3.93	1.286
IGTV (extended videos up to 1 hr)	180	1	5	3.76	1.356
Instagram filters	180	1	5	3.72	1.32
Instagram reels (fun videos)	180	1	5	3.79	1.268
Instagram messenger	180	1	5	4.09	1.185
Instagram shopping	180	1	5	3.03	1.528
Instagram browser	180	1	5	2.95	1.551

From Table 3, respondents are familiar with Instagram features. The feature Instagram stories has the highest mean, 4.35, while Instagram browser has the lowest mean value, 2.95.

<b>Frequency of usage</b>	<b>Instagram feed (photos videos)</b>	<b>Instagram stories</b>	<b>Instagram live video</b>	<b>IGTV (extended videos up to 1 hr)</b>	<b>Instagram filters</b>	<b>Instagram reels (fun videos)</b>	<b>Instagram messenger</b>	<b>Instagram shopping</b>	<b>Instagram browser</b>
Daily (always)	47	61	29	31	29	40	92	28	34
Once/twice a month (occasionally)	92	68	121	118	91	94	41	114	110
Twice/thrice a week (frequently)	41	51	30	31	60	46	47	38	36

Table 6 shows that most responders use different Instagram features once or twice a month (occasionally).

**Instagram for Bollywood Film Advertisements**

Of 180 respondents, 64 (35.6%) agree that they sometimes come across Bollywood film advertisements on Instagram (Table 7).

<b>TABLE 7 FILM ADVERTISEMENTS ON THE FOLLOWING FEATURES</b>					
<b>I come across film advertisements in the following</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. deviation</b>
Instagram feed (Photos, videos)	180	1	5	3.35	1.482
Instagram stories	180	1	5	3.32	1.347
Instagram live video	180	1	5	2.64	1.456
IGTV (extended videos up to 1 hr)	180	1	5	2.56	1.488
Instagram filters	180	1	5	1.97	1.209
Instagram reels (Fun and entertaining videos)	180	1	5	2.85	1.42
Instagram messenger	180	1	5	1.96	1.309
Instagram shopping	180	1	5	1.84	1.204
Instagram browser	180	1	5	2.08	1.339

Responders with the highest mean, 3.35, feel that they "come across film advertisements" through Instagram feed (photos, videos), while Instagram shopping (mean of 1.84) shows fewer film advertisements (Table 8).

<b>TABLE 8 FOLLOWERS OF BOLLYWOOD PRODUCTION HOUSES</b>								
<b>Production house</b>	<b>Dharma productions</b>	<b>UTV motion pictures Ltd</b>	<b>Yash Raj films</b>	<b>Red chillies entertainment</b>	<b>Eros international</b>	<b>Balaji motion pictures</b>	<b>Reliance big entertainment</b>	<b>Excel entertainment</b>
No	126	140	130	139	140	151	148	160
Yes	54	40	50	41	40	29	32	20

The above table shows that no production house has more than 30% of the survey's followers (Table 9).



**TABLE 9  
RESPONDENTS WHO WANT TO BE A PART OF PROMOTION CAMPAIGNS FOR BOLLYWOOD FILMS**

Interested in marketing/promotional activities	N	Minimum	Maximum	Mean	Std. deviation
Hashtag contest	74	1	5	3.84	1.314
Photo challenge contest	73	1	5	3.82	1.284
Instagram reels challenge	72	1	5	3.36	1.387
Free giveaway tickets	74	1	5	3.84	1.171
Instagram live	72	1	5	3.44	1.288
Reposting stories and earning giveaways	74	1	5	3.66	1.327

Approximately four respondents are highly interested in participating in different marketing/promotional activities such as hashtag contests, photo challenge contests, Instagram reel challenges, free giveaway tickets, live Instagram and reposting stories and earning giveaways. Of 180 respondents, 81 (45%) wanted to be part of Bollywood film promotion campaigns (Table 10).

**TABLE 10  
RESPONDENTS WHO ARE NOT INTERESTED IN BEING A PART OF BOLLYWOOD FILM PROMOTION CAMPAIGNS**

Statements	N	Minimum	Maximum	Mean	Std. deviation
I am not interested in any of the activities they might bring up	86	1	5	3.37	1.557
I do not want to waste my time on these activities	87	1	5	3.28	1.476
I use Instagram only to get updates on films	88	1	5	2.85	1.459
I find them boring and not entertaining	85	1	5	2.94	1.348

Most respondents, *i.e.*, 75%, cannot buy online tickets on Instagram (Table 11).

<b>TABLE 11 REASONS FOR NOT ABLE TO BUY ONLINE TICKETS ON INSTAGRAM</b>					
<b>Reasons</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. deviation</b>
I face payment issues	106	1	5	2.47	1.468
I have to give additional charges	106	1	5	2.64	1.361
I face a lot of technical problems on the app	106	1	5	2.46	1.339
I am concerned about my security	108	1	5	2.94	1.465
I am not aware of this feature of buying tickets on Instagram	115	1	5	3.5	1.586

Respondents must be made aware of this feature of buying tickets on Instagram (Table 12).

<b>TABLE 12 TESTING OF HYPOTHESIS 1 (CROSS TABULATION)</b>							
<b>On average, how much time do you spend on Instagram daily? * How often do you come across Bollywood film advertisements on Instagram? Cross tabulation</b>							
<b>Count</b>							
		<b>How often do you come across Bollywood film advertisements on Instagram?</b>					<b>Total</b>
		<b>I have never come across these film advertisements</b>	<b>I rarely come across film advertisements</b>	<b>I sometimes do and sometimes do not</b>	<b>I sometimes come across film advertisements</b>	<b>I always come across film advertisements</b>	
<b>On average, how much time do you spend on Instagram daily?</b>	<b>Low user</b>	1	0	5	4	0	10
	<b>Slightly more frequent user</b>	0	1	7	0	1	9
	<b>Moderate user</b>	2	3	11	16	11	43
	<b>Most frequent user</b>	2	4	17	17	6	46
	<b>Very high user</b>	2	0	17	27	26	72
<b>Total</b>		7	8	57	64	44	180

**Hypothesis testing**

To assess the hypothesis 1

**Ho-**There is no significant association between the usage of Instagram and awareness about Bollywood film promotions.

**H1-**There is a significant association between the usage of Instagram and awareness of Bollywood film promotion.

The responses to the following questions are used to assess this set of hypotheses.

**Q9:** On average, how much time do you spend on Instagram daily?

&

**Q12:** How often do you come across Bollywood film advertisements on Instagram?

The *Chi-square* test for association of attributes serves this purpose by testing the significance of the association between two categorical variables (Table 13).

<b>TABLE 13 CHI-SQUARE TEST (H1)</b>			
<i>Chi-Square tests</i>			
	<b>Value</b>	<b>df</b>	<b>P value (2-sided)</b>
Pearson <i>chi-square</i>	31.120a	16	0.013
Likelihood ratio	38.1	16	0.001
Linear-by-linear association	10.168	1	0.001
N of valid cases	180		
<b>Note:</b> a. 16 cells (64.0%) have an expected count of less than 5. The minimum expected count is 0.35.			

Since the value is less than 0.05, the association is significant. The maximum frequency is at 'I sometimes come across film advertisements' and 'Very high user'; 'I always come across film advertisements' and 'Very high user'. This suggests that as the average daily time spent on Instagram increases, so does the frequency of coming across Bollywood film advertisements on Instagram.

Hence, 'H1-There is a significant association between the usage of Instagram and awareness of Bollywood film promotion' is accepted.

**To assess the Hypothesis 2**

**H2-**There is no significant association between the frequency of social media usage and satisfaction with Bollywood content promoted using Instagram.

**H2-**There is a significant association between social media frequency and satisfaction with Bollywood content promoted using Instagram.

The responses to the following questions are used to assess this set of hypotheses.

**Q6:** I am an active and frequent user of the following social media: (Instagram).

**Q15:** How often do you come across Bollywood film advertisements on Instagram?

The *Chi-square* test for association of attributes serves this purpose by testing the significance of the association between two categorical variables (Table 14).

<b>TABLE 14</b>				
<b>TESTING OF HYPOTHESIS 2 (INSTAGRAM)</b>				
<b>Crosstab</b>				
<b>Count</b>				
		<b>Are you satisfied with how current Bollywood films are promoted on Instagram?</b>		
		<b>Total</b>		
		<b>No</b>	<b>Yes</b>	
I am an active and frequent user of the following social media: (Instagram)	Disagree	10	2	12
	Neutral	17	10	27
	Agree	26	10	36
	Strongly agree	42	63	105
<b>Total</b>		95	85	180

Since the value is less than 0.05, the association's significance level is significant. The maximum frequency is at 'strongly agree' and 'yes'. This suggests that active and frequent Instagram users are satisfied with the way current Bollywood films are promoted on Instagram.

**Evaluation**

Primary data was used to test the formulated hypotheses and answer the research questions. A quantitative analysis was done on 180 respondents. Table 25 shows the results of the study done on the data (Table 15).

<b>TABLE 15</b>	
<b>HYPOTHESES TESTED</b>	
<b>Hypotheses</b>	<b>Decisions</b>
<b>H1:</b> There is a significant association between usage of Instagram and awareness of Bollywood film promotion	Accepted
<b>H2:</b> There is a significant association between the frequency of social media usage and satisfaction with Bollywood content promoted using Instagram	Accepted

The text you provided discusses the relationship between Instagram use and awareness and satisfaction of Bollywood content. It highlights Instagram's effectiveness as a marketing tool for promoting films.

Hypotheses (H1) prove that while spending time on Instagram, the respondents come across Bollywood film promotions. This helps us explain that frequency of usage does matter when it comes to promoting films, as the average time spent by the respondent on Instagram may result in creating awareness of the films.

The data gathered from reviews and comments helped us measure the impact of our promotions. We found that film announcements, hashtag contests and film stories engaged audiences the most. Instagram feeds and stories were the most favored features for promoting Bollywood films. This study will guide marketers and filmmakers in promoting movies on Instagram.

### **CONCLUSION**

Since its inception, Instagram has grown into a social media platform. The platform has allowed every marketer to take significant steps and build innovative ways of interacting, engaging and communicating with customers. The study aimed to define Instagram as a valuable marketing tool for promoting Bollywood films. Based on this interest, two research questions were identified which laid the foundation for this study:

**RQ1:** How can the Bollywood film industry leverage the analysis of social media usage patterns and preferences to communicate with its potential and existing consumers?

This study identified the social media platforms used by Bollywood filmmakers and marketers. The research also revealed audience usage patterns and preferences for promotional activities, including film announcements, hashtag contests and film stories.

**RQ2:** How would Instagram serve as an additional channel for influencing existing and potential consumers of the Indian film industry?

The primary research helped us identify the frequency of Instagram usage and understand usage patterns of Instagram features. We found that Instagram feeds and stories had a significant impact on audiences. The study also measured the frequency of promotional activities and satisfaction with current Bollywood film promotion, highlighting areas for improvement in marketing strategies.

### **RECOMMENDATIONS**

The results show that 45% of respondents want to participate in promotional campaigns for Bollywood films. They are interested in activities like Hashtag contests, Photo challenges, Instagram reel challenges, free giveaway tickets and more. Additionally, 75% of the respondents are interested in having online booking options available on Instagram.

The marketers can help build strategies and introduce booking windows and online links for the audiences. They can use the Instagram accounts of actors who act as influencers to help increase the films' ticket sales. Through their promotional content and the different Instagram features like Instagram stories and Instagram shopping, they can help introduce online booking options for their customers. This would drive instant traffic to the social media accounts of the films, online booking platforms and actors, which in turn lead to spreading awareness of the movie and allowing booking with one swipe or click of the button.

## LIMITATIONS AND FUTURE SCOPES

The research had some limitations that should be addressed, such as the need for existing literature on Instagram features and the complexity of creating a sample from one billion Indian audiences. These issues could be further addressed with a replicative study using a different sampling technique. Additionally, the study's sample size could be increased to improve further analysis and provide a more accurate understanding of the topic.

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