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Indian youth shifting from Bollywood movies to Hollywood movies

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Abstract

Purpose: The interest of a young generation of India has shifted and they think Hollywood movies are worth watching as compared to Bollywood. Hollywood movies are well known for its creative direction, adventures, technology, concept and special effects all around the world. These movies are based on fiction, action, suspense, comedy, horror, romance and so on, where the movie focuses on a particular theme at a time. Hollywood really does have an impact on society even if it's a good impact or a bad impact. In the past, Hollywood. The objectives of the study is to find out if youth is adapting western culture due to the influence of Hollywood movies and to find out the reasons of global approach of Hollywood Movies.

Methodology: Researcher used sampling method. With this method, individuals were chosen randomly. Samples were collected using a questionnaire. Questionnaires rely on people's abilities to convey information accurately. 40 youth between the age of 15 to 35 filled the questionnaire in the Amritsar city.

Keywords: Bollywood, cinema, Hollywood, global approach, western culture

Introduction

Bollywood and Hollywood are the world-famous cinematic giants that won the hearts of billions of people, from their movies, music, dance, drama and especially the story line. These two are the apex movie industries giving each other a tough competition. Some movies have so much action in them that kids are becoming violent because they have watched too many bad movies. Hollywood movies teach youth to do bad things because, some movies are teaching youth that it's ok to smoke or drink, because Hollywood movies are setting a bad example. An actor or actress can change their look and it can even be a bad look. Hollywood really does have an impact on society even if it's a good impact or a bad impact. People often love human watching and discussing movies. The cinematography is just like music or hobbies, a vital part of their lives. Watching a movie can make your life better, destroy it, or have a neutral or no impact. In today's world of OTT Platforms, some of the most popular genres of cinema/ movies today are Anime, Drama, Comedy, Horror, Fantasy, and Action. Each of these genres of movies can have both positive and negative impacts on young people. But there is no universal opinion as to whether watching movies has more pros or cons. While some studies indicate that violent films make people aggressive and dangerous, other surveys highlight the benefits of showing some specific films to students.

Bollywood celebrities and their movies not just entertain the Indian audience but are also very popular everywhere. But, now the interest of a young generation of India has shifted and they think Hollywood movies are worth watching as compared to Bollywood. In the past, Hollywood movies were not in high demand among youngsters. And, now the youth of India has drifted from the Bollywood films to Hollywood. The youth of India prefers Hollywood over Bollywood. We agree Bollywood has its own share of good films, but somehow a huge part of Indian youth is more into Hollywood than Bollywood. And, this is growing. It's very clear the youth is more realistic and doesn't want to live in a fairy tale world. However, there are few filmmakers who are experimenting with stories but its limited. On the other hand, the love stories from Hollywood are far more practical. There's nothing wrong if you are crazy about your favourite actor or actress. Bollywood industry is a star centered industry where the fans just want to see their favourite star on the screen and just

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don't give a shit about the script. We all know Salman and SRK's films are crossing 100-crore or more than that just because they've become a brand whether the movie of the story is just a piece of paper. Now, the youth wants a better script. Bollywood is trying to keep with the technologies used by Hollywood. But somewhere it still lacks in the quality. We love our Bollywood. But, they really need to improve in order to attract the new India, who loves Netflix more than any item song.

Bollywood has acknowledged their global appeal to non-Hindi speakers by providing subtitles for the common languages of North American and European citizens. Cinema has started making a major impact on the thinking and perspective of people about different things. It is scientifically proven that watching movies reduces stress, watching horror movies can burn our calories too. Most of the Indian parents want their children to be an engineer or a doctor, but this stereotype is changing these days because of some movies like "3 idiots","83", etc. Some movies like "Zindagi Na Milegi Dobara" are influencing youth to concentrate on their career but at the same time live life to its fullest. In short, cinema is the best source of entertainment. Hollywood movies are well known for its creative direction, adventures, technology, concept and special effects all around the world. The movies cast actors of different film industry also. Hollywood movies are based on fiction, action, suspense, comedy, horror, romance and so on, where the movie focuses on a particular theme at a time.

Statement of problem: Changes in the movie watching behavior of youth: A shift from Bollywood Movies to Hollywood Movies.

Movies are a fantastic source of entertainment. They definitely add some spice to life and are great antidepressants. Bollywood also produces and distributes its films internationally but does not get the same attention or scope as Hollywood. Some foreign countries are direct consumers of this film industry. The Bollywood industry produces more films but spends less on production. This study is aimed to assess the association between social media use and isolation among young adults.

Hypothesis of the Study

1. Youth is adapting western culture due to the influence of Hollywood movies.
2. Hollywood movies have global approach and it is easy to relate with their stories.
3. Youth feels Hollywood Movies are more time saving as there is no interval.

Significance of the Study

This study will help to understand the shift of youth towards Hollywood Movies from Bollywood Movies.

Limitations of the Study

1. Lack of time: The time period to finish the research was quite less, which led to various problems.
2. Lack of relevant experience: There was no previous experience that could have facilitated this research. This was a new area to discover.
3. Lack of resources: There was not enough resources available to complete the research.
4. Lack of responses: People at first weren't ready to answer but when they did answer the questions, the

answers were incomplete and not according to the questions asked.

5. Irresponsible act of respondents while filling the questionnaire. They gave stupid reasons and suggestions for simple answers making it difficult to analyse data.
6. Lack of interest from people: People weren't interested to fill the questionnaire. They thought of it as a waste of time so they didn't fill it.

Methodology of the Study

This study was conducted with the help of a survey of youth. A survey's a process, tool, or technique that can be used to gather information in research by asking questions to a predefined group of people

Review of Literature

Sandhu V., 2020 ^[5], India's movies buffs are up, close and personal with Hollywood, Business standards.

The rise of social media has created a lot of awareness around. Movie distributors are even adopting local and regional approaches to promote the movies, through various medium. Hollywood production houses have started taking Indian cinema very seriously now. Movie distribution in multiple Indian languages has also been a big driver in making Hollywood big category-.OTT platforms such as 'Netflix' has further filled interest for Hollywood content in India. Revenue of Hollywood movies is much larger as compared to Bollywood movies.

Aggarwal V., 2019 ^[1], Difference between Hollywood and Bollywood movies content, BI.

Both industries Hollywood and Bollywood have gained recognition worldwide as a prominent film industry and hence Hollywood films are released in majority of countries. Hollywood has become the highest grossing film industry whereas Bollywood has become the third highest grossing film industry. Hollywood movies make use of special effects and other technology in their production that attracts viewer. There are also allegations that Bollywood copies plots from Hollywood movies.

Naidu R., 2020 ^[4], Indians cant get enough of Hollywood, ET Bureau

From last few years, the craze for Hollywood movies in Indian box office has been increased. One of the reasons is that movies are also dubbed in languages like- Hindi, Tamil etc also the production value of their films, scripts and casting is always up to the mark. The faces of the actors are different but the new generation are aware of these Hollywood stars also Hollywood can't beat the large scale distribution of Hindi films, but yet recently Hollywood cinema has made it Count On a large scale.

Kashyap A., 2021 ^[3], Impact of Hollywood movies on youth, Indian Journal

Everything has something good as well as bad in it. Similarly movies can have a very good impact on the mind of the youngsters if they learn to catch all good aspects like learning new things from Hollywood such as-culture, new technologies languages and gaining social awareness etc. Rather than adapting or taking the vulgarity and bad things just have a look at what you choose as the future of our country depends upon on our generation.

Bansal P., 2022 ^[2], things that make Hollywood better than any other film industry, News Patrolling

Hollywood popularity is not surprising to know that it is the biggest film industry of the world. One of the biggest qualities of Hollywood movies is professionalism. Every scene from beginning to end has been performed professionally. Also they always come up with best graphics which makes everything look real in contrast to other industries- Hollywood always stick to the one concept only with great editing, subject variety and their sound effects and its quality which helps together number of audience at a single time

Difference between Hollywood and Bollywood Movies

Hollywood films tend to release during peak movie-going seasons, such as summer and holiday periods, when people are more free. Hollywood has more experience in producing and marketing big-budget films. This is partially due to the fact that Hollywood is in the business longer than Bollywood (Hollywood was founded in the late 1800s while Bollywood didn't get started until the early 1900s). Hollywood films tend to be better quality than Bollywood films. This is because they have better scripts, better production values, and better special effects. Hollywood films are simply better quality than Bollywood films. Indian youth is moving towards the Hollywood movie because most of Hollywood stories are new and idea. Hollywood films are made with dedication and with attention to details, as they have higher budget than Bollywood, those film come as Highly finished product even if they lack with strong storyline.

Avengers Infinity War, a phenomenal film has established a change that highlights a permanent shift in preference for Hollywood movies among the Indian urban moviegoers. Avengers Infinity War in the Indian box office, has reiterated that it's unprecedented success sets a new benchmark for Hollywood films and their increasing reach with Indian audiences. Having released in just 2000 screens, which is about half as wide as a big Hindi film, this Marvel superhero spectacle is easily set to be the biggest Hollywood film in India ever. That the Indian moviegoer increasingly opts for a spectacle Hollywood film in a theatre today is evident from recent successes that such films have registered. In terms of releases, Spiderman 3, Avengers Age of Ultron, Avatar, Jurassic World, Furious 7 have made over a 100crores. With audience interest picking up swiftly, exhibitors across India have added the number of screens showing these films- either in English, with subtitles or in dubbed Hindi and regional versions. Their strongest appeal is word of mouth positive publicity from viewers.

Bollywood is an informal term that is used to represent the Hindi-language film industry in India. Bollywood is just a fraction of Indian cinema, which also incorporates Assamese cinema, Telugu cinema, Marathi cinema, Gujarati cinema, etc. Bollywood is the largest film producer around the world and is responsible for churning over 1,000 movies each year. Bollywood has become popularly known for its music, dance and love stories. Bollywood has still followed this trend that has made it popular and continues to incorporate music and dance in its movies. Although, it receives criticism from many movie goers that sometimes songs and dance take away from the original plot of the movie, other claim it gives a refreshing break allowing the movie goers to recap the plot line and the story, along with

enjoying the music and the vivid, bright sceneries that are part of the dance sequence.

Hollywood and Bollywood are both popular cinemas and their names resonate their success around the world. Hollywood is known world-wide and Bollywood is popular in the eastern countries and has been gaining popularity in many western countries including the US. Hollywood is a term that has become synonymous with the American cinema, while Bollywood is highly affiliated to the Indian Cinema. Hollywood and Bollywood are two completely different cinemas that cater to different audiences and hence cannot properly be compared. However, they do have many differences between them.

Data Analysis

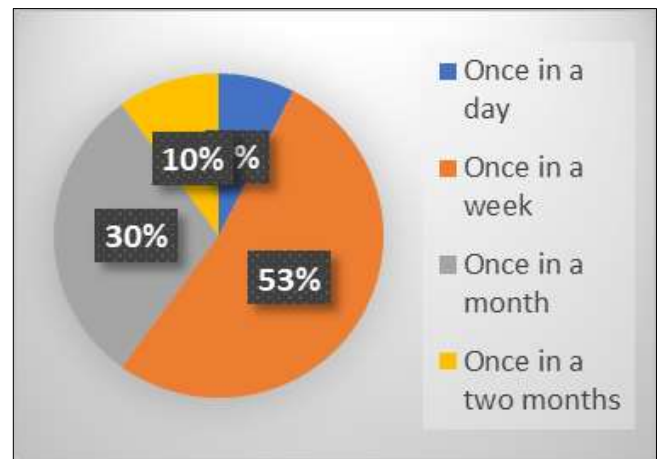


Fig 1: Time spent on movies by youth

Data Interpretation: On asking, how much time they spent on watching movies It was found that 53% of youth watch movies in a week, 30% of youth watch movies in a month, 10% of the youth watch movies in a 2 months and 7% of the youth watch movies in a day.

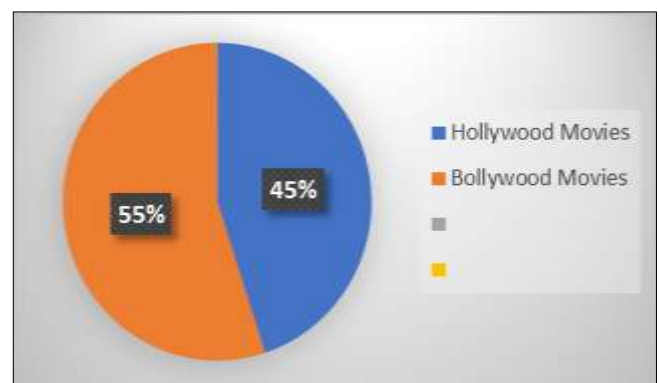


Fig 2: Preference of Youth

Data Interpretation: On asking, what is the preference of youth in terms of movies it was found that 45% of youth prefers Hollywood movies whereas 55% of youth prefers Bollywood movies.

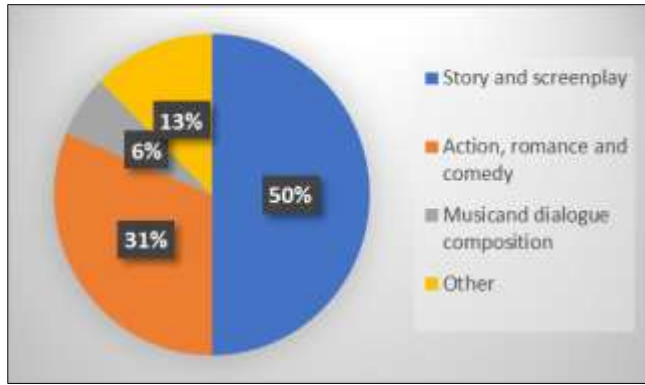


Fig 3: Hollywood movies made more attractive

Data Interpretation: On asking, what makes more attracted towards Hollywood movies it was found that 50% of youth watch because of its story and screenplay, 31% of youth watch because of its action, romance and comedy, 13% of youth watch because of other reason and 6% of watch because of its music and dialogue composition.

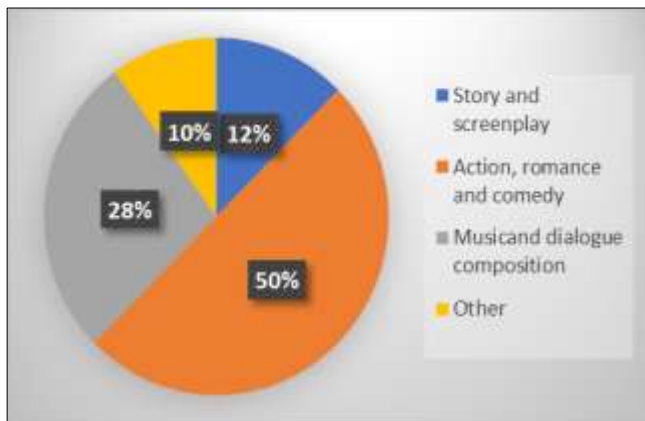


Fig 4: Bollywood movies made more attractive

Data Interpretation: On asking, what makes more attracted towards Bollywood movies it was found that 50% of youth watch because of its action, romance and comedy, 28% of youth watch because of its music and dialogue composition, 12% of youth watch because of story and screenplay and 10% of youth watch because of other reasons.

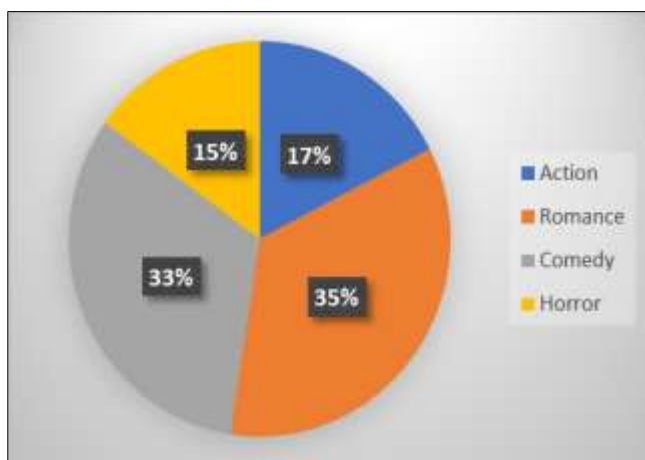


Fig 5: Type of movies preferred by youth

Data Interpretation: On asking, what type of movies do they prefer it was found that 35% of youth watch romantic

movies, 33% of youth watch comedy movies, 17% of youth watch action movies and 15% of youth watch horror movies.

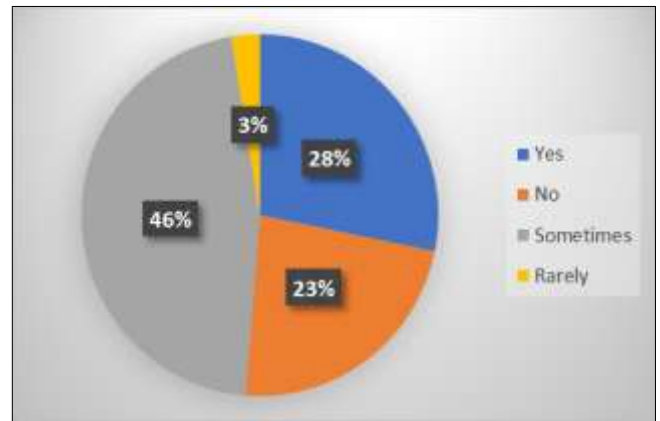


Fig 6: Lost interest of youth in Bollywood movies

Data Interpretation: On asking, youth is losing interest in Bollywood movies it was found that 46% of youth sometimes felt like that, 28% of youth have lost their interest, 23% of youth doesn't felt like that and 3% of youth rarely felt like that.

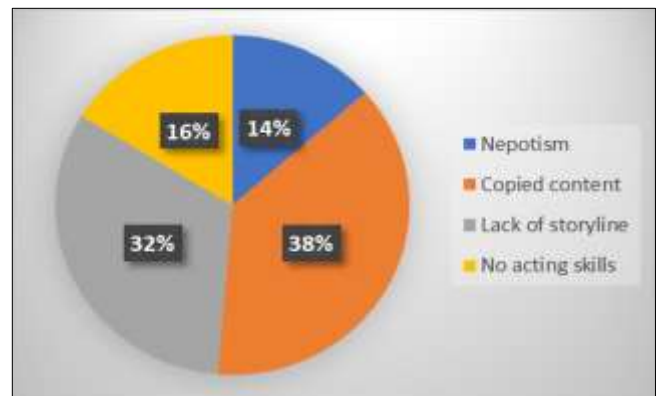


Fig 7: Reasons for losing interest in Bollywood movies

Data Interpretation: On asking, why the youth is losing interest in Bollywood movies it was found that 38% of youth lost their interest because of its copied content, 32% of youth lost their interest because of lack of storyline, 16% of youth lost their interest because of no acting skills and 14% of youth lost their interest because of nepotism.

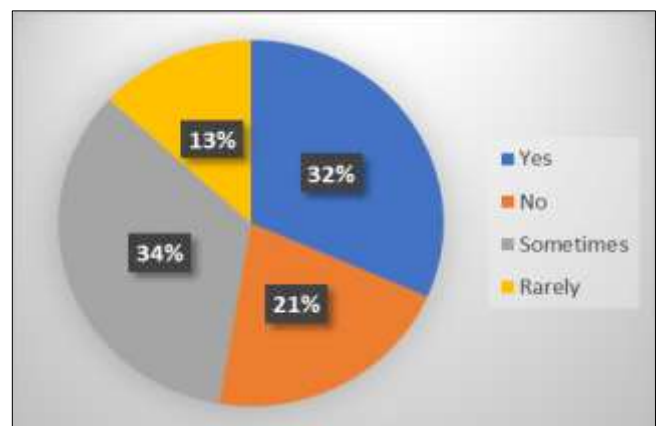


Fig 8: Youth is trying to adapt western culture because of incline towards these Hollywood movies.

Data Interpretation: On asking, is youth is trying to adapt western culture because of incline towards these Hollywood movies. It was found that 34% of youth sometimes felt like that, 32% of youth is actually trying to adapt western culture, 21% of youth doesn't feel like that whereas 13% of youth rarely felt like that.

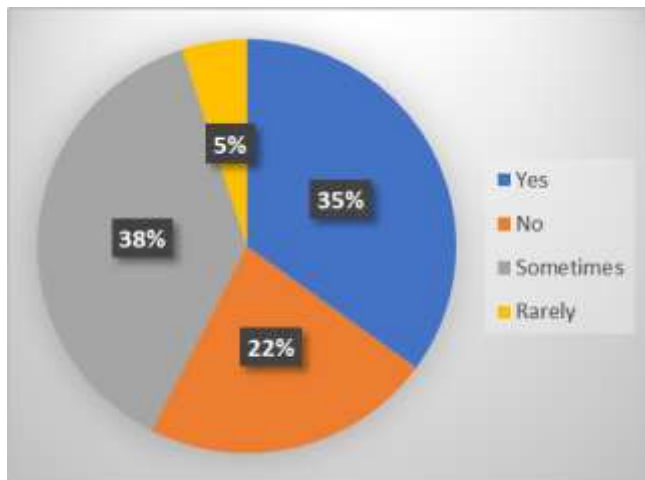


Fig 9: Movies affect our life

Data Interpretation: On asking, does movies affect our life it was found that of youth sometimes felt like that, 38% of youth sometimes felt like that, 35% of youth felt that movies do affect our life, 22% of youth doesn't feel like that whereas 5% of youth rarely felt like that.

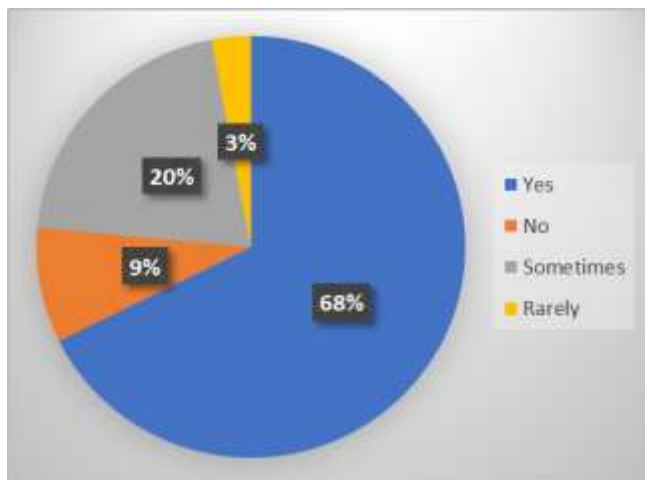


Fig 10: OTT platforms plays an important role in switching from Bollywood to Hollywood movies.

Data Interpretation: On asking, OTT platforms plays an important role in switching from Bollywood to Hollywood movies. It was found that 68% of youth felt that OTT platforms plays an important role in switching from Bollywood to Hollywood movies, 20% of youth sometimes felt like that, 9% of youth doesn't felt like that, 3% of youth rarely felt like that.

Conclusion

Movies has been a part of the entertainment industry for a long time. It creates a massive impact on people all over the world. In other words, it helps them give a break from monotony. It has evolved greatly in recent years too. Bollywood experienced this change in reception from the audience. When films with prominent star cast failed at box-

office, makers knew that this audience is not as concerned about the stars as it is about the content. However, they could not bring back the major chunk of audience. With OTT platforms, international content was made available for all. This youth, in search of quality content, found many gems. Now, many teenagers and millennials prefer watching a non-Bollywood drama at any point.

Contrary to the hypothesis, young adults that switching to Hollywood movies over Bollywood movies are 50 -50. Despite the limitations, it can be observed that the half the number of youth has switched to Hollywood movies. On asking what suggestions they would like to offer the other young adults that youth switching to Hollywood movies over Bollywood movies most of them suggested that Bollywood needs to buckle up as people are switching because of idiotic stories also many believed that we cannot completely switch to Hollywood. Many believed Bollywood movies are rich in emotional quotient than Hollywood movies, and it proposes a more direct and straightforward approach. Some suggested Bollywood has a diversified audience that ranges from the quality content of the films to that of Hollywood. Some said that Bollywood makes movies that are preferable to watch with family than Hollywood films.

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