

# Balancing the stars

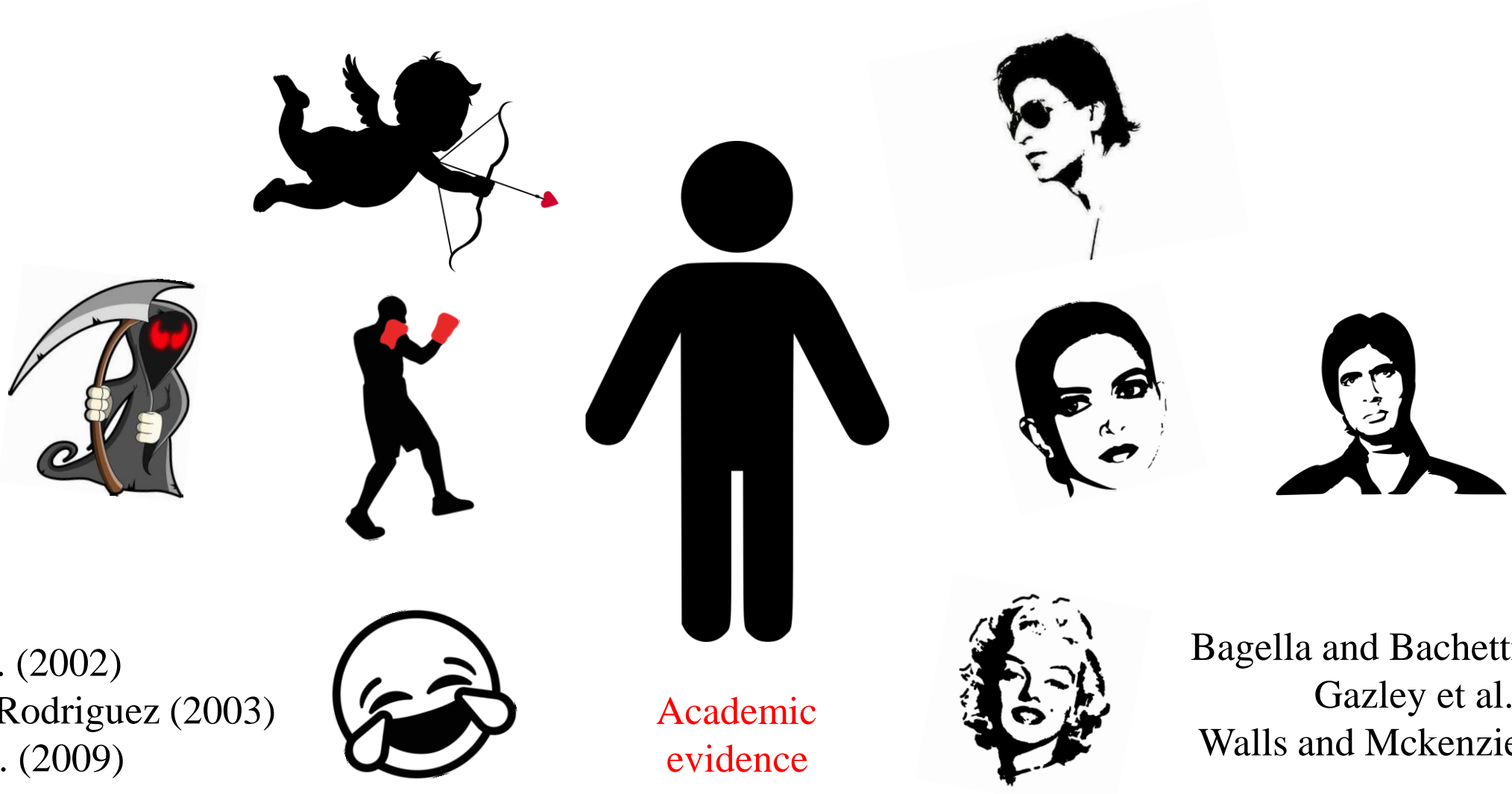
Presented by:

Anshuman Mohanty, Research Scholar

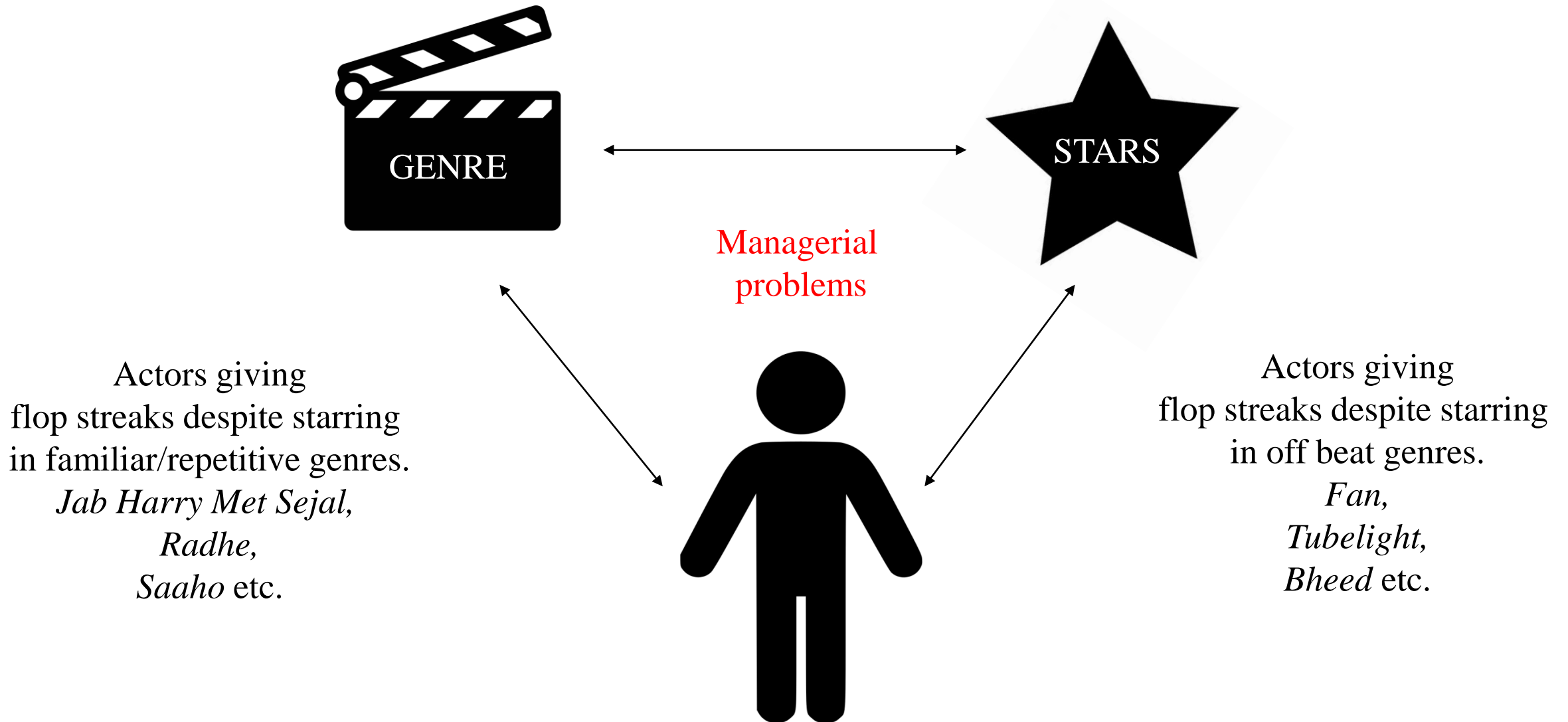
T A Pai Management Institute, A constituent unit of MAHE Manipal

Abstract ID: MRCMS006

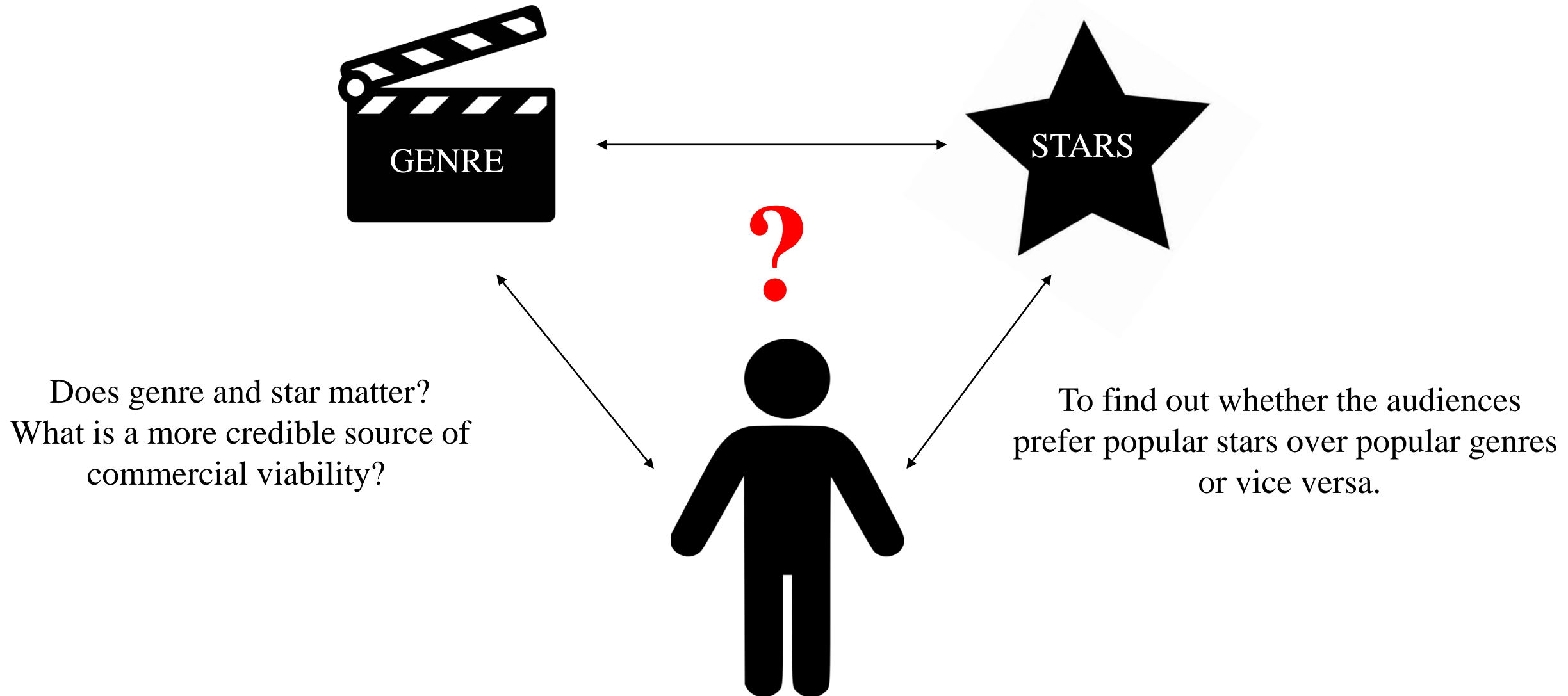
# Known facts about movie watching behavior



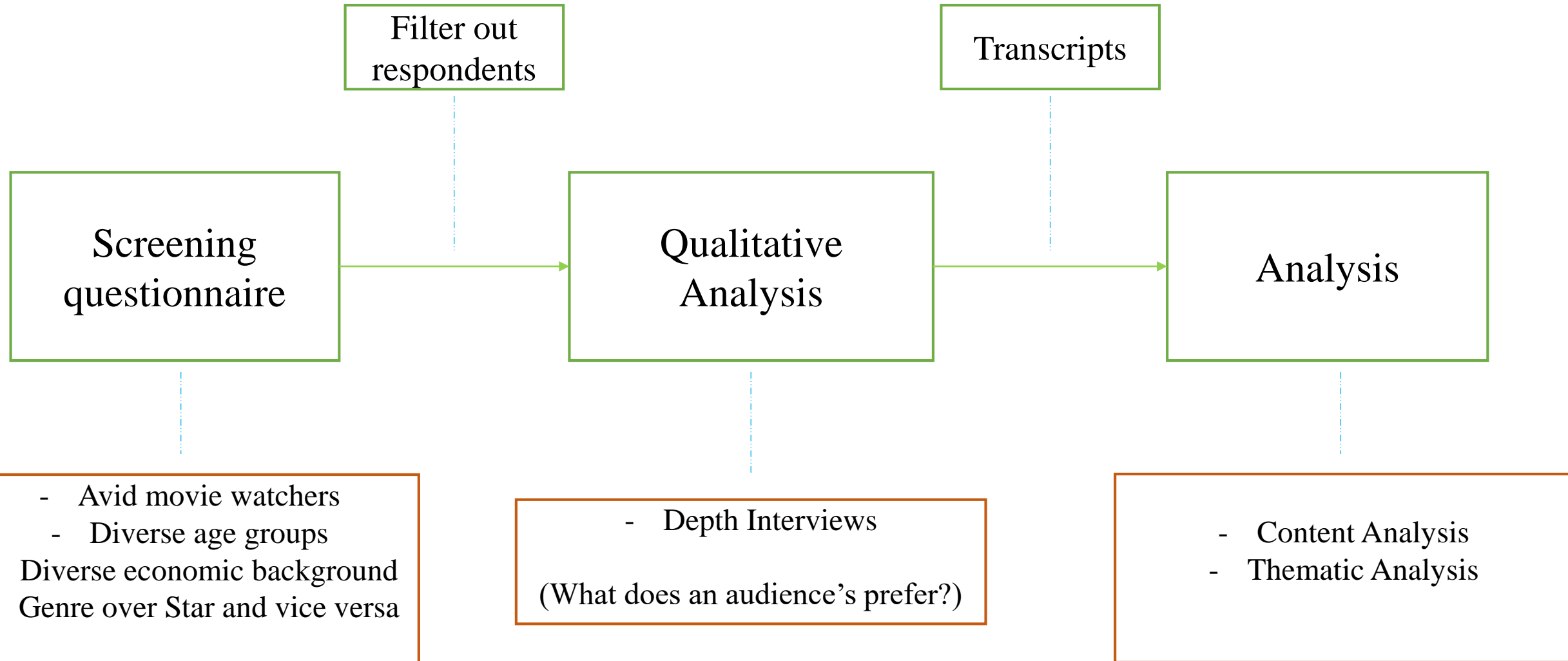
# Grey facts about movie watching behavior



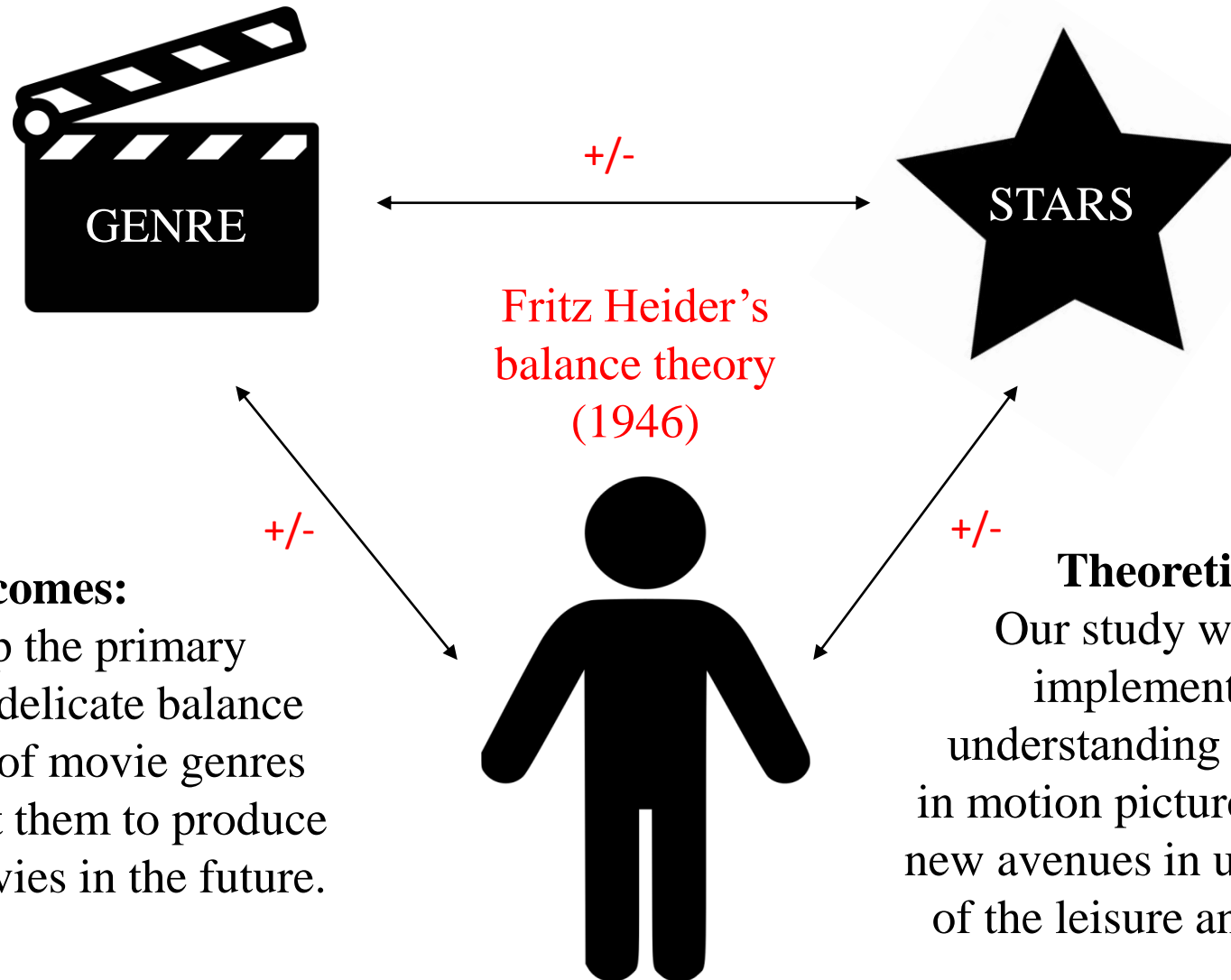
# Question of interest and aim of the study



# Research design and methodology



# Conclusion and contributions



## Probable outcomes:

Our study might help the primary stakeholders develop a delicate balance between the weightage of movie genres and stars. This will assist them to produce commercially viable movies in the future.

## Theoretical contributions:

Our study would be on the first to implement *Balance Theory* in understanding the consumer's behavior in motion picture literature. This will open new avenues in understanding other aspects of the leisure and entertainment industry.

# References:

- Bagella, M., & Becchetti, L. (1999). The determinants of motion picture box office performance: Evidence from movies produced in Italy. *Journal of Cultural economics*, 23(4), 237-256.
- Brewer, S. M., Kelley, J. M., & Jozefowicz, J. J. (2009). A blueprint for success in the US film industry. *Applied Economics*, 41(5), 589-606.
- Collins, A., Hand, C., & Snell, M. C. (2002). What makes a blockbuster? Economic analysis of film success in the United Kingdom. *Managerial and Decision Economics*, 23(6), 343-354.
- Fernández-Blanco, V. and Prieto-Rodríguez, J. (2003). Building Stronger National Movie Industries: The Case of Spain. *The Journal of Arts Management, Law, and Society*, 33(2), pp.142-160.
- Gazley, A., Clark, G., & Sinha, A. (2011). Understanding preferences for motion pictures. *Journal of Business Research*, 64(8), 854-861.
- Walls, W. D., & McKenzie, J. (2012). The changing role of Hollywood in the global movie market. *Journal of Media Economics*, 25(4), 198-219.
- Heider, F. (1946). Attitudes and cognitive organization. *The Journal of psychology*, 21(1), 107-112.