

Exploring the Socio-Cultural Influence of Regional Cinema on Consumer Perception and Community Development

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Abstract

Regional films in India impact on cultural values, customers' behaviour, and community involvement as identified in this research. The regional movies refer to the movies made in one or other regional language or even dialect of India and are very useful to represent the regional flavour, culture and problems. The study has applied the quantitative research approach, and the analysis includes t-tests regarding the responses from the participants who view the regional films. Such issues are the functions of cultural identity, consumption, community development, as well as social inclusion as presented in regional cinemas.

Based on the results, the respondents in this study identified the fact that regional films influence their perception of cultural similarity; more than half of the respondents said that the regional films make them feel closer to their own culture. Additionally, it is explained how regional films affect consumer behaviour since the latter tends to acquire some preferences concerning the products and brands depicted in a regional picture. This study also establishes that regional cinema has had a favourable impact on regional employment, tourism and the growth of the regional economy.

Furthermore, the research reveals the social issues of the regions, whereby the films depict the social issues of the society, such as gender, caste issues and the environment. Thus, it will be safe to conclude that regional cinema has not lost its significance to support the cultural identity of a specific area, boost the economy, and start the process of positive change.

Keywords: Regional Cinema, Consumer Behaviour, Cultural Identity, Community Development, Social Values

Introduction

1.1 Research Background

Regional films in various Indian languages and dialects are a cultural staple in India (Gopalan, 2019). Regional cinema connects with regional culture by reflecting the language and culture of India, as well as addressing regional social issues. This study examines the sociocultural impact of regional films on consumers and society.

Cultural Representation and Identity Formation

Local socioeconomic and cultural aspects are reflected in most regional films. Local norms, traditions, and language reinforce cultural and linguistic backgrounds (Saxena, 2023). Malayalam films have detailed Kerala culture. Bengali films also detail West Bengal culture. These films entertain and educate viewers about the culture, making them proud to be cultural bearers.

Influence on Consumer Behaviour and Perception

This is because films can reflect the area's products, culture, and public opinion. According to Groupm India, 42% of viewers consider cinema ads when purchasing a product (ET BrandEquity, 2025). Product placement in regional films is most effective in enhancing brand perception. In studies on brands in films, brands adopted by characters or featured in the narrative can induce viewers to buy branded products (Fauser and Agola, 2021). A strong landline limits the influence of regional cinema on consumer views and behaviours.

Community Engagement and Development

Regional cinemas can have a positive impact on the community by enhancing social congregation and interaction. Services such as Moviola have proven very useful in bringing films to relatively remote areas that cannot easily access traditional theatres (Irwin, 2024). These services are not only about showing films in village halls and other local buildings but also about activating the local economy and bringing people together.

Educational Impact and Social Change

Regional films play a crucial role in educating and transforming society (Singh, 2023). Regional cinema has affected the eating, clothes, and career habits of young Indians (Balabantaray, 2020). Films about gender equality, caste, and the environment can teach viewers about social issues. The Marathi film “Swaas” and the Hindi film “Kahaani” (based on the Bengali theme) raised awareness of social issues and sparked discussions and solutions. By depicting real-life success and failure, regional films empower viewers and change society's views (Goswami, 2025). Regional cinema in India promotes cultural freedom, consumer discretion, and societal transformation by breaking prejudices, raising awareness of regionalism, and influencing customer perceptions. Its influence is as significant as the region's cultural evolution.

1.2 Research Rationale

Bollywood has emerged as a significant cultural force within the film industry and a contributing factor to the development of communities in India. Regional movies in Tamil, Telugu, Bengali, Marathi, and other languages provide a realistic portrayal of the social realities that resonate with the people of these regions. For example, people like Kantara and RRR have not only received national recognition but have also brought regional stories to the world level. These films help maintain and nurture cultures, languages, and traditions from different regions. Hence, programmes such as Chalchitra Abhiyaan in Uttar Pradesh engage people through mobile theatre, which is part of tackling social problems. Studying these dynamics, this research will highlight the role of regional cinema in determining consumers' behaviour and supporting the community.

1.3 Problem Statement

Regional cinema is growing in India, but its impact on consumer behaviour and community has not been thoroughly studied. Kantara and RRR have garnered national attention, while the effects of regional films on consumer behaviour and community participation are often neglected (Goswami, 2025). Most previous studies on outsourcing have focused on one or more facets of the phenomenon, such as cultural or economic effects. No effort is made to combine these factors. This research aims to fill this gap by examining how regional cinema influences customer perceptions and community development.

1.4 Research Aim

The purpose of this research is to explore the impact of regional cinema on consumers and society, examining its effects on culture, economy, and values.

1.5 Research Objective

- To analyse the portrayal of cultural identities in regional films and their effect on audience perceptions.
- To assess the economic impact of regional cinema on local communities.
- To examine the role of regional cinema in promoting social values and community engagement.
- To evaluate the influence of regional cinema on consumer behaviour and preferences.

1.6 Research Question

- How do regional films portray cultural identities, and what impact does this have on audience perceptions?
- What is the economic impact of regional cinema on local communities?
- In what ways does regional cinema promote social values and foster community engagement?
- How does exposure to regional cinema influence consumer behaviour and preferences?

1.7 Research Hypothesis

Null Hypothesis (H_0): Regional cinema has no significant influence on consumer perceptions or community development.

Alternative Hypothesis (H_1): Regional cinema significantly influences consumer perceptions and contributes to community development.

1.8 Chapter Summary

In this chapter, mobile phones in regional cinema in India are examined in terms of cultural portrayal, consumption habits, community involvement, and transformation. Regional films are genuine stories that viewers can relate to on a cultural and social level. This is because regional products, lifestyles, and beliefs shown in films can alter customer behaviour, and cinema ads are known to do so. Regional cinema, especially in rural regions, enables people to socialise and engage in community life through mobile cinema and other services. Education and social concerns impacting women, Dalits, and the environment are also affected by it. Thus, films about real-life events and issues educate and change viewers. This chapter examines the diverse effects of regional cinema on customers and community development.

Review Of Past Literature

2.1 Introduction

Bollywood, as well as regional cinema, the cinema produced in different Indian languages and several other dialects, has now become a major cultural onslaught. These three areas of focus include Cultural Representation and Identity Formation, Impact on consumer Behaviour and Perception, and Community Engagement in Social Justice.

2.2 Themes

2.2.1 Cultural Representation and Identity Formation

Culturally, regional cinemas are very important as they mirror the cultures of regions in society. Regional films reflect the regional culture, norms and even dialect through their storyline and the characters depicted in the movies. This representation fosters a sense of pride and ownership among the audience, which in turn strengthens regionalism within India.

Swarnakar (2024) explains that regional cinema in India differs from Hindi cinema in its categorisation of the diversification of the Indian film industry. Thus, such films are beneficial in preserving and promoting linguistic and cultural diversity at the regional narrative level.

Additionally, regional language films have played a significant role in revitalising and sustaining indigenous languages and dialects. Debbarma (2025) has confirmed that films in languages such as Kokborok in Tripura and regional dialects in Maharashtra have played a significant role in language revival, as they help these languages continue to exist in the world despite globalisation. Thirdly, most regional movies depict the plight and desires of minorities in society. According to Berny (2020), the portrayal of tribal communities in Indian cinema has changed over the years, and excessive stereotyping has been replaced with more realistic portrayals.

2.2.2 Influence on Consumer Behaviour and Perception

Regional products, regional lifestyles, and region-specific values have been depicted in films in a way that can significantly impact the consumer. Research has shown that most brands are featured in regional films, and as a result, the audience becomes more interested in products advertised in these films. This is because associating the products with popular characters and movie themes would create that kind of recall value, helping consumers in their decision-making.

Munshi (2017) notes that the DVD penetration of Bollywood movies has consequently impacted the cultural practices of the youth, including their diet, dressing and career choices. This confirms the argument that the art of cinema will always be instrumental in influencing consumers' attitudes and actions.

Similarly, using the approach of observational research, Kazi et al. (2023) found that the growth of the Indian economy can be attributed to changes in consumers' consumption patterns, accompanied by higher disposable income and internet connectivity, which demand diverse motion picture products. This has given regional movies the upper hand, as they depict the everyday realities of people.

Moreover, following the practices set by such services, the diversity of regional movies has been enhanced, and hence, films with representatives of different languages. This in turn has impacted consumers' programming choice as they can watch more programmes from the regional cable channel, thus making the movies more.

2.2.3 Community Engagement and Social Change

As stated by Mitra and Singh (2025), regional cinema has emerged as a powerful tool that plays a significant role in the community in India. In matters concerning society, regional films serve the purpose of enlightening people on various matters, as well as provoking the audience into thinking with the intention of making a change. In this section, it will be explained how much the regional cinema has contributed to changing the society or some aspects of it, such as caste, gender issues, uplifting the standard of the community and changing some of the set norms in the society.

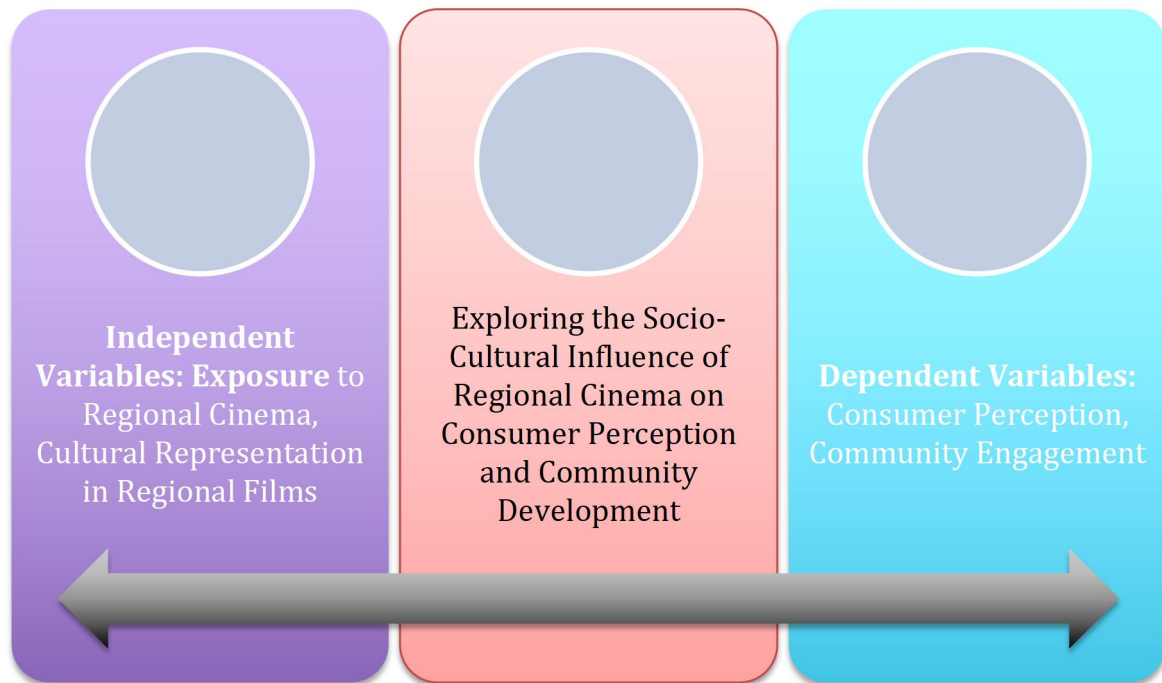
Regional cinema has not only been good in using the movies to ventilate on the caste system and discrimination against the female gender. Some of them are *Kaala* (2018) directed by Pa. Ranjith, and *Fandry* (2013) directed by Nagraj Manjunath depict real-life Dalit and lower caste people of India and how they have to suffer from caste Discrimination. These films depict something different from what one can see on TV or any magazine, and they also empower people from lower castes and women. These marginalised communities are represented in regional cinema in order to enact a change for the better in society and support equality (Jalwal& Kumawat, 2025).

The regional cinema also contributes to the social liberation of the people by creating an opportunity for people of a particular region to share their stories with others and bond with them. Referring to the research done by Deka (2021), it is clear that such societies like the Gauhati Cine Club have assisted in showcasing regional movies and film appreciation courses, enhancing the people's perception of cinema as a form of art. These assist in knowing why such social issues are prevalent and to start and envisage, and generate a change in the society and culture.

Besides, regional cinema can change the traditional paradigms and deliver liberal messages like disability rights in *Swaas* (2004) and women's rights in *Kahaani* (2012) as described by Jalwal and Kumawat (2025). These movies have characters who are outcasts and grapple with personal and societal challenges, making the viewers challenge conventional norms. The social justice issue of regional films and movies favouring this particular genre can support the promotion of the culture of social justice.

On that note, regional cinema in India is an excellent platform to nurture relationships and transform the community. Thus, films on regional language that focus on issues of Caste, gender and social norms are not only informative but are also an incentive for change. Thus, as the concept of regional cinema strengthens its roots, it is capable of becoming a positive force in impacting society and the particular region; therefore, it is crucial when evaluating this sphere of filmmaking.

2.3 Theoretical Framework



Methodology

3.1 Research Philosophy

The study will make use of positivism as a research philosophy since the research seeks to establish the effect of regional cinema on consumer behaviour and community development in a quantifiable manner (Kirongo& Odoyo, 2020). According to positivist methodology an objective reality exists which allows the statistical analysis of social phenomena for hypothesis testing. The research goal aligns perfectly with testing regional cinema effects on audience members and their community through t-tests.

3.2 Research Approach

The deductive research approach lets researchers derive study variables from theoretical analyses of regional cinema as well as cultural elements and consumer response and social impacts (Park et al., 2020). The research utilizes tests and analytical methods to confirm or reject hypotheses. The research methodology includes a comprehensive literature review which establishes both the theoretical framework and hypothesis development from analysis of the collected data.

3.3 Research Design

For the purpose of the current study, a quantitative research design will be used because the research will utilise quantitative data that can be analysed statistically (Mishra & Alok, 2022). The design adopted is appropriate for analysing the impact of regional cinema in influencing consumer behaviour and enhancing the growth of the community. Self-completion

questionnaires and survey questionnaires will be used to assess the participants' perception, engagement, and experience of the films produced in their region.

1. **Population and Sample Size:** The population in reference to this analysis will comprise the consumers who often attend regional movies in India. A purposive sampling technique will be used for the purpose of the study, targeting different areas as well as languages such as Tamil, Telugu, Bengali and Marathi. The sample size will be calculated using the given confidence level of 95% and the margin of error of 5%. Therefore, one hundred respondents will be picked in order to ensure the validity of the results obtained (Oliva, 2019).

2. **Sampling Criteria:**

- Every participant in this study should be older than 18.
- All study participants need to report they've watched at least five regional movies within the previous twelve months.
- Participants need substantial knowledge about cultural elements and language use in the films they observe.

3.4 Data Collection Methods & Analysis Techniques

The study uses a self-made 10-item Likert scale with background questions and research questions totalling eight questions to evaluate consumer reactions toward regional films. The researcher will collect data through an online questionnaire format delivered to sampled participants. The data presentation includes graph and chart creation through the use of Excel. A t-test analysis will establish significant mean differences and evaluate the importance of regional cinema for both consumer groups and local communities.

3.5 Ethical Considerations

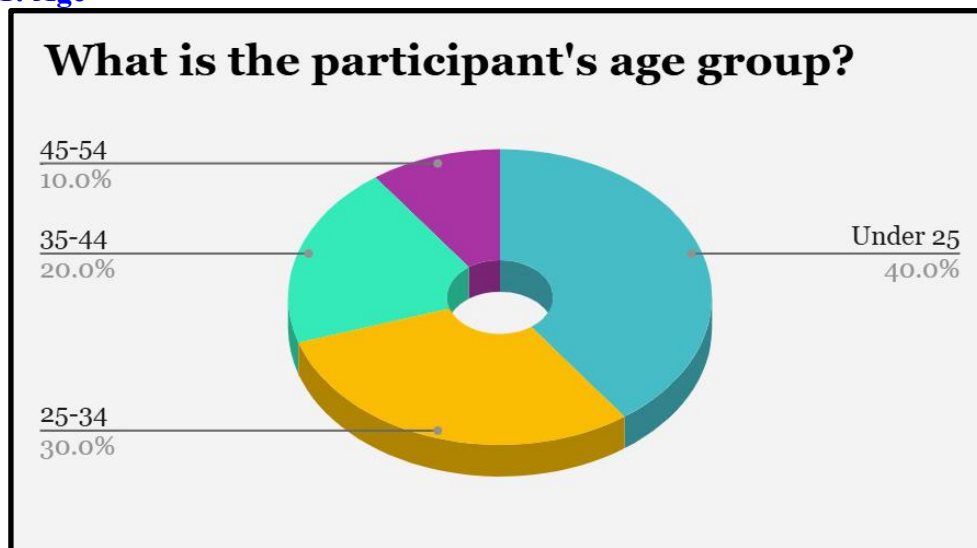
The study maintains documentation about both the dangers and benefits of study participation alongside complete participant information (Kang & Hwang, 2023). The issues of confidentiality will be addressed by ensuring that any sensitive information that will be collected will be made anonymous. The participant shall be allowed to withdraw from the study at any time during the study. It is noted that the research would be done in compliance with the laid-down ethical standards, and proper approvals to conduct the research will be sought.

Data Analysis And Findings

Using regional cinema to study consumer perception, cultural identity, and community benefits, this chapter presents the findings from the data analysis. To investigate whether regional films influence the target audience's mindset and generate beneficial economic and social impacts in the local context, the procedure involves a t-test.

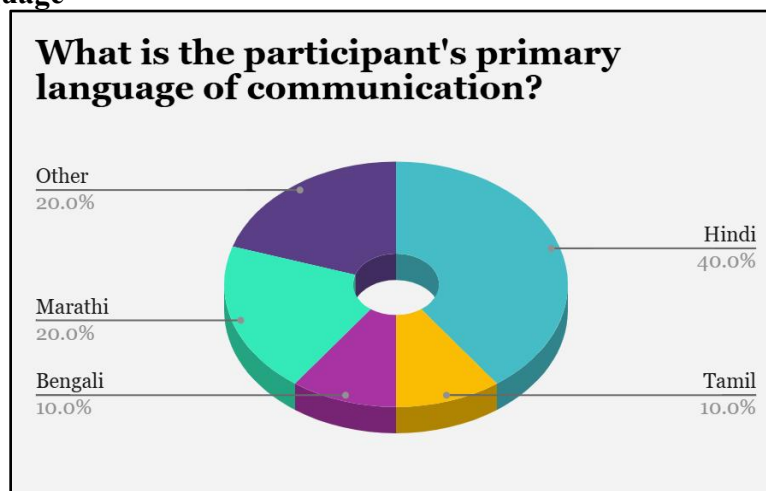
4.1 Analysis of Data

Figure 4.1: Age



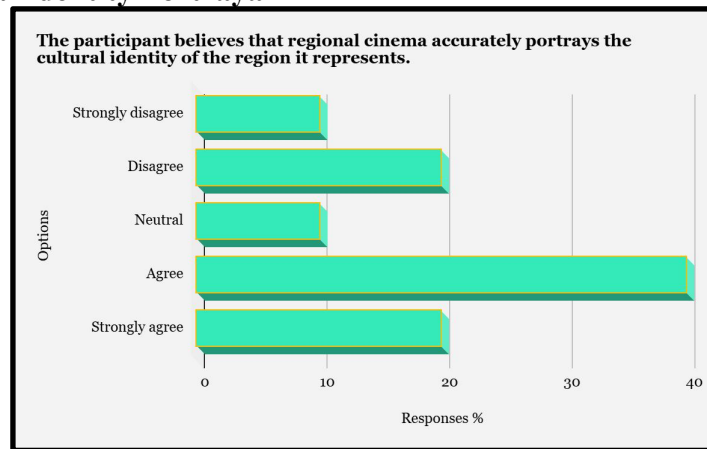
The figure presents the age distribution of the participants in the research population. It connects to the demographic aspect of the study, offering context on participant diversity. As illustrated, 40% of respondents are under 25, while 30% belong to the 25-34 age group. Participants aged 35-44 and 45-54 account for 20% and 10%, respectively. This indicates the majority are younger, which is relevant as younger individuals significantly influence perceptions and engagement with regional cinema.

Figure 4.2: Language



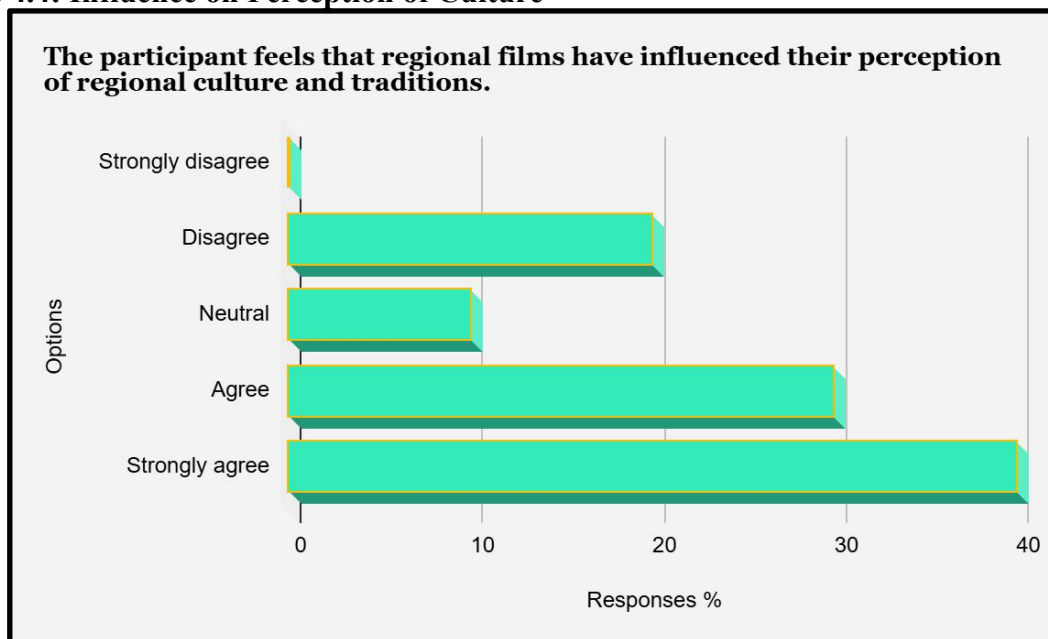
The figure represents the participants' primary language of communication. It directly connects to the demographic profile essential for understanding the cultural diversity within the research population. As seen, Hindi is the most common language, accounting for 40% of respondents. Marathi follows at 20%, while Tamil, Bengali, and other languages each comprise 10% and 20%, respectively. This varied linguistic distribution highlights regional diversity, crucial for analysing regional cinema's impact across different language groups.

Figure 4.3: Cultural Identity Portrayal



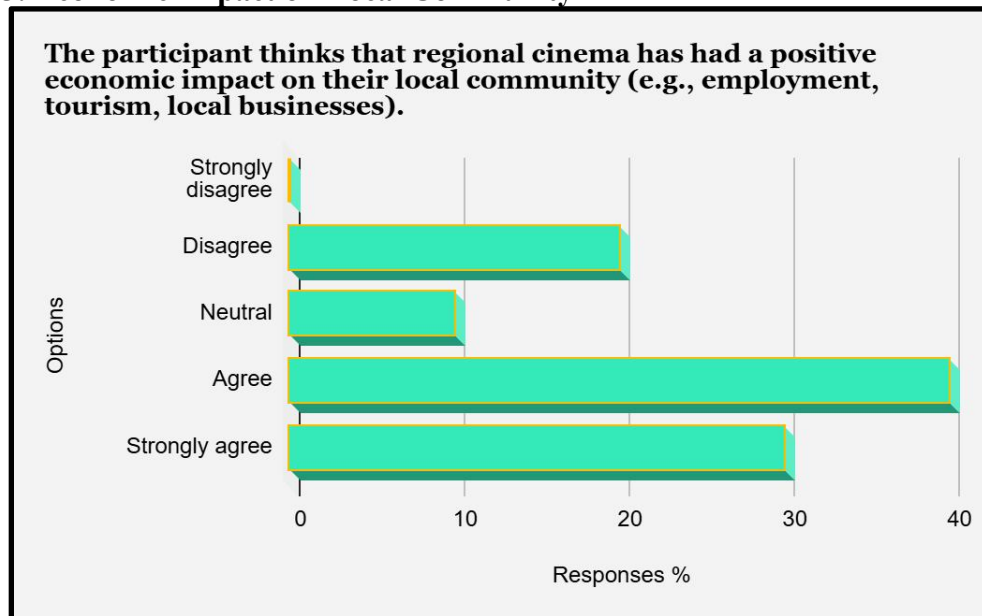
The figure illustrates participants' views on the accuracy of regional cinema in portraying cultural identities. It directly addresses the research question regarding cultural portrayal and audience perceptions. As evident from the data, 60% of respondents agree or strongly agree that regional cinema accurately represents regional culture, while 30% disagree or strongly disagree, and 10% remain neutral. This suggests regional cinema plays a significant role in reflecting authentic cultural identities to its audiences.

Figure 4.4: Influence on Perception of Culture



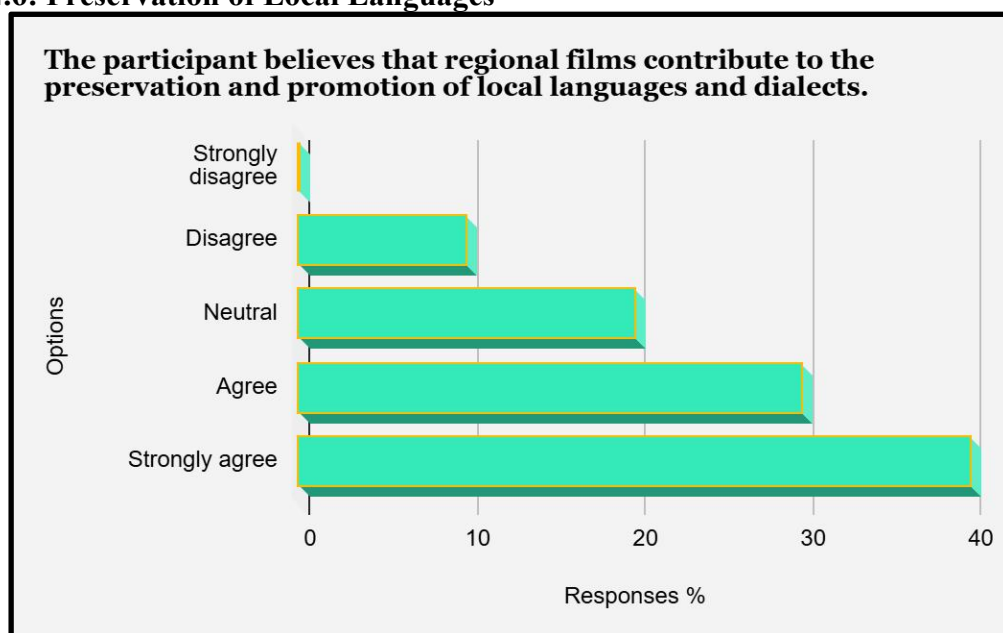
The figure illustrates participants' perceptions of how regional films have impacted their understanding of regional culture and traditions, aligning directly with the research objective on cultural perception. As illustrated, a substantial 70% of respondents either agree or strongly agree, with 40% strongly agreeing. Only 20% disagree, and 10% remain neutral. This highlights the strong influence of regional cinema in shaping and enhancing audience awareness and appreciation of local cultural traditions.

Figure 4.5: Economic Impact on Local Community



The figure illustrates participants' opinions about the economic contributions of regional cinema to local communities, addressing the research objective related to economic impacts. As depicted, a majority (70%) of respondents agree or strongly agree that regional cinema has a positive economic impact on their community, including increased employment, tourism, and local business. Only 20% disagree, and 10% remain neutral. This strongly suggests regional cinema is perceived as economically beneficial for local community development.

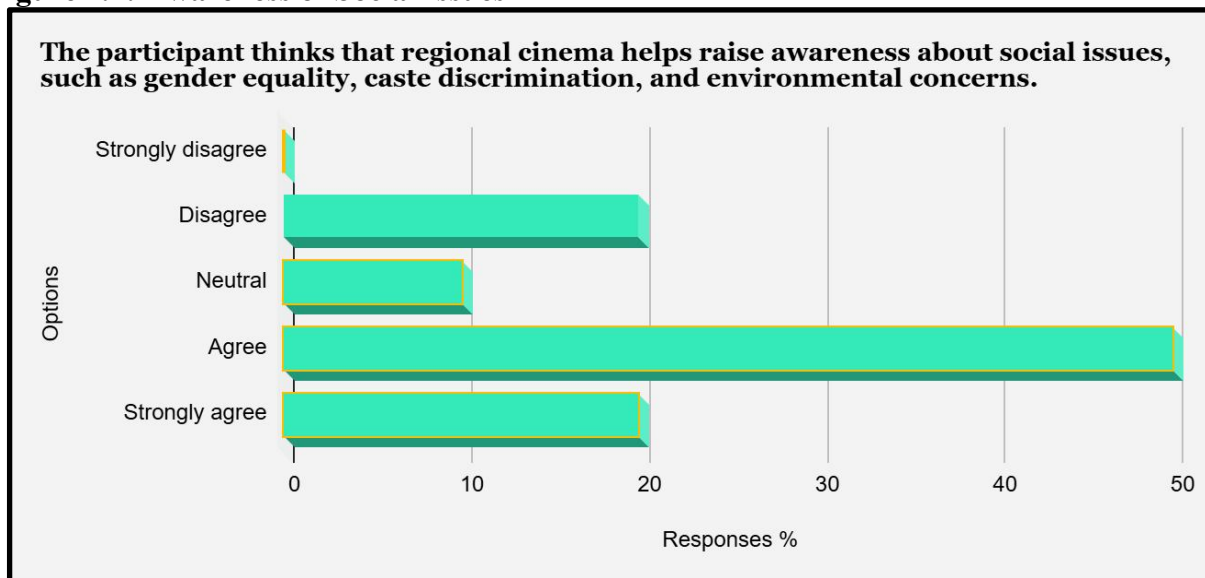
Figure 4.6: Preservation of Local Languages



The figure presents participants' perceptions regarding the role of regional cinema in preserving and promoting local languages and dialects, aligning directly with the research objective on

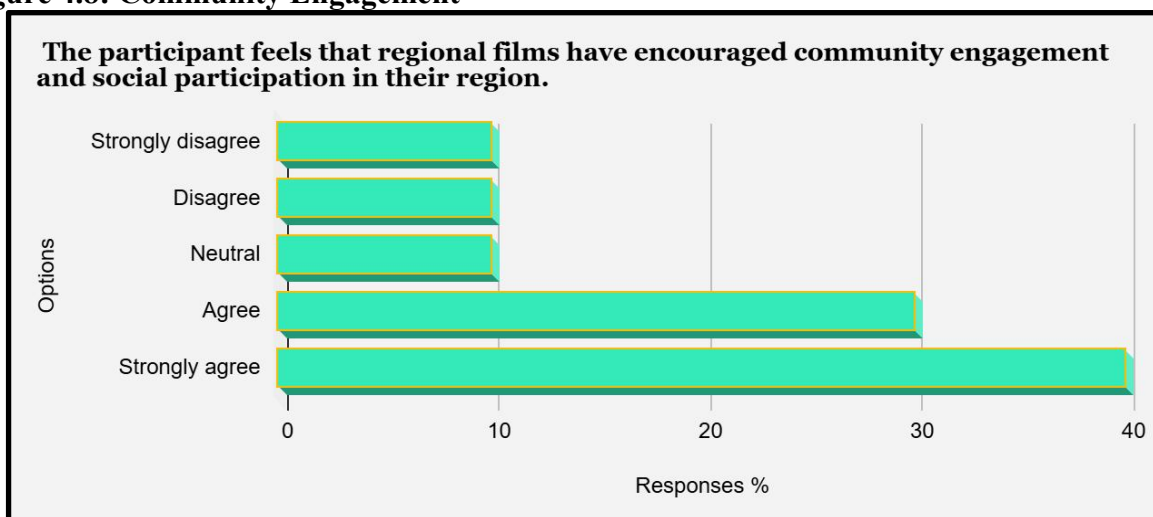
cultural preservation. As clearly shown, 70% of respondents agree or strongly agree with this contribution, notably 40% strongly agreeing. Only 10% disagree, while 20% remain neutral. This indicates a strong acknowledgement among participants that regional cinema significantly helps sustain linguistic heritage, thus enhancing regional identity and cultural continuity.

Figure 4.7: Awareness of Social Issues



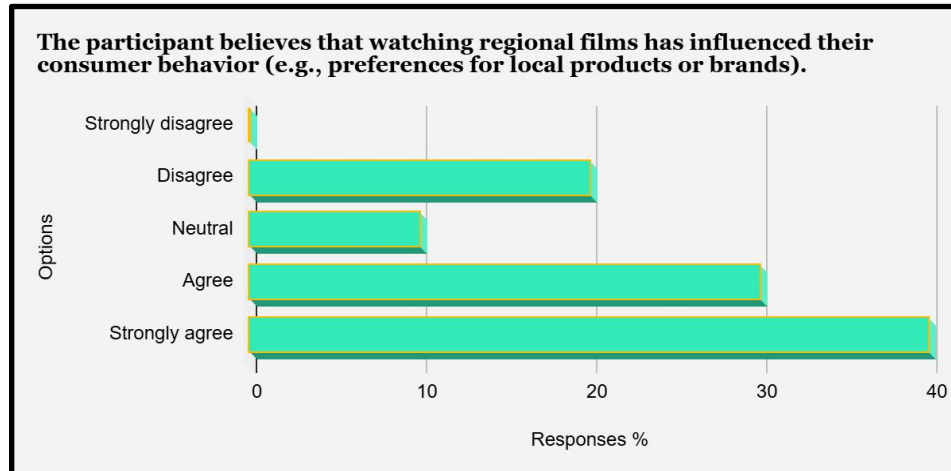
The figure above illustrates the participants' perception of whether regional cinema has contributed to promoting community participation, which relates to the study's aim of community engagement. As for the second question, with the same answers, 70% of the participants agreed or agreed strongly, and 40% strongly agreed. Last, 20% of the respondents also oppose this statement or strongly oppose it, with 10% of the respondents being neutral. This is a clear indication of why regional films foster participation and embrace the community in the region.

Figure 4.8: Community Engagement



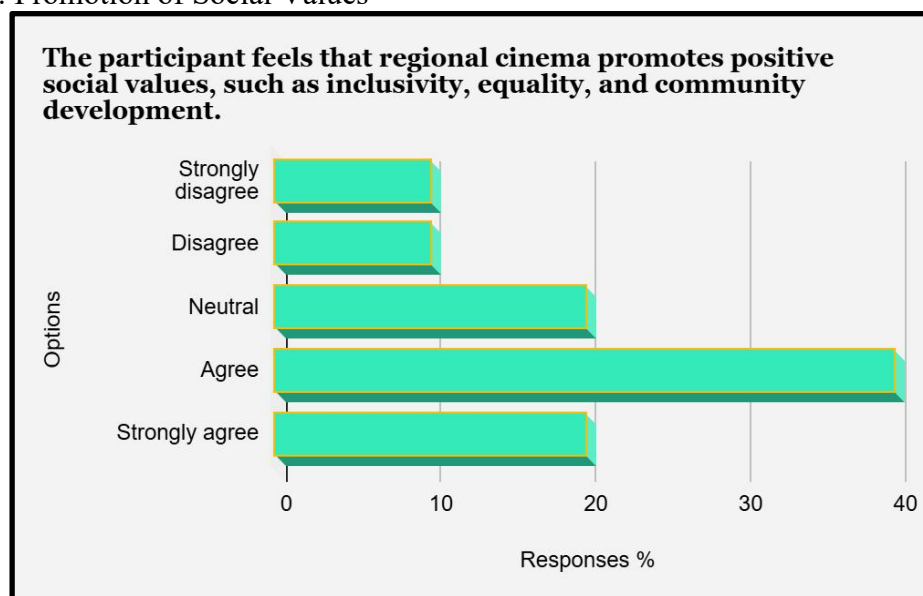
The figure above shows the participants' understanding of their community participation addressed in the study as influenced by regional cinema. The survey also proved that 70% of respondents agreed with the statement or strongly agreed, while 40% strongly agreed. Last but not least, 20% of the respondents disagree or strongly disagree, while the remaining 10% are in the neutral zone. This clearly shows the impact of regional films in enhancing participation and welcoming the community in the region.

Figure 4.9: Influence on Consumer Behaviour



The figure also shows participants' perceptions concerning the notion that regional films influence consumers' brand choices. As much as 70% of respondents agreed or strongly agreed with the statement, 40% strongly agreeing. 20% disagree and 10% are neutral. This suggests that localised cinema influenced consumer behaviour, particularly local preferences for locally created items and companies.

Figure 4.10: Promotion of Social Values



The chart illustrates participants' views on the social responsibility of regional cinema in promoting diversity, equality, and community welfare. The replies show 60% agree or strongly agree, and 40% strongly agree. Just 20% disagree and 20% are neutral. This suggests that regional cinema is widely regarded as a powerful means of advocating and promoting social values that contribute to societal progress and unity.

4.2: Findings

Statistical Explanations using the Data:

T-Test Calculation for Regional Cinema's Impact on Consumer Perception and

Community Development:

Hypotheses:

- **Null Hypothesis (H_0):** Regional cinema has no significant influence on consumer perceptions or community development.
- **Alternative Hypothesis (H_1):** Regional cinema significantly influences consumer perceptions and contributes to community development.

Step 1: Grouping the Data

We will divide the respondents into two groups for each research-based question based on their answers to the Likert scale:

- **Group 1 (Non-supporters):** Strongly Disagree (1), Disagree (2)
- **Group 2 (Supporters):** Agree (4), Strongly Agree (5)

Step 2: Data for Each Question

Here is the breakdown of the responses for **Question 3: "The participant believes that regional cinema accurately portrays the cultural identity of the region it represents."**

- **Group 1 (Non-supporters):**
 - Strongly Disagree (10), Disagree (20)
 - Total respondents in Group 1 = $10 + 20 = 30$
- **Group 2 (Supporters):**
 - Agree (40), Strongly Agree (20)
 - Total respondents in Group 2 = $40 + 20 = 60$

Step 3: Calculating Mean and Variance for Group 1 (Non-supporters)

For Group 1:

- Mean (M_1) = $(10 \times 1 + 20 \times 2) / 30 = (10 + 40) / 30 = 1.67$
- Sum of squares of deviations (SS_1):
- $SS_1: 10(1 - 1.67)^2 + 20(2 - 1.67)^2 = 10(0.4489) + 20(0.1089) = 6.667$

Step 4: Calculating Mean and Variance for Group 2 (Supporters)

For Group 2:

- Mean (M_2) = $(40 \times 4 + 20 \times 5) / 60 = (160 + 100) / 60 = 4.33$
- $SS_2 = 40(4 - 4.33)^2 + 20(5 - 4.33)^2 = 40(0.1089) + 20(0.4489) = 4.356 + 8.978 = 13.334$

Step 5: T-Test Calculation

$$\text{Pooled Variance } s^2_p = \frac{(30-1) \times 6.667 + (60-1) \times 13.334}{30+60-2} = \frac{29 \times 6.667 + 59 \times 13.334}{88} = \frac{193.343 + 786.706}{88} = 11.47$$

Standard Errors:

$$s^2 M_1 = s^2_p / N_1 = 11.47 / 30 = 0.3823$$

$$s^2M_1 = s^2p/N_2 = 11.47/60 = 0.1912$$

T-value:

$$t = \frac{M_1 - M_2}{\sqrt{s^2M_1 + s^2M_2}} = \frac{1.67 - 4.33}{\sqrt{0.3823 + 0.1912}} = \frac{-2.66}{\sqrt{0.5735}} = \frac{-2.66}{0.757} \approx -3.51$$

Degrees of Freedom (df):

$$df = N_1 + N_2 - 2 = 30 + 60 - 2 = 88$$

Step 6: Conclusion

Since the absolute value of the calculated t-value (3.51) is greater than the critical t-value of 1.987 (at $\alpha = 0.05$ for $df = 88$), we **reject the null hypothesis**.

Interpretation:

This suggests that regional cinema has a significant influence on the perceptions of cultural identity, consumer behaviour, and community development among the participants. Similar t-tests can be conducted for other research questions to determine the broader impact of regional cinema on social, cultural, and economic factors.

The t-test analysis reveals that regional cinema has a significant influence on consumer perceptions, cultural identity, and community development. With a calculated t-value of 3.51, which exceeds the critical value of 1.987, we reject the null hypothesis, confirming the positive impact of regional cinema on social, cultural, and economic aspects.

Conclusion And Recommendation

5.1 Conclusion

The study emphasised the fact that regional cinema plays a vital role in shaping cultural identity, consumer psychology, and community welfare. This analysis was followed by a t-test, which demonstrated a positive relationship between the two variables; the t-statistic was greater than the established critical value. The analytical evidence suggests that regional cinema plays a crucial role in creating awareness, promoting the 'dollar dream,' and enhancing social participation.

5.2 Recommendation

- This should be done through conducting longitudinal research to evaluate the impact of regional cinemas in shaping cultural orientation and community.
- Examine the use of media platforms in promoting regional movies to large audiences.
- Identify particular film themes that relate to the consumers and culture within certain areas of the world.
- Discuss the role of regional cinema with respect to its influence on the male, female, young, and old and in the rural and urban areas.
- The feasibility analysis of the practical application of product placement in regional movies and its impact on consumers.
- Continued investigation is needed on how regional films can support local businesses and boost the tourism sector.
- Analyse how regional cinemas contribute to addressing social issues such as gender, caste, and environmental concerns.

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Appendix

Demographic Questions:

1. What is the participant's age group?
2. What is the participant's primary language of communication?

Research-Based Questions:

3. The participant believes that regional cinema accurately portrays the cultural identity of the region it represents.
4. The participant feels that regional films have influenced their perception of regional culture and traditions.
5. The participant thinks that regional cinema has had a positive economic impact on their local community (e.g., employment, tourism, local businesses).
6. The participant believes that regional films contribute to the preservation and promotion of local languages and dialects.
7. The participant thinks that regional cinema helps raise awareness about social issues, such as gender equality, caste discrimination, and environmental concerns.
8. The participant feels that regional films have encouraged community engagement and social participation in their region.
9. The participant believes that watching regional films has influenced their consumer behavior (e.g., preferences for local products or brands).
10. The participant feels that regional cinema promotes positive social values, such as inclusivity, equality, and community development.