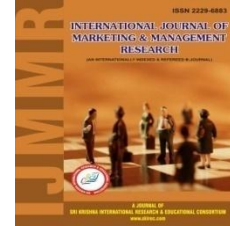




The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
MARKETING AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



DEVELOPING A MODEL STRATEGY FOR MARKETING OF MARATHI FILMS

SALVE DEEPAK MAHADEV*; DR. SANJAY S. KAPTAN**

*Bes Sant Gadge Maharaj College of Commerce & Eco.
Khetwadi Mumbai India

**Department of Commerce and Research Centre
University of Pune

ABSTRACT

Marketing is the art of making impossible a possible at the market place. It tries to provide an opportunity to sell the product and services which the marketer intend to offer in the best possible manner. In a competitive economy selling is not as important as creation of positioning in the market. A marketer, to create right positioning strategy, usually succeeds because of uniqueness and core strength. Entertainment is a very complex type of service; it has emotion, entertainment and education as three basic elements. From this point of view marketing of films becomes a more complex issue.

The regional films often have to compete with national Hindi films as well as Hollywood films and hence the competitive environment for regional movie is very complex and dynamic. How the regional films position themselves decides how these movies shall attract the audience. From this point of view, researcher tries to offer a suitable marketing model for Marathi films based on the data collected from the respondents.

OBJECTIVES OF THE STUDY

The present paper is based on the following objectives:

- 1. To understand what are the competitive factors influencing success of Marathi films in the complex environment.*
- 2. To examine likelihood of success of Marathi films in this competitive environment.*

3. *To suggest an appropriate model for right positioning and market development for hypothetical Marathi film makers.*

METHODOLOGY

The researchers have designed the model based on primary data collected through questionnaire from the viewers of the films and personal interviews with the personalities associated directly or indirectly with film making.

KEYWORDS: *Marketing, Marathi Films, Competition, Components, Variables, Static, Success.*