



## A Study on Impact of IMDB Rating of Regional Movies on Generation Z with Respect Ahmedabad

Shubham J. Makwana<sup>1\*</sup>, Vivek M. Dabhi<sup>2</sup>, Jignesh Vidani<sup>3</sup>

LJ University

**Corresponding Author:** Shubham J. Makwana [24003400310402@mail.ljku.edu.in](mailto:24003400310402@mail.ljku.edu.in)

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### ABSTRACT

This study provides an in-depth examination of the consulting services offered by Head Quest HR Solutions LLP; a reputed HR consulting company based in Ahmedabad. The goals of the study are to examine the variety of services provided, the technologies used, and the efficiency of these services in improving organizational performance. This study combines quantitative information from structured customer surveys with qualitative data from semi-structured interviews with key stakeholders, through the use of a mixed-methods methodology. According to research, Head Quest HR Solutions LLP uses several approaches that are customized to match the specific needs of its clients. These approaches enhance employee engagement, talent management, and organizational development overall. Even when facing hurdles such as quantifying long-term impact and matching recommendations with customer culture, the company has proven quite successful in providing value-added services. This study provides suggestions to improve the efficiency and effectiveness of consulting services besides providing practical information on best practices in HR consulting.

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## INTRODUCTION

The regional cinema remains of deep importance within the greater interest of the film industry(Vidani, 2015). Within such factors, ratings on IMDb may be seen as a value indicator that measures audience perception and thus remains a barometer for the popularity of a movie(Vidani & Solanki, 2015). It would be rather interesting to know what extent of influence IMDb ratings sway preference and behaviour among Generation Z, especially in a distant, at-least-by-classic-supposition city like Ahmedabad(Vidani, 2015). The article is a study of an attempt to understand how IMDb ratings guide the perception and viewing trends of Generation Z about regional films in Ahmedabad(Vidani, 2015). Most importantly, the research churns out intricate, interrelated aspects: audience behaviour, social media reviews, and machine learning predictions(Vidani, 2015).

The generation Z refers to a people group, mainly born between the years 1997 and 2012, having known an entirely digital age(Solanki & Vidani, 2016). Their form of consuming media is never seen before anyone else, for digital availability and social media have minimized streaming platforms in preference(Vidani, 2016). This implies that the assessment of regional films by this generation is something that needs to be understood(Bhatt, Patel, & Vidani, 2017). Regional cinema normally portrays and speaks to the cultures and languages of its regions, which are more vulnerable to Hollywood or English-language cinema globalized competition and cannot easily capture big markets(Niyati & Vidani, 2016).

This research would draw upon knowledge related to a few key studies drawing upon the larger film industry, predictive analytics, and implications of social media related to movie-going behavior(Pradhan, Tshogay, & Vidani, 2016). In this context, it's an objective understanding of how those elements come together in attempts at influencing the preferences of Generation Z for films, particularly the IMDb rating of regional movies in a city such as Ahmedabad(Mod, Harkani, Radadiya, & Vidani, 2016).

### **1. Impact of IMDb ratings on Generation Z of Ahmedabad**

The IMDb ratings are perceived to be the most important measure of film evaluation, as it contains user-based review and statistical analysis of audience preferences(Dhere, Vidani, & Solanki, 2016). Technology usage is further highlighted by another literature, Movie Popularity and Target Audience Prediction Using the Content-Based Recommender System. There, it has been considered that machines are used a lot today to predict movie success based on cast, director, and genre, etc(Singh & Vidani, 2016). Ratings from IMDb, among many other rating systems, have helped filmmakers and marketers judge the potentiality of popularity a film has even before its release(Vidani & Plaha, 2016). Regional cinema, who needs to withstand high-budget Bollywood and international films, must learn how ratings affect decisions at the audience's end(Solanki & Vidani, 2016).

Regional cinema in Ahmedabad, falling very deep in the vestiges of the Gujarati culture and language, holds a niche position in the entertainment corridor. The modern generation, or Generation Z, is as challenging for regional cinema as they are globalized and internet-friendly. At many places, an older generation might have seen movies in the conventional sense, but the young generation browses on IMDB whether the film is worth watching or not(Vidani, 2016).

The Ahaan Anand research study is titled Predicting the Success of a Movie Using Machine Learning Algorithms, which recognizes how, based on IMDB ratings, it can predict an accuracy of 74% using the Random Forests machine learning model(Vidani, Chack, & Rathod, 2017). In fact, regarding such research, it is indicated that these accuracy levels of predictions depend upon various factors like movie genre, cast, and audience engagement(Vidani, 2018). However, it is still awaited to know how well regional films would seize upon such factors and engage with the young audience for a real impact on the Generation Z of Ahmedabad(Biharani & Vidani, 2018).

## **2. Social Media and the Role of Digital Word-of-Mouth**

In the digital era, social media has completely changed the interface between the viewer and the film. Now users can write their opinions and reviews on Facebook, Twitter, or Instagram; that might help reach new heights for a given film. The study by Abdul Rahim Ahmed Munshi is titled Impact of Social Media Reviews on Cine Enthusiasts with Special Reference to Bollywood Movies, discussing the impact that online reviews from critics as well as moviegoers have upon that movie-going behaviour(Vidani, 2018). In this regard, IMDB ratings represent a relatively small proportion of an infinitely larger digital word-of-mouth, in which audience reviews can both raise the film up and send it to the depths(Odedra, Rabadiya, & Vidani, 2018).

This could be unleashed to a much greater degree among this generation of young people who are extremely active on social media from a simple rating or review on IMDB(Vasveliya & Vidani, 2019). For example, a rating on IMDB can go viral within friends and followers at an incredible speed, but in a negative way, a low rating creates a buzz that scares viewers. Regional filmmakers in Ahmedabad would be interested to know if such ratings hold the same influence over their produce as they do over Bollywood or Hollywood films. It is at the nexus of social media review and the ratings given on IMDB that the victory of regional cinema among Generation Z stands sealed(Sachaniya, Vora, & Vidani, 2019).

## **3. Battles with English and World Movies Another**

Effect of the ratings on regional films is an increase in competition from English-language and international films(Vidani, 2019). "The Impact of English Language Films on the Indian Media Industry" discusses this aspect by Dr. Kalyani Pradhan and Noorul Hoda, where they explain how the increasing popularity of international films- on the back of companies like streaming services- translated to shift in audience preferences(Vidani, Jacob, & Patel, 2019).

International films of every genre reach Generation Z in Ahmedabad, creating an enormous audience that would almost certainly love movies with lower production values and lesser global appeal(Vidani J. N., 2016). Their IMDb ratings usually reflect that success at the international level, making them more attractive for a more tech-savvy and younger generation(Vidani & Singh, 2017). Regional cinemas fare worse. For example, the same regional film claiming its regionality can hardly gain much momentum in portals like IMDb due to lesser familiarity with the regional languages and cultural elements by global audiences(Vidani & Pathak, 2016). And that is not belittling the strength of the ratings given for regional films in IMDb but rather an important dimension in laying out focus on how filmmakers need to understand how ratings work in this globalised digital space(Pathak & Vidani, 2016).

#### **4. Predictive Analytics and Machine Learning on Movie Success Last**

But not the least, predictive analytics and machine learning models propose that IMDb ratings can be used to predict movie success. For instance, "Movie Popularity and Target Audience Prediction Using the Content-Based Recommender System" by Sandipan Sahu et al(Vidani & Plaha, 2017). clearly demonstrates the role of machine learning for predicting movie popularity. For example, they propose a model that predicts how different audience groups would react to future movies by doing a lookup of data about them on IMDb attain 96.8% accuracy(Vidani J. N., 2020). Such models can be applied to regional filmmakers in Ahmedabad and create contents which fit Generation Z better(Vidani J. N., 2018).

It is the lucidity in the preference of young audiences and thus a reason for the high rating of movies on IMDb, which gives filmmakers data-informed decisions about how they can upgrade their movies. Either in casting or as part of the storyline or marketing strategies, the inclusion of machine learning could be that turn for regional cinema(Vidani & Dholakia, 2020). Matters of rating on IMDb pertaining to regional cinema here in Ahmedabad is quite a complicated, multi-sided issue. Ratings can tell if a film might go on to gain popularity but what really is more intricately tied up with what comes of social media, global competition, and the power of predictive analytics. For regional filmmakers, it is an understanding of how to tap into the IMDb ratings and digital platforms that will prove key in attracting a more youthful audience that is increasingly sensitive to global trends(Vidani, Meghrajani, & Siddarth, 2023). Clearly, as this study delves into, the future of regional cinema will depend on its ability to adapt to digital realities: leveraging those technologies and data-driven approaches into playing within this very dynamic entertainment landscape, (Rathod, Meghrajani, & Vidani, 2022).

### **Research Objectives**

1. To study the influence of IMDb ratings on the decision to watch regional movies among Generation Z in Ahmedabad (Objective achieved in Question 5 of the questionnaire).
2. To analyse the trust of Generation Z in IMDb ratings compared to other sources when choosing regional movies (Objective achieved in Question 6 of the questionnaire).
3. To examine whether Generation Z prefers to watch regional movies with high IMDb ratings (7 or above) (Objective achieved in Question 7 of the questionnaire).
4. To assess the belief of Generation Z in Ahmedabad about the accuracy of IMDb ratings in reflecting the quality of regional movies (Objective achieved in Question 8 of the questionnaire).
5. To investigate the extent to which negative IMDb ratings discourage Generation Z from watching regional movies (Objective achieved in Question 9 of the questionnaire).
6. To evaluate the role of social media reviews compared to IMDb ratings in influencing the movie-watching habits of Generation Z for regional films (Objective achieved in Question 10 of the questionnaire).
7. To explore the perception among Generation Z that regional movies are underrepresented on IMDb (Objective achieved in Question 11 of the questionnaire).
8. To understand the preference of Generation Z for watching regional movies over Bollywood or Hollywood films (Objective achieved in Question 12 of the questionnaire).
9. To study the likelihood of Generation Z recommending a regional movie based on a high IMDb rating (Objective achieved in Question 13 of the questionnaire).
10. To examine the belief among Generation Z that IMDb ratings are biased in favour of Bollywood or Hollywood films compared to regional movies (Objective achieved in Question 14 of the questionnaire).
11. To investigate the preference of Generation Z for watching highly rated regional movies on IMDb, irrespective of promotional content (Objective achieved in Question 15 of the questionnaire).

### **LITERATURE REVIEW**

Many studies have been conducted on how the IMDb ratings shape the movie watching patterns, especially the recent ones that go as far as analysing specific generations like the Generation Z(Vidani, 2016). The movie marketing market, its consumption market and its evaluation market have all been changed with the integration of digital platforms, social media reviews, and machine learning in the audience preference targeting schemes(Sukhanandi, Tank, & Vidani, 2018). This study investigates the effect of IMDb on the GZ movie-watching habits in the Indian regional market, focusing on the city of Ahmedabad(Singh, Vidani, & Nagoria, 2016). It further places this analysis in the wider picture of how social media changes the meaning of films, the use of

machine learning techniques for forecasting box office success, and the limitations of regional film in the context of global content(Mala, Vidani, & Solanki, 2016).

### **1. Do IMDb Ratings Actually Affect the Success of Movies**

(2022) whose focus is on the building of content based recommender systems for the prediction of movie popularity. The authors point out that, in the past, marketability of a movie has been ascertained as a hard task because of the volatility feature of the film industry. They claim that IMDb is very important in the prediction of a film given the aspects of caste, genre and other variables which all affect the ratings.

To this end, Sahu et al. incorporate such open-access databases as IMDb and The Movie Database create a multi-class classification model. This model's predictions achieve a movie popularity accuracy hot figure of 96.8%, indicating the importance of the audience sit votes as well as the IMDb rating system. While the research concerns itself primarily not with the regional cinema, it draws attention to the place and importance of digital reviews and ratings also in the remnants of local film industries, like the case of Ahmedabad(Vidani & Das, 2021).

Since the ratings from IMDb are shown even at the summers, the filmmakers are probably able to take advantage by looking through similar winter films and predict what their audience might feel like in the early stages. This model can be modified to suit the requirements of regional film makers in the city of Ahmedabad, wherein they are able to know how their films are going to be perceived in the market before they are launched. Yet, as the authors persist in arguing, while such predictive models are useful, the uncertainty as to how a film would actually fare is still very much there. This limits what can be done with this kind of interplay on just using IMDb ratings alone, even though they do remain a cornerstone of audience engagement(Vidani J. N., 2022).

### **2. Movie Watching Consumption Among Generation Z**

Generation Z, marked significantly by its widespread usage of the digital platforms, has unique patterns of movies going contrasted with previous generations. According to Munshi (2019, the popular social media sites play an important role in determining the movie preferences of this category. IMDb, Twitter, Facebook, and Book My Show have become a source, through which people share reviews and opinions, which largely influence others to prefer a particular movie. Munshi discusses how the intent of the audience is affected by reviews on social media through Bollywood films. His findings basically present that a positive review on IMDb or any other platform increases the attractiveness, while a negative review lowers the number of viewers(Saxena & Vidani, 2023). Generation Z gets highly influenced due to digital influences, which is more pronounced than any other medium. Local and regional films vie with national and international ones on the Ahmedabad cultural spectrum, and in such a scenario, IMDb ratings have become a critical sieve through which one filters his or her movie selection. The dependence of Generation Z on such ratings reflects its need for peer validation and quick access to opinions more than other, more traditional forms of movie criticism. More importantly, Munshi raised

demographic factors such as age that affect how subjects react to online reviews. This study comes to the conclusion that the young viewers-audience falling within the 18-24 age bracket, particularly-were more vulnerable to influence from social media reviews than the older viewer. It also shows that the same demographic is actively engaging with forums like IMDb by rating the films and writing their reviews. These findings indicate that ratings within IMDb have a prevalent influence on the movie choices among the generation and regional filmmakers, thus need to be directed towards online reception of their films(Vidani, Das, Meghrajani, & Singh, 2023).

### **3. Machine Learning and IMDb Ratings**

Another very related area of study within the realm of movie rating prediction deals with machine learning. Ahaan Anand shares (2023) that algorithms such as Linear Regression, Decision Trees, and Random Forests predict the IMDb ratings. His findings were that a Random Forest model can reach an accuracy in predicting an IMDb rating of 74%, which indicates that machine learning really can forecast how well a film will be received.

Anand's research explores the themes of how machine learning may change the face of old-school movie marketing and interface with audiences for filmmakers. The ML algorithms check the past IMDb ratings and reviews, so it predicts how movies in the future will be received to help film makers tailor their content accordingly. This serves especially well for filmmakers in Ahmedabad, who mostly work on minimal marketing budgets to maximize the appeal of their films.

Importantly, Anand outlines the role of NLP in improving the ability to predict the success of a movie. NLP might be able to process and extract language relating to what common themes, feelings, and criticisms occur in reviews on IMDb(Vidani, Das, Meghrajani, & Chaudasi, 2023). Such an analysis can help filmmakers infer whether the people like or dislike something about a given film, thus enabling filmmakers to make data-driven decisions while making movies. It promises so much in a time when this technology is still in its budding stage, so much for film marketing, especially in regional markets where audience preferences can be pretty hard to predict(Bansal, Pophalkar, & Vidani, 2023).

### **4. The Influences of Social Networking on Regional Cinema**

This has particularly affected the film industry, where regional cinema has faced the new trend but also offers space. For example, Pradhan and Hoda (2023) illustrate how the dominance of English films has affected the Indian media industry with the idea that international content is even superior to the regional ones in terms of view count. The penetration of digital tools has further amplified the dominance of the English film as it now becomes a direct competitor head-on to other regional movies for viewings(Chaudhary, Patel, & Vidani, 2023).

Ratings from IMDb and social media reviews have gradually become significant in the eyes of the community due to the cultural importance of regional cinema in Ahmedabad. Gen Z is moving toward films that have better ratings from IMDb with huge affection for digital content. This is going to be a challenge for regional filmmakers because regional content faces competition from high production values and international appeal purported by the English

films. However, Pradhan and Hoda have found space for collaboration and innovation on this very competitive battlefield as well. Regional filmmakers can stand their ground on IMDb if they are authentic at the cultural level but fit into the international palate. It is what makes regional cinema survive in the face of a world that goes digital first wherein much of the profitability of the film is dictated by ratings on IMDb (Patel, Chaudhary, & Vidani, 2023).

These ratings from IMDb can act as a kind of measure through which regional filmmakers in Ahmedabad analyse the choice of the viewers and come to decisions about their films. The review and rating analysis of such films as theirs would make the filmmakers to establish trends in their films and possibly change to better meet Generation Z's expectations. These positive ratings from IMDb can in return also act as an official seal that will make more viewers go watch regional films that would otherwise go unnoticed (Sharma & Vidani, 2023).

## 5. International Influences and IMDb Ratings

Wong et al. 2021 explored this relationship concerning the story line and the star fandom of a film rating and the image building of the destination. In this research, explorations delve on how an IMDb rating of a movie influences people's perception of that movie, especially in relation to the destinations it features. This is termed as the halo effect, whereby a good-rated movie can give better effects on the image of the locations appearing in the movie and a bad-rated movie may give worst effects on the image (Sharma & Vidani, 2023).

As much as Wong's is a study on tourism and destination marketing, findings could be viewed in the light of regional cinema. In Ahmedabad where most regional movies are steeped in local culture and geography, IMDb ratings can affect the way one looks at the city and its traditions. A film rating better will mean that there can be increased interest in the region and thereby increase tourism while a low-rated will work negatively.

### Research Gap

Given that you have done a literature review, a significant business gap that now emerges due to the absence of customized marketing strategies and audience engagement tools for regional filmmakers in Ahmedabad, in particular the context of leveraging the power of digital platforms and IMDb ratings, would be as follows:

#### 1. *Customized Marketing Solutions for Regional Cinema*

Although several studies are currently being conducted on the impact of IMDb ratings and social media on movie choices, regional filmmakers can hardly ever afford such resources and information to work out viable marketing strategies for their niche markets. Business opportunity: Open up a consulting firm specifically to help regional filmmakers

Use Data Analytics: Develop predictive analytics based on IMDb ratings and social media trends in order to fine-tune marketing campaigns that can speak to specific demographics, including Generation Z.

Write or Frame Targeted Content: Assist in the development of stories and other marketing content that drives interest among viewers in a given region but still has an appeal for a larger international audience.

## **2. Platform for Engagement with the Viewers**

Actually, there are only a limited number of those that offer direct communication between the filmmakers and their market. One business idea could be to establish an Interactive Platform: A digital interface that would be utilized by filmmakers to share exclusive content, shoot-abouts, and perhaps get viewers' feedback before the release of the movie. This might heighten the interest and investment of audiences with the movies and therefore boost attendance and word of mouth.

**Add User-Generated Content:** Allow the audience to generate and distribute reviews or fan art, thus creating a form of community for regional films.

## **3. Machine Learning Integration for Predictive Insights**

While machine learning has been introduced in your literature review, its application among regional filmmakers in Ahmedabad is not provided. Here, a business could focus on

**Predictive Tool Development:** Develop accessible machine learning tools in this area, so that filmmakers can analyze the past performance of a film, social media sentiment, and viewer preference in order to take well-informed decisions on film development as well as marketing.

**Training Workshops:** Conduct training workshops in machine learning application for filmmakers, thus imparting the capabilities of proper exploitation of data.

## **4. Cultural Representation in Global Context**

Understand the competitive landscape is dominated by English-language films to help regional businesses, regional filmmakers:**Cultural Bridge:** Help them hone their storytelling in such a way that it remains culturally authentic but also reflects international sensibilities; this could be in the form of international-storytelling trends workshops or one needs international creators coming together with local creators.

**Marketing Authenticity** Create campaigns that outline the cultural richness of regional films, which may help increase their appeal in international markets through carefully targeted stories.

### **Hypothesis (Only List)**

H1 There is a significant association between age and the frequency of watching regional movies.

H2 There is a significant association between age and the preference for regional movie languages.

H3 There is a significant association between age and the factors that influence the decision to watch a regional movie.

H4 There is a significant association between age and the importance placed on IMDB ratings when choosing a regional movie.

H5 There is a significant association between age and the likelihood of changing one's decision to watch a regional movie based on its IMDB rating.

H6 There is a significant association between age and the belief that IMDB ratings accurately reflect a regional movie's quality.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
How often do you watch regional movies?	(Vidani & Solanki, 2015)
Which regional movie languages do you prefer?	(Sachaniya, Vora, & Vidani, 2019)
What factors influence your decision to watch a regional movie?	(Bansal, Pophalkar, & Vidani, 2023)
How important is IMDB rating when choosing a regional movie?	(Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022)
Have you ever changed your decision to watch a regional movie based on its IMDB rating?	(Chaudhary, Patel, & Vidani, 2023)
Do you think IMDB rating accurately reflects a regional movie's quality?	(Patel, Chaudhary, & Vidani, 2023)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	27
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

## Demographic Summary

The demographic summary of the survey reveals a diverse group of participants, comprising 62.1% male, 13.8% female, and 24.1% identifying as other. Most respondents (86.2%) are in the 17-22 age range, while 13.8% fall between 22-27. When it comes to viewing habits, 41.4% watch regional movies rarely, with only 17.2% viewing them daily. Hindi is the preferred language for 72.4% of participants, followed by Gujarati at 24.1%. In terms of decision-making factors, 48.3% rely on reviews from friends and family, and a significant 58.6% have changed their movie choices based on IMDB ratings. While 41.4% view

IMDB ratings as very important, opinions on whether these ratings accurately reflect movie quality are mixed, with 41.4% undecided.

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and the frequency of watching regional movies.	0.720	<	H01 Rejected (Null hypothesis rejected)	0.145	weak
H2	There is a significant association between age and the preference for regional movie languages.	0.828	>	H02 Accepted (Null Hypothesis Accepted)	0.859	strong
H3	There is a significant association between age and the factors that influence the decision to watch a regional movie.	0.051	<	H03 Accepted (Null Hypothesis Accepted)	0.211	weak
H4	There is a significant association between age and the importance placed on IMDB ratings when choosing a regional movie.	0.119	<	H04 Accepted (Null Hypothesis Accepted)	0.013	WEAK
H5	There is a significant association between age and the likelihood of changing one's decision to watch a regional movie based on its IMDB rating.	0.102	<	H05 Accepted (Null Hypothesis Accepted)	0.015	WEAK
H6	There is a significant association between age and the belief that IMDB ratings accurately reflect a regional movie's quality.	0.421	>	H06 Accepted (Null Hypothesis Accepted)	0.581	STRONG

Source: Author's Compilation

## **RESULTS AND DISCUSSION**

It provides some important insights that can be added to the understanding of audience behavior and preferences analyzing the relationship that exists between age and other types of consumption in regional movies. Coming to H1, which states that there are significant influences concerned with the relationship between age and the movies often viewed regionally, rejection of null Hypothesis,  $p$ -value = 0.720 indicates that age does not influence significantly with which people view these films. The fact that the regional movies crossed various age groups is of great importance because, as it reflects uniformity in the viewing habit, so possibly one could relate this to the growth in digital platforms that have been making regional films reach the people of all ages by penetrating various narratives and cultural expressions. With all these development strides on streaming services, the viewers can easily look for the contents targeted at their region and as soon as possible discover what they like, with no regards to the age of the viewers. Thus, it might be a sign that regional films resonated on universal themes or have relatable storytelling that engaged viewers whose backgrounds are diverse. In tandem, this end can predict a shift in the culture of consumption: past boundaries and class determinations by age are washed away. However, H2, which analyzed age and choice of regional movie languages, had a  $p$ -value of 0.828, which led to the acceptance of the null hypothesis. That is to say, it did not seem that there was any potential effect coming from the factor of age for preferred regional movie languages. This may indicate the fact that viewers are becoming more and more interested in linguistic diversity. The younger viewers may be Even more hospitable to watching movies irrespective of their language due to the influence from global movements and cross-culture connection. Meanwhile, older viewers do not attach themselves to preferences also. This in itself would speak of a general convergence to accept cultural diversity in films. The results point out that regional films do transcend their regional stronghold and, thus, create a scenario wherein language becomes a greater unifier rather than a divider. Continuation to H3: That the null is accepted with  $p$ -value = 0.051 means that age has no bearing on what drives people to go to screens and watch regional films; it would seem that what was driving people to go out to screens to watch regional films -- salient storyline, effective acting or general cultural relevance -- was not different by age. What the findings seem to indicate is that on all age groups, audiences are moved by shared values in movie choices where there would be evidence of shared cultural experience with regional cinema. It is quite likely, though that the need for representation and truth-telling will cut across age-at a time of heightened globalization. Regarding H4, the findings indicated that there were no notable differences in opinions by participants as regards the care that they could have with ratings of films on IMDB when basing their choice of regional movies; the  $p$ -value was 0.119. This suggests that for instance, both aged and young audience could hold the same thing in mind when rating the quality of a film. In addition, H5 also establishes that age is not actually a factor while the probability of selection of decisions to watch a regional movie is measured by its IMDB rating,  $p$ -value = 0.102. It may be merely a reflection of the general lack of faith in

external ratings and that personal preference as well as recommendation is playing a more important role in the selection of a film. Lastly, H6 further supports this conclusion as a p-value of 0.421 reveals that age plays no impact on the belief of a movie by IMDB ratings of a regional movie to be more reflective of its actual quality. Overall, these results seem to capture a broad sense by the movie going public that there is no way to encapsulate the quality of a film in any rating scheme, but that it must be interpreted.

### **Theoretical Implication**

Therefore, inferences drawn from this research study carry crucial implications at the theoretical level as regards audience behavior and consumption of regional movies across different age groups. First, the null hypothesis is rejected in H1 above, which then indicates that there's a significant association between the level of age and frequency of watching regional movies, thus showing to be at variance with traditional theories of audience segmentation, which tends to rely rather significantly on demographic variables such as age in predicting media consumption patterns. This, therefore, means that extant structures in media studies would have to change with the changing mode of accessibility and acceptability of regional cinema. Audiences' viewing demands and patterns do not become uncontested by age-related preferences when digital platforms democratize access to diverse content, making it worthwhile for researchers to focus on broader social and cultural factors that shape media consumption.

This means that the acceptance of H2 shows that there is no significant relation between age and preference for local language films. Thus, this points to a paradigmatic shift in the theoretical understanding of language and identity through cinema. Traditionally, it was argued that people's choices of language tended to be the marker of cultural identity and coincided with age.

But the results reveal a more fluid relationship between language and engagement to audiences, where the audiences have it in their capacity and are more than willing to engage with linguistic diversity. This could usher in the rising acceptance of multiculturalism and globalization in film studies-theoretical discourses that, among other things, point to the fact that it is useful to explore how these factors affect audience choice. The results of H3 indicate that age does not have an interaction with any of the variables that determine the choice of film to see. What this result suggests is that motivations linked to the consumption of regional films are more homogeneous across the age categories than perhaps previously taken well into account. In fact, this result captures an aspect that serves to challenge the traditional prevailing theory that has primarily organized audience motivations according to demographic differences; instead, there is scope for considering a more integrated model of audience participation in regional cinema. Themes that can be examined may also be universally applicable, across ages. Therefore, while the application of such themes and narrative structures may be universal, it could refine already existing theories relating to audience reception of film. In H4 and H5, evidence that age does not affect the saliency of ratings or probability to change viewing decisions about ratings opens up new avenues into the role of external ratings in audience

decision-making. Collective cynicism Shifts toward ratings as a single measure of film quality suggest a trend toward more personalized concepts of criteria applied when evaluating, such that people rely on personal preference and peer referrals to inform that preference. This challenges long-standing theories that presume a number rating is an absolute measure of quality and seeks further research into how viewers make decisions around quality within an overly abundant media sphere.

Acceptance of H6 means that there is no indication that age was an important relationship in terms of believing ratings accuracy of IMDB, thus indicating film quality theories must be able to accommodate subjectivity. More importantly it suggests audience perceptions are more and more guided by personal experience and less so by standard metrics. Hence, the scholars go through the gauntlet of how social and cultural contexts influence audience beliefs on quality film. Accordingly, this work therefore theoretically underpins the crucial need for reviewing the dominating frameworks of media and film studies in the changed audience behaviors coupled with technological and cultural.

### **Practical Implications**

The findings of the present study have some practical implications for regional filmmakers, regional marketers, and distributors. Such subtle interplay between age and movie consumption could prove useful while thinking in terms of strategies that would influence a variety of audiences by making it effective in touching each group to raise viewership of regional films

#### **1. Targeted Marketing Strategies**

Since age does not seem to have a significant impact on the view rate of regional movies (H1), marketers have to design campaigns that would be able to appeal to an overall audience rather than focusing on a particular age group. Such campaigns could be designed by preparing relevant promotional materials with universal themes as well as storylines relatable to each age group and film enthusiast. Using this, the marketer would be able to increase interest and views across all age groups using the various narratives offered in regional cinema.

#### **2. Localization and Accessibility of Content**

Acceptance of H2, to a certain extent means that preferences of languages are not age-sensitive. This further extends that filmmakers and distributors should be able to generate and showcase subtitles and dubbing of regional films so that more viewers get to view regional films. This will help draw in viewers who are not familiar with the original language but may be interested in cultural narratives these films present. More viewership and pushes people behind linguistic lines to be engaged.

#### **3. Universal Themes**

Since there are no important associations of age with matters that define decisions for movie watching, storytelling should be common to all. A plot with issues of exploration, such as on family, identity, or social issues, should thus be developed by filmmakers for wide appeal across all ages. Excellent content can be reached if communications are kept on common experiences shared among people across different ages, hence achieving a more populous audience population.

#### **4. Using Social Proof and Community Recommendations**

From the above result of rating given by IMDB, viewers may prefer personal recommendations and social proof other than just a number rating. This means that distributors and marketers should use this to promote the engagement of viewers through social media and community sites. Creating venues that can give their audiences the opportunity to provide views and recommendations about viewing and suggesting regional films might gain better credentials and a collective sense of belonging to regional films. Moreover, the campaign will be able to reach a wider age range through the empowerment of influencers and movie critics who would be able to link the film to broader age ranges.

#### **5. Education and Awareness Campaigns.**

Campaigns can be held by the filmmakers and distributors to let the audiences know that the quality of the film is subjective in nature and to encourage the audiences to check on themselves to remove the skepticism regarding any external rating. Campaigns can be used to promote or popularize the regional cinema on the basis of cultural relevance, styles of storytelling techniques, and artistry.

#### **6. Feedback Mechanisms for Continuous Improvement**

If this audience feedback is really well infused into the filmmaking process, that it would make the filmmakers know what the viewer wants, what their expectation is. Once there is a mechanism placed in creating audience input through surveys, focus groups, or social media, fruitful results would accrue with regard to knowing what to resonate what age group. Continuous dialogues can also help the filmmakers towards creating more projects in the future that are according to the audiences while still being within the uniqueness of regional cinema.

#### **7. Collaboration with Streaming Platforms**

Ultimately, because of the growing access of distribution platforms, interacting with distribution platforms will have a positive impact on activities distributing the films

### **CONCLUSIONS AND RECOMMENDATIONS**

In fact, this study derives useful insights on the relationship of age with a host of dimensions of regional movie consumption. There already exist knowledge that age does not have a direct impact on the frequency of viewing regional movies, preference for certain languages of movie, motivation for view, and importance to IMDB rating. Actually, the finding shakes the traditional assumption and gives a cue to testing the clearer thesis of bringing about a transition toward universal regional cinema engagement thus altogether controlled by demographic variables.

If the null hypothesis cannot be rejected for H1, then it suggests that regional films are generally liked by all age groups, or in other words, the story and message served through the regional film is also being liked by different kinds of viewers. In addition, acceptance of H2 further shows an increase in appreciation toward linguistic diversity, or in other words, the audiences are becoming more vigilant to watch different languages. Thus, the point of this paper is to demonstrate how important accessibility and representation are in regional cinema.

More dominant age groups who ever and always chose to see local films because of the same reasons articulated in H3 would mean filmmakers should try more in telling those common human experiences. To the conclusions based on ratings on IMDB-H4, H5, and H6, it's found that personal recommendations and social influence are even more potent determinants of audience choice than external ratings hence the marketing strategies must first address engagement within the community and the influences of social proof.

Above all, this work seems to indicate that there is a need for producers and marketers of a film to be responsible in the proliferation of a strategy that maximizes reach, access, and community-building among regional films. Getting a better feel for this new landscape of behavior by the audience opens up opportunities that This would generate interest, increased viewership, and more nebulous appreciation for regional cinemas.

Finally, as regional cinema takes on more importance in a rapidly globalizing mediascape, the findings of this research can inform further study and practical activities that will enrich the experience of the audience. More embracing such results will certainly bring innovation to ways that are not only beneficial for promoting regional cinemas but also bridging cultural divides towards other storytelling traditions' deeper appreciation. The study explores the significance of regional movie consumption dimensions in relation to age, thus bringing out some important insights in audience behavior. Thereby, it was found that regional film frequency has no influence at all on viewership as the age factor regional cinema strikes a broad appeal across demographics. On the other hand, that preference in speaking movie languages and other factors determining a choice to view a film is not significantly affected by age points to increased consciousness about cultural differences and the importance of shared experiences in film-making. In addition, the skepticism in general by the IMDB ratings cut across all ages testifies to personal interpretation and recommendations as having played the most fundamental role in film choice.

The general conclusions depict a sea change in the dynamics of an audience, whereby the older traditional demographics play less decisive roles to predict media consumption. These findings are, therefore, diametrically opposed to existing thought in media studies, as it pushes the pencil of these theories to pivot for changes in the audience engagement landscapes. In real-world terms, filmmakers and marketers can use these results in creating more inclusive content, targeted marketing strategies, and community engagement around regional cinema from universal themes and improving access, enhancing the reach and reception of regional films among more diverse audiences.

## **1. Longitudinal Studies:**

Useful longitudinal studies for further research would trace over time changes related to viewing habits and preferences. This would give deeper insight into how audience interaction with regional cinema shifts in relation to changing cultural and technological environments.

## **2. Exploring Other Demographics:**

Although this report controlled for age, other aspects of demographics-doctrinally, gender, socio-economic status, and education-always at least warrants further research to come closer to better understanding their impact on movie consumption in the regions.

## **3. Cross-Cultural Comparisons:**

A comparison of regional cinemas from different regional fields may illustrate how regional cinema is received in different countries or regions. It may contribute towards enhanced knowledge of the cross-cultural appeal of regional films and successful marketing strategies among the cultures.

## **4. Impact of Streaming Services:**

A study on how these new streaming services are affecting the engagement of the audience with regional movies can be really very informative in the context of rapid growth in digital platforms. Future studies could probe into the interfaces that impact the view of some features of recommendation, accessibility etc.

## **5. Audience Motivation and Emotional**

Further studies can also explain the motivation and emotional behavior of regional films toward a more targeted audience. Interviews, focus groups, or other qualitative research can assist the realization of relationships between viewers and regional narratives and characters.

## **6. Role of Social Media :**

Future studies would continue to interrogate how the integration of social media changes viewer preferences because film options are now seen on the platform. For example, through accessing platforms like Instagram, Twitter, and TikTok that influence how viewers perceive things and advise in regard to them.

## **7. Effect of Cultural Gatherings and Celebrations:**

This study would also discuss the challenges of how film festivals and cultural events impact visibility and consumption of local films. The interest and appreciation of audiences would enable understanding based on which filmmakers and marketers may further go about the making and marketing of film.

## **8. Technological Innovations:**

This could be further complemented by further investigation with newer technologies, such as virtual reality or interactive storytelling, to affect regional film consumption and further provide new perspectives about audience engagement and experiences.

In terms of the above findings, more research can be conducted to elaborate on the extent that regional cinema plays in the consumption of media in contemporary society. It will thus add more to the discourse on how audiences consume cinema and the cultural representational roles involved.

## **Recommendation**

The title of the research—that is, the study on the impact of IMDB rating of regional movies for Generation Z with respect to Ahmedabad—reveals the present gap in the literature: "how online ratings affect the viewing behaviors and preferences of the younger audience, particularly in relation to regional activity.". Many studies have determined the influence of IMDB ratings on the success of the films as well as that of the audience's choices in relation to such films, but focus studies are rarely carried out on this phenomenon with the involvement of regional cinema and the reception at the hands of Generation Z. This generation is very unique, considering their consumption patterns, with added influences of digital media and social bonds. So, studying how this generation watches regional films—particularly in a city like Ahmedabad that is so rich culturally and with so much diversity—will certainly be very rewarding. More importantly, most of such studies are focused on mainstream cinema that can be watched across the globe. Obviously, in the complex web of regional films, the locale-specific languages and regional variations are overlooked. Global cinemas get more significance than the distinct social and cultural settings to identify the preferences of the local viewers. The proposed research will bridge the existing gap by examining how Generation Z interacts with regional cinema by using the digital ratings for choices of viewing. This study would also seek to find and discuss implications of IMDB ratings on the perceived quality and appeal of regional films which will likely be different from audience perception regarding mainstream films. The association between online ratings and viewership could be really important to understand at a time when digital platforms highly mediate film consumption. Secondly, the parameters of film selection among the Generation Z—such as peer influence, social media trends, or the demand for authenticity in cultural representation—are rarely explored in the context of regional cinema. And that leaves scope for this research to justify whether people on IMDB believe ratings to be a form of social validation or authenticity. The younger generation has always sought films that say something about them and their experiences. Comparing mainstream cinema productions, production values and the techniques of storytelling of regional films are vastly different; however, the influence of IMDB ratings within the structure of expectations and consumer behavior ratings and audience engagement will have their critical importance in an age where the medium of cinematic consumption is almost completely facilitated by the digital platforms. The drives that fuel Generation Z film preferences—whether it is peer pressure and social media tendencies or genuine, authentic regional culture representation—are yet to be deconstructed in the context of regional cinema. This opens a window to examine how the IMDB ratings are perceived in issues of social validation and authenticity because, according to them, most young audiences are predominantly interested in films that reflect or resonate well with their identities and experiences. Second, whereas the regional film is largely value added in terms of production values or storytelling capability vis-a-vis its mainstream counterpart, still the IMDB rating does impact enormously on expectational consumption. Yet another area where more research could be done on Generation Z is this. Also to the point, focus on

how cultural background, socio-economic status, and educational influences shape patterns of film viewing and cinema in general-where Ahmedabad is a diversity-majority city. Knowing these dynamics, the permanently changing cinema landscape, and the role of digital platforms and rating, to be understood by filmmakers, marketers, and researchers, is as relevant for the inside team as it is for those directing and marketing films. Based on the above rationales, this paper attempts to derive insights into the importance that ratings.

## FURTHER STUDY

This study still has limitations, so further research is needed related to the topic of A Study on the Impact of IMDB Rating of Regional Movies on Generation Z with Respect Ahmedabad in order to perfect this study and increase insight for readers.

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