

Popularity of Bollywood Romantic Genre among Youth

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Abstract

Romance remain Bollywood all time favourite genre and has its popularity in India and across the globe. Romantic Genre works like a magic on Box office that its involvement is enough to make the film hit. The most repeatable genre that every Bollywood Film has dealing to popularize is appearance of a hero and heroine in love. The projection of romantic track become priority no matters whether the film belongs to action, comic, horror or suspense-based theme. Romantic genre introduces the idea of escapism and entertainment among the real life of its viewers by fantasizing dreamy world. Romantic Genre of Bollywood teaches how to behave and proceed in love relationship. Youth take these films as supporting guidelines by imitating themselves in particular character of film having popularity or similarity to their life. Usage of romantic dialogue, songs and romantic cultural trends like Celebrating Valentine day, love dates are also becoming common trend among youth. This study is therefore timely a need to investigate popularity of Bollywood romantic genre films on youth. Bollywood is the mirror of the society and a medium of social change. Youth is the segment which is highly influenced and idealized popular romantic narrative the most. The survey would be conducted among the target audience to explore the popularity and impact of romantic genre on youth. The study aims at presenting qualitative results to acknowledge the findings.

Keywords: *Popularity, Bollywood, Romantic Genre, Youth*

1. INTRODUCTION

The Bollywood film industry is entertaining the audience from decades. Soulful music, classy songs, eye catchy dance bond is something that connects the emotional appeal of audience among Bollywood films. A lot of credit goes to romantic genre in Bollywood that's highly responsible for popularizing the trends of music and dance in the films. Irrespective of the main theme in Bollywood films, Romantic genre is like topping on dish to make it crispier crunchier. The origin of love stories in Bollywood results much in controversies. That was the time when romance or love marriage were often considered a taboo and there was always a fear among element included in the films. The first romantic Bollywood film that gained recognition was "Devdas." It was the same film that remade twice more by Bimal rai and Sanjay Leela Bhansali. Raj Kapoor was one of superstar that write the era of 40's and 50's with excellence of his acting and directed films. He introduces romance with the epic music and excellent chemistry of hero and heroine. Mughal-e-Azam was another legend film that combined both emotional and bold element into the romance genre for the first time and made the audience realize the depth and importance of love. While romantic movies have been hugely popular since the 60's and 70's brought about a new glam to the movie industry. The 80's unleashed a dynamism that was never seen before in Hindi Films and the trend only got better. Since the 90's the romance genre in Bollywood's has evolved tremendously. Among all other genre of Bollywood films, romantic films are something which can never go out of dated. Youth feels a personal touch up in these films. They feel pleasure in promoting their favourite films like updating status and by sharing stories through social networking sites. The youth starts idealization of their favourite character and story plot. Cinema has number of shades of romantic films. Studies have explored few types of romances in movies like theme of love at first sight, unrequited love, sentimental love, obsession love, spiritual love, forbidden love. Among all these Platonic shade and erotic shades are most highlighted ones. In Bollywood love is meant to look very easy. In reality love is actually very complicated. It doesn't happen at instant it takes time to grow more over one have to face lots of challenges obstacle before it. These Romantic genres definitely leave a deep impact on minds of youth and most of the time due to immaturity and lack of experience they unable to differentiate between reel and real life.

Significance of the Study

Maslow 's hierarchy of needs includes love as one of the basic needs of human requires in order to achieve self-actualization (Rahim,2013). Bollywood is prominent platform of delivering romantic content to the youth. Bollywood romantic genre is insane popular with teenagers and youth. Lippman. Ward & Seabrook (2014) states that the way the media portrays romantic relationships gives people a certain understanding of romantic norms and expectations. Determining how the media attitudes toward love and relationships is beneficial, as it may reflect various issues and attitudes. Bollywood Romantic genre helps the viewers to escape from sorrows of realities and makes one enter into the world of fantasy. Viewers start idealization of their love life and partner according to that favourite narrative. It would be interesting to find the popularity of idealized features of Bollywood Romantic genre and to study how deep the trend is piercing among the youth.

2. REVIEW OF LITERATURE

Mc Donald (2007) in his book “Romantic Comedy: Boy Meets Genre” apart from discussing the impact of this genre, has strongly advocate the narrative framing by Filmmakers. Mc Donald puts emphasis on idea behind story telling. He observe's that viewers expectation, cultural territory and modernity combines together and form a plot.

Srivastava Priyanaka (2014) in her research study “Bollywood explores romance genre with fresh twists” highlights that new era of cine screen is examining news ways in the field of rom com genre with aroma fresh narratives. The production of rom-com every time with novel ideas has become challenge for filmmaker. The need of exploring every angle, scene, music and narrative arises due to competition in Box office. She further states that realistic approach and emotional appeal in the chemistry of onscreen character is necessary to make the story alive. Acknowledging the scenario of today's youth viewers, production houses have coated separate units to churn out cooler content for audience.

Arya kanika (2019) while examining “Analysing Studies about Hindi Cinema and Romantic Genre films to Locate Portrayal and Reception of Romance in Hindi Cinema” finds that romance is favourite theme of Bollywood. They persuade one to fantasize romance in one own way. Modern and Post-Modern idea of romance offer pleasure to the audience in the form of music, dance, dialogue etc. Arya states that young viewer understand romantic and violent sequence in Bollywood romantic films. Based on viewing context, life experience, age and number of times they have viewed a film.

Srijoni Roy (2020) in “Have Mainstream Love Stories become More Real in Recent Time” explores the depiction of on-going role of Bollywood stories in current scenario. Roy found that in past audience don't have much options of viewing films else of mainstreams. As plot of film associates general love stories. Today market has become audience oriented due to the origin of multiple alternative platforms including Netflix, Amazon Prime, Hot Star etc. In the era of 70's 80's and 90's film maker plots the storyline associating love angle in almost every genre-based film where hero and heroine meet, fall in love and after temporary obstacles in the way of love ends with happily after. But by the exposure of online platform the variation toward realistic and relatable content is highlighting in films.

3. OBJECTIVES OF THE STUDY

1. To acknowledge the usage and gratification of Bollywood romantic genre among youth.
2. To study Popular Cultural trends set up by Bollywood Romantic Films among youth
3. To discover factors that determine romantic film genre preferences among youth
4. To Analysis Popular Romantic Theme, Films, On Screen Couple and Director among Youth.

4. Hypothesis

1. Youth uses Romantic Bollywood Genre much for the usage of entertainment and for passing their free time
2. Romantic Bollywood Genre has set many popular cultural trends among youth by excellently presentation of reel characters on screen among which modern trends like One-night stand live in relationship has been highly popularized
3. Youth Prefers to inspect many factors before watching romantic film genre. Among which music songs and the on-screen chemistry between the couple influence them the most.
4. The popularity of romantic films builds idealization of favourite films and associates among youth. Love at first sight and unrequited love stories are highly in demand

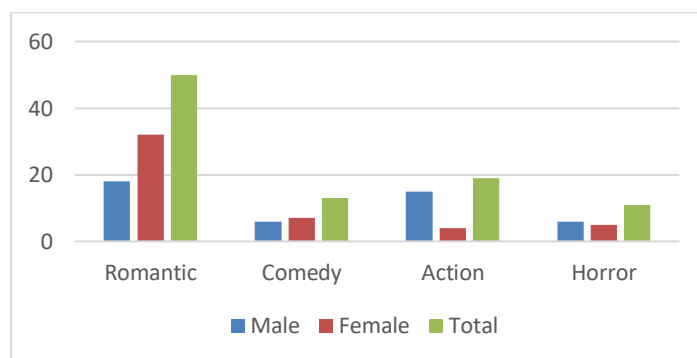
5. METHADODOLOGY

The present study is a online survey-based study. A sample of 100 College Student including 50 Male 50 Female was randomly selected from the Four Colleges of Jalandhar City. A carefully designed questionnaire consisting of a set questions was given to the sample. Results and conclusion were made on the basis of the response given by the respondents.

6. DATA ANALYSIS

Figure 1: Which Bollywood Genre you love to watch?

	Male	Female	Total
Romantic	18	32	50
Comedy	6	7	13
Action	15	4	19
Horror	6	5	11
Other	5	2	7



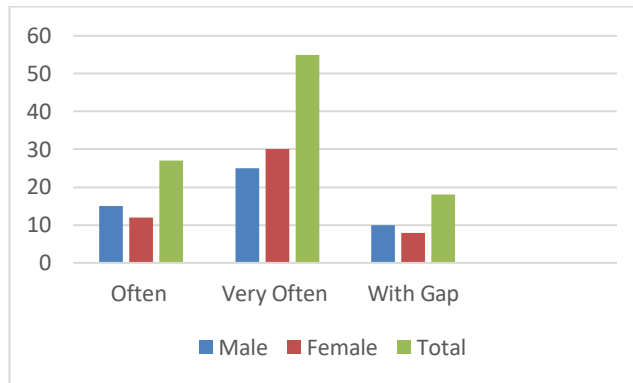
The above figure shows that 50 percent of Youth loves to watch Romantic Bollywood Genre. 19 percent loves to watch Action ,13 percent loves to watch Comedy while 11 percent likes Horror and 7 percent loves to watch other Genre films.

The majority of 32 percent of Female and 18 percent of male loves to watch Romantic films because youth are highly attractive toward these films and have dependency on them for Romantic relationship learning.

Figure 2: How often you like to watch Romantic Genre based Films.

	Male	Female	Total
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Often	15	12	27
Very Often	25	30	55
With Gap	10	8	18

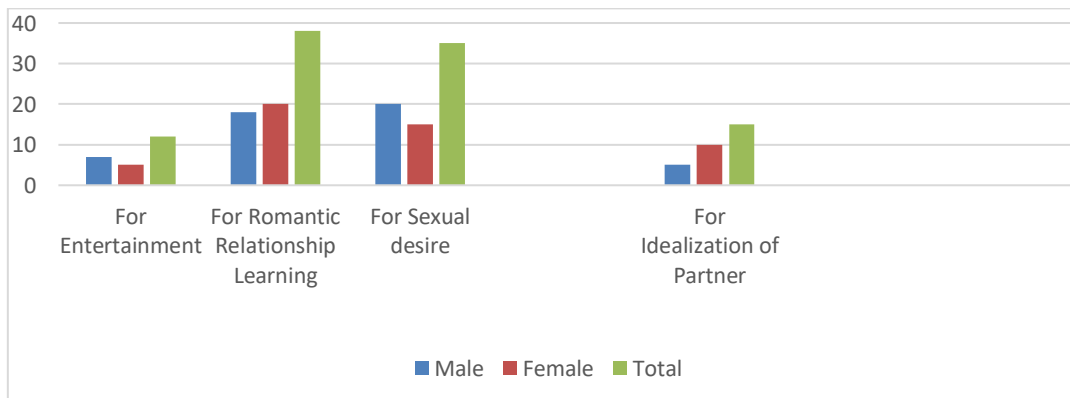


The above figure shows that 55 percent of Youth Very Often likes to watch Bollywood Romantic Genre, 27 percent watch often while 18 percent watches with gap.

The majority of youth including 25 percent of male and 30 of female have high dependency on these films. The reel world helps to escape and fills happiness in real life by fantasizing dreamy world

Figure 3: For Satisfaction of which Gratification need you like to watch Bollywood Romantic Genre?

	Male	Female	Total
For Entertainment	7	5	12
For Romantic Relationship Learning	18	20	38
For Sexual desire	20	15	35
For Idealization of Partner	5	10	15

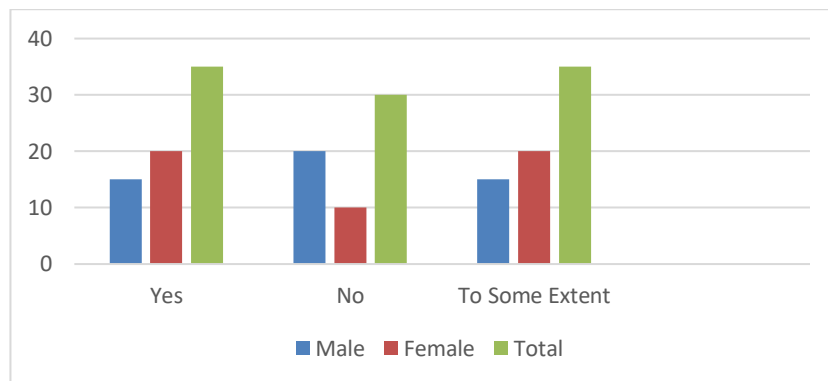


The above figure shows that 12 percent of youth watch Bollywood Romantic Genre for Entertainment, 38 percent for learning about romantic relationship, 35 percent watch for fulfilment of sexual desire while 15 percent for idealization of partner.

The majority of youth have dependency on Romantic Genre films for gaining romantic relationship learning and for sexual pleasure. The reason behind this result may be that Bollywood Romantic films are guiding pillars who directs the youth at every walking step in relationship along with pleasure of eroticism.

Figure 4: Do you think Narrative plots in Bollywood Romantic Genre are relatable to real life?

	Male	Female	Total
Yes	15	20	35
No	20	10	30
To Some Extent	15	20	35

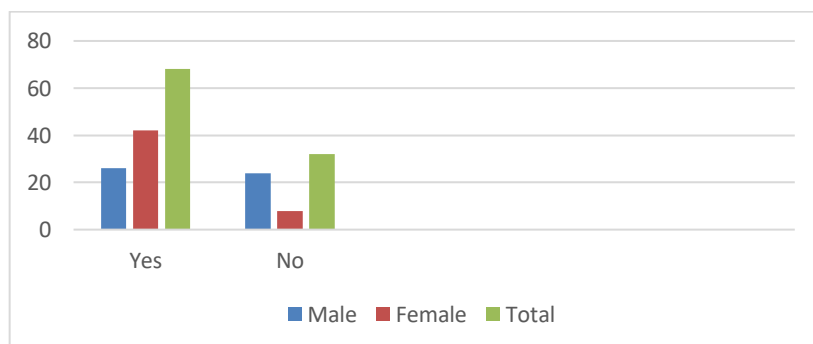


The above figure shows that 35 percent of youth believes that Bollywood Romantic Genre highly relatable to real life, 35 percent believes to some extent while 30 percent didn't believe so.

The majority of audience have believed that Bollywood Romantic Genre is relatable to real life consequences. The reason behind this result may be that Film makers are acknowledged of this fact that to make the film commercial hit they have to change with the ongoing reality so that youth can feel personal touch in that.

Figure 5: Do you believe viewing Bollywood Romantic Genre cultivates unrealistic expectation of Thoughts among youth?

	Male	Female	Total
Yes	26	42	68
No	24	8	32

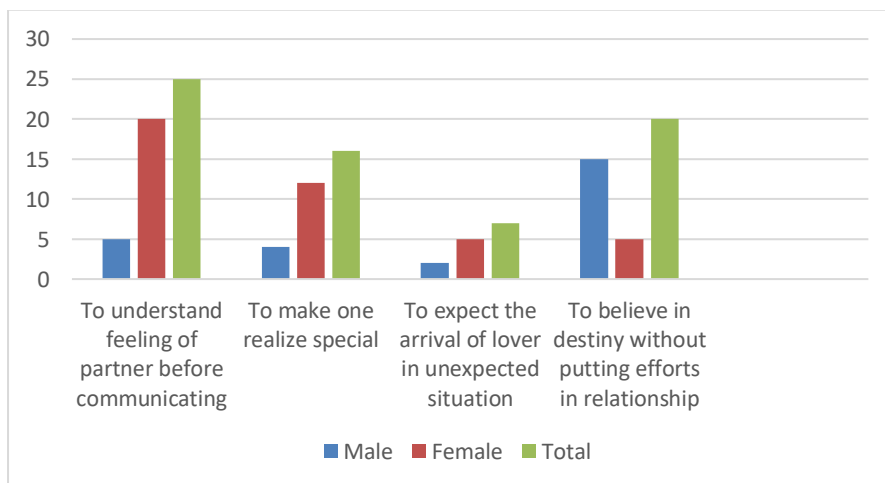


The above figure shows that 68 percent of youth feels that Bollywood Romantic films cultivates unrealistic expectation while 32 percent don't feel so.

The majority of youth is in the favour that Bollywood Romantic Genre cultivates unrealistic expectation of thoughts. The reason behind this result may be that youth gets confused in differentiating reel and real life. They get attracted towards the idealization of romantic gestures displayed in films and ends with lack of its fulfilment in reality.

Figure 5 a: If yes then what kind of unrealistic expectation you perceive.

	Male	Female	Total
To understand feeling of partner before communicating	5	20	25
To make one realize special	4	12	16
To expect the arrival of lover in unexpected situation	2	5	7
To believe in destiny without putting efforts in relationship	15	5	20

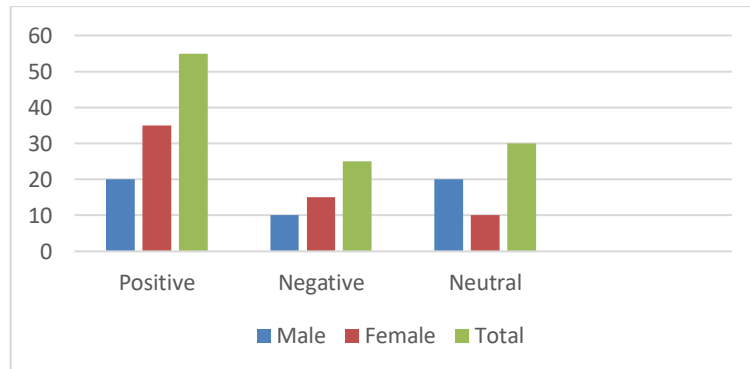


The above figure shows that 25 percent of youth perceive the feeling of understood by partner before communicating after watching Romantic Genre Films, 16 percent wish to feel special by efforts of partner, 7 percent fantasize the arrival of lover in unexpected situation while 20 percent left everything on destiny.

The majority of youth expected to be understood by partner before communicating. Among which 20 percent of female are in majority as comparative to male. The reason behind this result may be that female youth are much emotional than male.

Figure 6: What kind of vibes do you feel after watching Bollywood Romantic Genre.

	Male	Female	Total
Positive	20	35	55
Negative	10	15	25
Neutral	20	10	30

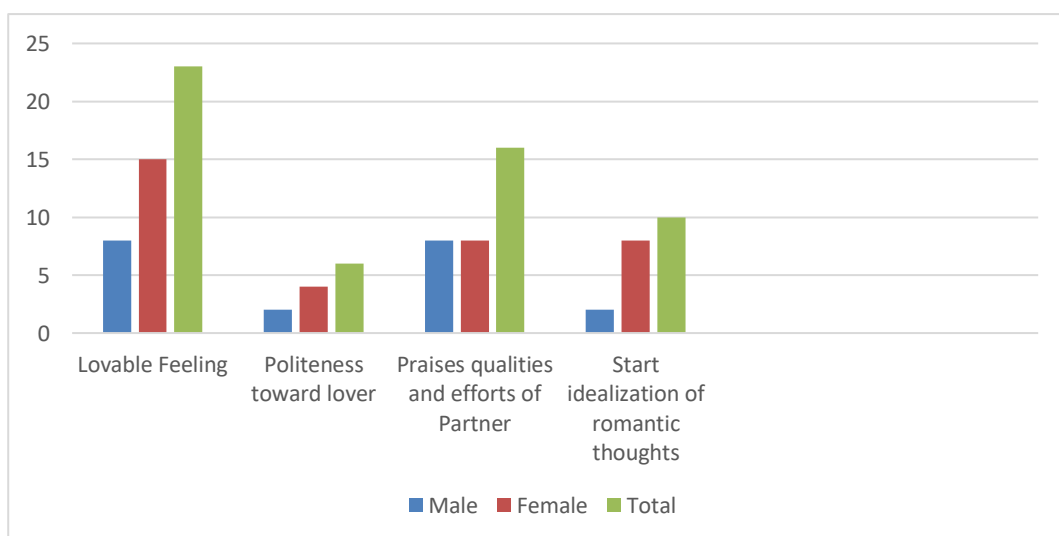


The above study shows that 55 percent of youth gets positive vibe ,25 percent gets negative while 30 percent gets neutral vibes after watching Bollywood Romantic Genre.

The majority of the respondent feel positive vibe. The reason behind this result may be that youth are immature in nature and got attracted toward the screen story and sometimes unable to differentiate the gap between real and reel.

Figure 6 a: If Positive then what kind of vibes you feel.

	Male	Female	Total
Lovable Feeling	8	15	23
Politeness toward lover	2	4	6
Praises qualities and efforts of Partner	8	8	16
Start idealization of romantic thoughts	2	8	10

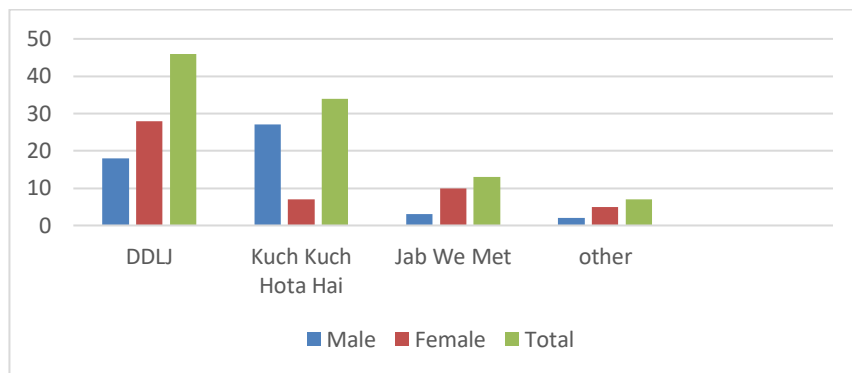


The above study shows that 23 percent of youth attain lovable feeling ,6 percent felt politeness toward lover, 16 percent praises qualities and efforts of partner while 10 percent start idealization of romantic thoughts.

The majority of the audience attain the feeling of love. The reason behind this result may be that youth start imitating themselves in the character similar to their life and the youth gets much attracted towards the feelings of love.

Figure 7: Which is your favourite Romantic Film

	Male	Female	Total
DDLJ	18	28	46
Kuch Kuch Hota Hai	27	7	34
Jab We Met	3	10	13
other	2	5	7

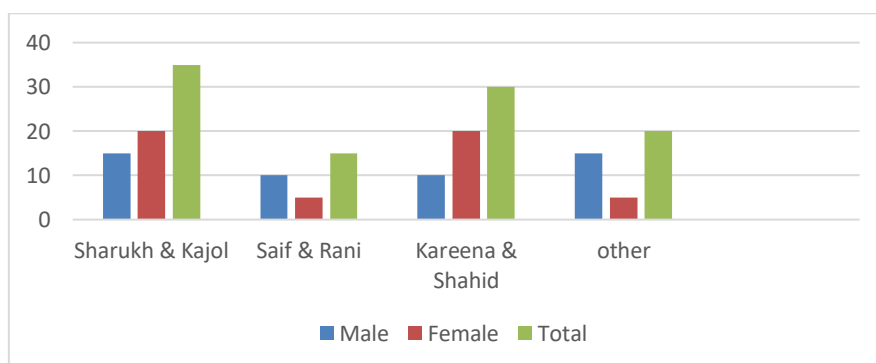


The above figure shows that 46 percent of audience have DDLJ as their favourite film, 34 percent likes kuch Kuch Hota Hai, 13 likes Jab We Met while 7 percent goes with other.

The majority of audience loves DDLJ as their favourite film. The on-screen unbeatable chemistry of Sharukh and Kajol makes this film epic and evergreen in the minds of people thinking about romance.

Figure 8: Who is your favourite Bollywood Couple

	Male	Female	Total
Sharukh & Kajol	15	20	35
Saif & Rani	10	5	15
Kareena & Shahid	10	20	30
other	15	5	20

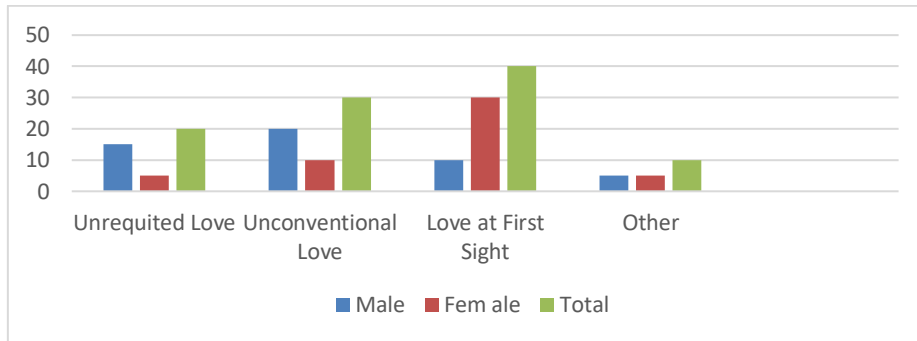


The above figure shows that 35 percent of audience likes Sharukh and Kajol as their favourite couple, 15 percent likes Saif and Rani, 30 percent likes Kareena and Shahid while 20 percent likes another onscreen couple.

The majority of youth loves to watch Sharukh and Kajol together. They both creates magic on screen. Their real like on screen love gesture makes one lost in his/her own fantasy love world.

Figure 9: Which is your favourite Romantic Theme in Bollywood

	Male	Fem ale	Total
Unrequited Love	15	5	20
Unconventional Love	20	10	30
Love at First Sight	10	30	40
Other	5	5	10

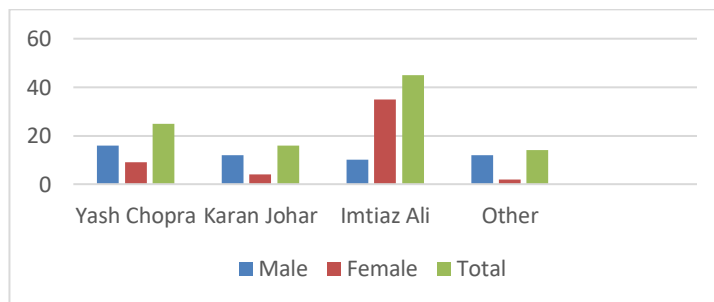


The above figure shows that 20 percent of youth loves unrequited love, 30 percent likes unconventional love, 40 percent likes love at first sight while 10 percent like another Bollywood Romantic Theme.

The majority of audience have Love at first sight as their favourite romantic theme.

Figure 10: Who is your Favourite Director in Bollywood

	Male	Female	Total
Yash Chopra	16	9	25
Karan Johar	12	4	16
Imtiaz Ali	10	35	45
Other	12	2	14

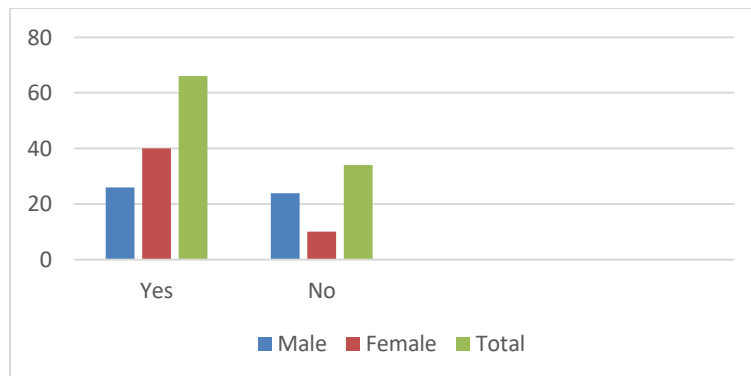


The above figure shows that 25 percent of youth like Yash Chopra, 16 percent likes Karan Johar, 45 percent like Imtiaz Ali while 14 percent like another director as their favourite director.

The majority of the youth likes Imtiaz Ali as their favourite director. The reason behind this result may be that youth likes realistic and ongoing version of reality in films and Imtiaz Ali is a great example of this.

Figure 11: Do you get influenced by Romantic cultural trends diffused by Bollywood Romantic films?

	Male	Female	Total
Yes	26	40	66
No	24	10	34

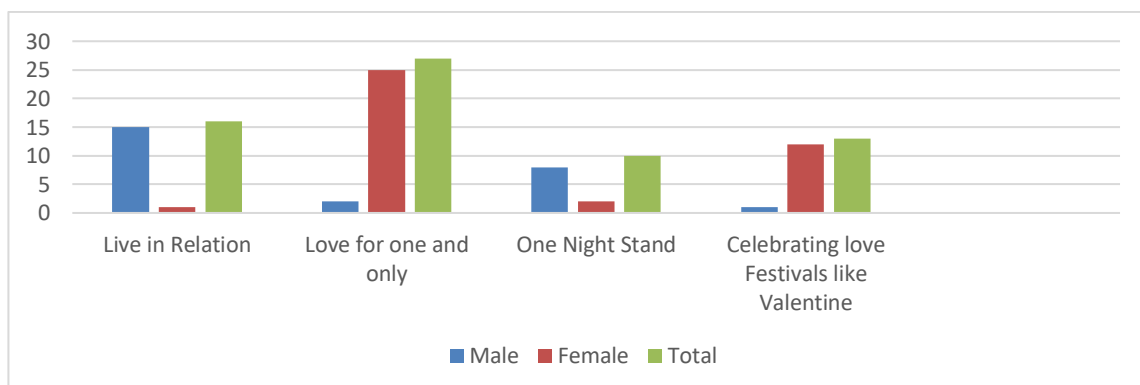


In the above figure 66 percent of audience feels that they get influenced by Romantic cultural trends while 34 percent do not get influenced.

The majority of audience get influenced by romantic cultural trends. The reason behind this result may be that audience use films as medium of Romantic relationship learning.

Figure 12 a: If yes, then what inspires you the most.

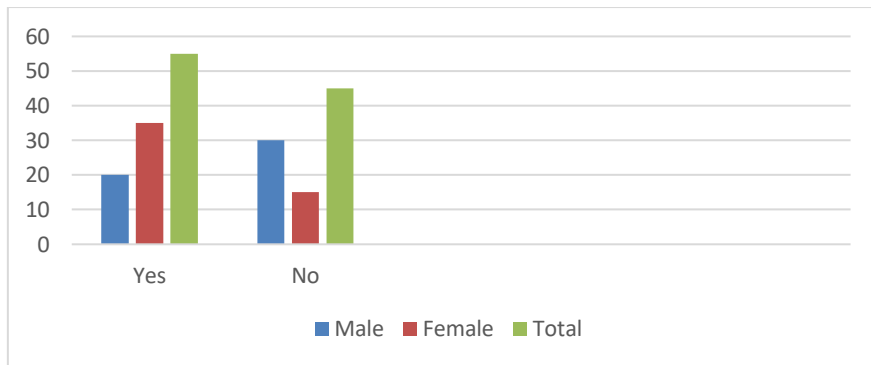
	Male	Female	Total
Live in Relation	15	1	16
Love for one and only	2	25	27
One Night Stand	8	2	10
Celebrating love Festivals like Valentine	1	12	13



In the above figure 16 percent of audience inspires from Bollywood romantic film to go for live in relation, 27 percent to love for one and only, 10 percent for one-night stand while 13 percent for influenced to celebrate love festivals like Valentine and Love dates.

Figure 13 Do you inspect various factors before watching Romantic Genre Films.

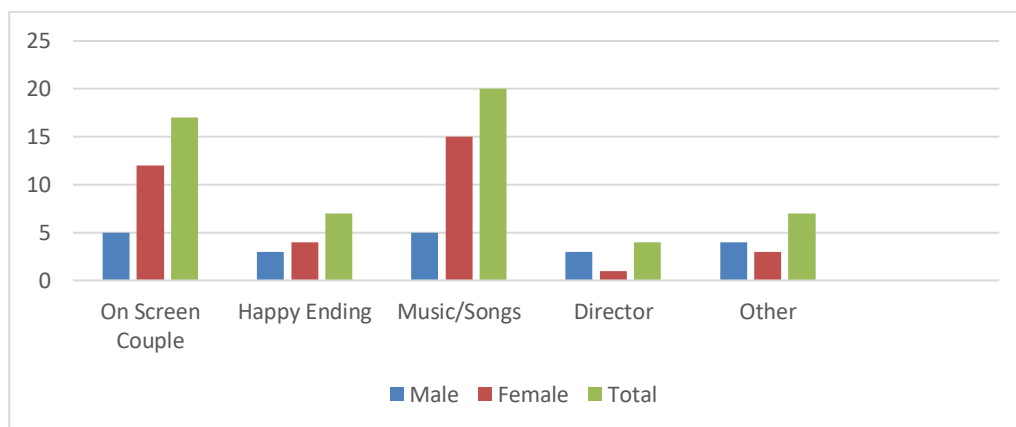
	Male	Female	Total
Yes	20	35	55
No	30	15	45



In the above figure 55 percent inspect various factors before watching Romantic Genre Films while 45 percent do not inspect.

Figure 14: If yes, then on what factors you inspect them

	Male	Female	Total
On Screen Couple	5	12	17
Happy Ending	3	4	7
Music/Songs	5	15	20
Director	3	1	4
Other	4	3	7



In the above figure 17 percent of youth inspect onscreen couple before watching, 7 percent likes to inspect happy ending ,20 percent inspect music .4 percent inspect directors while 7 percent inspect other reasons before watching Romantic Bollywood Genre.

The majority of youth inspects music. The reason behind this result may be that music is the core of any film which insist one to watch film for the sake of classy music.

Hypothesis Results

Hypothesis 1: Youth uses Romantic Bollywood Genre much for the usage of entertainment and for passing their free time.

The present study shows that 38 percent of youth use it for Romantic relationship learning and 35 percent uses it for fulfilment of sexual desire. Hence Hypothesis no-1 is proved negative.

Hypothesis 2: Romantic Bollywood Genre has set many popular cultural trends among youth by excellently presentation of reel characters on screen among which modern trends like One-night stand live in relationship has been highly popularized.

The present study shows that 25 percent of youth gets influenced by Love for one and only concept in relationship while 12 percent inspired to celebrate love festivals while 16 percent of youth inspires from modern expression of thoughts like live in relation. Hence Hypothesis no-2 is partially proved.

Hypothesis 3: Youth Prefers to inspect many factors before watching romantic film genre. Among which music songs and the on-screen chemistry between the couple influence them the most.

The present study highlights that 20 percent of youth inspect music, 17 percent on screen couple and 7 percent inspect happy ending and the directors of the film. Hence Hypothesis no-3 is proved positive.

Hypothesis 4: The popularity of romantic films builds idealization of favourite films and associates among youth. Love at first sight and unrequited love stories are highly in demand.

The present study highlights that 40 percent of youth likes loves stories having love at first site theme in it,30 percent like unconventional love theme, 20 percent like unrequited love and 10 percent like other romantic themes in Bollywood. Hence Hypothesis no-4 is partially proved.

CONCLUSION

The Romantic Genre never go out of popular trend in Bollywood. The involvement of Romantic Theme has become emotional stimulation for the viewers to satisfy their sexual desire and romantic relationship learning. Romantic Films are the core attraction of youth. This is something for which they can spend time and money even in its shortage. The only transition Bollywood had faced with time is projection of new ways in representation of romance. The audience want fresh tangy twists in love stories. Today Film makers are coming with love content relatable to reality. One Night Stand, Live in relationship are becoming admirable approaches of youth inspired from these films. The cracking on Screen bond between lead pairs and the concept of happy ending persuades the youth toward these films. Love has become prominent part of people's life and films have become that informative platform that timely guide's how to step next in real life. No doubly the Bollywood Romantic Genre is feeding the romantic hunger of youth but at the same time these films are cultivating unrealistic expression of thoughts that insists one to think negative on unfulfillment of expectations. Meaning of love values in real life is changing. Film makers have understood this fact that if they want film to be commercial hit essence of romance along with crispy content has become necessity.

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