

Trends in Heroism, Themes, and Audience Perception in Tamil Cinema

Dr.Gayathiry D¹, Mr.Sabreeswaran M²

¹Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science,Coimbatore.

²III B.Com CA, Sri Ramakrishna College of Arts & Science,Coimbatore.

Abstract:

India is a diverse country, enriched with varied cultures, languages, and geographical features, which have contributed to the growth of the Indian cinema industry. The significant presence of art, dance, and music in Indian life has also paved the way for the development and popularity of Indian cinema. Tamil cinema plays an important role in shaping the attitudes, values, and lifestyles of youngsters. With increased access to cinemas, television, and OTT platforms, youngsters are frequently exposed to various themes such as friendship, love, family relationships, violence, and social issues, which may influence their perceptions and behavior. The present study aims to analyze the viewing habits of youngsters toward Tamil films, identify the factors influencing their interest, and examine their attitudes toward the major themes portrayed in Tamil cinema. The study was conducted in Coimbatore city using a convenience sampling technique under a non-probability sampling design. Primary data were collected from 100 respondents aged 13 to 30 years through a structured questionnaire, supported by secondary data from books and journals. The data were analyzed using simple percentage analysis, Likert scale analysis, and Friedman ranking analysis. The study provides insights into youngsters' preferences and attitudes toward Tamil films and their thematic influence.

Keywords: Tamil films, Youngsters, Viewing habits, Film themes, Attitudes, Social influence

Introduction:

Cinema occupies a prominent area in Indian society, where artwork, song, and dance are deeply intertwined with regular life with the tremendous reach of television and digital streaming systems, movie content material has emerge as greater handy than ever earlier than. This non-stop publicity has expanded film consumption among kids, influencing their conversations, lifestyle selections, and attitudes in the direction of cutting-edge relationships and social issues. many of the numerous nearby film industries, Tamil cinema has gained a unique role for its effective storytelling and thematic richness. This studies focuses on the movie-viewing behavior of youngsters in Tamil Nadu, figuring out the factors that draw them towards Tamil films and analyzing their attitudes closer to the common topics portrayed on screen inclusive of friendship, romance, circle of relatives dynamics, social troubles, and violence has the capacity to persuade perceptions and behavior. This research is ready know-how how youngsters interact with these subject matters and what shapes their viewing choices has become an critical place of look at. This findings make contributions treasured insights into the alternatives, attitudes, and social affects associated with Tamil cinema among tamil young audiences.

Review of Literature:

Namrata Bagchi et al (2024)¹, research that the South Indian film industry, commonly called "Tollywood" or "South Indian cinema," has an illustrious history. Several south Indian states, including Tamil Nadu, Telangana, Kerala, Karnataka, and Andhra Pradesh, all have robust film industries that fall under this umbrella. South Indian film has had tremendous success not just in India but even internationally. This study attempts to explore the cultural relevance, production features, and viewing habits of South Indian films among the audience. To provide readers a thorough overview of this thriving film business, the research makes use of both quantitative and qualitative data. The films that have been chosen for examination include "Pushpa," "Minnal Murali" "KGF

Chapter 1 and 2," and "Ponniyin Selvan 1 and 2" which are some of the most important works in South Indian cinema. According to the study's results, a number of elements—including compelling material anchored in rituals, mythology, and history, the use of cutting-edge VFX technology, excellent performers, and engrossing storytelling—have contributed to South Indian cinema's growth in favor of pan-Indian distribution.

Domtamsetty Aneesha (2024)², The dynamic consumer preferences always pose a challenge to organizations in improving their services and products. It is what decides the fate of a new or existing offering from the organization. PVR theatres being the pioneer in theatres in India they should continuously keep an eye on the factors that are driving or stopping the consumers to visit their theatres. The study conducted both the primary and secondary study to understand the factors better. The secondary study is conducted to collect the variables while the data collected from primary study are used to derive significant factors. The data has been analyzed through regression using SPSS software. The results gave an R-square of 0.754 for the 8 independent variables selected with a significance level less than 0.05. 8 hypotheses have been drawn in which 3 of them have been rejected. The results proved value for money, Crowd, and ticket price as significant factors that drives consumers to visit PVR theatres. It was also observed that price as a factor for people to not choose PVR along with other factors such as lack of offers or coupons, lesser advertisements, and proximity as well.

Patricia Michelle Mathias et al (2022)³, India is the hub of cultures and a bed of cinema in multiple languages. This research paper focuses on the cinema of two neighbouring states, namely, Kerala and Tamil Nadu from the South of India. While, Malayalam is the state language of Kerala or Keralites, Tamil is the state language of Tamil Nadu in India. The past decade has seen a phenomenon that has been observed constantly in Kerala with regard to some of the Tamil films which are earning massive revenues in Kerala as compared to their own Malayalam films—the language of Kerala itself. Despite receiving coverage of the same in many media outlets, there is a lack of research content in this field. This gap of intellectual observation of this phenomenon is being covered through this research which elucidates data from Malayali youngsters of Kerala who are a prime audience of Tamil Cinema as to why Tamil cinema is much more popular in Kerala despite having brilliant storylines in the state language. This exploratory research has used a quantitative survey research method to reach out to youngsters from Kerala and also carried out a cluster analysis of the sample to study the observation has used a quantitative survey research method to reach out to youngsters from Kerala and also carried out a cluster analysis of the sample to study the observation.

Dr.T.Shenbhagavadivu et al(2021)⁴, India is a diversified country with culture, language, geography and this diversification pathed the way for the development of Indian Cinema Industry. There is an important role of art, dance, and music in the life of Indians, which created pathway for the Indian Cinema Industry. In 1913, the first Indian Cinema Raja Harish Chandra released, and has spread its roots deeply into society and has much influence on the values and Cultures of the Indians. This evidence that Indian Cinema industry is highly compared at international level also. The size, money, power, resources technology used by Indian cinema industry has increased apparently and will be growing to larger extent in future.

Statement of the Problem:

Tamil cinema holds a prominent place in the lives of youngsters, influencing their preferences, values, and lifestyle choices. With increasing exposure through cinemas, television, and OTT platforms, youngsters encounter a variety of themes such as friendship, love, family, violence, and social issues, which can shape their perceptions, attitudes, and social behavior. These themes have the potential to influence youngsters' perceptions, behavior, and social interactions. However, the way youngsters perceive and respond to these themes may differ based on their viewing habits, preferences, and personal background. Despite the growing popularity of Tamil cinema among youngsters, there is limited systematic understanding of how different themes portrayed in Tamil

films influence their attitudes. Hence, the present study seeks to analyze youngsters’ attitudes toward the themes portrayed in Tamil films and to understand the extent to which these themes impact their thoughts and values.

Objective of the Study:

- ✍ To analyze the viewing habits of youngsters toward Tamil Cinema
- ✍ To identify the factors influencing youngsters’ interest in Tamil Cinema
- ✍ To study youngsters’ attitudes toward themes portrayed in Tamil Cinema

Research Methodology:

- ✍ Sampling techniques: Convenience sampling techniques
- ✍ Sampling design: Non probability sampling
- ✍ Data collection method: Primary data and Secondary data
- ✍ Area of study: Coimbatore city
- ✍ Target population: youngsters’ age
 - 13–18 years → Teenagers / school students
 - 19–23 years → College-going youth
 - 24&Above years → Broad youth category
- ✍ Sampling size: 100 respondents
- ✍ Study period: November 2025 – January 2026

Statistical Tools Applied

- ❖ Simple percentage-analysis
- ❖ Likert Scale analysis
- ❖ Friedman Ranking Analysis

Data analysis & Interpretation:

**TABLE NO :01
Personal Outline of the Respondent**

Personal Profile	Particular	No of Respondent s	Percent
Gender	Male	80	80
	Female	20	20
Age	13-18	5	5
	19-23	85	85
	24&Above	10	10
Educational qualification	Non formal education	10	10
	Secondary	25	25
	Higher secondary	20	20
	Under graduate	35	35
	Post graduate	10	10
Occupational	Unemployed	10	10
	Housewife	12	12
	Student	30	30
	Entrepreneur	14	14

Status	Private employee	28	28
	Government employee	6	6
How often watch Tamil films	Daily	20	20
	2-3 times a week	12	12
	Once a week	40	40
	Occasionally	28	28
	Rarely	0	0
Where usually watch Tamil films	Theatre	25	25
	Television	20	20
	OTT platforms	45	45
	YouTube	15	15
	Mobile phone	8	8

Source: Primary Data

INTERPRETATION

From the above table, majority of the respondents are male (80%). The majority of the respondents are aged between 19-23(85%). Most of them are in under graduate(35%),most of the respondents are Student(30%),most of the respondents watch once a week(40%),most of the respondents are watching OTT(45%)

TABLE NO :02

Factors in Choosing a Tamil Film

S.No	Factors in choosing a Tamil film	Number	Percentage
1	Action	30	30
2	Romance	19	19
3	Family drama	49	49
4	Thriller	2	2
5	Social-themed films	0	0
6	Fantasy / Sci-Fi	0	0
	Total	100	100.0

Source : Primary Data

The above table reveals that,(49%)of the respondents have come to watch family drama,(30%) of the respondents are on Action movie,(19%)of the respondents came to watch Romantic movies and(2 %)of the respondents are on Thriller movies.

Most (47.5%) of the respondents came to watch for the Family Drama

CHART NO: 01

FACTORS IN CHOOSING A TAMIL FILM

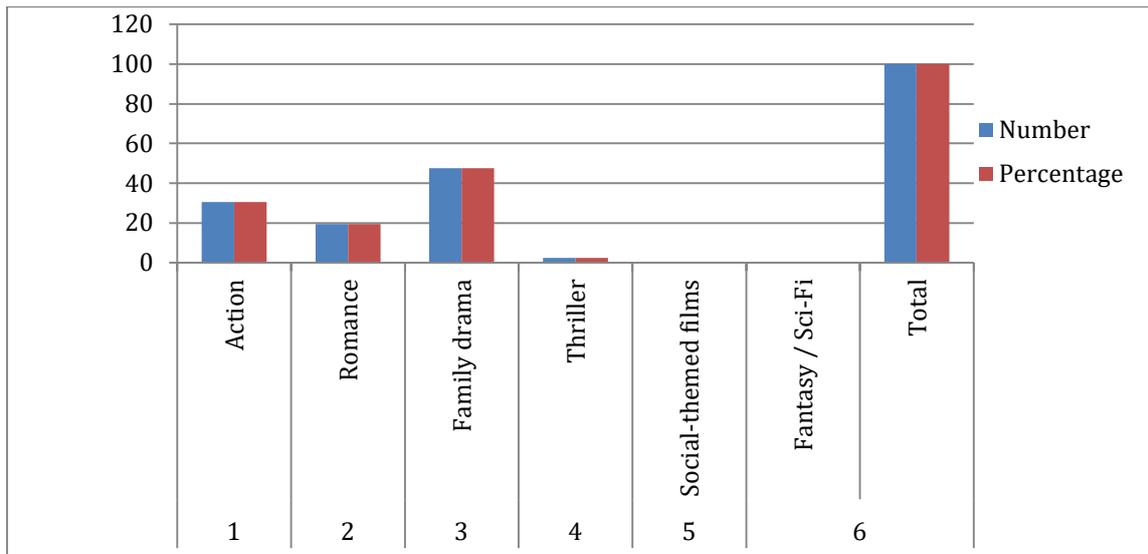


TABLE NO : 03

Attitudes toward themes portrayed in Tamil Cinema

Statements	SA	A	N	D	SD	Total	Mean
Actors/Actresses	33	37	14	12	4	100	3.83
Music	27	33	17	17	6	100	3.58
Story	36	34	12	14	4	100	3.84
Action	37	23	19	14	7	100	3.69
Social themes	23	17	17	33	6	100	3.06
Reviews and social media promotions	14	17	31	29	9	100	2.98

Source: Primary Data

The above table no.3 reveals that out of total respondents taken for the study, most of the respondents has strongly agree about the actor and actress (33%),agree about music (33%), strongly agree about the story (36%),strongly agree about action(37%),disagree about social themes (33%),and neutral about reviews and social media promotions(31%) **Most of the(37%) respondents have strongly agree about the action**

TABLE NO: 04

FRIEDMAN RANKING ANALYSIS- Attitudes toward Themes

S.No	Attitudes toward themes	Mean Rank	Rank
1	Friendship	4.10	1
2	Love / Romance	4.40	4
3	Family	4.20	2
4	Social Issues	4.43	5
5	Youth aspirations	4.30	3
6	Gender equality	4.87	10

7	Mental health	4.73	9
8	Lifestyle	4.56	7
9	Fashion	4.54	6
10	Thriller	4.65	8

Source: Primary Data

Based on the mean rank the above table depicts that the consumer gives first rank to friendship (4.10),second rank to the family(4.20),third rank to the youth aspirations(4.30),fourth rank to the love/romance(4.40),fifth rank to the social issues(4.43),sixth rank to the fashion(4.56),seventh rank to the lifestyle(4.56),eight rank to the thriller(4.65),ninth rank to the mental health(4.73),and tenth rank to the gender equality(4.87)

Most of the opinion that the people gives first rank to the friendship (4.10) for using the attributes towards the theme

Suggestion:

A closer examination of contemporary Tamil cinema reveals a decisive dismantling of the once-unquestioned pedestal occupied by the “Superstar.” The invincible demigod—immune to consequence and untouched by failure—has gradually been replaced by protagonists who bleed, break, and endure. Today’s heroes draw their power not from spectacle, but from vulnerability; their scars are no longer hidden, but honoured as proof of survival and resistance.

This transformation extends beyond characterisation into the very geography of storytelling. Tamil cinema has shifted away from artificial, generic backdrops toward lived-in spaces that breathe with social reality—the congested lanes of North Chennai, the drought-stricken villages of the south, the margins where caste, class, and labour intersect. These settings are no longer mere scenery; they shape the conflicts, the choices, and the moral complexities of the characters within them.

Crucially, modern narratives engage directly with the audience’s lived experiences. Films now reflect political unrest, economic anxiety, identity struggles, and generational trauma with a sincerity that respects the intelligence of the viewer. The audience, in turn, has evolved. No longer satisfied with hollow escapism or unquestioned hero worship, today’s viewers demand authenticity, nuance, and emotional truth. Blind idolisation has given way to critical engagement and a deeper appreciation for layered storytelling.

Ultimately, Tamil cinema appears to have rediscovered its soul by embracing a simple yet profound truth: the most resonant stories are not about saving the world, but about ordinary people learning to stand their ground within it. In acknowledging fragility, contradiction, and resilience, contemporary Tamil films have become more honest—and in doing so, more powerful—than ever before.

Conclusion:

This study examined the viewing conduct, thematic preferences, and attitudinal responses of children toward Tamil cinema. The findings concluded that Tamil films maintain to maintain a enormous cultural and social area among young audiences, in large part because of their relevance, accessibility, and emotional attraction. The analysis indicates that kids are frequent purchasers of Tamil films, with OTT structures rising as a first-rate viewing medium, reflecting a shift in consumption patterns influenced through virtual era and comfort. The have a look at additionally highlighted that topics such as friendship, family, and children aspirations are particularly influential among younger viewers. those topics resonate strongly because of their close reference to real-life studies, peer relationships, and personal identity formation.As children are looking for extra meaningful narratives, Tamil cinema has all started to include realism, grounded characters, and socio-political issues, reflecting a maturing target audience tradition.In conclusion, Tamil cinema stays a powerful cultural pressure

among Tamil teenagers. It entertains, informs, inspires, and shapes viewpoints, making it an vital area for social and cultural information.

Reference:

- 1.Namrata Bagchi,Mr.Manjunatha.M,(2021)”South Indian cinema :An analysis of production,consumption and culture.”,An International Open Access, Peer-reviewed, Refereed Journal,ISSN 2320-2882
- 2.Domtamsetty Aneesha(2024)” A Study on Consumer Preference for PVR Movie Theatres”,International Journal of Research Publication and Reviews,ISSN 2582-7421
- 3.Patricia Michelle Mathias,Melvin Jacob(2022)”An Exploratory Study Of Tamil Film Popularity Amidst Youngsters In Kerala, Vol. 6, No. 12,Journal of Positive School Psychology,ISSN 1498-1519
- 4.Dr.T.Shenbhagavadivu,Vivin.K,Abishek.J,JohntyDavis.T.S,Sravan.S(2021)”Consumer Preference and Satisfaction of INOX Cinema in Coimbatore City”,Natural Volatiles & Essential Oils,ISSN 4871 – 4876
- 5.<https://in.bookmyshow.com>
- 6.<http://www.primevideo.com>
- 7.<https://www.hotstar.com>
- 8.<https://www.netflix.com>