

**Brand Regeneration through Previously Tested Narrative Units: A Movie Remake
Perspective**

AUTHOR:

Prathamesh Muzumdar, The University of Texas at Arlington

ABSTRACT:

This research tries to examine movie remake as a brand regeneration strategy using original movies as a narrative unit. The research examines the effects of movie related antecedents on consumer's perception. Consumers' perceptions develop through certain criteria's, which are developed either through their personal experience or through word of mouth. The movie related antecedents are responsible for altering a consumer's perception in a sequential manner where certain factors are found to manipulate the perceptions thus further influencing the decision of consumption. Remakes are considered as narrative units with previous exposure and evaluation from the consumer. An experimental setup is used to derive a conclusion from the study where perceptions are manipulated by alterations in the factors and then these factors are tested on the subjects. Overall the study proves that the change in the consumer's decision takes place when the key factors are manipulated to alter the perceptions of consumers.

KEYWORDS:

Branding, brand regeneration, experimental design, movie remakes

Branding today has become a way to attract consumers towards the products through inferred abstract promises and concrete actions. Promises include stereotypes like quality, quantity, special feelings, unique features, innovation etc. Many tangible goods, non-tangible goods, and non-tangible service are considered in this category (Hawkins & Hoch 1992).

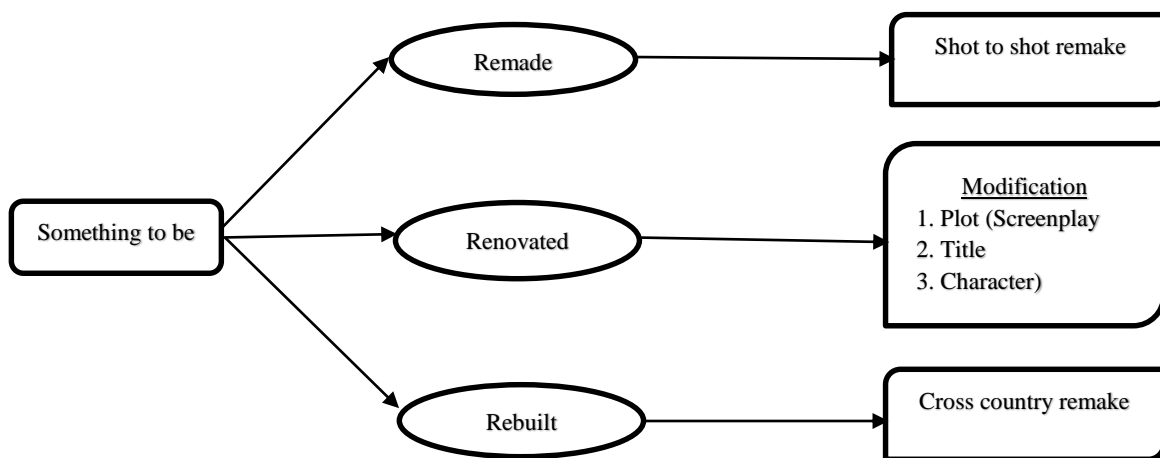


Figure 1: Type of remakes

Tangible goods are acquired and are applied for certain use, non-tangible goods are consumed, but are not materialized as product for direct application, it is more perceived as a support to the main application (Johnston & Hewstone 1992). Branding plays an important role in the consumption of non-tangible goods (Boush & Loken 1991).

Consumers perceive brands as a guarantee that the product will be superior over other products in terms of its functionality and efficiency. Functionality tries to identify what the product can do? While as efficiency deals with how well it works? Both the questions are very important while considering the purchase decision (Boush & Loken 1991). The

strong purchase decision comes into picture when the product is thought to have a new innovation linked to it which further makes the consumer think that the purchase would not only give him a good product but also will make him feel good about the product (Broniarczyk & Alba 1994). For example, IBM has a wide range of IT service, any of the customers of IBM would perceive that IBM is a well know name in the IT field, it would be able to deliver the product which would be functionally oriented and operationally efficient. IBM as a brand brings, in different aspect with it such as quality, efficiency, and deliverance. Everything is interconnected to each other to produce a good “fit” in their value chain analysis (Aaker & Keller 1990).

Similar to the brand extension concept exists one more concept called as brand regeneration. Brand extension deals with producing products in the sub-genre, but with different features. The brand extended products will contain the same product with enhanced features (Broniarczyk & Alba 1994). In brand regeneration, products are remade with existing and new features while modifying certain display features (Meyer-Levy & Tybout 1989). The difference only exists where brand extension takes place in a time frame where the product to be extended is well known in the market segment and consumers expect and predict certain features to show up in the extended model (Desai & Keller 2002).

Brand regeneration is all together a different concept. It not only deals with bringing the brand name back into existence, but also with regenerating the particular product which belongs to that brand (Sujan & Bettman 1989). This approach has been practiced for a long time and is seen to exist in many genres of the industry (Aaker & Wegener 1994). The sole

purpose of regeneration is to bring back to life a product which existed in a certain time frame with certain features (Desai & Keller 2002). The popularity and consumers' loyalty are the two things which are taken into strong consideration when deciding to acquire and regenerate a product.

The idea of brand regeneration is applied in various industries. Looking from the point of view of the consumers the same concept is applied in the movie industry as well. Many big production houses like Paramount, Universal, and Warner Bros etc. Are well known for brand regeneration strategies. Many popular titles like The Thing, Dracula, Robocop, The Parent trap, King Kong etc. Were remade back from their original screenplay. Other titles also include foreign movies remade in USA in English language like Departed, Ring, and Old boy etc. Remaking popular title which is viewed and criticized by consumers help these big studio houses to understand the logic that goes behind making the movie through its original mark. Original makes are like narrative units which are tested when they are released for the first time. Such testing develops the mindset of consumers for future consumption (Loken & John 1993).

This research tries to study the changing perceptions and cognitive ability in an experimental setup in the context of repetitive measures applied in the contrast of branding. Movies being an easy subject to analyze and looking at the consumer base that gets attracted towards the subject, the setup was made to attract multiple survey volunteers. Movie remake was taken as a major context to develop the research following

the research by Sood and Dreze on movie sequel, which was made in a similar setup with consumer familiar brands with internal dependency.

Movie remakes are divided into two genres, shot for shot remakes are plot and screenplay copied remakes, while as cross country remakes are international movies remade into a movie with a plot and characters resembling the local popularity. Remakes have multiple antecedents associated with it and each antecedent is a factor responsible for influencing the perceptions of the consumer about his consumption option.

This research study tries to evaluate these antecedents and understand their degree of influence on the choices made by the consumer. In an experimental setup, movies like Godzilla and Star wars are used to measure the influence of title on movie remakes. Both the movies been very popular has a vast base of consumers. It has been studied that with increasing popularity, there is an increase in the expectations of the consumers which further results in increasing the standards as per their expectations (Keller & Aaker 1992).

Similarly, consumers expect to see many developments in movie remakes something like use of special effects and better sound quality etc. These expectations remain as an external stimulus to the factor of “liking” about the movie. Apart from these the other factors that play important role in consumer’s consumption are factors which arise from the movie itself (Milberg, Park, & McCarthy 1997). These factors include characters, plot (storyline), actors, dialogues, and title. All these factors alter the perception of an individual and his cognitive abilities to analyze the situation (Milberg, Park, & McCarthy 1997). This

study tries to see which of these factors affect the decision more, also it tries to understand any existing correlations between these variables.

As the study moves in depth with the antecedents, it further tries to investigate the experiment which is set up on two different conditions displaying Godzilla and Star Wars as two narrative units, which are previously tested by the consumers in their original context. The experiment tries to manipulate the thought process of the consumers and tries to access their memory base using a single variable factor. Overall the research is kept simple and constrained in an experimental setup to understand the complexity of each antecedent.

Conceptual Background

The subject of the movie is very new to the research scientist. Very few articles exist in the research genre of movies. Movie titles are considered as brands in the context of marketing. The concept of title as brands is tested in the context of brand extension by Sood and Dreze (figure 2). They prove that the title of a movie has an effect on the consumer's perception and mindset towards a movie.

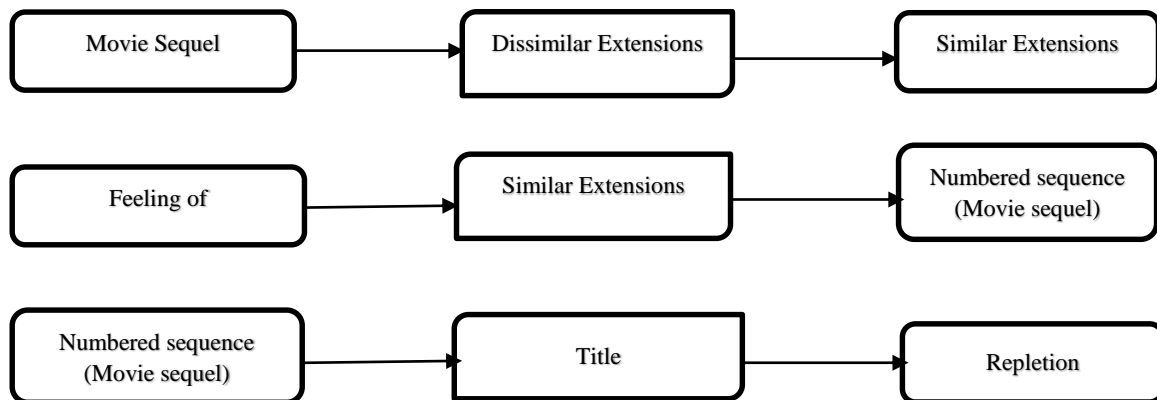


Figure 2: Theoretical Framework 1

Sood & Dreze, Journal of Consumer Research, 2006

They were able to successfully use the fundamental of brand extension in the context of movie sequels (Sood & Dreze 2006). Each movie sequel is considered as a brand extension where each sequel is considered as an extension of the original. In their study the effect of movie title of each sequel on the consumer’s perception about the movie is taken into consideration. Movie sequel titles are broadly differentiated into two types the numbered title with the same name as that of original ex. Spiderman 1, Spiderman 2 etc. And the other is a modification of a title like Lord of the rings: The Twin Tower and Lord of the Rings: The fellowship of the ring (Sood & Dreze 2006). Both the movies fall in the movie sequel criteria, but show different implied strategies with respect to the title of the movie.

In the research by Ainslie, Dreze, and Zufryden, (figure 3) the authors tried to understand the movie lifecycles and the changing market share. They used the market share model to predict movie box office sale and they were able to derive the antecedents which were responsible to map market share. Their study was able to find the impact of many

different antecedents and was able to successfully map the market share. One of their findings concluded that studios are responsible for choosing an actor for a particular character in a particular movie (Ainslie, Dreze, & Zufryden 2005).

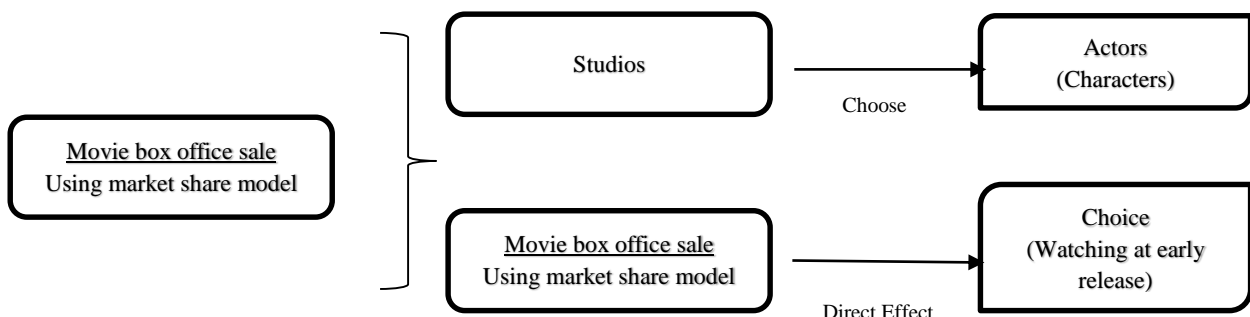


Figure 3: Theoretical Framework 2

Ainslie, Dreze, & Zufryden, Marketing Science, 2005

Also particular actors were seen to have an influence on the consumer's choice of watching a movie on its early release stage (Ainslie et al. 2005). Combining both the findings Ainslie, Dreze, and Zufryden concluded that the decision taken by the studios to assign particular actors to particular characters determines the movie's market share and its revenue.

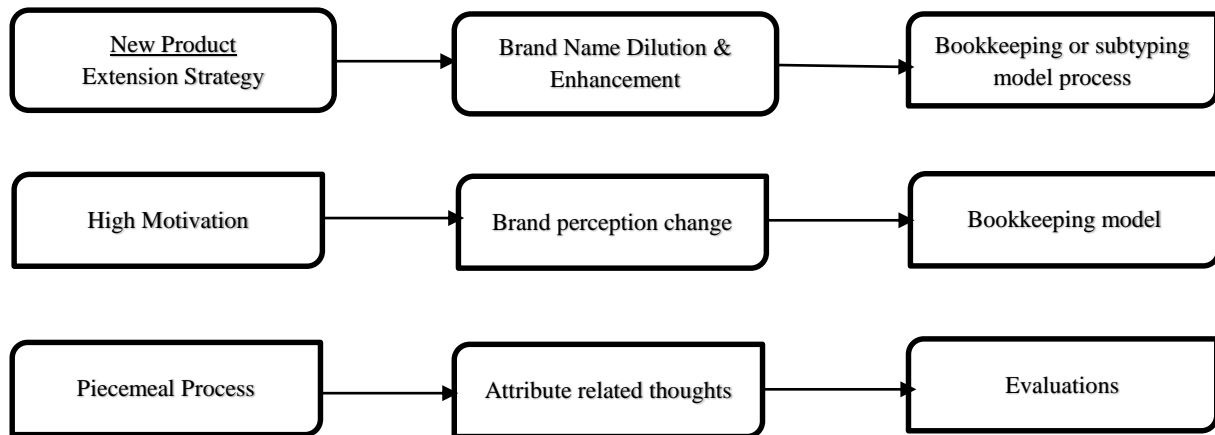


Figure 4: Theoretical Framework 3

Canil & Maheswaran, Journal of Marketing Research, 1998

Movie titles are like a unique identity given to the movie as a way of its identification and existence. Alteration in the movie title causes a change in perception of consumers and their stored thoughts change with such title modification (Sood & Dreze, 2006). In a study by Canil and Maheswaran (figure 4) on a new product extension strategy they used a bookkeeping model to understand how name modification can affect the consumer perceptions. Bookkeeping or subtyping model is a model of recollection of features or characteristics related to a product through memories (Canil & Maheswaran 1998). Bookkeeping is a broad term from accounting where things are arranged and recorded in an order (Canil & Maheswaran 1998). The order can be chronological or non-chronological, it can include features in different sequences as per their importance or the order in which they were recorded (Canil & Maheswaran 1998). Also, consumers are seen to consume any product in a piecemeal process which accord as per attribute related thoughts which predict the evaluations (Canil & Maheswaran 1998). As per bookkeeping model all the titles are

stored in the minds of consumers and each title is related to a certain evaluations. These evaluations are responsible for invoking certain feelings in the mind of the consumers which help the consumers to compare any product with a similar title to the existing one.

Whenever brand name dilution and enhancement takes place the influence of the evaluations decreases and new thought formation starts taking place in the minds of consumers (Canil & Maheswaran 1998).

Antecedents

The antecedents for this study were derived from a literature review while designing the construct. Review, repetition, and title are the three antecedents considered for this study. All the three antecedents are derived from previous research studies done by other pioneers in this field. In the research by Sood and Dreze they proved that the variable of title affects the consumers' mindset and eventually increases the feeling of satiation in the minds of consumers which further affects the decision of the consumer. They have tested both the variable of title and repetition in the movie sequel context. In this study both the variables are tested in the movie remake context.

In the research by Canil and Maheswaran they proved that the attitude related thoughts are generated through bookkeeping model or subtyping model and these thoughts are responsible for predicting evaluations. These evaluations are based on previous records which are stored as schemas in the memory. These schemas are based on the direct experience or word of mouth. Memory review is a kind of record for a particular object stored in a particular time frame. These previous reviews help a person to evaluate the

movie remake based on the features of the original. In this study the variable review is used as an antecedent to evaluate the effect on the consumer's decision of movie remake consumption.

All the three variables are used as an independent variable to evaluate their individual influences on the dependent variable movie remake types. Especial care is taken to preserve the experimental conditions by making a different section for them in the questionnaire.

Construct

The construct for this study is mainly based on the above three research studies. The above three studies are taken into consideration to understand how each hypothesis can be developed and further how each hypothesis can be proved. As the research subject mainly deals with the subject of movies, Sood and Dreze research is taken into a strong consideration for the sole purpose of this research. Other research by Ainslie, Dreze & Zufryden and Canil & Maheswaran are used as strong support for designing the construct.

The first hypothesis is designed around the concept of shot to shot remakes where such remakes are evaluated by consumers on the basis of their similarity with the original. As the original and the remake come from the same country and are made in the same language the factor of evaluation is strongly considered and reviews are used in the case of narrative units.

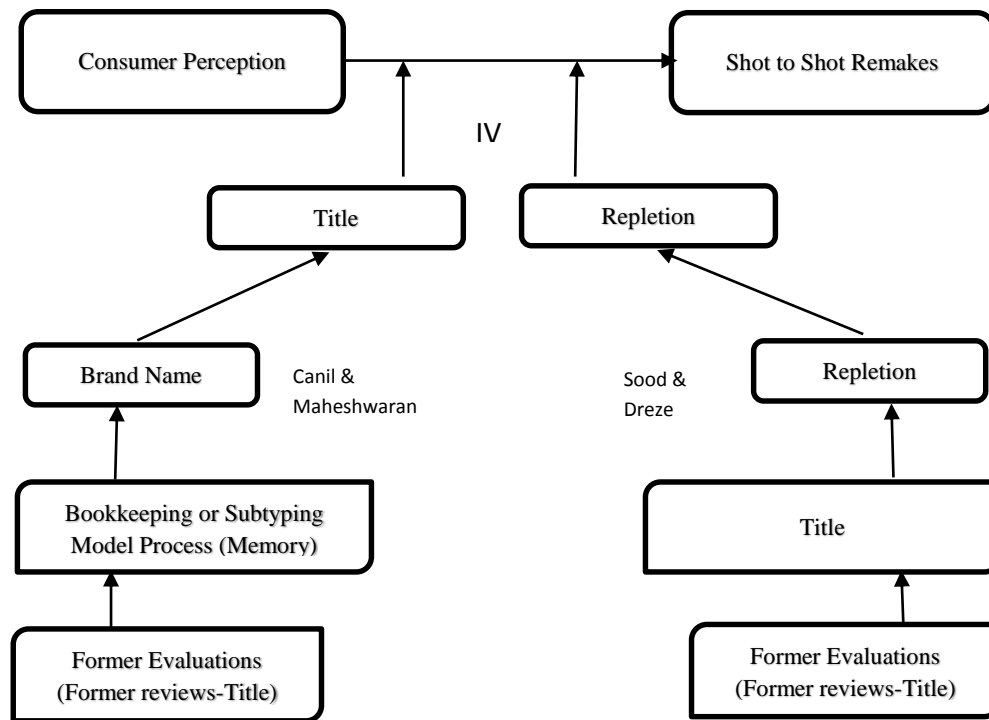


Figure 5: Hypothesis 1

The hypothesis (figure 5) is constructed in such a way that a change in consumers' perception is tested for a previously tested narrative unit shot for shot remake. As per Canil and Maheswaran, previous evaluations are taken into consideration when judging a product of a particular brand. In case of a brand, title is used as a record keeping unique key, which helps an individual to recollect the memories about that product which is a part of bookkeeping model. So as per the study by Canil and Maheswaran title impacts the decision of an individual to consume a product as per the schema of his memory type. Also, as per Sood and Dreze former evaluations create a memory type which further develops imaginary concepts around an object. In case of movies, title is used as a memory type which develops the feeling of satiation in subjects. The feeling of satiation is defined as being saturated with

something, may it be a tangible product consumption, intangible service or certain experience (Sood & Dreze 2006). The feeling of satiation brings into existence the variable of repletion, which is considered in this study to evaluate its effects on the consumer's perception towards a movie.

H1: Consumers' perceptions about the shot for shot remakes are affected by the influence of a movie title and the feeling of repletion which is generated through self-stored schema of previous evaluations.

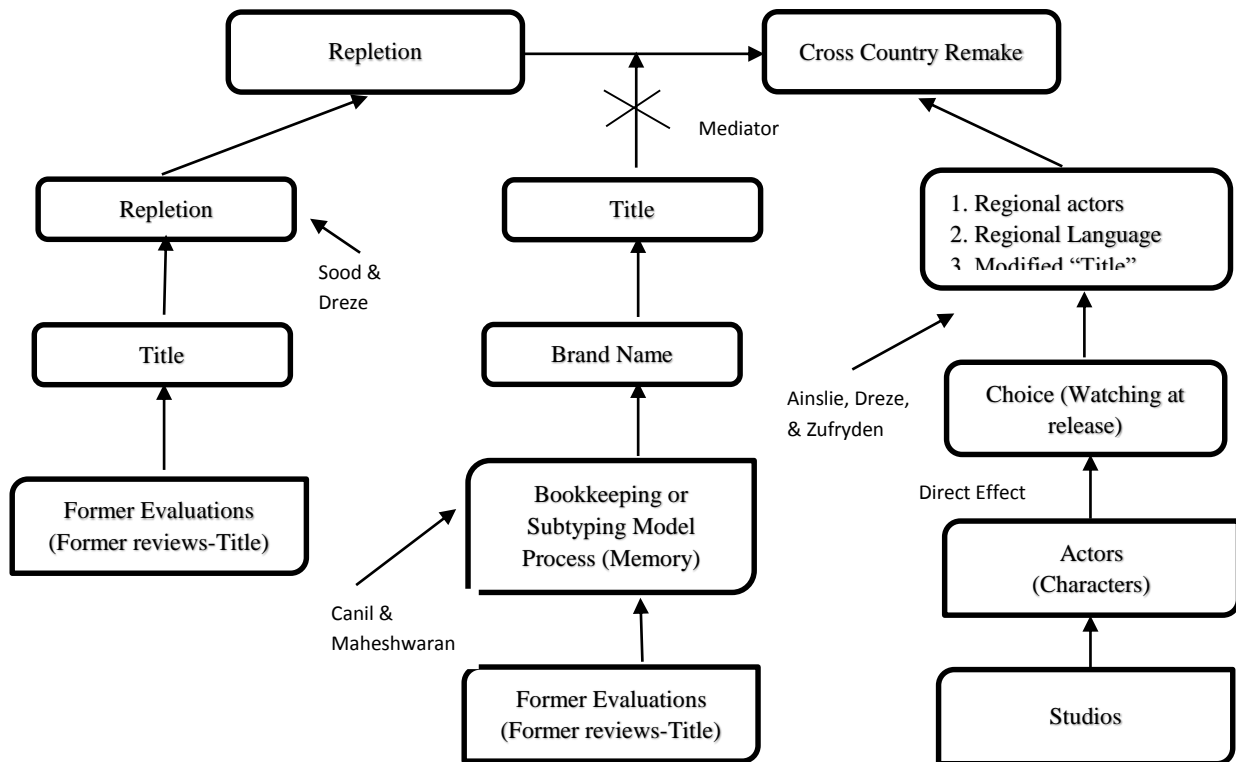


Figure 6: Hypothesis 2

The second hypothesis (figure 6) is designed on the basis of three different concepts each contributing towards a particular variable in the hypothesis. The dependent variable is thoughts or perceptions of a consumer towards a movie, assuming that the movie remake is a cross country remake, which is built on the findings from the study by Ainslie, Dreze, and Zufryden. A cross country remake is an original screen adaptation from a foreign country movie market, which includes regional actors, regional language, and modified the title. Actors are proven to have a stronger influence on the consumer's choice towards movie consumption in the study by Ainslie, Dreze, and Zufryden. Cross country remake is considered from that point of view where it is expected that the consumer understands how changes are done with respect to actors, regional language, and title. The independent

variable considered is a feeling of repletion and its effect on consumer's perception is tested. The variable repletion is successfully tested by Sood and Dreze and its effects on movie sequel have been proven in their study. This research tries to study the effect of title as a mediator in the relation between repletion and cross country remake. If title acts as a mediator than it can be concluded that the feeling of repletion can be manipulated with change in title of a movie.

H2: *Consumers' perceptions about cross country remake are affected by the feeling of repletion (satiation), but this relation is unaffected by the movie title as mediator.*

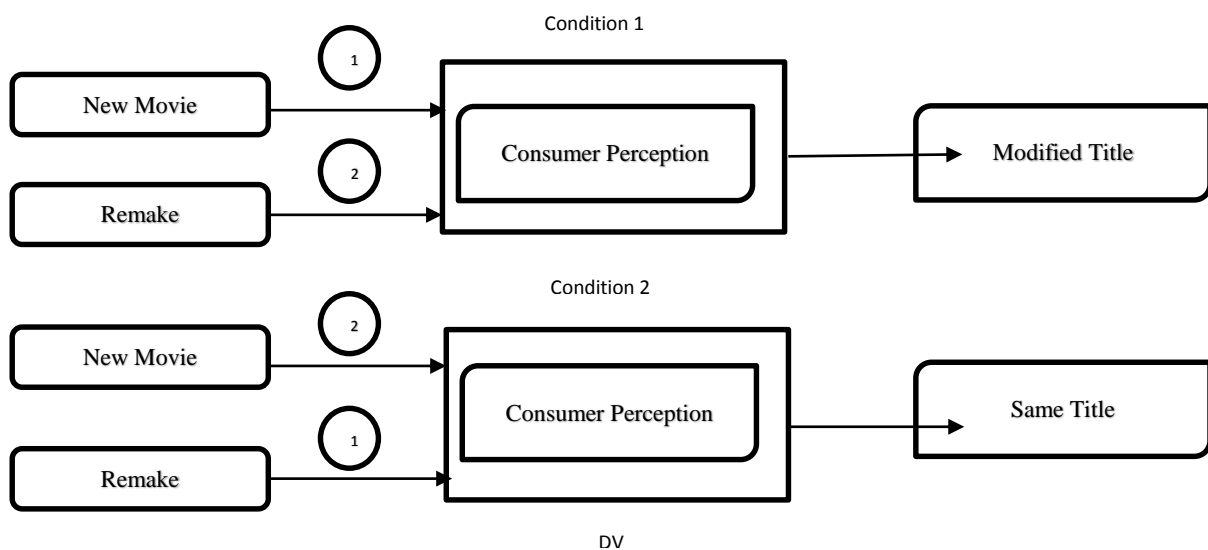


Figure 7: Hypothesis 3

The third hypothesis (figure 7) is based on an experiment to differentiate two groups the one who base their decision on the movie title and the others who don't. There are two conditions that are used with features differing in nature and these two conditions are tested on the variable of the movie title, a remake or a new movie.

The third hypothesis is strongly constructed on research by Sood and Dreze. Similar to what was done by Sood and Dreze in their study with subject of movie title a similar experiment is also constructed in this study to test the effect of title on movie remake.

H3: *Consumer's perception differs in both the conditions over the effect of title.*

Experiments

	IV Title	
	Same Title	Different Title
=	Condition 1 New Title & same plot	Condition 2 Same title & different plot
	DV New Movie	Remake
	DV Consumer Perception	

Figure 8: Experimental Design

A 2X2 design was used in the experiment to test whether the consumer's perception differ over the attribute of title. Using title as a modifying variable which has been modified in condition 1, individual consumer's thinking or thoughts are tested over this attribute where the outcome is divided into two parts new movies or remake. Also, for each condition, plot or storyline (figure 8) is also modified to test the cognitive thinking of a consumer.

Outcomes are evaluated on the basis of two things one is cognitive thinking while the other is perceptions. The word "mouse trap" in figure 9 is functionally used to showcase how the influence of the title can affect the decision making ability of a consumer where

both his cognitive abilities as well as perceptions are manipulated to the extent where he falls into the trap answering a favorable outcome in the favor of the manipulations.

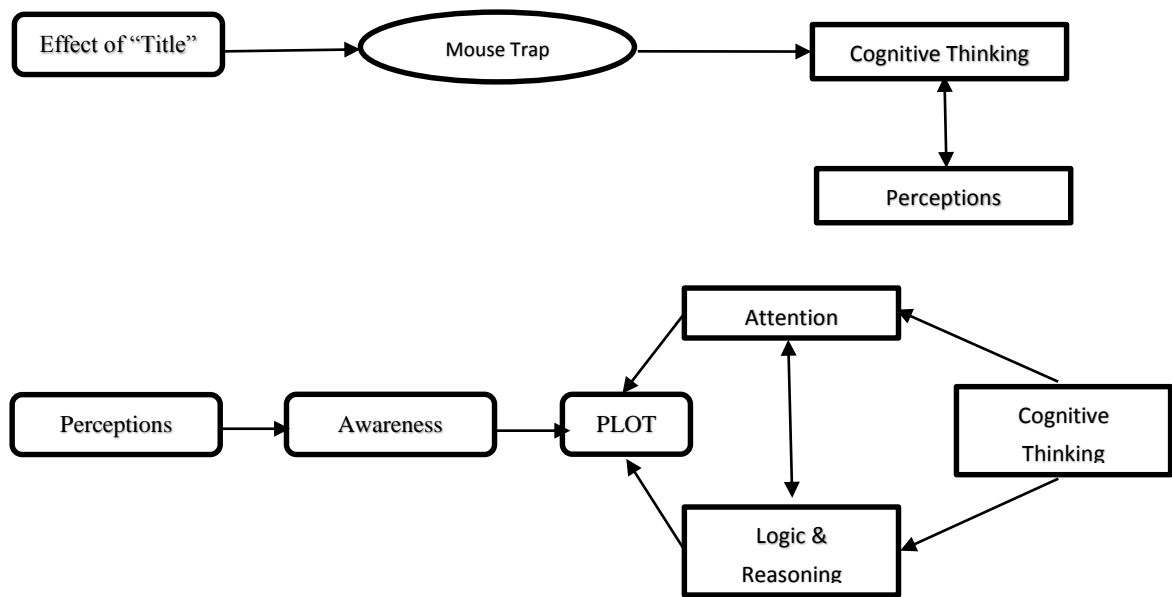


Figure 9: Logical Flow

Perceptions deal with stored schema in the form of memories which are identified through unique characters of the title (Ainslie et al. 2005). Whenever the title is manipulated there occurs a misconnection between the recollection of memory and perception due to which a new pattern gets developed in the mind. Also title being an important factor in movie evaluation (Canil & Maheswaran, 1998) it can have an immediate effect on consumer's thinking. Plot modification tests this later scenario by placing the title before the consumer's exposure to the plot. The study tries to test whether the condition fits the experiment and the outcomes that are desired for the research.

Condition 1

Condition 1 was mainly set up to evaluate the effect of manipulations of antecedents (factors) on consumer's memory recollection, perceptions, and further his decision of consumption. The antecedent title of the movie was manipulated in the form of modification for this condition. The second antecedent plot (storyline) kept the same. The outcome in this case was either a remake or a new movie. The catch in this condition was to check that does the title manipulation affect the outcome? And if people selected new movie as an answer, then it was clear that the antecedent title affects the scenario.

For condition 1 the movie that was selected was Star Wars: Revenge of the Sith. The name was changed to Stars Wars: Rise of the Vader, the plot was kept the same. The storyline was kept shot for shot copy of the original and it was displayed after the title.

Condition 2

Condition 2 was similar to condition 1. But rather than modifying the title, the plot was modified and the title kept the same. The catch in this condition was to check that does the original title affect the outcome in a scenario where the plot is changed.

For condition 2 the movie that was selected was Godzilla. The title was kept the same but the plot was modified to be a sequel to the original one. The modified plot was placed after the title for subjects to examine the condition.

Data Collection

A single survey questionnaire was prepared, which consisted of thirteen questions. Each respondent was paid to take the survey and surveys were paid as per their

completeness. Amazon mechanical Turk (Mturk) was used as a survey tool for conducting the survey. The survey was an open access survey available online through Mturk but only accessible to the members. The survey consisted of thirteen questions out of which six questions consisted of Likert scale for measurement, five questions consisted of Ordinal scale for measurement, and both the conditions were kept Nominal scale for measurement. There were no restrictions kept for age group, geographic location, and language preference.

The survey was divided into three phases. Phases 1 consisted of questions on antecedents and the scale used was of interval type with Likert scale as a main type for measuring the variables (factors). The purpose of this phase was to evaluate the importance of each factor in the consumer's mind. How each of these antecedents hold the consumption decision? Was evaluated in phase 1. Phase 2 was used to evaluate how people rate certain features of movies to evaluate each scenario. Five scenarios were used in different combinations to evaluate the importance of features for a particular combination. This phrase wasn't used later and it was dropped in the analysis section due to its complication.

Phase 3 consisted of two conditions which were used for experimenting the manipulations. Manipulations were done with respect to the movie title and plot. Condition 1 consisted of modified title and the same plot while as condition 2 consisted of the same title but modified plot.

Methodology

Multiple methodologies were used for testing all the three hypotheses. For hypothesis 1, step 1 was to find the correlation between all the variables, which included review, repletion, title, shot for shot copy remake, and cross country remakes. Once the correlations are found the next step was to sort out the significant variables from the Pearson's correlation matrix. Once the variables were sorted out the step 2 was to find relation between those variables and for that purpose multiple linear regression was used as a method to derive such relations.

Hypothesis 2 was tested in a similar fashion using regression as a tool to test the effect of the variable repletion (feeling of repletion or satiation) on the dependent variable cross country remake with the mediating effect of the variable title in it. The mediating effect was tested to see does the relationship between repletion and cross country movie remake is governed by any change in the title of the movie.

Hypothesis 3 was tested using a non-parametric test, ANOVA to differentiate between groups where the outcomes are supposed to differ considering the effect of manipulations in conditions. The title was used as an independent variable having two outcome new movie and remake. The two conditions were used to act as a method of evaluation to judge the dependent variable consumer perception which was manipulated by the modification in title and plot as a criteria.

Results

	Reviews	Shot for shot copy	Cross country remakes	Repletion	Title
Reviews	1	-0.76	0.001	0.068	0.016
Shot for shot copy	-0.76	1	0.065	0.192**	0.164*
Cross country remakes	0.01	0.65	1	0.167*	-0.061
Repletion	0.068	0.192**	0.167*	1	0.013
Title	0.016	0.164*	-0.061	0.013	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Figure 10: Correlation Matrix

In this study it was found that the correlation (figure 10) between shot for shot copy and repletion, shot for shot copy and title, and cross country remake and repletion were found to be significant. The strongest correlation was found between shot for shot copy remake and the feeling of repletion with significance at the 1% level where the value of 0.19 positive indicates that there exists a correlation which is not very strong when considering other variables but is very significant in nature. It was also found that there also exists a correlation between shot for shot copy remake and title with significance at the 5% significance level where the value of 0.16 positive indicates that there exists a correlation which is not very strong correlation when considering other variables in the analysis. Apart from the correlations with shot for shot remake, cross country remake also has a correlation with repletion significant at 5% significance level. The value of 0.16 does not indicate a strong relationship, but being significant makes the relationship viable.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.826	0.277		6.599	0.000
Repletion	0.191	0.066	0.190	2.891	0.004
Title	0.145	0.059	0.162	2.470	0.014
F	7.325				
R	0.981 ^a				
R Square	0.963				
Adj R Square	0.054				
Sig	0.001 ^b				

a. Dependent Variable: Shot for Shot copy

b. Predictors: (Constant), Title, Repletion

Figure 11: Regression Analysis 1

To further study the relationships linear regression analysis (figure 11) was used as a method to analyze the individual impact of each variable. The relationship between assumption that the movie remake is a shot to shot copy movie remake as a dependent variable and title and the feeling of repletion as an independent variable was found to be significant at 1% significance level with both individual variables being significant at 1% significance level, the variable repletion was found to have a higher effect on consumer's perception compared to the title.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3.078	0.252		12.195	0.000
Repletion	0.151	0.060	0.168	2.515	0.013
Title	-0.051	0.054	-0.063	-0.951	0.342
F	3.584				
R	0.918 ^a				
R Square	0.832				
Adj R Square	0.023				
Sig	0.29 ^b				

a. Dependent Variable: Cross Country Remake

b. Predictors: (Constant), Title, Repletion

Figure 12: Regression Analysis 2

From figure 12 it is precisely clear that the R square was found to be 0.98, which implies that the 98% variation in the dependent variable was proved by these two independent variables. Also, it is clear that a single unit increase in the feeling of repletion will increase the assumptions about a movie remake as shot for shot copy by 19 units, also a 1 unit increase in the variable title will increase the assumptions by 16 units. Both the dependent and independent variable cannot be measured in any units, therefore regression is used as a tool to measure impact rather than measure the value. From the analysis, it is clear that both feeling of repletion and title affect a consumer's perception towards an upcoming movie remake. This analysis supports the hypothesis 1.

The study was also successfully able to indicate that there was no mediating effect (figure 12) of the variable title in the 5% significant relationship between the title as dependent variable and assumptions that the movie is a cross country remake and the feeling of repletion as independent variables. The title is found to be non-significant in the

combined effect in linear multiple regression. The feeling of depletion is found to be significant at the 5 % significance level where the value of 0.168 indicates that the increase in the feeling of depletion will increase the consumer’s mindset that the movie is cross to cross remake. This analysis supports the hypothesis 2.

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	6.346	1	6.346	4.489	0.035
Within Groups	309.582	219	1.414		
Total	315.928	220			

Figure 13: ANOVA 1

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	7.820	1	7.820	5.559	0.019
Within Groups	308.107	219	1.407		
Total	315.928	220			

Figure 14: ANOVA 2

A one way ANOVA analysis (figure 13 & 14) was carried out to study differences between consumers who rated outcome as a new movie or remake for both the conditions. The independent variable in this case was the title of the movie while as the dependent variable was consumer’s perception. Consumer’s perception did end up in two outcomes either new movie or remake. The variable title was kept as an independent variable with two conditions same title and different title making it a 2X2 experiment. From the analysis, it is clear that both the conditions are found to be significant and the groups differ over the outcome. For condition 1 and condition 2 it is clear that the group differ at a 5% significance level. This means that both the conditions of the independent variable of the same title and

different title affect the final outcome. A change in one condition will bring in the change of outcome irrespective of the other condition. This analysis supports the hypothesis 3.

Discussion

The study concludes with the statement that the hypothesis are proved and the two variables have strong influence over consumer's perception. As the title differs a person's choice to watch a shot for shot copy movie also differs as his assumptions rely on the title of the movie. These assumptions are either through his own experience which are stored as memories or through other's reviews in the present or past, through external environment like blogs, media etc. This proves that recollection of mental schema through memories gets overlapped by the changes occurring in the title and the experiment setup provides a hands on example for such occurrence.

Other factors like plot and characters are also subsiding by the factor of the title. The plot plays an important role in the context of cross country remake where the title of the movie has any importance in the decision making process of consumption. Mostly cross country remakes shoot for shot copy of the movie remake therefore they bring with them the risk of high level feeling of satiation among consumers. Many of these other language originals are dubbed in regional languages and promoted in various countries. Some of these become popular overseas. Such factors actually give rise to the feeling of repletion among consumers. The experiment carried out in this study strongly supports the basic assumption that the title influences the consumer's perception. In the experiment, it is clear that consumers prefer rapid look over the details rather than exclusive in depth search.

Irrespective of the plot (storyline) the movie remake has, the title makes it difficult for the consumer to analyze such features due to memory overlap. Apart from plot other factors like review and actors are seen to have an effect on the consumer's mindset. The title is an important aspect which plays the role of a catalyst qualitatively to manipulate the preferences rather than other aspects which are quantitative in nature.

Industrial Application

The decision of keeping or changing the movie title holds a strong importance in the success of the movie remake. This decision is not solely taken by the director or the producer of the movie, but it's a joint decision taken in coordination with the studio or the production house. Many studios like to have multiple rounds of discussion over this topic and they would prefer a substantial solution in this case. This research study can be used as a primer for further studies relating to this topic. From the point of view of the studios they can extend this research in multiple ways. For a particular upcoming movie remake they can test a focus group of people in a behavioral science lab to see the effects of different title on their assumptions about the movie.

Such extended studies can help production houses to take a decision on their production decision before hand in the planning or the design stage itself considers a certain original screenplay to be adapted and converted into a new production. Many other factors can be also considered for new productions like actors, change of characters, plot modifications, location modifications etc. This study can be replicated in many ways for that

purpose. Overall, this study is a starting primer for further customized research which studios will like to undertake to get insights on consumer's thoughts.

Implications to Consumers

This study tries to understand consumer insights to produce a better understanding which would help consumers to take a decision on consumption of a particular brand (movie). This research concludes that the effect of the title has the strongest influence on the perception of the consumer where factors of satiation and word of mouth play an important role. By experimenting with the conditions it is clear that the consumers strongly rely on the title factor which further results in comparison of the remake with the original. This further results in failure of the movie in the box office.

Many other factors stand out, to be very important which are neglected at the initial stage. Factors like plot, trailer, characters, location, expert reviews etc. Should also be taken into consideration when deciding to watch a movie. Also on the other side all different title movies won't produce new innovation, they may contain very similar content as that of its original. This study tries to provide the insights on a consumers' thinking process.

Future Research

The study is completely centralized on the idea of movie title due to which many other aspects are not considered much in this research. Peer recommendation, customer loyalty towards a franchise, importance of dialogues etc. Are some other things which can be considered for future research. Also the set of study was carried out in a controlled fashion using an online survey system where all subjects belonged to an unknown location

and different backgrounds, it would be much certain if this research can be carried out in a local setup rather than in very generalized setup.

Also, considering other factors will help to get more insights from consumers, which will further help to make a firm decision on the financial investment to be done on such productions. Overall, this study opens up a new avenue to develop further research considering movie remake as brand regeneration.

References

- Aaker, D. and Keller, K. (1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, Vol.54, 27-41.
- Aaker, D. and Wegener, D. (1994), "Message Order Effects in Persuasion: An Attitude Strength Perspective," *Journal of Consumer Research*, Vol.21, 205-18.
- Ainslie, A., Dreze, A., and Zufryden. F., (2005), "Modeling Movie Lifecycles and Market Share," *Marketing Science*, Vol.24 (3), 508–17.
- Boush, D. M. and Loken. B. (1991), "A Process Tracing Study of Brand Extension Evaluations," *Journal of Marketing Research*, Vol.28, 16–28.
- Broniarczyk, S. M. and Alba. J. (1994), "The Importance of the Brand in Brand Extension," *Journal of Marketing Research*, Vol.31 (May), 214–28.
- Desai, K. K. and Keller. K. (2002), "The Effects of Ingredient Branding Strategies on Host Brand Extendability," *Journal of Marketing*, Vol.66 (1), 73–93.
- Keller, K. and Aaker. D. (1992), "The Effects of Sequential Introduction of Brand Extensions," *Journal of Marketing Research*, Vol.29, 35–50.
- Loken, B. and John. D. (1993), "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?" *Journal of Marketing*, Vol.57, 71-84.
- Gurhan-Canli, Z. and Maheshwaran, D. (1998), "The Effects of Extensions on Brand Name Dilution and Enhancement," *Journal of Marketing Research*, Vol.35, 464–73.
- Hawkins, S and Hoch. S. (1992), "Low-Involvement Learning: Memory without Evaluation," *Journal of Consumer Research*, Vol.19, 212-25.

- Johnston, L. and Hewstone. M. (1992), "Cognitive Models of Stereotype Change: 3.Subtyping and the Perceived Typicality of Disconfirming Group Members," *Journal of Experimental Social Psychology*, Vol.28 (4), 360-86.
- Meyers-Levy, J. and Tybout. A. (1989), "Schema Congruity as a Basis for Product Evaluations," *Journal of Consumer Research*, Vol.16, 39-54.
- Milberg, S. J., Park, C. W., and McCarthy, M. S. (1997), "Managing Negative Feedback Effects Associated with Brand Extensions: The Impact of Alternative Branding Strategies," *Journal of Consumer Psychology*, Vol.6 (2), 119–40.
- Sood, S. and Dreze, A (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, Vol. 33, 352- 360.
- Sujan, M. and Bettman. J. (1989), "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research," *Journal of Marketing Research*, Vol.26, 454-457.

Appendix

Measures of selected antecedents

How often do you watch movies?

Movie Review

How much interest do you take to read reviews about a new release movie before watching it?

Shot for Shot Copy

Before watching a movie remake many people assume that the remake would be a shot for shot copy of its original. How much do you agree with statement?

Cross Country Remake

Most of the cross country remakes (Ex- Departed, The Ring) have their original screenplay and movie made in different language. In spite of being a remake such movies are not compared to its original make. Before watching the remake people/ audience don't assume it to be shot for shot copy of its original. How much do you agree with statement?

Feeling of Repletion

Many a times people consider remakes as repetition of original movie and this eventually goes on to affect their perception (view) about the movie. Many people feel repletion (the condition of being satisfactorily full) towards remakes and eventually decide not to watch it. How much do agree with this statement?

Movie Title

People emphasize a lot on title of the movie. A different movie title for a remake, makes the movie much more interesting than change in storyline, plot, and genre.

How much do agree with this statement?

Condition 1

If you come to know a “star wars” movie is planned to release next year the title of the movie is “Star wars- Rise of the Vader”, where the plot shows how “Darth Vader” was born/ made. Do you consider this as a new movie (including sequel) or a remake?

Condition 2

If you come to know “Godzilla” movie is planned to release next year the title of the movie is “Godzilla”, where the plot shows birth of Godzilla into a large metropolitan city. Do you consider this as a new movie (including sequel) or a remake?