

A STUDY OF SOCIAL MESSAGING IN REGIONAL CINEMA AND ITS IMPACT ON PUBLIC AWARENESS

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ABSTRACT

Regional cinema has become a strong medium to reflect the reality of society and point out major social issues. This study investigates the role played by regional cinema's social messaging on social attitudes and awareness. Primary data was collected with a quantitative research design from 200 participants with 5-point Likert scale-based questionnaire. Statistical techniques were employed in the study, such as, correlation, reliability analysis, independent samples t-test, and Linear Regression with IBM SPSS software.

A significant and strong relationship was observed between awareness and social messaging. As per regression analysis, there is significant variance in awareness due to social messaging, which highlights its efficiency as a tool for communication. There is also a significant association between perceived social messages and public awareness, as per correlation findings. With t-test, it is found that people with higher exposure had stronger social attitudes than those without exposure.

The study also focuses on the value of audience perception, which means emotional storytelling, realism, and relatability improve the effect of social messaging. While regional cinema influences social attitudes and awareness, it is found that there is variance in behavioral change across people. To conclude, regional cinema is very important to shape people's attitudes and promote social awareness. It provides empirical evidence on the impact of regional films to promote social awareness.

KEYWORDS: regional cinema, social messaging, public awareness, social attitudes, audience perception, emotional storytelling

INTRODUCTION

Regional films, which are produced in different regional languages and dialects in India, leave a significant cultural influence on audience (Gopalan, 2019). Regional cinema reflects Indian culture and languages to connect with audience, along with calling out social evils. This study focuses on the impact of social messaging on public awareness. Most regional films reflect cultural and socioeconomic aspects. Language, traditions, and regional norms softly promote cultural backdrops (Saxena, 2023). For instance, Bengali cinema shows the culture of West Bengal and Malayalam cinema shows the culture and lifestyle of people in Kerala. They proudly present cultural heritage while entertaining and educating viewers.

Regional films can reflect the culture, public opinion, and cuisines of the region. Cinema ads are considered by 42% in India when buying a product (ET Brand Equity, 2025). In regional films, product placement is highly effective to improve brand perception. Brands featured or adopted by characters can attract viewers to opt for their products. The influence of regional cinema is affected by strong message on audience behaviors and views (Fauser and Agola, 2021). Regional cinemas can positively influence society by improving social interaction and audience. There are several brands which have brought films to remote areas where no theatres are located (Irwin, 2024). Along with showing films on local halls and other complexes, regional cinema connects people and boosting local economy.

Regional films are very important to transform and educate society (Singh, 2023). Regional cinema affects career choices, outfits, and eating patterns of youth in India (Balabantaray, 2020). Films based on environment, caste, and gender equality can spread awareness of social issues among viewers. Bollywood film with backdrop of Kolkata "Kahaani" and Marathi film Swaas had sparked discussions and social issues. They depicted failure and success in real-life to change the views of society and empower viewers (Goswami, 2025). Regional cinema promotes social transformation and cultural liberty by raising awareness of local culture, breaking biases, and influencing perceptions of audience. It leaves influence as strongly as region itself.

Bollywood has been a major driver for cultural influence in film industry and contributes to Indian communities. Regional movies in different languages portray realities of society which are relevant with locals. For example, films like RRR and Kantara have received both national and global recognition by bringing regional stories to society. These films nurture languages, traditions, and cultures from various regions. This study focuses on these dynamics to focus on the role of regional cinema to support the community.

1.Literature Review

Bhalla et al (2024) explored the effect of cinema on mental reactions towards social concerns among students in college. Primary data was collected from a sample of 150 students, who were split into two different groups – Group A and Group B. Group A includes 80 students and Group B includes 70 students. Group A includes students with positive attitude and Group B includes students with negative attitude developed with cinema. This study assessed the impact of cinematic narratives on perceptions and attitudes of social concerns. Attitudes among groups were measured with t-tests. Other statistical tests conducted were Chi-square for determining categorical relationships, one-way ANOVA test for comparing variations within-group, and pre and posttests. It is highlighted with findings that cinematic content plays a vital role in redefining the attitudes over social concerns. It is important to know how public opinion is influenced by firms.

Regional Indian films affect consumer behavior, culture, and community engagement. Regional cinema refers to movies made in other dialect or language of India and represent regional issues, flavor, and culture. Quadros and Kharkar (2025) presented several issues like cultural identity, community engagement, consumption, and social inclusion in regional cinemas. As per the findings, participants have recognized that their cultural perception is affected by regional films. Around half of the participants have felt closer to their culture due to regional films. It explains the impact of regional films on consumer behavior. There is also a significant positive impact of regional cinema on local tourism, economic growth, and regional employment. In addition, films depict several social issues of societies like caste, gender, and environment.

Tombu (2024) investigated the impact of movies as public communication to address social issues and bring change in public attitude and behavior. The study analyzed film production as a system which shapes, creates, and forms new social reality and to reflect major cultural innovations, sociopolitical processes, and ideologies. The pattern of significant progress is reflected with content analysis of production of social cinema, their effect on public behavior, and changes in their attitudes.

Suvattanadilok (2021) investigated film promoters' social media presence and factors affecting decision-making of people about watching film in cinema. The study has focused on audiences in Thailand to determine their knowledge, perception, and social media which has not been covered in previous research. Only a few studies have focused on social media platform, promotional programs, watching trailer and finally deciding to watch the full film. The sample of the study includes 400 Thai citizens who have watched Thai cinema. They observed strongest statistical association for assessing trailer. It indicates the difference among social media connections, ads, and trailer assessment.

Public service ads are known to be one of the key approaches to generate awareness among individuals. A message released on public interest, i.e., a "Public Service Announcement (PSA)" is released to communicate promotions and to promote behavioral changes about social issue. Films are known to be one of the key entertainment mediums that generate awareness about some social issues. A lot of social messages are shared through cinema to encourage behavioral changes about social issues. The study identifies the effects of those announcements in India with survey on 160 participants from Bangalore, Karnataka.

1.1. Research Gap

Existing studies have identified cinema as a robust medium for spreading social awareness, while it has been widely focused on mainstream Hindi cinema or Bollywood. There is a lack of studies on regional cinema, irrespective of the fact that they make stronger cultural impact on audience than Hindi films. Majority of studies are also theoretical and they lack empirical depth on the impact of social messaging in regional cinema on public awareness and behavior.

1.2. Objectives

Considering the above research gaps, here are the objectives of the study –

- To investigate the nature of social messaging provided in regional cinema
- To assess the impact of social messaging in regional cinema on public awareness
- To determine the influence of audience perception on effectiveness of social messaging

1.3. Hypotheses

H1 – There is a significant positive impact of social messages provided in regional films on public awareness

H2 – There is a significant relationship between perceived social messages and public awareness

H3 – There is a significant influence of exposure to regional cinema on people's social attitudes

2. Research Methodology

2.1. Research Design

This study is based on descriptive, quantitative research design to investigate the effect of social messaging on public awareness, which is provided in regional films. This research design enables measuring perception of audience systematically and relation between social messaging exposure and people's awareness.

2.2. Data Collection

A structured questionnaire has been used to collect primary data. The research instrument captures opinions of participants on social messaging provided in regional films as well as its impact on people's attitudes and awareness about social issues. This study is based on 5-point Likert scale –

- 1= Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

2.3. Sampling Design

When it comes to sampling design, a convenience sampling method has been adopted for data collection from participants watching regional cinema. The sample includes people from different demographics like age, academic background, and gender for variability of responses. Sample size of the study will be 200 respondents who watch regional films regularly.

2.4. Variables

- **Independent Variable** – It consists of social messaging in regional cinema (frequency, type, and exposure) and Audience Perception
- **Dependent Variable** – Knowledge and awareness of social issues (public awareness)

2.5. Data Analysis

IBM SPSS v25 software was used for analyzing collected data, which was also used for following statistical tests –

- Frequency analysis to summarize and interpret audiences' responses
- **Reliability test** – Cronbach's Alpha test was conducted to analyze internal consistency of responses
- **Pearson's Correlation** – This statistical test was conducted to determine relationship between variables
- **Simple Linear Regression** – It was conducted to determine the impact of social messaging available in regional cinema on public awareness
- **One-way ANOVA** – This test was conducted to know differences around various groups.

2.6. Ethical Considerations

Participants were informed that their participation would be voluntary in this study and their confidentiality and anonymity are maintained. They are also informed that their data would be used only for research purposes.

3. RESULTS

3.1. Demographic Profile

When it comes to demographic profile of respondents, 141 (71%) participants are 18 to 25 years old, 40 (20%) participants are 26 to 35 years old, 10 (5%) participants are 36 to 45 years old, and 9 (4%) participants are more than 46 years old (Table 1) (Figure 1).

Table 1 - Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25 years	141	70.5	70.5	70.5
	26 to 35 years	40	20.0	20.0	90.5
	36 to 45 years	10	5.0	5.0	95.5
	Above 46 years	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

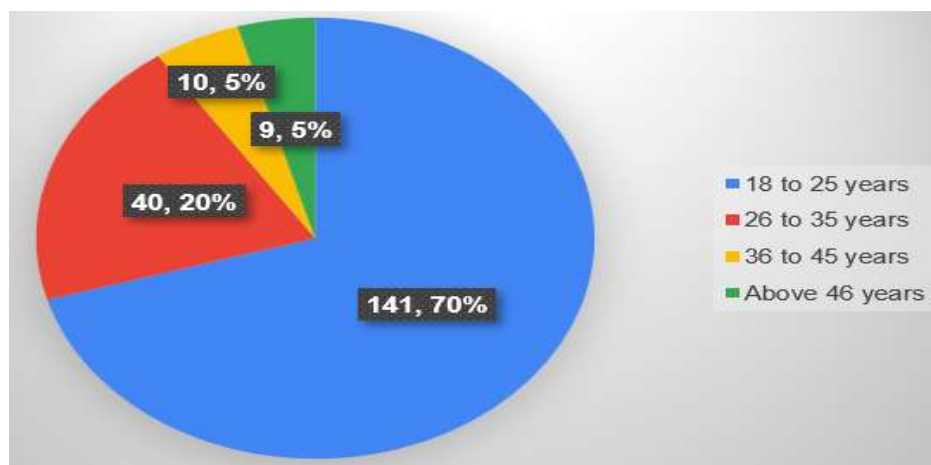
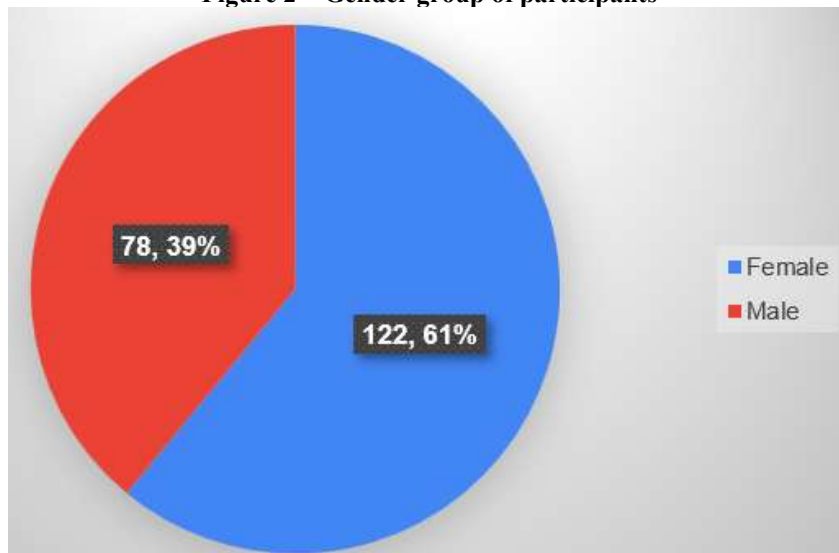


Figure 1 – Age Group

When it comes to gender profile, 122 (61%) participants are female and 78 (39%) participants are male (Table 2) (Figure 2).

Table 2 - Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	122	61.0	61.0	61.0
	Male	78	39.0	39.0	100.0
	Total	200	100.0	100.0	

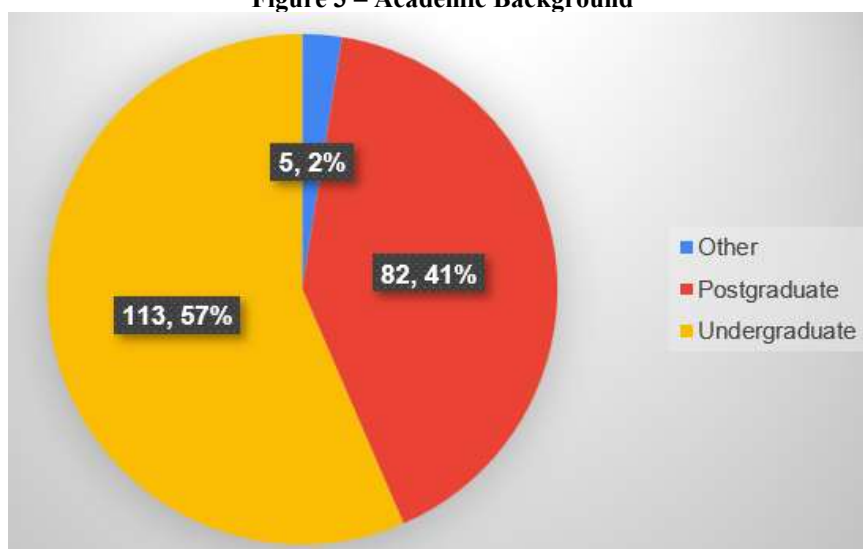
Figure 2 – Gender group of participants



When it comes to academic background, 113 (57%) participants are undergraduate, 82 (41%) participants are postgraduate, and 5 (2%) participants have other qualifications (Table 3) (Figure 3).

Table 3 - Academic background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	5	2.5	2.5	2.5
	Postgraduate	82	41.0	41.0	43.5
	Undergraduate	113	56.5	56.5	100.0
	Total	200	100.0	100.0	

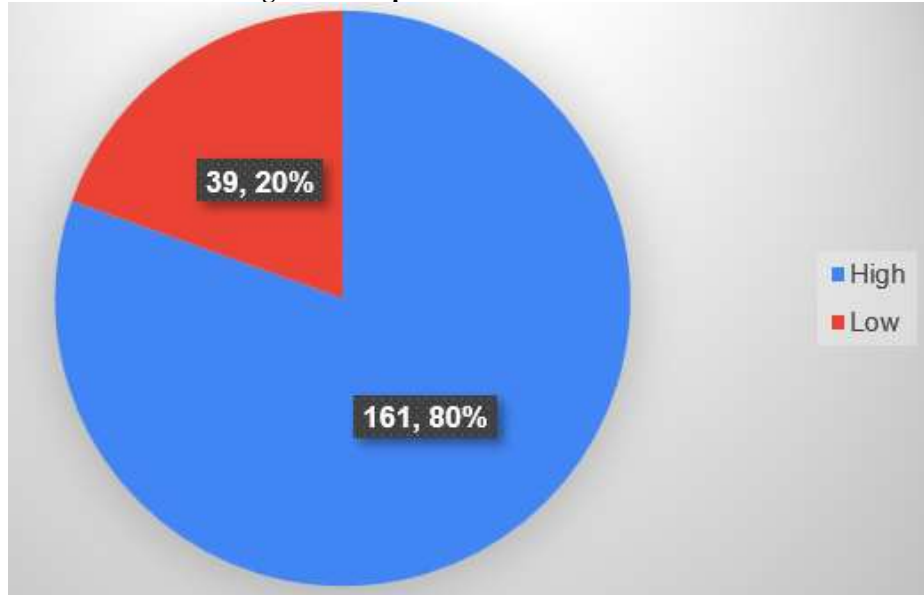
Figure 3 – Academic Background



When it comes to exposure, 161 (81%) participants have high exposure to cinematic content and 39 (19%) participants had low exposure (Table 4) (Figure 4).

Table 4 - Exposure to cinematic content

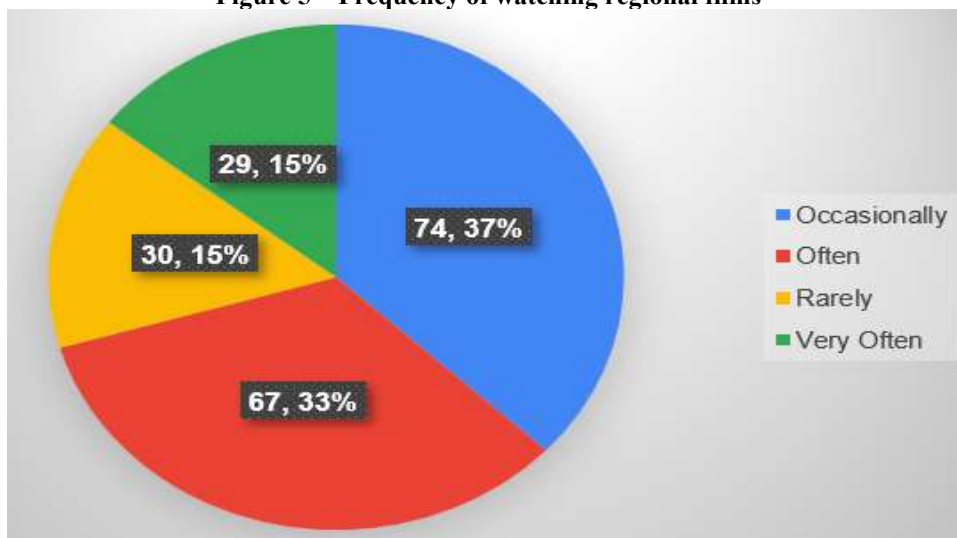
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	161	80.5	80.5	80.5
	Low	39	19.5	19.5	100.0
	Total	200	100.0	100.0	

Figure 4 – Exposure to cinematic content

When it comes to frequency of watching, 74 (37%) participants occasionally watch regional films, 67 (34%) participants often watch those films, 30 (15%) participants rarely watch those films, and 29 (14%) participants watch regional films very often (Table 5) (Figure 5).

Table 5 - Frequency of watching regional films

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally	74	37.0	37.0	37.0
	Often	67	33.5	33.5	70.5
	Rarely	30	15.0	15.0	85.5
	Very Often	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

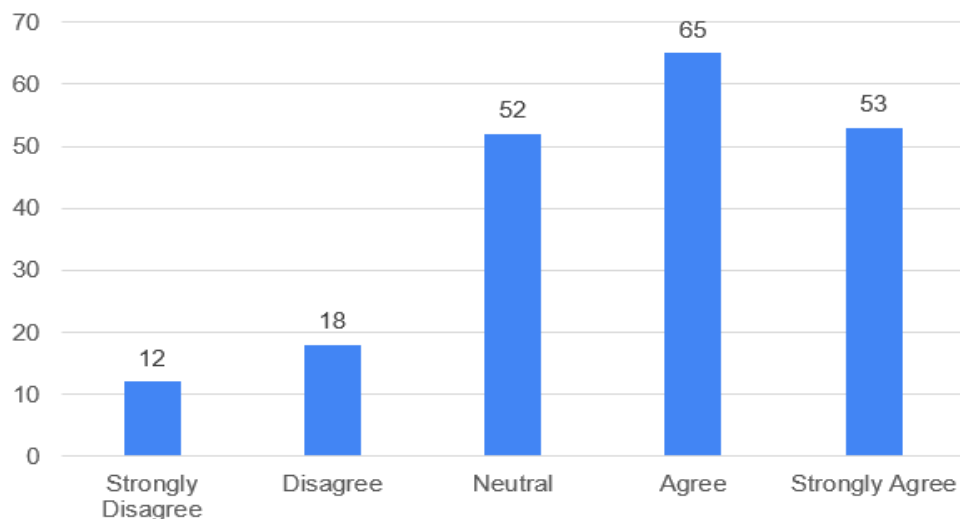
Figure 5 – Frequency of watching regional films

3.2. Social Messaging

When it comes to social messaging, 65 (33%) participants agree that regional films counter major social issues most of the time and 53 (26%) participants strongly agree, while 52 (26%) participants were neutral, 18 (9%) participants disagree, and 12 (6%) participants strongly disagree (Table 6) (Figure 6).

Table 6 - Regional films counter major social issues most of the time

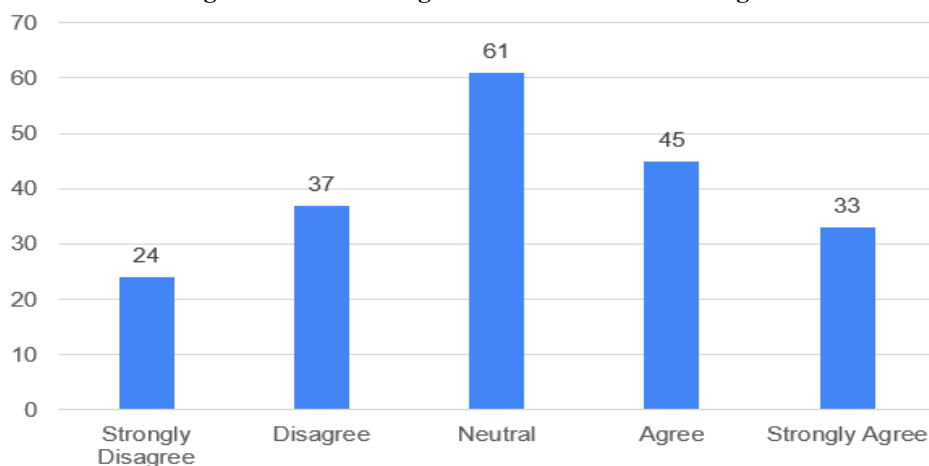
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.0	6.0	6.0
	Disagree	18	9.0	9.0	15.0
	Neutral	52	26.0	26.0	41.0
	Agree	65	32.5	32.5	73.5
	Strongly Agree	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Figure 6 – Regional films counter major social issues most of the time

There are 45 (22%) participants who agree and 33 (17%) participants strongly agree that they watch regional films for social messages, while 61 (30%) participants were neutral, 37 (19%) participants disagree, and 24 (12%) participants strongly disagree (Table 7) (Figure 7).

Table 7 - I watch regional films for social messages

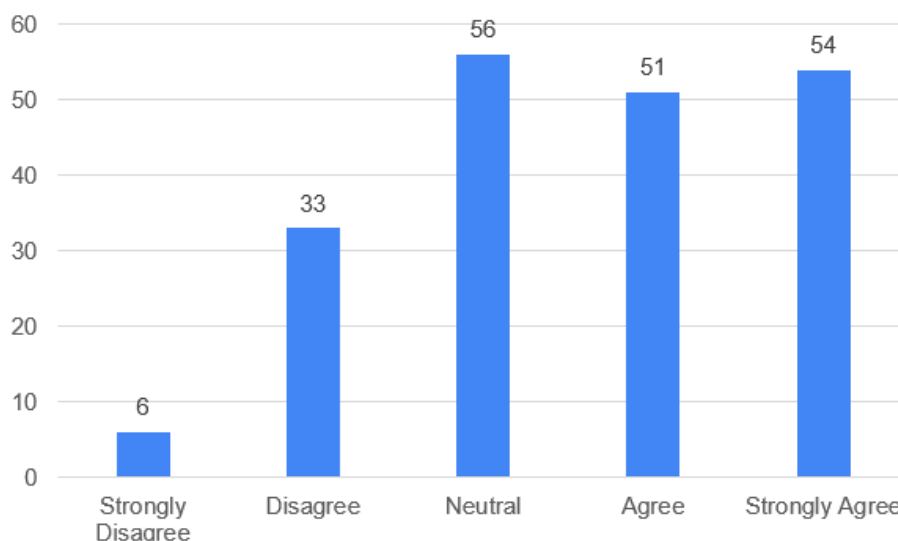
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	12.0	12.0	12.0
	Disagree	37	18.5	18.5	30.5
	Neutral	61	30.5	30.5	61.0
	Agree	45	22.5	22.5	83.5
	Strongly Agree	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Figure 7 – I watch regional films for social messages

There are 51 (25%) participants who agree and 54 (27%) participants strongly agree that regional films are highly realistic in showing social issues, while 56 (28%) participants were neutral, 33 (16%) participants disagree, and 6 (3%) participants strongly disagree (Table 8) (Figure 8).

Table 8 - Regional films are highly realistic in showing social issues					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	33	16.5	16.5	19.5
	Neutral	56	28.0	28.0	47.5
	Agree	51	25.5	25.5	73.0
	Strongly Agree	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

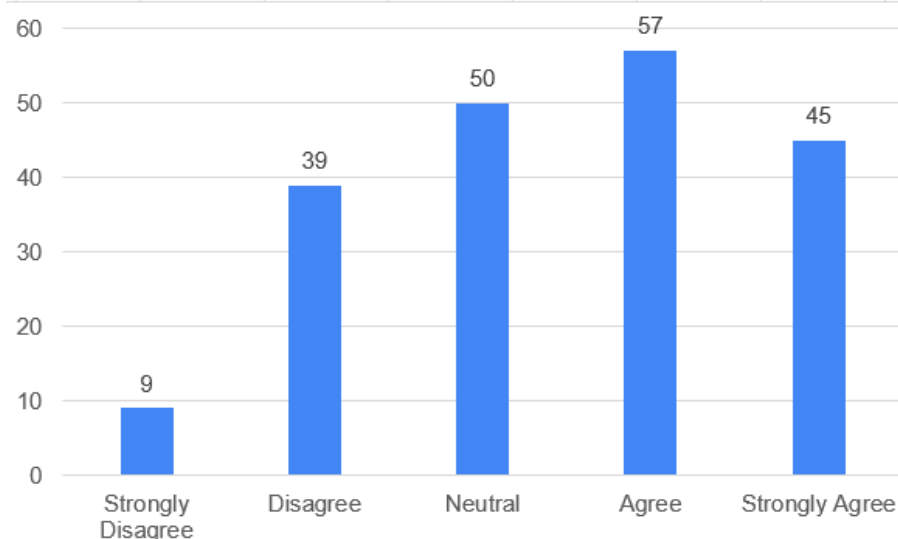
Figure 8 - Regional films are highly realistic in showing social issues



There are 57 (28%) participants who agree and 45 (22%) participants strongly agree that they prefer regional films providing social messages, while 50 (25%) participants were neutral, 39 (19%) participants disagree, and 9 (5%) participants strongly disagree (Table 9) (Figure 9).

Table 9 - I prefer regional films providing social messages					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.5	4.5	4.5
	Disagree	39	19.5	19.5	24.0
	Neutral	50	25.0	25.0	49.0
	Agree	57	28.5	28.5	77.5
	Strongly Agree	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

Figure 9 – I prefer regional films providing social messages

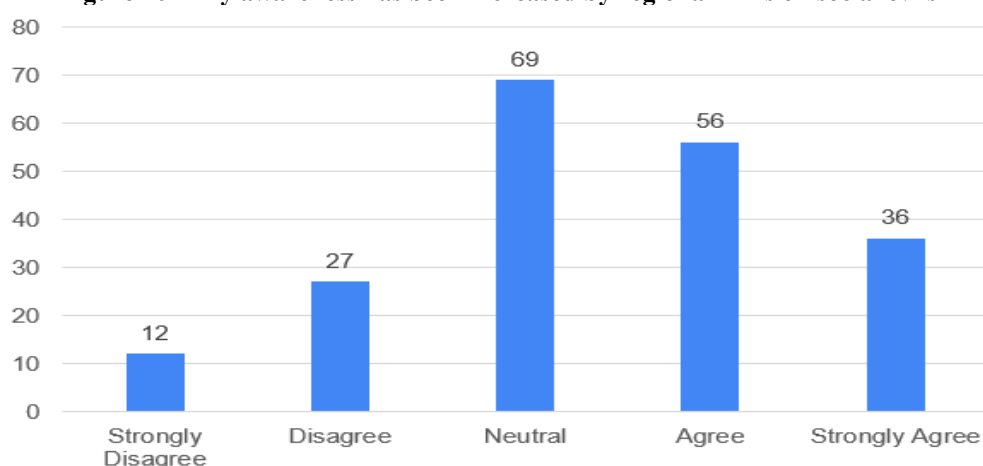


3.3. Public Awareness of social messages

There are 56 (28%) participants who agree and 36 (18%) participants strongly agree that their awareness has been increased by regional films on social evils, while 69 (34%) participants were neutral, 27 (14%) participants disagree, and 12 (6%) participants strongly disagree (Table 10) (Figure 10).

Table 10 - My awareness has been increased by regional films on social evils					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.0	6.0	6.0
	Disagree	27	13.5	13.5	19.5
	Neutral	69	34.5	34.5	54.0
	Agree	56	28.0	28.0	82.0
	Strongly Agree	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

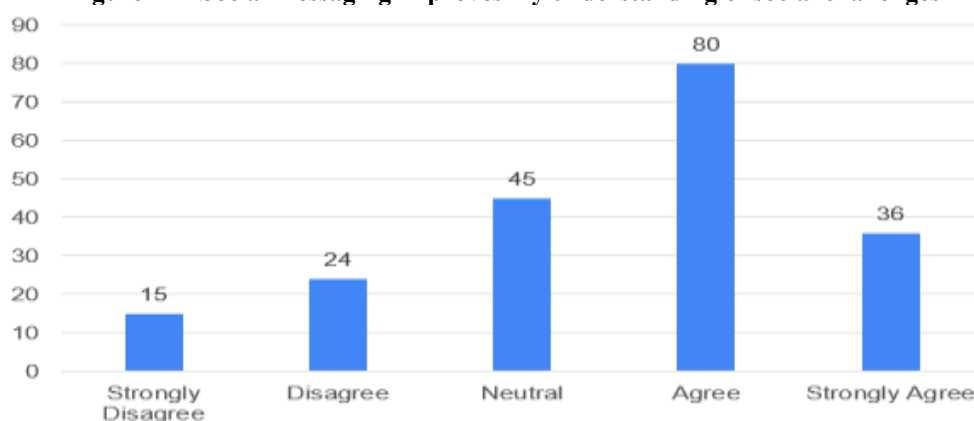
Figure 10 – My awareness has been increased by regional films on social evils



There are 80 (40%) participants who agree and 36 (18%) participants strongly agree that social messaging improves my understanding of social challenges, while 45 (22%) participants were neutral, 24 (12%) participants disagree, and 15 (7%) participants strongly disagree (Table 11) (Figure 11).

Table 11 - Social messaging improves my understanding of social challenges					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7.5	7.5	7.5
	Disagree	24	12.0	12.0	19.5
	Neutral	45	22.5	22.5	42.0
	Agree	80	40.0	40.0	82.0
	Strongly Agree	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Figure 11 - Social messaging improves my understanding of social challenges

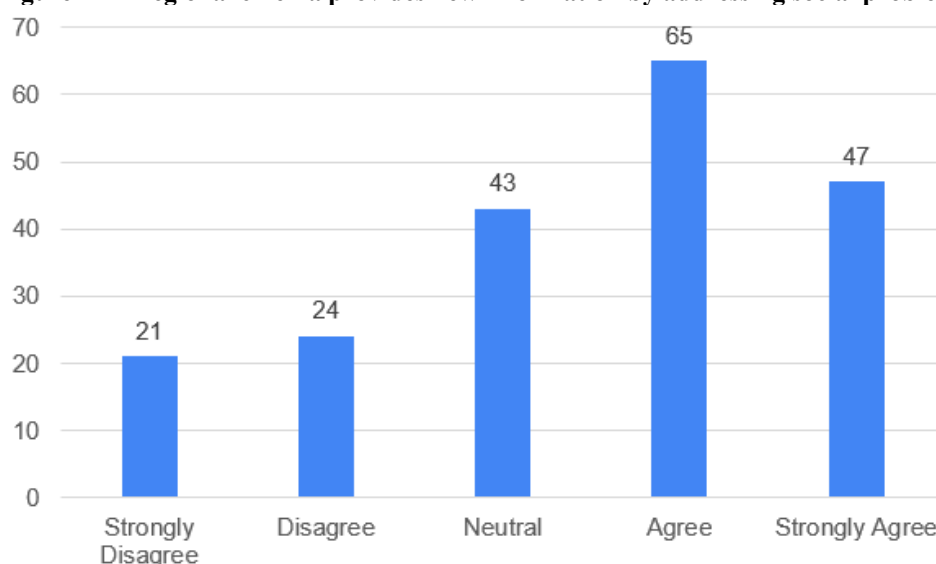


There are 65 (33%) participants who agree and 47 (23%) participants strongly agree that regional cinema provides new information by addressing social problems, while 43 (21%) participants were neutral, 24 (12%) participants disagree, and 21 (10%) participants strongly disagree (Table 12) (Figure 12).

Table 12 - Regional cinema provides new information by addressing social problems

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	10.5	10.5	10.5
	Disagree	24	12.0	12.0	22.5
	Neutral	43	21.5	21.5	44.0
	Agree	65	32.5	32.5	76.5
	Strongly Agree	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

Figure 12 – Regional cinema provides new information by addressing social problems

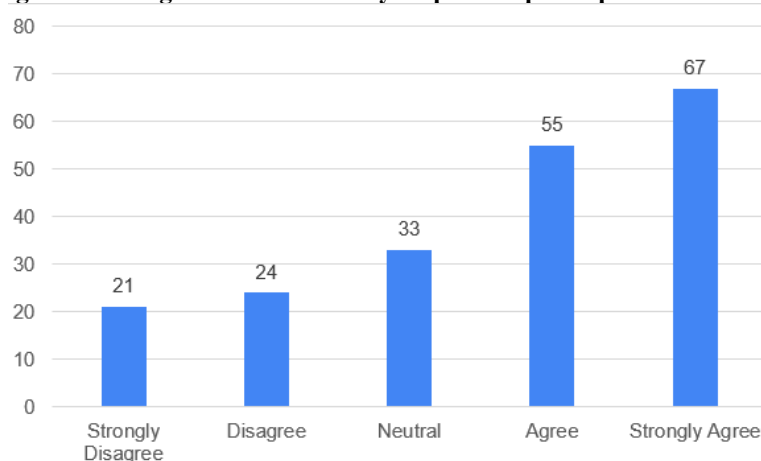


There are 55 (27%) participants who agree and 67 (34%) participants strongly agree that regional films are very helpful to spread public awareness, while 33 (17%) participants were neutral, 24 (12%) participants disagree, and 21 (10%) participants strongly disagree (Table 13) (Figure 13).

Table 13 - Regional films are very helpful to spread public awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	10.5	10.5	10.5
	Disagree	24	12.0	12.0	22.5
	Neutral	33	16.5	16.5	39.0
	Agree	55	27.5	27.5	66.5
	Strongly Agree	67	33.5	33.5	100.0
	Total	200	100.0	100.0	

Figure 13 – Regional films are very helpful to spread public awareness

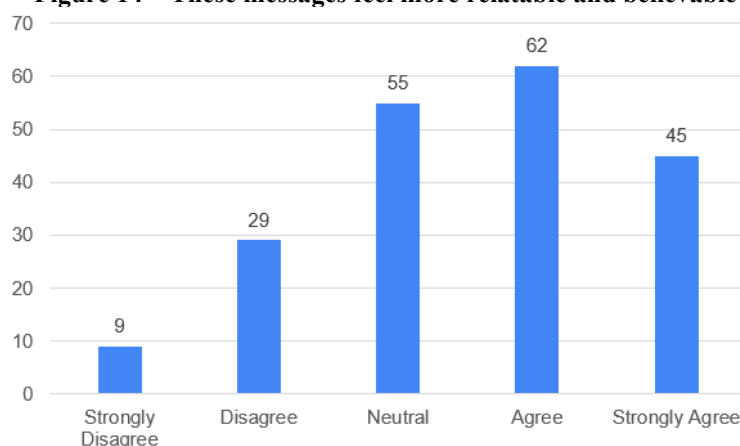


3.4. Audience Perception

There are 62 (31%) participants who agree and 45 (22%) participants strongly agree that social messages feel more relatable and believable, while 55 (27%) participants were neutral, 29 (15%) participants disagree, and 9 (4%) participants strongly disagree (Table 14) (Figure 14).

Table 14 - These messages feel more relatable and believable					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.5	4.5	4.5
	Disagree	29	14.5	14.5	19.0
	Neutral	55	27.5	27.5	46.5
	Agree	62	31.0	31.0	77.5
	Strongly Agree	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

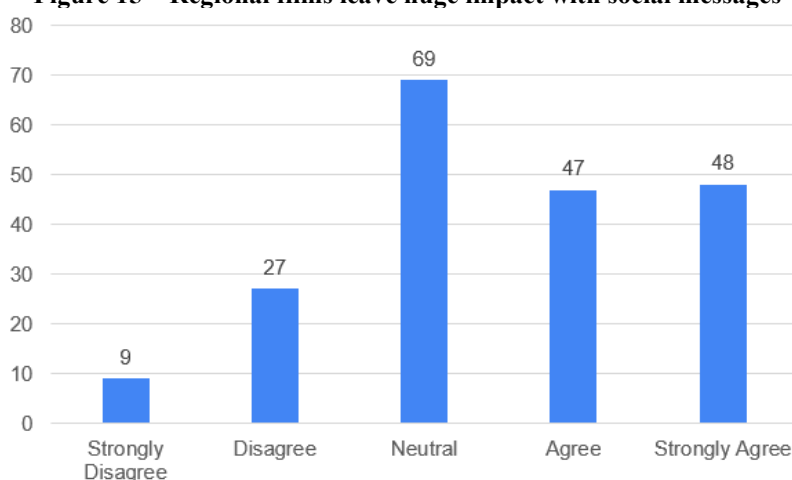
Figure 14 – These messages feel more relatable and believable



There are 47 (23%) participants who agree and 48 (24%) participants strongly agree that regional films leave huge impact with social messages, while 69 (34%) participants were neutral, 27 (14%) participants disagree, and 9 (4%) participants strongly disagree (Table 15) (Figure 15).

Table 15 - Regional films leave huge impact with social messages					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.5	4.5	4.5
	Disagree	27	13.5	13.5	18.0
	Neutral	69	34.5	34.5	52.5
	Agree	47	23.5	23.5	76.0
	Strongly Agree	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Figure 15 – Regional films leave huge impact with social messages

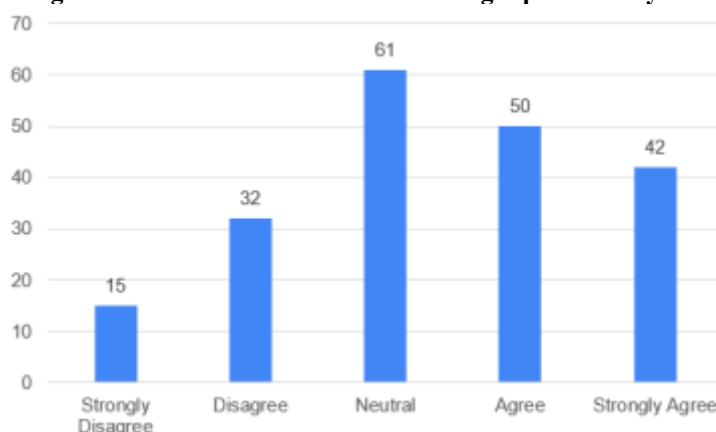


There are 50 (25%) participants who agree and 42 (21%) participants strongly agree that they focus more on social messages provided by films, while 61 (30%) participants were neutral, 32 (16%) participants disagree, and 15 (8%) participants strongly disagree (Table 16) (Figure 16).

Table 16 - I focus more on social messages provided by films

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7.5	7.5	7.5
	Disagree	32	16.0	16.0	23.5
	Neutral	61	30.5	30.5	54.0
	Agree	50	25.0	25.0	79.0
	Strongly Agree	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

Figure 16 - I focus more on social messages provided by films

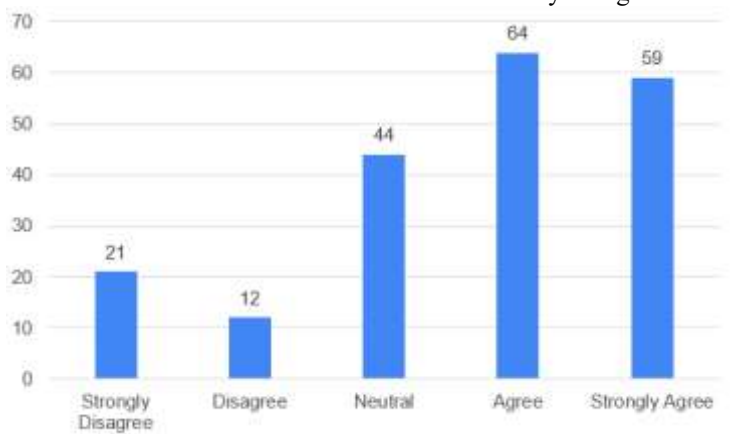


There are 64 (32%) participants who agree and 59 (29%) participants strongly agree that it becomes easier to understand social issues with emotional storytelling, while 44 (22%) participants were neutral, 12 (6%) participants disagree, and 21 (11%) participants strongly disagree (Table 17) (Figure 17).

Table 17 - It becomes easier to understand social issues with emotional storytelling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	10.5	10.5	10.5
	Disagree	12	6.0	6.0	16.5
	Neutral	44	22.0	22.0	38.5
	Agree	64	32.0	32.0	70.5
	Strongly Agree	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Figure 17 – It becomes easier to understand social issues with emotional storytelling

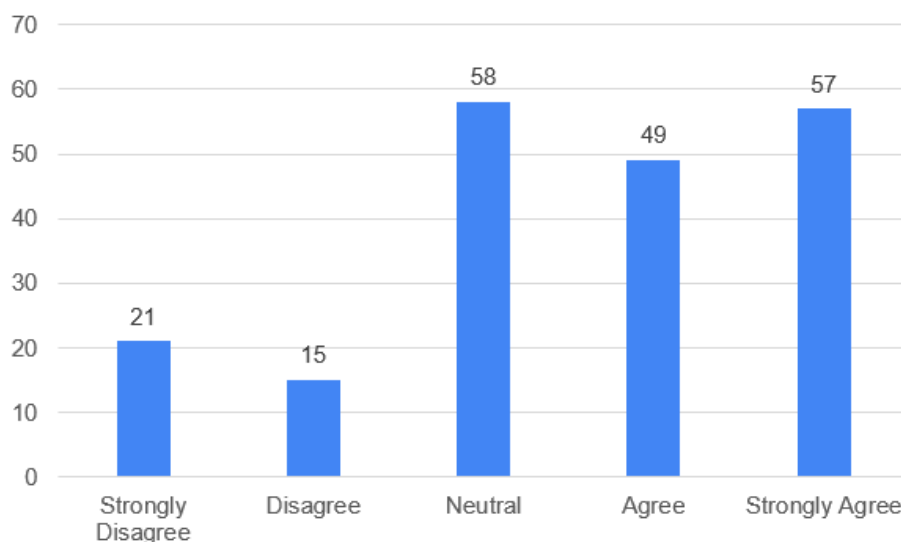


There are 49 (24%) participants who agree and 57 (29%) participants strongly agree that thinking pattern of people is affected by social messaging, while 58 (29%) participants were neutral, 15 (7%) participants disagree, and 21 (11%) participants strongly disagree (Table 18) (Figure 18).

Table 18 - Thinking pattern of people is affected by social messaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	10.5	10.5	10.5
	Disagree	15	7.5	7.5	18.0
	Neutral	58	29.0	29.0	47.0
	Agree	49	24.5	24.5	71.5
	Strongly Agree	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Figure 18 – Thinking pattern of people is affected by social messaging



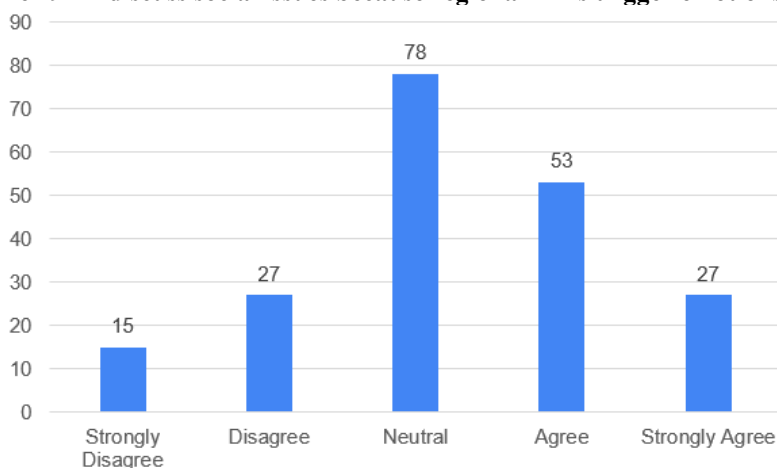
3.5. Audience Behavior

There are 53 (27%) participants who agree and 27 (13%) participants strongly agree that they discuss social issues because regional films trigger emotions in them, while 78 (39%) participants were neutral, 27 (13%) participants disagree, and 15 (8%) participants strongly disagree (Table 19) (Figure 19).

Table 19 - I discuss social issues because regional films trigger emotions in me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7.5	7.5	7.5
	Disagree	27	13.5	13.5	21.0
	Neutral	78	39.0	39.0	60.0
	Agree	53	26.5	26.5	86.5
	Strongly Agree	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

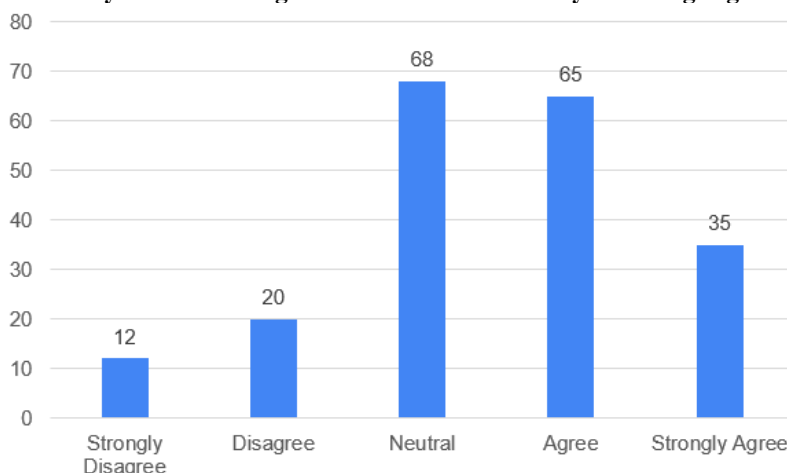
Figure 19 – I discuss social issues because regional films trigger emotions in me



There are 65 (33%) participants who agree and 35 (17%) participants strongly agree that their attitude changes towards social issues by watching regional films, while 68 (34%) participants were neutral, 20 (10%) participants disagree, and 12 (6%) participants strongly disagree (Table 20) (Figure 20).

Table 20 - My attitude changes towards social issues by watching regional films					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.0	6.0	6.0
	Disagree	20	10.0	10.0	16.0
	Neutral	68	34.0	34.0	50.0
	Agree	65	32.5	32.5	82.5
	Strongly Agree	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

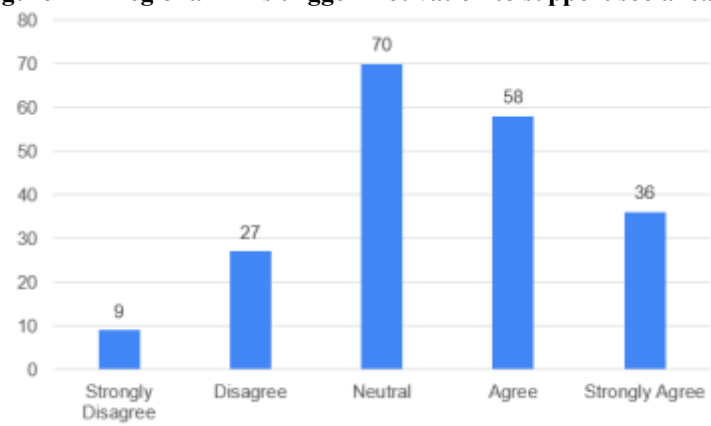
Figure 20 - My attitude changes towards social issues by watching regional films



There are 58 (29%) participants who agree and 36 (18%) participants strongly agree that regional films trigger motivation to support social causes, while 70 (35%) participants were neutral, 27 (14%) participants disagree, and 9 (4%) participants strongly disagree (Table 21) (Figure 21).

Table 21 - Regional films trigger motivation to support social causes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.5	4.5	4.5
	Disagree	27	13.5	13.5	18.0
	Neutral	70	35.0	35.0	53.0
	Agree	58	29.0	29.0	82.0
	Strongly Agree	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

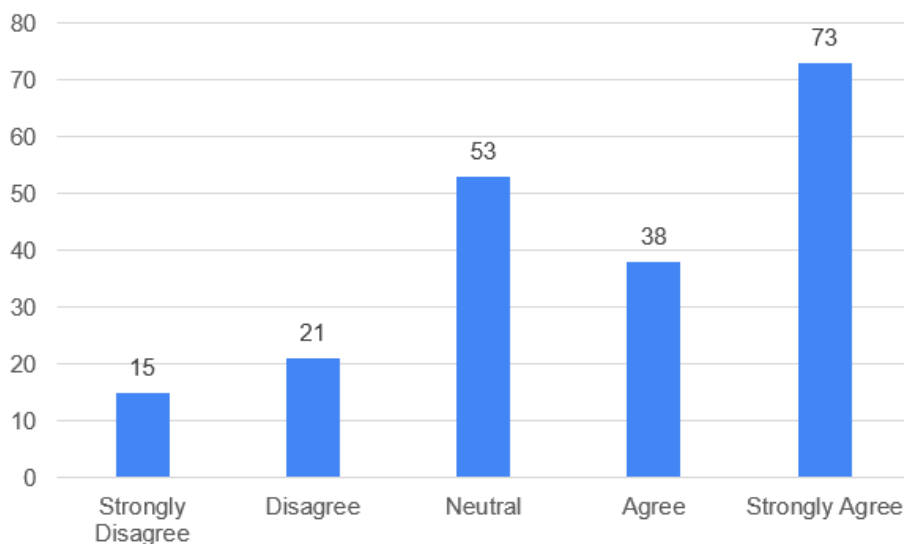
Figure 21 - Regional films trigger motivation to support social causes



There are 38 (19%) participants who agree and 73 (37%) participants strongly agree that social messaging can influence positive behavior in people, while 53 (26%) participants were neutral, 21 (10%) participants disagree, and 15 (8%) participants strongly disagree (Table 22) (Figure 22).

Table 22 - Social messaging can influence positive behavior in people					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7.5	7.5	7.5
	Disagree	21	10.5	10.5	18.0
	Neutral	53	26.5	26.5	44.5
	Agree	38	19.0	19.0	63.5
	Strongly Agree	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

Figure 22 - Social messaging can influence positive behavior in people



3.6. Hypotheses Testing

Before hypotheses testing, Cronbach's Alpha test was conducted using SPSS v25 software. The Alpha value of 0.955 indicates excellent internal consistency of responses, which means all the items in questionnaire are consistent and highly reliable to measure the variables of public awareness, perception, and social messaging. The scale is found robust for further tests as value is beyond the threshold of 0.70 (Table 23).

Table 23 - Reliability Statistics	
Cronbach's Alpha	N of Items
.955	18

H1 – There is a significant positive impact of social messages provided in regional films on public awareness
For testing H1, simple Linear Regression test was conducted. In model summary, strong relationship was observed between Public Awareness and Social Messaging ($R = 0.733$). There is around 53.7% of variance in public awareness, which shows significant explanatory power (Table 24).

Table 24 - Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.733 ^a	.537	.535	.74951
a. Predictors: (Constant), SM				

There is statistically significant regression model in ANOVA table ($p < 0.001$). It means social messaging predicts public awareness significantly and overall model is fit for the data (Table 25).

Table 25 – ANOVA Table for Public Awareness ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.932	1	128.932	229.511	.000 ^b
	Residual	111.230	198	.562		
	Total	240.162	199			
a. Dependent Variable: PA						
b. Predictors: (Constant), SM						

For social messaging, the coefficient value is statistically significant and positive ($B = 0.843$), which indicates that public awareness significantly increases when social message is given through regional cinema. There is also a strong positive effect of social messages provided through regional cinema ($\beta = 0.733$). Hence, this test supports H1, i.e., there is a significant positive impact of social messages provided in regional films on public awareness (Table 26).

Table 26 – Coefficients Table for social messaging ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.580	.199		2.914	.004
	SM	.843	.056	.733	15.150	.000

a. Dependent Variable: PA

H2 – There is a significant relationship between perceived social messages and public awareness

For testing H2, Pearson's Correlation test was conducted. The correlation coefficient (0.733) value suggests strong positive relationship between public awareness (PA) and social messaging (SM) ($p < 0.001$). It means there is a relationship between social messaging and increased PA level, which supports H2 (Table 27).

Table 27 – Correlations between PA and SM

		PA	SM
PA	Pearson Correlation	1	.733**
	Sig. (2-tailed)		.000
	N	200	200
SM	Pearson Correlation	.733**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

H3 – There is a significant influence of exposure to regional cinema on people's social attitudes

With group statistics, it is found that there is higher social attitude scores observed among participants with high exposure to regional cinema in comparison to people with low exposure ($M = 3.53$ vs $M = 3.12$). It shows visible difference across groups (Table 28).

Table 28 - Group Statistics					
	Exposure to cinematic content	N	Mean	Std. Deviation	Std. Error Mean
AB	High	161	3.5295	1.00793	.07944
	Low	39	3.1154	.82288	.13177

Similar variances can be assumed with "Levene's test for equality of variances ($p = 0.199$). There is a statistically significant difference observed among both groups with t-test findings ($p = 0.018$). With 0.414 of mean difference, it is observed that people having higher exposure to regional cinema have stronger social attitudes, which supports H3.

Table 29 - Independent Samples Test for Impact of Exposure on Social Attitudes

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
A B	Equal variances assumed	1.664	0.199	2.380	198	0.018	0.41412	0.17404	0.07092	0.75732
	Equal variances not assumed			2.692	68.492	0.009	0.41412	0.15386	0.10714	0.72110

Findings of the study are consistent that there is a strong association between social messaging and increased awareness and positive social attitudes, which strengthens efficiency of cinema for social awareness.

4. Discussion and Conclusion

4.1. Discussion

This study has investigated the role played by social messaging and its effect on public perception, awareness, and social behavior through regional cinema. This study strongly supports the argument that regional cinema influences social communication along with providing entertainment. With descriptive statistics, it is found that social messaging plays a vital role in shaping attitudes and public awareness about social issues with statistical tests like correlation, t-test, and regression.

Initially, Cronbach's Alpha value indicated alpha value of 0.955 with reliability analysis, which suggests external internal consistency across 18 questionnaire items. With high reliability value, high degree of accuracy and consistency was observed across variables like public awareness, social messaging, and audience perception. It reinforces findings' credibility and ensures robust evidence for statistical analysis. With descriptive findings, it is observed that a huge population of participants have perceived regional cinema positively as a robust medium to address social issues. According to majority of participants, major social issues are covered by regional films and they are presented realistically.

Regional cinema is more authentic to reflect local realities as compared to mainstream Bollywood. Participants have relatively agreed towards relevance and realism of social messaging. The theories are grounded towards real-life experiences. It is worth noting that a lot of participants have been neutral in various opinions. While social messaging is identified, its impact may rely heavily on personal interest, exposure, and engagement levels. It is found that regional cinema increases public knowledge of social issues. According to majority of participants, they understood social challenges with films and achieved new information.

Cinema complements traditional kinds of dissemination of knowledge as an informal tool of education. Films are capable to combine emotional engagement and storytelling to effectively show complex problems. It is highlighted with neutral responses that generation of awareness is not similar among everyone. There are several factors like prior knowledge, interest, and media literacy, which influence awareness. For testing H1, Regression test was conducted to strongly support the impact of social messaging on public awareness ($R = 0.733$), with 53.7% of variance in awareness of people by social messaging.

Social messaging significantly predicts the levels of awareness. F-value was statistically significant and regression coefficient was significant and positive ($B = 0.843$), which means rise in exposure results in improvement in public awareness. Overall, findings of the study support H1 significantly and highlighted the efficiency of regional cinema for social awareness. These findings are further supported by correlation analysis. These findings are further strengthened by findings of correlation test. There is a strong positive relation between public awareness and social messaging (with coefficient value of 0.733). It means people perceiving higher social messaging levels have higher awareness. This relationship was found statistically significant ($p < 0.001$). Previous studies have focused on media's role in shaping people's knowledge and perception on social issues. Hence, this study supports H2.

Investigating the perception of audience is another vital aspect. A vast population of participants have found social messages believable and relatable in regional films. Emotional storytelling plays a vital role in improving knowledge of social evils. It is aligned with media effects, which means message persuasion and retention are improved by emotional engagement. With emotional connection with narratives and characters, audiences adopt the given social message. It explains the effectiveness of films as compared to traditional campaigns to influence behavior.

In regional cinema, social messaging can influence both audience attitudes and awareness by analyzing their behavior. As per majority of participants, they are encouraged by films to discuss social causes, issues, and review their efforts. In this section, it is worth knowing that natural responses are high. While cinema can start thought processes, awareness can be translated into actual change in behavior, which has been complex due to several factors like social environment, personal beliefs, and accessibility of opportunities.

H3 was tested with independent samples t-test to provide added insights on exposures' roles. It is observed that high exposure leads to higher social attitudes than low exposure. The p-value was statistically significant (0.018) and mean diff. was 0.414 to confirm that exposure is very important to shape social attitudes. Finding of the study highlights reliable and repeated exposure to relevant content to influence perspectives of audience. It is observed that higher exposure to regional cinema leads to more positive attitudes.

As per the findings, regional cinema acts as efficient way for social communication. Along with increasing awareness, regional cinema also shapes attitudes and perceptions. There is a strong relationship between public awareness and social messaging. Films have emerged as a strong tool to address social issues in India, which is culturally diverse. Regional cinema is known for localized nature to improve efficiency, as it resonates well with people by showing their lived experiences, culture, and language.

There are certain limitations highlighted in this study to determine the effect of social messaging. There is also no universal influence of social messages on all viewers. There are factors like engagement, consumption patterns, and personal interest which influence the efficiency of social messaging. In addition, while there is a strong relationship established across variables, there is no causation.

4.2. Conclusion

It is concluded in this study that regional cinema is very vital to shape public attitudes and promote social awareness. There is robust empirical evidence provided by this study that social messaging has a significant positive effect on public awareness with regional films. Hypotheses have been validated by correlation, regression, and t-test, which suggested that social messaging plays a vital role in attitudes and awareness. This study is especially focused on regional cinema, which has been neglected in research. This study highlights the efficiency of regional films to address social issues and fills vital research gap on identifying gap as a strong mode of communication. Because of authenticity and cultural relevance, regional films are capable to influence perceptions and relate with audiences.

Efficiency of social messaging can be observed with audience perception. With emotional engagement and relatability, social messages influence audience attitudes and behavior. Filmmakers have to focus on storytelling which boosts realism and emotional connection. Social attitudes are significantly influenced by regional cinema. People show positive reactions when they are exposed to social issues. Increasing awareness and engagement can improve sensitivity with regional films. Apart from contributions, there are also some limitations of this study. Generalizability of findings is limited due to small sample size. This study is strongly focused on audience attitudes and awareness without determining behavioral changes in the long run. Future studies can overcome these issues with more diverse and larger sample size and longitudinal research to build causal relationships. Regional cinema has been an influential and robust way to bring social change. It can inform, educate, and inspire audience to contribute and develop socially responsive and aware society. This potential can be used by filmmakers, educators and policymakers by encouraging public awareness with socially relevant media.

4.3. Future Scope

This study provides valuable insights to the role played by social messaging and its effect on public awareness. Understanding can significantly be improved in this domain with depth and scope of similar studies. More diverse and larger samples around various regions limit generalizability of findings. More comprehensive knowledge can be provided by having participants from various socio-economic, cultural backgrounds about the impact of regional cinema around different groups of audience. Future studies may also compare audience across Marathi, Tamil, Telugu, Malayalam, and Bengali to reveal changes in efficiency of social messaging.

Longitudinal research designs are much needed to determine the effects in the long term. This study covers responses at one point, which affects the ability to determine long-term impact. Future research may focus on changes in behavior, attitudes, and awareness over time to find out whether there is a long-term or temporary impact of social messaging. Future studies must explore behavioral change and go beyond awareness. This study has observed relationship between social awareness and messaging but it lacks in real-life actions, which should be covered in future studies.

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