The Impact of Film Teasers on Audience Decision Making - A Study on the Film Master (2021)

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Abstract

Film teasers have become one of the most influential promotional tools in the film industry. In a short span of time, they create curiosity, shape expectations, and influence whether audiences choose to watch a film in theatres. In Tamil cinema, where star power, fan culture, and social media shape release strategies, teasers play an especially important role. This study examines the impact of film teasers on audience decision-making, using the Tamil film Master (2021) as a case.

The study follows a quantitative research design. Primary data were collected through a structured questionnaire from 100 respondents, comprising students, general audience members, and theatre owners. The questionnaire measured exposure to the teaser, emotional and cognitive responses, perceived quality of the content, and intention to watch the film in theatres. The data were analysed using descriptive and inferential statistical techniques to identify relationships between teaser exposure and viewing decisions.

The study is grounded in established communication and consumer behaviour frameworks, which explain how promotional content influences attitudes, interest, and purchase intention. The findings are expected to show that teaser elements such as star presence, background music, visual appeal, dialogue, and action sequences significantly affect audience curiosity and the decision to watch. The study also considers how opinions differ across audience groups, including the perspective of theatre owners on the teaser's effect on box-office expectations.

The research contributes to the understanding of film marketing and audience behaviour in regional cinema. It offers practical insights for filmmakers, producers, distributors, and marketers who design promotional strategies.

Keywords: film teaser, audience decision-making, film promotion, Tamil cinema, Master (2021), viewing intention

Introduction

Film is an important art form that reflects people's feelings, thoughts and life experiences. Films create an intimate connection with the audience through visuals, music, sound, acting and technology. In today's film world, the success of a film does not depend only on its story and acting. How the film is introduced to the public before its release is also important. Movie advertisements play an important role in creating interest about the movie and attracting the attention of the audience. As such, a movie's teaser is an important advertising tool that creates anticipation among the audience. A teaser is a video that briefly introduces important scenes, dialogues, music and characters of a movie without revealing the entire story. It creates curiosity about the movie and makes the audience eager to know what happens next.

In today's digital world, the way movie teasers reach people has changed a lot. A teaser can reach a large audience within minutes of its release through social media sites like YouTube, Instagram, Facebook and X. Fans watch the teasers and share them to express their opinions and expectations. Especially, when the movie teasers of their favorite actors are

released, there is a lot of discussion and excitement among the fans. Such e-commerce activities increase the attention on a movie. However, the teaser is not the only factor in deciding whether to watch a movie. Actors' popularity, director's previous movies, genre of the movie, reviews and friends' comments also influence the audience's decision.

Film teasers use various visual and auditory elements to create a particular impression of a film in the minds of viewers. Cinematography, lighting, color choices, editing, background music, sound design, dialogue delivery, and the introduction of characters all influence how audiences perceive the film. The selection and sequencing of scenes suggest the film's genre, mood, tone, and the conflicts that may feature in the story. Likewise, powerful dialogues, emotional music, striking visuals, and skillful editing create excitement and emotional engagement among viewers. By revealing only limited information, teasers lead viewers to interpret the scenes on their own and form expectations about the film. Therefore, a film teaser is not merely an advertisement; it is a visual communication medium that shapes audience perceptions even before they watch the full film.

The audience decision-making process involves becoming interested in a film, evaluating its appeal, and deciding whether or not to watch it. After watching a teaser, viewers may form opinions about the film's story, characters, technical quality, and entertainment value. These initial impressions may influence their willingness to watch the film in theatres or on online streaming platforms. However, a teaser does not have the same effect on all viewers. The popularity of the actors, fan loyalty, personal interests, social influence, and expectations of the director also play important roles in the decision to watch a film. Therefore, examining the relationship between film teasers and audience decision-making helps in understanding the impact of film promotions.

This study focuses on the Tamil film Master (2021), written and directed by Lokesh Kanagaraj and starring Vijay and Vijay Sethupathi. The film's official teaser was released on 14 November 2020 through Sun TV's official YouTube channel. The teaser attracted considerable attention among Tamil cinema fans, especially Vijay's fans. Vijay's screen persona, Vijay Sethupathi's appearance in a negative role, Anirudh Ravichander's music, and the teaser's visual composition all contributed to its promotional appeal. Without revealing the entire story, the teaser featured selected scenes designed to build expectations about the characters, conflicts, fight sequences, and the overall experience of the film.

The Master teaser is a suitable subject for examining the relationship between promotional content and audience expectations. Its impact can be studied through aspects such as the presentation of the lead actors, background music, dialogues, editing pace, action sequences, and Vijay's star appeal. Some viewers may have been drawn in by their fan attachment to Vijay. Others may have been attracted by Lokesh Kanagaraj's direction, Vijay Sethupathi's character, or the technical and aesthetic aspects of the teaser. By examining such factors, it is possible to identify the elements that most influence audience interest and the decision to watch the film.

Digital platforms have also made audience engagement important in film promotion. The number of views, likes, comments, shares, fan-made videos, and online discussions increase the reach of a teaser and build anticipation for the film. However, high online engagement alone is not conclusive evidence that all viewers wish to watch the film. Some people may watch a teaser or take part in discussions out of curiosity but remain undecided about watching the film. Therefore, to understand how teaser engagement affects viewers' willingness to watch a film, it is necessary to examine their opinions and responses directly.

This study, titled "The Impact of Film Teasers on Audience Decision-Making: A Study Based on the Film Master (2021)", aims to examine how a film teaser influences audience interest, expectations, and decisions to watch a film. In particular, it focuses on how aspects such as cinematography, music, editing, dialogues, action sequences, actors' star appeal, and online engagement affect audience perceptions. It also seeks to find out whether the teaser of Master motivated viewers to watch the film, and which elements most strongly influenced their interest and expectations.

This study explores how Master (2021) uses film teasers as visual communication and promotional tools to build audience expectations and influence viewing decisions. Its findings may help filmmakers and promotional professionals create effective teasers that attract audiences in Tamil cinema

Review Of Literature

The review of literature examines previous studies on how film teasers, trailers, visual storytelling, and digital promotions influence audience interest and movie-watching decisions. These studies provide a foundation for understanding how promotional content attracts attention, shapes expectations, and encourages audiences to watch films. They also help identify the research gap addressed by the present study, which focuses on the teaser of Master (2021).

Pravitha Vijaykumar and Dr. Mamata Bhandar (2024), in their study "Exploring the Effectiveness of Marketing Strategies Leveraged by Visual Storytelling and Emotions in Indian Films," examined how visual storytelling and emotional appeal are used in Indian film marketing. Their study analysed promotional materials and audience reactions related to 3 Idiots and Baahubali 2. The findings indicated that narratives, characters, visuals, audio, and metaphors can create audience interest and emotional engagement. Such engagement may encourage audiences to watch and promote films. This research is relevant to the present study because the Master teaser also uses visual and audio elements to attract viewers and build interest.

Ade Devia Pradipta (2025), in "The Influence of Barbie Movie Trailer Exposure on Teenagers' Decision to Watch the Film in Cinemas," conducted a quantitative explanatory survey involving 160 respondents in Bali. The study found that exposure to the Barbie trailer influenced respondents' decisions to watch the film, particularly by attracting audience attention. The findings indicate that trailers can play an important role in creating awareness and encouraging viewing intentions before a film's release. Although the study examined a different film, it supports the need to investigate whether the Master teaser similarly influences audience interest and decision-making.

Mohana Balakrishnan and colleagues (2025), in "Social Media's Role in Tamil Film Promotion: A Case Study of Twitter," explored the role of Twitter in promoting Tamil films. The study used a mixed-method approach, combining a survey of 30 Twitter users with content analysis of Mersal and Darbar. The findings suggested that Twitter could increase film awareness, influence viewing decisions, and encourage recommendations. Trailers were identified as an effective promotional tool by respondents. This study is particularly relevant because it considers Tamil cinema and demonstrates the importance of promotional content on digital platforms. However, the present study focuses specifically on the Master teaser rather than Twitter promotion in general.

K. S. Sakthi Priya and Dr. K. Karpaga Sundaram (2025), in "Innovative Marketing in the Tamil Film Industry: Strategies, Audiences and Evolving Media Practices," examined marketing strategies and audience responses in the Tamil film industry. Their quantitative online survey included 100 respondents, mainly students, young professionals, and film-goers. The findings indicated that digital marketing influences film-watching decisions and that teasers and trailers affected the decisions of some respondents. This research supports the importance of studying digital promotional methods in Tamil cinema. The Master teaser provides a specific example for examining how promotional techniques may influence audience expectations and viewing decisions.

David Jerrick (2025), in "The Effectiveness of Film Trailers: Evidence from the College Student Market," investigated how trailers influence college students. The study used a quantitative survey of 154 college students and a 21-question online questionnaire, alongside secondary data. Most respondents considered trailers effective marketing tools. Plot was reported as a strong influence on viewing decisions, while action and comedy trailers were also found to be successful. These findings suggest that the content and presentation of a trailer can shape audience interest before viewing. In the context of Master, this supports examining the contribution of action sequences, dialogues, music, editing, and the lead actor's image to audience decisions.

Matthew De Villiers (2012), in "The Effects of Film Trailers on Shaping Consumer Expectations in the Entertainment Industry," explored how film trailers shape audience expectations. The qualitative study involved semi-structured interviews with 12 commerce students who watched eight trailers across four genres. The findings suggested that actors strongly influenced expectations of film quality, while genre influenced expectations about content. Music, style, plot, and dialogue also shaped expectations. The study further suggested that trailers should generate interest without revealing too much about the film. These findings are relevant to Master because Vijay's star image, together with the teaser's music, visuals, dialogue, and action, may influence what audiences expect from the film.

Overall, the reviewed studies indicate that visual storytelling, trailers, social media, digital marketing, plot, music, dialogue, genre, and actors can influence audience awareness, interest, expectations, and viewing decisions. However, the studies discussed above largely examine trailers or film marketing across different films and platforms. A focused study of how the Master (2021) teaser influences audience interest, expectations, and decisions to watch the film can therefore add a specific Tamil-cinema perspective. The present research addresses this area by examining the teaser's promotional elements and their relationship with audience decision-making.

Significance of the Study

This study is significant because it helps explain how film teasers function as promotional tools in the Tamil film industry. It examines how visuals, background music, editing, dialogues, action sequences, and Vijay's star image attract audience attention and shape expectations about a film.

Academically, the study adds to the limited research on teasers, as existing studies mostly focus on trailers or on digital promotion in general. By focusing on a single film, Master (2021), it offers context-specific evidence from Tamil cinema and tests individual teaser elements against audience decision-making, rather than treating the teaser as a single unit. Using the AIDA model, the Elaboration Likelihood Model, and Uses and Gratifications Theory, it also links promotional content to audience interest, expectation, and action.

The study may also help filmmakers, marketing professionals, and film producers understand which teaser elements are most effective in creating audience interest and encouraging theatrical viewing decisions. These insights can guide the design of teasers that build curiosity without revealing too much of the story, which is especially relevant for star-driven films released in theatres. Producers and distributors can use such evidence to plan teaser releases, decide how much emphasis to give music, action, or star appeal, and make better use of promotional budgets. Finally, the study contributes to understanding the role of teaser-based promotion in contemporary Tamil cinema and provides a base for future research comparing teasers, trailers, and posters, or extending this analysis to other films, regional languages, and different audience groups.

Research Objectives

RO1 : To identify the teaser elements that influenced audiences' decision to watch the film.

RO2 : To study how the teaser creates audience expectations.

RO3 : To analyse the influence of the Master teaser on audience interest and expectations.

Research Questions

RQ1 : How does the Master teaser create expectations among the audience?

RQ2 : Which elements of the Master teaser influence the audience's decision to watch the film?

RQ3 : How does the Master teaser influence audience interest and expectations towards the film?

Theoretical Frameworks

AIDA Model

The AIDA Model is a marketing and communication theory that explains how promotional content influences audience behaviour through four stages: Attention, Interest, Desire, and Action. This model can be applied to the study of the Master (2021) film teaser to understand how it influences audience decision-making.

Attention: The teaser captures audience attention through Vijay's screen presence, powerful visuals, background music, action sequences, and dialogues.

Interest: After attracting attention, the teaser develops audience interest by presenting selected scenes, introducing the film's mood, and creating curiosity about the storyline and characters.

Desire: The teaser may create a desire among viewers to experience the film, particularly through Vijay's star image, engaging presentation, music, and action elements. These aspects can increase audience expectations and excitement before the film's release.

Action: The final stage refers to the audience's decision to watch the film in theatres. If the teaser successfully attracts attention, builds interest, and creates desire, viewers may be more likely to choose to watch the film.

In this research, the AIDA Model helps explain how the Master teaser works as a promotional tool. It provides a framework for studying the relationship between teaser elements, audience interest, expectations, and the decision to watch the film.

Research Design

This study uses a quantitative approach with a descriptive survey design. The aim is to measure, in numerical terms, how the Master (2021) teaser influences audience interest, expectations, and the decision to watch the film. A quantitative design suits the study because it shows how strongly respondents rate each teaser element and allows the relationships between variables to be tested. A survey is appropriate because the study is concerned with perceptions and opinions, which are best collected directly from the people concerned.

The study is cross-sectional, since data were collected at a single point in time. It is also single-case in focus, examining one teaser from one film. This allows a detailed look at how particular teaser elements work in Tamil cinema, though it limits how far the findings can be generalised to other films.

Data Collection

Primary data were collected through a structured questionnaire. Respondents who had not seen the Master teaser were asked to watch it before answering. The questionnaire had four sections:

Demographic profile: age, gender, category of respondent (student, general audience, or theatre owner), and frequency of watching Tamil films in theatres.

Teaser elements: statements on the influence of visuals, background music, editing, dialogues, action sequences, and Vijay's star image.

Interest and expectations: statements on the attention and curiosity the teaser created, and the expectations it set about the story, performances, and overall quality of the film.

Decision to watch: statements on willingness to watch the film in theatres after viewing the teaser. Theatre owners were also asked about Master's contribution to the revival of Tamil cinema and the theatrical business.

Statements in sections 2 to 4 were rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Secondary data, including earlier studies on film trailers and promotion, were used for the review of literature and the theoretical framework.

Sample

The population for this study is people who have watched the Master teaser and are connected with Tamil cinema as viewers or as exhibitors. The sample consisted of 100 respondents from three groups: students, general audience members, and theatre owners.

Respondents were selected through purposive sampling, because only people familiar with the teaser could comment meaningfully on its influence.

Including three groups allows the study to compare how young viewers, ordinary film-goers, and theatre owners respond to the teaser. Students and the general audience show how the teaser shapes interest, expectations, and viewing decisions. Theatre owners add an industry view of the film's effect on theatre business.

A sample of 100 is adequate for descriptive analysis and basic correlation, but it does not support strong statistical generalisation to the wider Tamil film audience. This is acknowledged as a limitation of the study.

Analytical Parameters

The study analyses the following variables:

Independent variables (teaser elements): visuals, background music, editing, dialogues, action sequences, and Vijay's star image, each measured by how strongly respondents say it attracted their attention or shaped their view of the film.

Audience interest: the attention, curiosity, and excitement generated by the teaser.

Audience expectations: what respondents expect from the film in terms of story, performances, genre, and overall quality, based on the teaser.

Dependent variable (decision to watch): willingness to watch the film in theatres after viewing the teaser.

Respondent category: student, general audience, or theatre owner, used to compare responses across groups.

The conceptual flow follows the AIDA model and the Elaboration Likelihood Model described in the theoretical framework: teaser elements shape interest and expectations, and these in turn influence the decision to watch.

Data Analysis Method

The responses were coded and entered into a spreadsheet for analysis. The following methods were used:

Descriptive statistics: frequencies and percentages to describe the respondents' profile and their responses to each statement.
Mean scores: to rank the teaser elements by influence, with higher means showing stronger influence, and to compare the three respondent groups.

Analysis :

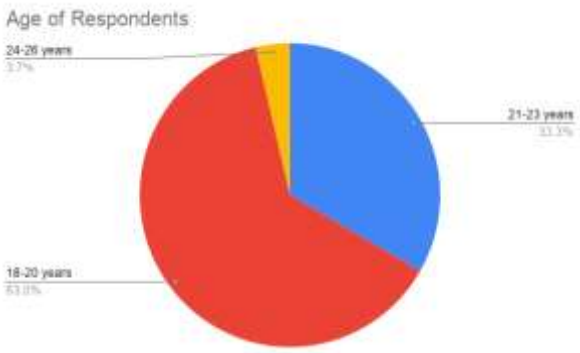


Figure 1. Age of Respondents

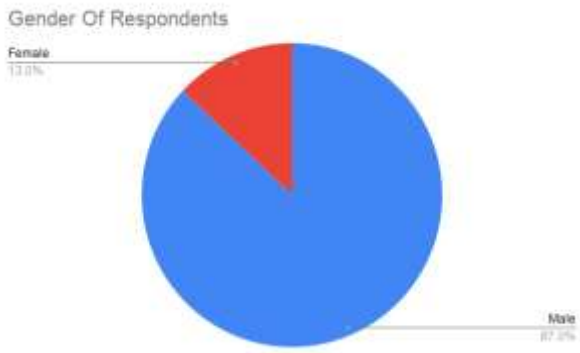


Figure 2. Gender of Respondents

The age distribution shows that the sample is dominated by young viewers. Most respondents (63.0%) are aged 18-20, followed by 33.3% aged 21-23, and only 3.7% aged 24-26. Since 96.3% are under 24, the findings mainly reflect how teasers influence late-teen and early-twenties audiences, who are also the most active on digital platforms like YouTube and Instagram. The small share of older respondents limits generalisation to older audiences.
The sample is heavily male, with 87.0% male respondents against 13.0% female. This imbalance means the opinions on the teaser, the protagonist, and the star's screen presence mainly represent male viewers. Female audience responses are too few to support a comparison between genders, so gender-based conclusions should not be drawn from this data.

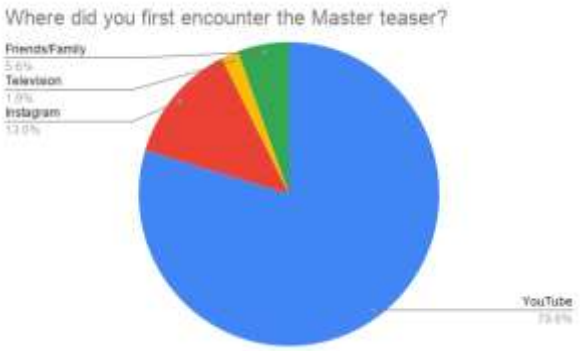


Figure 3. Film Encounter

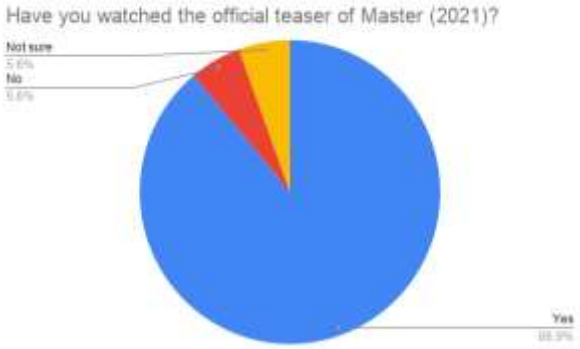


Figure 4. Official Teaser Watched

The majority of respondents (88.9%) had watched the official teaser of Master, while 5.6% had not and another 5.6% were unsure. This shows that the teaser reached almost the entire sample, which makes the respondents' opinions on its content and influence reliable.
YouTube was the main source through which respondents first encountered the teaser (79.6%), followed by Instagram (13.0%), friends or family (5.6%), and television (1.9%). Digital platforms together account for 92.6% of first encounters, which shows that online platforms are now the primary channel for film teaser promotion, far ahead of traditional media such as television.

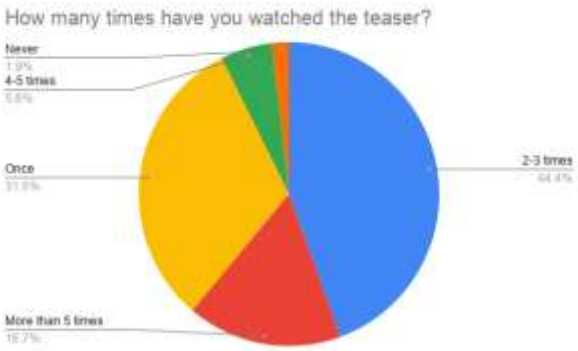


Figure 5. Times Teaser is Watched

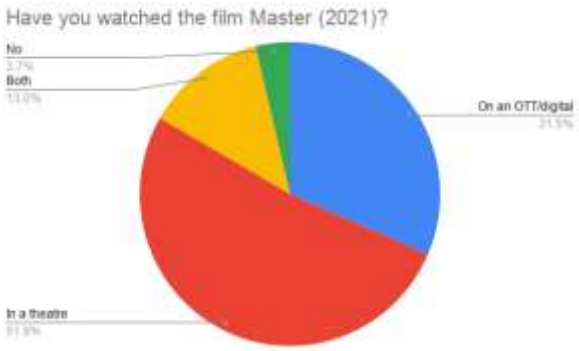


Figure 6. Film Watched

Most respondents watched the teaser more than once. 44.4% watched it 2-3 times, 16.7% more than 5 times, and 5.6% 4-5 times, while 31.5% watched it once and 1.9% never watched it. In total, 66.7% watched the teaser repeatedly, which shows that it held viewers' interest enough to be rewatched.

Almost all respondents (96.3%) watched the film, while only 3.7% did not. Theatre viewing was the most common mode (51.9%), followed by OTT/digital platforms (31.5%) and both (13.0%). This shows that the teaser's interest translated into actual viewing for nearly the whole sample, and that the theatre remained the preferred way to watch.

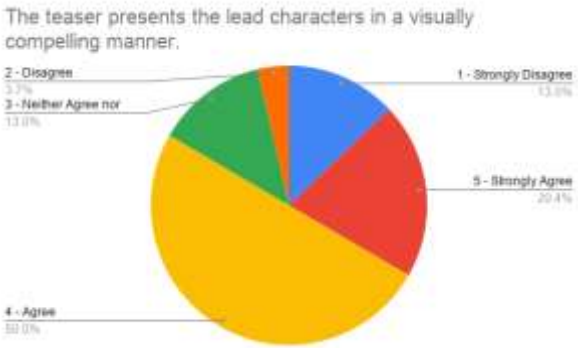


Figure 7. Lead Character

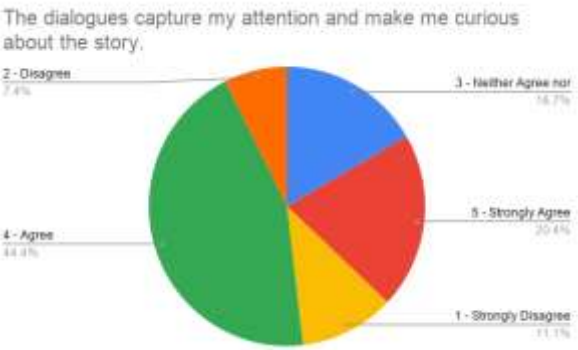


Figure 8. Capture Attention

A majority (70.4%) agreed that the teaser presents the lead characters in a visually compelling manner (50.0% agree, 20.4% strongly agree). 13.0% were neutral and 16.7% disagreed. This indicates that the visual introduction of the characters was effective for most viewers.

A majority (64.8%) agreed that the dialogues capture their attention and make them curious about the story (44.4% agree, 20.4% strongly agree). 16.7% were neutral, while 18.5% disagreed (7.4% disagree, 11.1% strongly disagree). This shows that the dialogues were effective in building curiosity for most viewers, though they had a slightly weaker impact than the visual presentation of the characters.

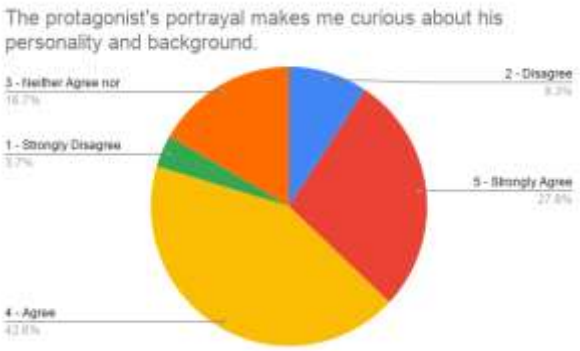


Figure 9. Protagonist Portrayal

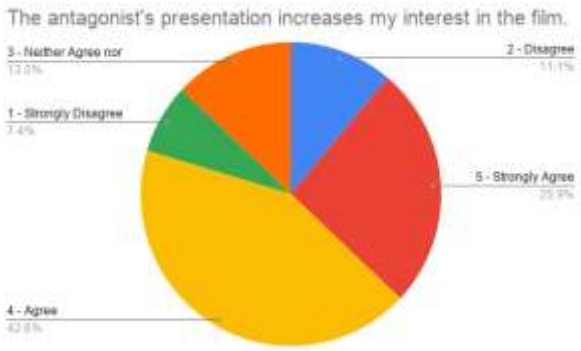


Figure 10. Antagonist Presentation

70.4% agreed that the protagonist's portrayal made them curious about his personality and background (42.6% agree, 27.8% strongly agree), while 16.7% were neutral and 13.0% disagreed. The portrayal of the protagonist therefore created strong curiosity about the character.

68.5% agreed that the antagonist's presentation increased their interest in the film (42.6% agree, 25.9% strongly agree). 13.0% were neutral and 18.5% disagreed. The antagonist's presence was thus also an important factor in building interest, though slightly less than the protagonist's.

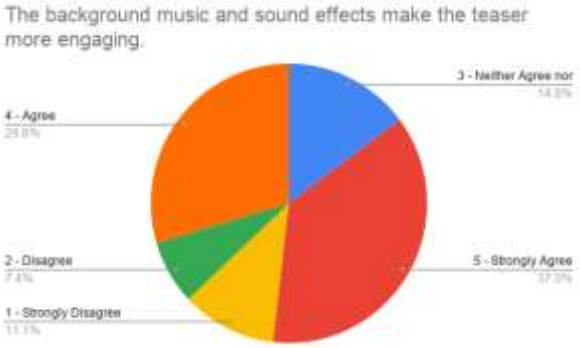


Figure 11. Music's Effect

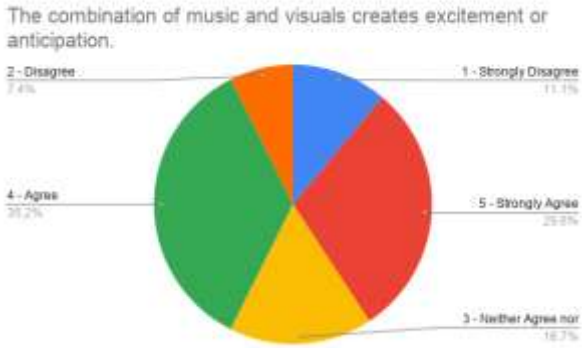


Figure 12. Excitement & Anticipation

A majority (66.6%) agreed that the background music and sound effects make the teaser more engaging (37.0% strongly agree, 29.6% agree). 14.8% were neutral, while 18.5% disagreed (7.4% disagree, 11.1% strongly disagree). Strongly agree was the single largest response, which shows that the audio treatment had a strong impact on how engaging viewers found the teaser.

A majority (64.8%) agreed that the combination of music and visuals creates excitement or anticipation, while 16.7% were neutral and 18.5% disagreed. This shows that the blend of sound and imagery worked well for most viewers in building anticipation for the film.

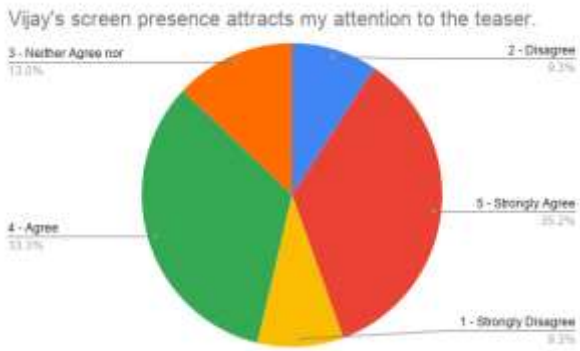


Figure 13. Vijay's Screen Presence

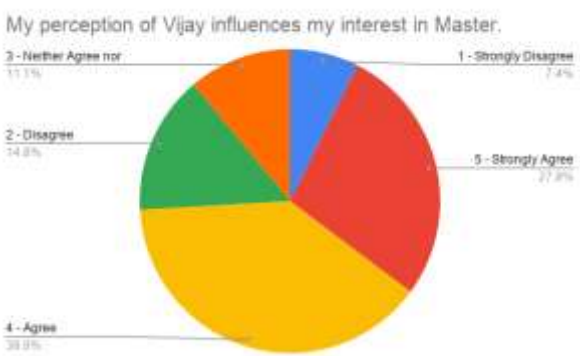


Figure 14. Vijay's Influence

A majority (68.5%) agreed that Vijay's screen presence attracts their attention to the teaser (35.2% strongly agree, 33.3% agree). 13.0% were neutral, while 18.6% disagreed. This shows that the lead actor's presence was a strong attention-grabber for most viewers.

66.7% agreed that their perception of Vijay influences their interest in Master (38.9% agree, 27.8% strongly agree), while 11.1% were neutral and 22.2% disagreed. This shows that the star's image shaped interest in the film for about two-thirds of respondents, although this influence was slightly weaker than the attention his screen presence drew in the teaser.

68.5% agreed that the visuals, lighting, and cinematography make the teaser appealing (40.7% agree, 27.8% strongly agree). 16.7% were neutral and 14.9% disagreed. This indicates that the technical quality of the teaser was appreciated by most viewers, and it had the lowest disagreement among these four statements.

59.3% agreed that close-ups, slow motion, and action shots make the characters more impactful (35.2% agree, 24.1% strongly agree). 24.1% were neutral and 16.7% disagreed. This was the lowest agreement among all statements, with a high neutral share, which suggests that these techniques added impact but were less decisive than star appeal and overall visual quality.

Figure 15. Cinematic Appeal

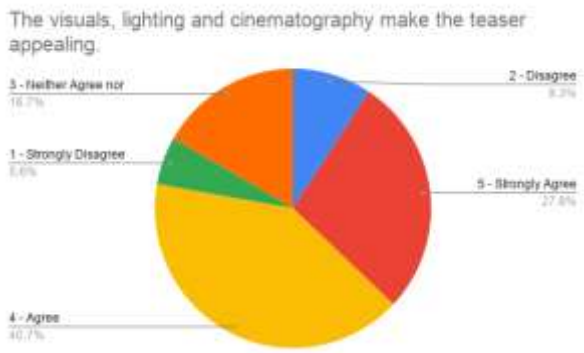


Figure 16. Camera Appeal

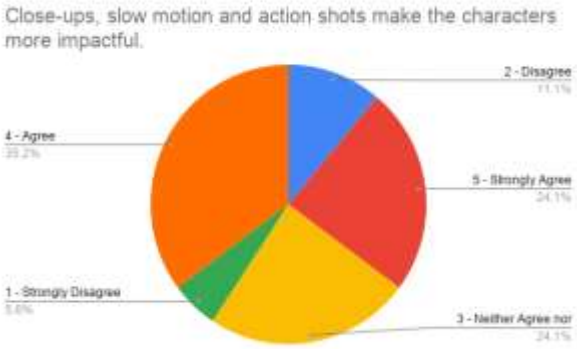


Figure 17. Editing Technique

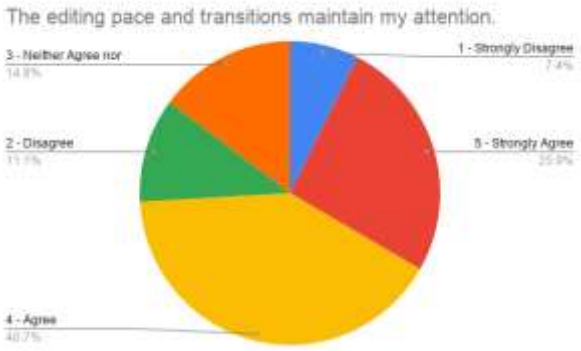
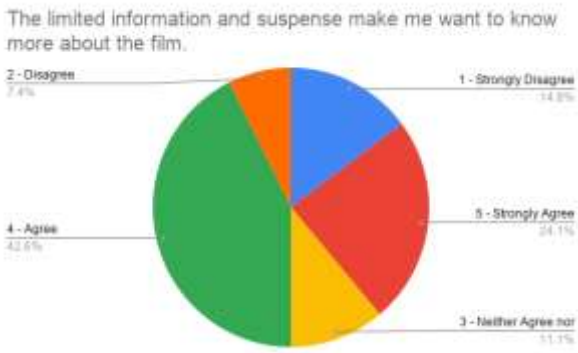
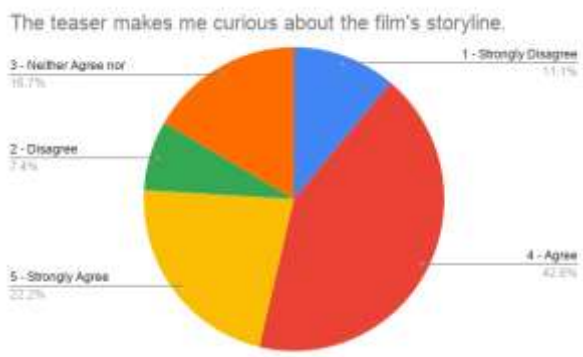


Figure 18. Suspense Maker



A majority (66.6%) agreed that the editing pace and transitions maintain their attention, while 14.8% were neutral and 18.5% disagreed. This shows that the teaser's editing kept most viewers engaged throughout.

A majority (66.7%) agreed that the limited information and suspense make them want to know more about the film, while 11.1% were neutral and 22.2% disagreed. This shows that withholding story details was an effective way to create curiosity for about two-thirds of respondents.



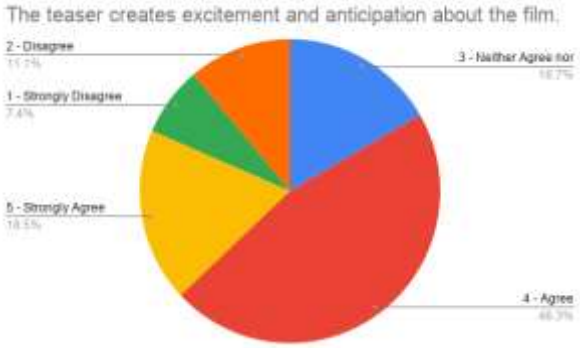
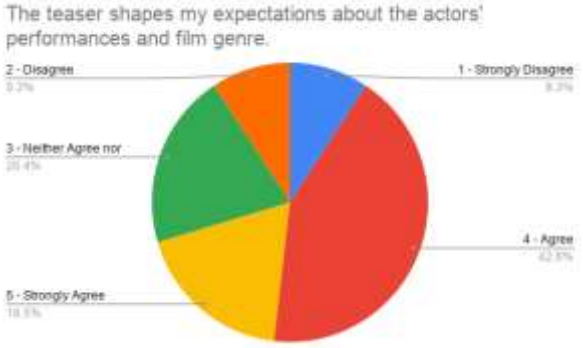


Figure 19. Teaser Curiosity *Figure 20. Excitement*

A majority (64.8%) agreed that the teaser makes them curious about the film's storyline, while 16.7% were neutral and 18.5% disagreed. This shows that the teaser aroused interest in the story for most viewers.
A majority (64.8%) agreed that the teaser creates excitement and anticipation about the film, while 16.7% were neutral and 18.5% disagreed. This shows that the teaser was effective in building anticipation, which is consistent with nearly all respondents going on to watch the film.



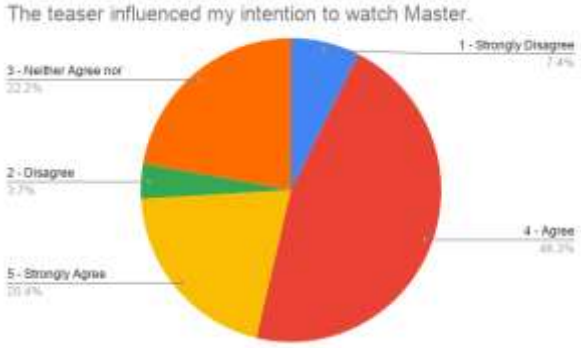
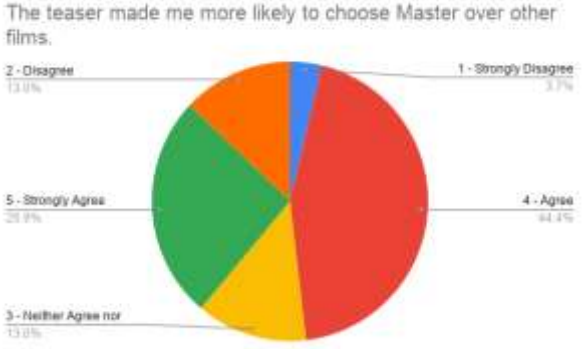
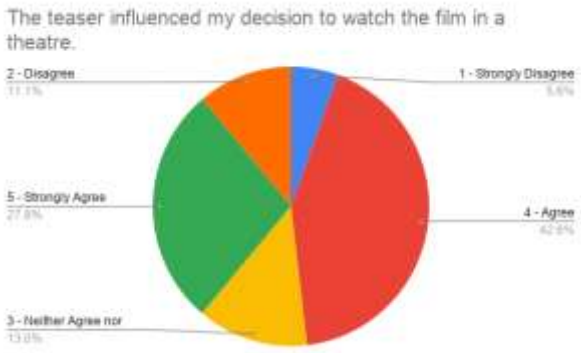


Figure 21. Expectation Creation *Figure 22. Influence Intention*

61.1% agreed that the teaser shapes their expectations about the actors' performances and the film genre (42.6% agree, 18.5% strongly agree), while 20.4% were neutral and 18.6% disagreed. This was the lowest agreement among these four statements.
66.7% agreed that the teaser influenced their intention to watch Master (46.3% agree, 20.4% strongly agree), while 22.2% were neutral and only 11.1% disagreed. This is the lowest disagreement among these four statements.
Figure 23. Decision to Watch Movie *Figure 24. Influence of Teaser*





70.3% agreed that the teaser made them more likely to choose Master over other films (44.4% agree, 25.9% strongly agree), while 13.0% were neutral and 16.7% disagreed. This shows that the teaser gave the film a competitive edge in audience choice.

70.4% agreed that the teaser influenced their decision to watch the film in a theatre (42.6% agree, 27.8% strongly agree), while 13.0% were neutral and 16.7% disagreed. This was the strongest agreement among these statements, which is consistent with theatre being the most common viewing mode (51.9%).

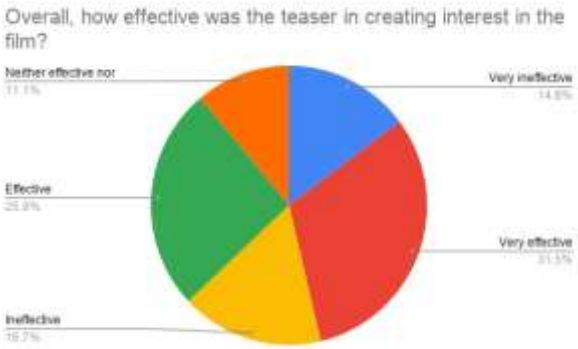


Figure 25. Effect

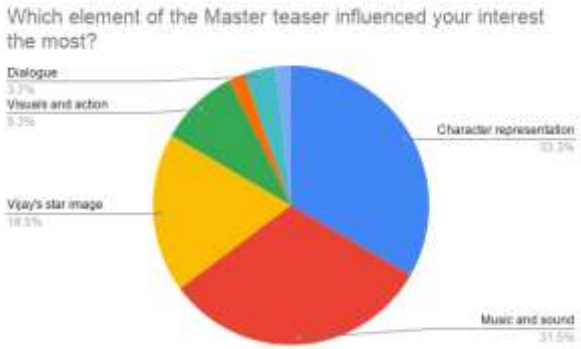


Figure 26. Teaser Element

57.4% rated the teaser as effective in creating interest in the film (31.5% very effective, 25.9% effective), while 11.1% were neutral and 31.5% rated it ineffective (16.7% ineffective, 14.8% very ineffective). Most respondents found the teaser effective, but this was the lowest agreement and highest disagreement of all the questions, so a sizeable minority was not impressed.

66.6% agreed that the teaser played an important role in their overall decision to watch Master (37.0% agree, 29.6% strongly agree), while 13.0% were neutral and 20.4% disagreed. This shows that the teaser was a significant factor in the decision for about two-thirds of respondents.

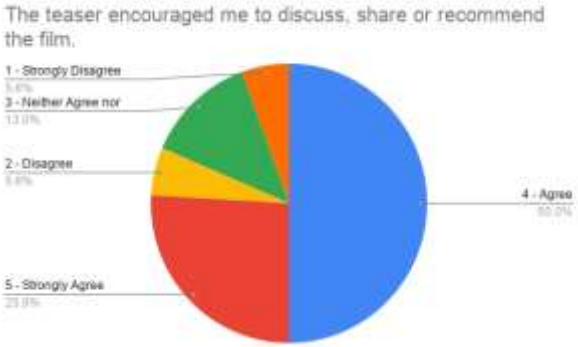


Figure 27. Ecourangement

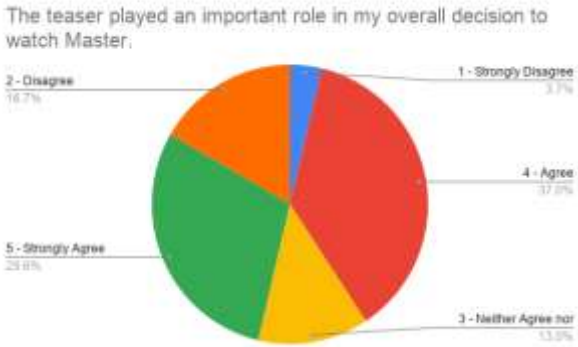


Figure 28. Role and Impact

A large majority (75.9%) agreed that the teaser encouraged them to discuss, share, or recommend the film (50.0% agree, 25.9% strongly agree), while 13.0% were neutral and 11.2% disagreed. This was the highest agreement in the whole questionnaire, which shows the teaser also generated word of mouth.

66.6% agreed that the teaser played an important role in their overall decision to watch Master (37.0% agree, 29.6% strongly agree), while 13.0% were neutral and 20.4% disagreed. This shows that the teaser was a significant factor in the decision for about two-thirds of respondents.

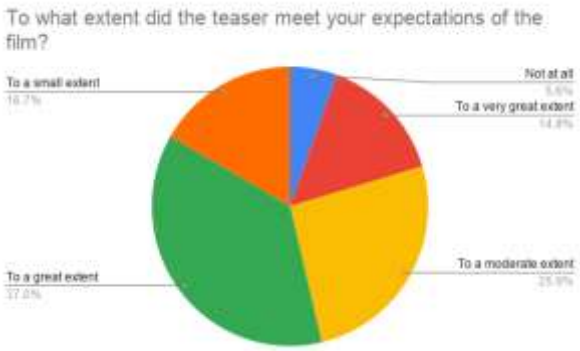


Figure 29. Extend of Expectation

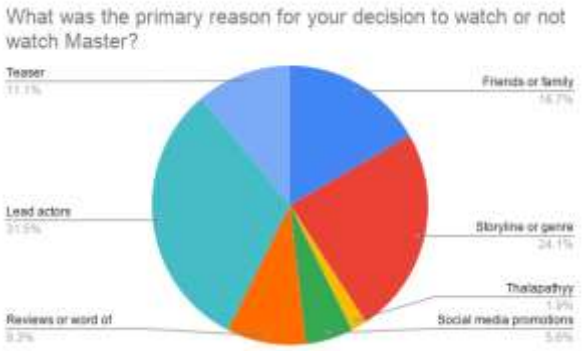


Figure 30. Primary Reason

51.8% said the teaser met their expectations of the film to a great extent (37.0%) or a very great extent (14.8%), while 25.9% said to a moderate extent. Only 22.3% said it met expectations to a small extent (16.7%) or not at all (5.6%). In total, 77.7% found their expectations met at least moderately, which shows the teaser gave a reasonably accurate picture of the film.

(31.5%), followed by storyline or genre (24.1%) and friends or family (16.7%). The teaser itself was the primary reason for 11.1%, followed by reviews or word of mouth (9.3%), social media promotions (5.6%), and "Thalapathyy" (1.9%). This shows that the teaser influenced decisions but was rarely the single deciding factor, since star power and story mattered more. It probably worked mainly by presenting the actors and the story attractively. Teaser Meeting Expectations

Findings Based on Research Objectives

RO1: To identify the teaser elements that influenced audiences' decision to watch the film Character representation (33.3%) and music and sound (31.5%) influenced interest the most, followed by Vijay's star image (18.5%), visuals and action (9.3%), and dialogue (3.7%). Agreement with individual elements was highest for the presentation of the lead characters (70.4%) and the protagonist's portrayal (70.4%). It was followed by the antagonist's presentation, Vijay's screen presence, and the cinematography (68.5% each), then suspense (66.7%), music and sound effects (66.6%), and editing (66.6%). Dialogues and the combination of music and visuals each received 64.8%, and close-ups, slow motion, and action shots received the lowest agreement (59.3%). 66.6% said the teaser played an important role in their overall decision to watch, but the teaser was the primary reason for only 11.1%. Lead actors (31.5%) and storyline or genre (24.1%) were more common primary reasons. Finding: Character presentation, music and sound, and star appeal were the main elements influencing the decision to watch. The teaser worked alongside star power and story rather than alone.

RO2: To study how the teaser creates audience expectations 64.8% said the teaser made them curious about the storyline. 64.8% said it created excitement and anticipation. 66.7% said the limited information and suspense made them want to know more. 61.1% said it shaped their expectations about the actors' performances and film genre. 77.7% said the teaser met their expectations at least moderately, and 51.8% said it did so to a great or very great extent. Finding: The teaser created expectations mainly through suspense, character introduction, and the combination of music and visuals, and it gave a reasonably accurate picture of the film.

RO3: To analyse the influence of the Master teaser on audience interest and expectations 57.4% rated the teaser as effective in creating interest, while 31.5% rated it ineffective. 66.7% said it influenced their intention to watch the film. 70.3% said it made them more likely to choose Master over other films. 70.4% said it influenced their decision to watch in a theatre. 75.9% said it encouraged them to discuss, share, or recommend the film. 66.7% watched the teaser more than once, and 96.3% went on to watch the film. Finding: The teaser raised interest and shaped viewing intention for about two-thirds or more of respondents, and it generated word of mouth. Overall effectiveness was the lowest-rated item, so a sizeable minority was not impressed.

Findings Based on Research Questions:

RQ1: How does the Master teaser create expectations among the audience? The teaser created expectations by arousing curiosity (64.8% about the storyline) and excitement (64.8%), and its suspense and limited information made 66.7% want to know more. It also shaped expectations about the actors' performances and genre for 61.1%, and the music and visuals together built anticipation for 64.8%. Afterwards, 77.7% said it met their expectations at least moderately.

RQ2: Which elements of the Master teaser influence the audience's decision to watch the film? Character representation (33.3%), music and sound (31.5%), and Vijay's star image (18.5%) were the elements that influenced interest the most. Character presentation had the highest agreement (70.4%), and close-ups, slow motion, and action shots had the lowest (59.3%). Lead actors (31.5%) and storyline or genre (24.1%) remained the strongest primary reasons for watching, ahead of the teaser itself (11.1%).

RQ3: How does the Master teaser influence audience interest and expectations towards the film? The teaser influenced interest and viewing intention for about two-thirds or more of respondents. 66.7% said it influenced their intention to watch, 70.3% said it made them more likely to choose Master over other films, and 70.4% said it influenced their decision to watch in a theatre. 75.9% said it encouraged them to discuss or recommend the film. Overall, 57.4% rated the teaser as effective in creating interest, while 31.5% rated it ineffective.

Conclusion

This study examined the impact of the official teaser of Master (2021) on audience decision-making. The findings show that the teaser reached its audience widely. 88.9% of respondents had watched it, mostly after first seeing it on YouTube (79.6%), and 66.7% watched it more than once. 96.3% of respondents went on to watch the film, and over half (51.9%) saw it in a theatre.

The teaser's content elements were well received, with about two-thirds of respondents agreeing that the character presentation, Vijay's screen presence, the cinematography, the music and sound, the editing, and the suspense worked well. Character representation (33.3%) and music and sound (31.5%) were the elements that influenced interest the most. The teaser also influenced viewing decisions. 70.3% said it made them more likely to choose Master over other films, 70.4% said it influenced their decision to watch in a theatre, and 75.9% said it encouraged them to discuss, share, or recommend the film.

However, the teaser was not the only deciding factor. Lead actors (31.5%) and storyline or genre (24.1%) were the most common primary reasons for watching, while the teaser itself was the primary reason for only 11.1%. In addition, 31.5% rated the teaser as ineffective overall, even though they liked its individual elements.

In conclusion, the Master teaser was an effective promotional tool that created curiosity, built anticipation, and influenced the audience's intention to watch, mainly through star appeal, character introduction, and audio-visual treatment. It worked best as part of a wider set of influences rather than as the sole driver of the decision. Because the sample was young and mostly male, the findings are most reliable for young, digitally active audiences. Future studies could use a larger and more varied sample, including older viewers, female audiences, and theatre owners, and could compare teasers of different films.

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