

# A Study on Impact of Hero Worship Among College Students in Coimbatore District

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*Abstract- Today, it is difficult to imagine what cinema and its stars would have been the hysterical fan. For the most part fans cheer, and are deeply moved by, flickering shadows. They matter because they make stars. Film historian Eileen Bowser points out that in the early nineteen teens, American production companies were wary of revealing the names of actors for fear of losing them to competitors. It was viewers who “harangued the theatre managers with questions about their favorites”, who wrote to studios, who asked for photographs, who sent in proposals of marriage and less proper invitations.” Thus, was born the fan, before the star system was instituted. This chapter presents the introduction and design of the study, research problem, significance of the study, and the structure of the research study. The introduction starts with a brief overview of the Tamil film industry and the student’s interest towards their favourite actors.*

## I. INTRODUCTION OF THE STUDY

The four south Indian states and Pondicherry are home to a unique variant of fandom which is organized and hyper visible. Each state—and perhaps every region within the state—has its own variant of the fan club. Nonetheless, across the southern states, including Kerala, we see the signs of activities by fan clubs on the streets. These range from leaflets, wall posters and cloth or vinyl streamers to bronze statues and giant plywood cut-outs of screen idols. Known as rasigarmanram (Tamil) and abhimanasangha / sangham kannada/ Telugu), typically a fan club is formed by a group of 10-25 young men in their late teens to early thirties who are poor or lower middle class. Fans of female stars are not impossible to find but it is usually the male star that is the center of fan activity. If estimates by journalists are accurate, the membership of these organizations runs into several millions.

The relatively high density of cinema halls in south India is a necessary condition for the emergence of fans’ associations. However, fans also participate in a wide range of activities that are completely unrelated to film watching. These range from acts of charity (poor feeding, blood donation and disaster relief work, etc) to election campaigning. An

anthropologist studying the fan phenomenon wrote that he was surprised to find that active members of fan clubs did not watch films regularly. Evidently, a fan club is not the poor man’s film society. Young men don’t join or form fan clubs only to watch films. To understand what the fan club is all about it is useful take a historical detour. Hence, This is a brief study of Hero worship practiced by the college students.

## II. STATEMENT OF THE PROBLEM

From the moment fans come to know that their favourite stars have signed a film to the day it hits the screens, the excitement that the success of those films like a personal achievement, and get equally sad if the films they were rooting for turn out to be damp squibs. The furors on social media over stars among their fans were, till some years ago, a meal time conversation. But now, they have become the central piece of a disturbing puzzle. It is observed that these celebrities are much followed by the youth. These people involve themselves so much that they put their valuable time in making huge posters, celebrating their release dates, making official pages at social media’s and posting their current status etc. It is observed that these youngsters try to imitate their favourite heroes styles in their real life blindly. They start believing their heroes blindly and become ready to do anything for them. There were times when suicide cases registered when the celebrities face some difficult times in their career. Hero worship is never an offense until it is under limit. Hence, under this scenario it is important to study the Impact of Hero worship among College Students.

## III. OBJECTIVES OF THE STUDY

- To study the attitude and behavior of the college students towards Tamil films and their favourite heroes.
- To study how far students indulge themselves in fandom (following ones favorite hero).
- To study the pros and cons of being a fan.

## IV. RESEARCH METHODOLOGY

In lieu with the objectives of the research study, the data collection method used for getting respondent responses

about their favorite hero and their way of following their heroes is primary data. The primary data collection tool used in the research work is close ended questionnaire of 29 questions. The questionnaire was spread among the respondents based on the demographic and socioeconomic parameters like gender, age, qualification, stream they belong to etc. to get the required insights. The questionnaire was made with the help of Google forms and data is analyzed with the help of MS Excel and visualized using Tableau. Data was collected from 50 male respondents of our college including both UG and PG.

### Study Area

The current study is mainly concentrated on the leading colleges of Coimbatore, the third largest city of Tamil Nadu (the popular southern state of Indian sub-continent), one of the most educational and fastest growing cities in India, known as the intellectual capital of South India or the Manchester of the South, well known for its textile, auto ancillary, electric pumps & motors Schools, Colleges, Medical Institutions and various other engineering Institutions and industries. The city is situated on the banks of the river Noyal, at the foot hills of Nilgiris, it is known for its pleasant climate, peaceful atmosphere, cosmopolitan outlook and Education. Thus, Coimbatore is selected as the study area.

### Research Design

The research aims at analyzing the Impact of Hero worship among college students. The current study is both explorative as well as descriptive.

### Area of Study

The study focuses on Impact of Hero worship among students pertaining to Coimbatore District, Tamil Nadu. It also examines how much has the students sacrificed and indulged themselves in this cause. Growing colleges, Strength of students, Life style, income level, rapid change in clothing in Coimbatore district has motivated the researcher to select this region for the research.

### Sample Size

It has been observed that in these 75 samples were chosen for survey

As per James H. McMillian (1996) a convenience sample is a group of subjects selected because of availability, often this is the only type of sampling possible especially in geographical area based study, where the target group of population is only

available for study, and the primary purpose of the research may not be to generalize but to better understand relationships that may exist. Similarly Roscoe (1975) proposed that a sample size of >30 and <500 are appropriate for most research. Based on this concept the sampling framework of the study is constructed.

For the study purpose, the samples of 75 men college students were selected for the study by using Convenience Sampling Method bases with the support of friends, relatives and reference groups.

### Sources of Data

Database of the study includes both primary and secondary data. Both Primary and Secondary data are well-sufficient for the survey conducted for the research.

**Primary Data** were collected through individuals using a structured questionnaire. First-hand information has been collected from the samples of 75 men students using a framed questionnaire method. They were selected as the primary sources of the data in the research conducted and there of the survey were taken with a possible techniques applied. Structured questionnaire were distributed to the students through Google forms and requested them to fill them by explaining the purpose of the survey. The respondents successfully filled the forms as per the requests during their free class schedule.

**Secondary Data** required for the study consists of the data retrieved from college such as articles, journals, literatures in addition to books borrowed from College library or retrieved from Google books, and Google scholar. These materials would facilitate this research study.

### Statistical Tools Applied

The data collected through the well-structured questionnaire were entered into excel and were visualized using Tableau. Percentage analysis for the data was also performed using Tableau. Different charts were used for better understanding in accordance with the outline laid down for the purpose of justifying the objectives framed at the time of developing research design.

### Scope of the Study

The main purpose of the study is to know the Impact of Hero Worship among the students in reference to Coimbatore district. In all institutions especially Educational Institutions in those predominantly deals with people. It deals

with human beings at every stage. The study also aims at knowing the depth of involvement of students in fan worship. After knowing the pros and cons of hero worship this comprehensive study will mostly benefit the students, parents, management and researcher in understanding the study conducted on The Impact of Hero Worship among College Students.

## V. LIMITATIONS OF THE STUDY

Utmost care and efforts have been taken by the researcher to avoid shortcomings in the process of collection and analysis of data in spite of the care taken the study is prone to some limitations, which are mentioned below.

The study is confined to the view of College students of Coimbatore district alone. The results of the study may not be applicable to other places and other colleges of the country. Though the researcher takes adequate care to make respondents express their views frankly and freely, some of the views expressed by them are biased in nature that may affect the findings of the study.

- By considering the time factor, only 75 college students were taken as sample for the study.
- This study is based on the prevailing student's satisfaction .But the student's satisfaction may change over time, fashion, technology, development etc.
- The various criteria defined for the survey was based on the literature review integrating with the theory of Hero worship.

## VI. LITERATURE REVIEW

### Thomas Carlyle

It is comprised of a collection of lectures that Carlyle delivered to London audiences in 1840. In these lectures, Carlyle explains his unique opinion about what the state of the world would be if heroic, inspirational, and admirable people could influence events and shape the course of history. In his essay, Carlyle describes the quintessential hero as someone who is a visionary and progressive. It is someone who has the willingness to be the change that he or she wishes to see in the world and take action to effect that change.

### Tod Lindberg

In the mid-nineteenth century, the Scottish man of letters Thomas Carlyle coined the term "HEROWORSHIP," by which he meant the high regard, entirely proper in his view, that ordinary people have for the great figures of their history.

His project in Lectures on Heroes, Hero-Worship, and the Heroic in History (1841) was to restore greatness to dignity in an age he believed had come to belittle the very possibility of exceptional human achievement.

### G. Rajaraman

When asked to conjure up descriptions of a hero or heroism, many people would imagine similar scenes. The firefighters pulling a family from a burning building, a soldier saving his platoon from certain death, rescue workers pulling a stranded mountain climber from a precarious ledge, and the Knights of the Round Table saving a damsel in distress, are all examples of the "common" hero. Many people display heroism in everyday life but are rarely recognized either by their peers or by the media.

### By Jayaram V

Celebrities and successful people can be a source of inspiration to all of us. We can learn from them to improve ourselves and our efforts to achieve peace and happiness. However, in the process we should never forget that we cannot be them or live their lives as if they are our own.

## VII. ANALYSIS AND INTERPRETATION

The collected data were analysed and interpreted in this chapter for the purpose of carrying out the objectives of study. The data were collected from the respondents with the help of questionnaires. The respondents are the male students of our college. The collected data were properly analysed and visualised using MS Excel and Tableau.

## FINDINGS AND SUGGESTION

### FINDINGS

- 52% of the respondents were from Arts stream.
- 48% of the respondents were from 17-19 age categories.
- 53% of the respondents are Undergraduates.
- 44% of the respondents are from first year.
- 60% of the respondents like actor Vijay the most.
- 52% of the respondents like their heroes because of their acting.
- 58% of the respondents are not a member of any Fans Club Association.
- 48% of the respondents go for the first show of their favourite actor.
- 44% of the respondents celebrate the release date by cracking crackers.

- 42% of the respondents depend their parents for budget to watch movies.
- 52% of the respondents have been admiring their heroes for more than 10 years.
- 46% of the respondents go for films with their parents.
- 58% of the respondent's parents don't support hero worship.
- 42% of the respondents book their tickets through online.
- 40% of the respondents show case their worship by keeping status in social medias.
- 38% of the respondents want their heroes to do action movies.
- 46% of the respondents go only once to watch the movie .
- 64% of the respondents prefer to sit in gold at theatre .
- 60% of the respondents celebrate special days of their heroes like birthdays, release days etc.
- 50% of the respondents imitate their heroes in front their close circles .
- 54% of the respondents do not indulge in promoting the films of their heroes through social medias.
- 40% of the respondents like bollywood actor Sharukh Khan apart from the South Indian actors.
- 38% of the respondents react normal when others criticise their favourite hero.
- 36% of the respondents like watching films from home and theatres.
- 48% of the respondents watch movies for entertainment.
- 56% of the respondents do not refer their close circles to watch movies even if they watch the movie and find them worth watching.
- 48% of the respondents mostly watch Hollywood films other than their mother tongue
- 58% of the respondents imitate their heroes style in their personal life .

## SUGGESTIONS

- Its not unpleasant to follow celebrities' in our lives but we must make sure that we don't exceed our limits.
- These people sometimes sacrifice their time, money and energy for all these stuffs. Instead of investing too much time in all these things they can spend their valuable time with their family and friends.
- The cinema must educate the students to cope up the movie's ethics in a useful manner rather than wasting their time.
- Some fanatics become obsessed with their favourite celebrities, which is not good.
- These fans must ensure that they are very jovial .They do not get tensed and aggressive while someone criticize their favourite hero.

- Students much watch films for their entertainment and relaxation, they should not move ahead of that.
- Reading books, arranging cultural clubs, gardening, making creative crafts etc can also be opted as a source of entertainment instead of watching movies.

## VIII. CONCLUSION

Celebrities all around the world have fangirls and fanboys following and supporting them in their career. Fangirls and fanboys are curious to know what their favourite celebrity is doing in their daily life. Some fans might be more reserved and simply follow the celebrity, but others can get a bit out of hand. This study states that hero worship is mostly followed by students. They indulge so much that they get aggressive and angry at times when someone criticize their favourite hero. They celebrate special days of their favourite hero spending their hard earned money, time as well as energy. They waste lot of their good time in social Medias sharing and promoting their hero's upcoming films.

It is never unpleasant to follow someone and make someone your role model .In a person's life his college days are said to be the most crucial time where he can make a career and destroy his own career. Watching movies and supporting actors are not bad. It should be taken as a method of relaxation and entertainment. Students shouldn't invest much of their time, money and energy in promoting and supporting their hero. There must be proper guidance give to these students. Career guidance classes must be organised for the students at colleges to make them aware of their future. Sometimes fans make an attempt to interrupt in their private life. There are fans who try to hug or touch a celebrity inappropriately when they're performing or walking around in public. These are a kind of public nuisances which should not be encouraged. Being a fan can be a great experience, but we all need to set some boundaries and let celebrities enjoy their private life. Hence, this study helped me to know how far the students indulge themselves in hero worship. How much they sacrifice for this cause.

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