



## Perception of Indian Culture towards Contents of Gangubai Kathiawadi

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**Abstract:-** The unique and unique Indian culture appeared through the famous movie "Kankubai", in which anyone who is involved in this movie can easily participate. in the movie In addition to the fascinating story of Kang Kubai's life who refuses to succumb to fate, she fights against prostitutes. (who was deceived by her husband to sell in brothels since he was a teenager) climbed up to be a mother coop until becoming a wealthy brothel owner And has influenced India until it was called the "Mafia Queen of Mumbai" Kangkubai also presents a wide variety of Indian cultural traditions and here are the 5 selected Indian cultural traditions from the film. All of them are world-renowned cultures that represent the distinctive Indian identity that anyone who is involved in this film can easily participate. This paper aimed to study the perception of Indian culture towards contents of Gangubai Kathiawadi. of Thai audiences by using a quantitative research method The target group in the study was 400 Thai audiences random the research instruments consisted of a Structured interview and a questionnaire with a validity value between 0.67 - 1.00 and a confidence value of 0.894 and an interview form. Data were analyzed by frequency, percentage, mean, and standard deviation. It was found that the Perception of Indian culture towards the contents of Gangubai Kathiawadi. As follows: Saree, Dancing, Navaratri, Indian food, Indian tea. The finding means that All results were summarized at a high level, Gangubai Kathiawadi Movies inspire many people to start watching Indian movies or Bollywood movies. It's good for us Thais to have the opportunity to learn and understand more about Indians.

**Keywords:** Perception; Indian Culture; Gangubai Kathiawadi

### Introduction

At present, in the digital media era, Thai people are still Receiving news information through television media, however, there are many television operators as well, causing competition. fiercely of the current Thai television industry and behavior of watching television programs changed from the original, causing the program producers to find a way to communicate marketing for the program Television in a new way especially communication via social media with the growth rate of an Increased number of users every year (Bunnat, C. 2017) to create a trend of popularity from the audience through television as a tool with high communication skills, which drama is a program Television is a type of television that people nowadays are very popular to watch, even if they are not watching from television. directly, but also through other channels such as online channels. the tool can educate Indirectly, the audience can also create a trend for only a short time. Overnight the property that makes the drama stand out in communication to the audience is communication. with images, sound, as well as fictional events that occur within the story, causing the audience to feel involved. And there is a need to follow in the end. It is also a channel that everyone in society can access. has caused a trend to be popular in the general society is not difficult (Dynamics, C.1993)

The trend of the movie "Kangkubai" in Thailand is beyond resistance. Summary of the 5 issues that social media people talk about the most on May 19, 2022. Gangubai Kathiawadi, or the strong woman of Mumbai. It is being talked about a lot on social media in Thailand, ranked number 1 on Netflix's most popular movies, and the hashtag #Kangkubai is also dominating Twitter trends in Thailand. The film content is conveyed through the characters of "Kangkubai" and reflects various issues in Indian society well. It is considered an export of Soft Power that makes many Thais open their hearts to watching Indian movies for the first time. There is much content on social media starting to introduce Indian food, and tourist attractions, as well as see many celebrities, actors, and celebrities, come to cover Kangkubai, an overwhelming Thai branch. Site (Thailand) Co., Ltd., therefore, collected data through the SOCIAL EYE tool between 8-17 May 2022 to view this current overview. A total of 11,947,168 mentions were found across 8,017 accounts, with an average of 1,800 mentions per day.

[1]

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The number 1 talking channel was Facebook (47.74%), followed by Twitter (35.86%), Instagram (12.5%) and other channels (3.9%) share more mentions from women (68.04%) than men (31.96%) of all engagements. The website has summarized the 5 issues that social media people talk about the most as follows. (Pin, B.2022)

1. The cover is Kangkubai (4,612,628 Engagements) Everywhere you look you can find Kangkubai on the feed! Celebrities are ready to get up to cover full of fashionable sari dresses The kind that is as beautiful as the original Some even came out to dance “Garba”, imitating movie scenes by celebrities, actors, and other celebrities who made content covers and received the highest 5 Engage Rankings: (1) Pimri Pie, (2) Ja RSiam, (3) Pinky Savika, (4) Mickey Praia, and (5) Kratae Rsiam.

2. Sex worker and Thai law (4,085,538 entities) another issue that people are equally interested in is the claim that the sex worker career is legal in our home. Including being protected as a citizen of the country, many people want society to understand this profession more. I don't want to be labeled as having a bad career.

3. Production and Costume (2,229,877 Engage) the film's production is another highly appreciated issue. Both artistic elements Symmetrical camera angles lighting and color Intense content invite you to follow. Well-performing actors, great music, and spectacular dance scenes match the quality of Bollywood. Many social media users say that 2.30 hours are worthwhile and should not be missed out on a good movie like this.

4. Open the portal for Alia Batt, who plays Kang Kubai (1,049,031 Engagement) The number of searches and talks about Alia Batt has grown exponentially this past week. She is the most expensive Bollywood actress in India. The cost per story is 90 million baht. Personal history since before entering the industry, including her married life Many admired her powerful acting skills and followed her on Instagram until her followers reached 65 million.

5. Misrepresentation Content Issue (679,904 Engagement) although the Kankubai movie received a good response from the audience. But even then, there are some negative currents to be seen. There is a point where this misrepresentation of the truth is causing the real Kangkubai to disgrace. And it is not allowed to distribute such stories, including the images that come out of the film to reduce the problem and make it look too beautiful to be true.

From the above problem, therefore, the researcher seeks to study the perception of Indian culture towards contents of Gangubai Kathiawadi. to know that there is Behavior according to Thai popular trends of viewers towards Gangubai Kathiawadi drama and entrepreneurs' Various people have used the information to formulate marketing strategies appropriately.

### Research objectives

The objectives were to study the perception of Indian culture towards the contents of Gangubai Kathiawadi.

### Research Conceptual Framework

The framework of this quantitative research is based on related concepts and theories to study the perception of Indian culture towards the contents of Gangubai Kathiawadi.

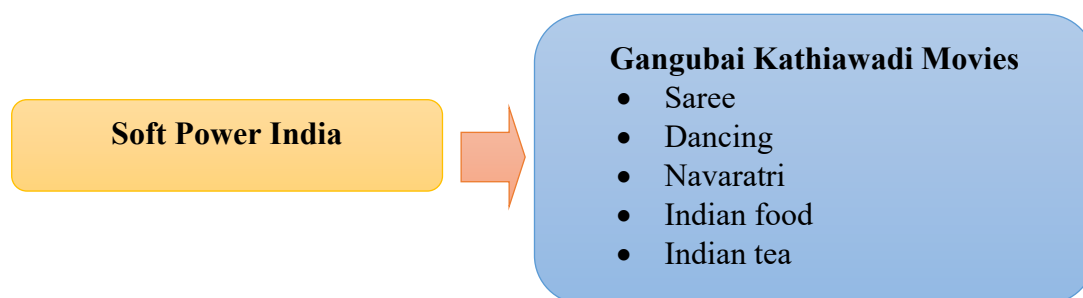


Figure 1: Conceptual framework of this study

#### Citation:





## Methodology

**Population and sample group:** Thai audiences in May 2022, 400 people were obtained by random sampling. By specifying the sample by Convenience Sampling because the true population cannot be known at a 95% confidence level, the sample size was determined as follows (Thanin, S. 2014) using the formula set were;

$$n = \frac{Z^2 P(1-P)}{E^2}$$

Where:

n = sample size

Z = confidence level (In this study, the confidence level was 95%, and the value Z = 1.96)

P = proportion of the population in which the study was randomized. (When the proportion of the random population (P) is unknown, the highest P value is 0.5.)

E = maximum error that can occur (At 95% confidence level, E = 0.05)

The number of questionnaires from the sample to be processed must be at an acceptable level with statistical significance at the 0.05 level, i.e., it must be equal to or greater than the calculated sample number. Therefore, it will be a number that can be processed as a representative of the population.

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$
$$= 384.16$$

Therefore, in this study, the sample size was 385 samples. A total of 400 questionnaires were designed using a non-probability-based sample selection method (Non-Probability Sampling).

**Research Instrument:** Questionnaires applied by the researcher based on the review of relevant literature include the study of scholars in the past in depth and used as a question in the questionnaire. When the questionnaire has been created the researcher presented a questionnaire to 3 academicians and experts to examine the questions and the content of the questionnaire. To find a reliability value between 0.67 – 1.00 after that the questionnaire was modified and used to experiment with a non-sample population of 30 people. Reliability Analysis of the questionnaire by using the AI coefficient Cronbach's Alpha in estimating the reliability of variable measuring instruments with Rating Scale answers. (Suwimol, T. 2003) Cronbach's Alpha of all variable gauges exceeds 0.60 which is an acceptable value Nunnally (1978) indicates that the questionnaire gauge for each factor Reliability and intrinsic consistency of measurements (Reliability)

Data collection collects information by distributing questionnaires The researcher spent 4 months collecting data from the survey using questionnaires, with one research assistant assisting in distributing the questionnaire to assist the researcher in collecting data from the entire sample group.

**Data analyses:** (1) Qualitative Data Analysis The researcher analyzed the content (Content Analysis) by classifying words or the message that the informant group has commented on and then interpreted and analyzed with the principle of reason by disaggregating according to research objectives The order of content and content scope in detail Data analysis was performed at the end of each interviewee's interview and the details of the interview were written descriptively. (2) Quantitative data analysis General data of the respondents were analyzed by percentage (Percentage), Arithmetic Mean, and Standard Deviation.

## Results

### The results of data analysis of general information about the respondents

It was found that most of the Thai audience was female, 288 people, representing 74.50%, followed by There were 102 males, accounting for 25.50%, and most of the tourists were in the age range of 28-37 years. of 257 people, representing 64.25 %, followed by 119 people between the ages of



18-27 years, representing 119 for 29.75%, the age range of 48-57 years, 15 people accounted for 3.75%, and the age range of 38-47 years, 9 people accounted for is 2.25%, respectively, for bachelor's degree, of 209 people, representing 52.25% followed by 143 persons with a bachelor's degree, representing 35.75%, and a postgraduate level. 48 people accounted for 12 %, respectively.

### The results of the perception of Indian culture towards the contents of Gangubai Kathiawadi

It was found that the Perception of Indian culture towards the contents of Gangubai Kathiawadi is as follows: Saree ( $\bar{X}$  = 4.87, S.D. = 0.95) Dancing ( $\bar{X}$  = 4.80, S.D. = 0.87) Navaratri ( $\bar{X}$  = 4.78, S.D. = 0.85) Indian food ( $\bar{X}$  = 4.88, S.D. = 0.96) Indian tea ( $\bar{X}$  = 4.52, S.D. = 0.72).

**Table 1** Perception of Indian culture towards contents of Gangubai Kathiawadi

Indian culture	$\bar{X}$	S.D.	Comment level
Saree	4.87	0.95	very good
Dancing	4.80	0.87	very good
Navaratri	4.78	0.85	very good
Indian food	4.88	0.96	very good
Indian tea	4.52	0.72	good
<b>Total</b>	<b>4.85</b>	<b>0.93</b>	<b>very good</b>



Photo 1: A Brief History Of India's Traditional Saree

Source <https://theculturetrip.com/asia/india/articles/a-brief-history-of-indias-traditional-saree>



Photo 2: DANCING QUEENS OF BOLLYWOOD BY SASHA  
Source: [www.desiblitiz.com/content/dancing-queens-of-Bollywood](http://www.desiblitiz.com/content/dancing-queens-of-Bollywood)



PHOTO 3: NAVRATRI/GUJARATUPDATES.COM  
Source: <http://www.gujaratupdates.com/navratri/>

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PHOTO 4: TOP 10 INDIAN DISHES AND RECIPES || THE MOST POPULAR INDIAN FOOD  
Source: [www.blueosa.com/the-top-10-indian-dishes/](http://www.blueosa.com/the-top-10-indian-dishes/)



PHOTO 5: AUTHENTIC INDIAN MASALA CHAI (SPICED MILK TEA)  
Source: [www.masalaandchai.com/masala-chai/](http://www.masalaandchai.com/masala-chai/)

## Discussion

The results of the Perception of Indian culture towards contents of Gangubai Kathiawadi. It was found that the Perception of Indian culture towards the contents of Gangubai Kathiawadi is as follows:

Saree ( $\bar{X} = 4.87$ , S.D. = 0.95) which is consistent with the research of (Nareerat, P. & Narapong, C., 2019) The purpose of this study is to create a performance that is interpretative from the “Rama” character in Ramayana through Bhavas and Rasa theory. Ram’s characters were expressed emotionally and sentimentally which were attacked by various conditions as human beings. Thus, both Eastern and Western

[6]



theories were applied by distinguishing situations “Bhavas” varying 9 sentiments—“Rasa”- love, anger, sadness, fear, wonder, amusement, heroism, and peace; as Psychoanalytic and Human behavioral theories. The concept of this performance is created by three approaches: composition, multiculturalism, and postmodernism. The research found that there are the 9 – part performance with post-modernistic dance was not focused on narration, but on exploration and adaptation processes. This brings the concept of Minimalism to be applied to 8 forms of performance aspects: The play, The performers, The movement, The sound and music of the performance, The costumes, The space, The lighting, and The equipment. Furthermore, dance’s beautifully national characteristics and audience involvement were presented, so new generations can easily learn moral conduct.

Dancing ( $\bar{X}$  = 4.80, S.D. = 0.87) which is consistent with the research of Chayada, R., Chanai. W., & Usa, S. (2017) The findings discovered that Rong-Ngeng's performance was influenced and developed by the Brunyo dancing of Portuguese and was popular in the Melayu cape. Pattani Royal Court Rong-Ngeng was revived in the Jaruwisetsuksakorn nobleman era. The performance was mixed with classical Thai dancing. Lakudoovor dance as the first song. The performance required a couple of both male and female performers. The dancing emphasized the movements of feet rather than hands. Sea Folk RongNgeng was first performed at Lanta Island. It was used to perform in Floating Boat Fishermen Tradition. The performance started with the dance to worship Khru (teachers) for three songs, ended with the singing of the Tabeijae song in the Malay language, and was performed only by the female. The focus was on the parallel movements of hands and feet, and the handkerchief was used as a dancing prop. It was popularly performed by the Thai-Muslim group. The dance to worship Khru for two songs, and finished with a Lahoodoovor song using the Southern dialect to retort the dialogues. The dancing pattern is highlighted in the hip-drop movements.

Navaratri ( $\bar{X}$  = 4.78, S.D. = 0.85) which is consistent with the research of Tangtenglam, S., Phanpanya, K., Chaimuang, R., & Amphan, W. (2022) Thailand besides tourist attractions both cultural and natural way that is known as beautiful as any country But for Indians Now they are starting to see Thailand as another suitable place for marriage and honeymoon The trend of Indian weddings abroad has been around for almost 20 years and each wedding is very expensive. The cost of organizing the event at that time was almost 10 million baht. Owns a diamond jewelry business, which every couple has many relatives to follow. Some couples even buy the whole building for relatives on both sides to rest. It is therefore an important opportunity that the Thai hotel business sector, especially in the tourism industry, should turn to wed services for more integrated Indian married couples Due to such a large market and high spending. It was found that the factors affecting the selection of reward travel in Thailand for Indian tourists are as follows: Cost of living ( $\bar{X}$  = 4.81, S.D.= 3.77) Meeting room ( $\bar{X}$  = 4.70, S.D. = 3.50) Tourist attractions ( $\bar{X}$  = 4.68, S.D. = 3.15). With the research of Tangtenglam, S. (2020) The factors affecting travel selection Indian tourists’ incentive in Thailand. Which were the highest level ( $\bar{X}$ =4.75, S.D.=0.46)

Indian food ( $\bar{X}$  = 4.88, S.D. = 0.96) which is consistent with the research of Tangtenglam, S. (2021) This research aimed to study the Influence of social media on the decision-making for gastronomic tourism in Thailand. The result indicated the whole influence of social media on the decision-making for gastronomic tourism in Thailand. The elements of social media in the decision-making for gastronomic tourism were at the highest level ( $\bar{X}$ =4.47, S.D.=0.69). Most had the frequency of accessing social networks from 4 to 8 hours. The device used to access social media was a mobile phone. Social media influencing food tourism decisions in Thailand. Which were considered individually, in descending order of mean, namely Photo Sharing ( $\bar{X}$  =4.83, S.D.=0.78), Social Network ( $\bar{X}$  =4.52, S.D.=0.86) Discuss, Review, Opinion ( $\bar{X}$  =4.46, S.D.=0.52) Online Video ( $\bar{X}$  =4.21, S.D.=0.18) and Weblogs ( $\bar{X}$  =4.05, S.D.=0.03)



Indian tea ( $\bar{X} = 4.52$ , S.D. = 0.72) which is consistent with the research of Tipawan, A. (2017) Japan adopted the culture of tea from China and created a fusion of philosophical beliefs of Zen Buddhism and traditional Japanese culture, resulting in "The Way of Tea" or 茶道 (Sa-dou or Cha-dou) in Japanese. This combination has set a precedent for the Japanese hospitality culture that focuses on the treatment of equality and utmost satisfaction bestowed on guests. It is a belief that a person may have only one chance of meeting the other person, in his/her life, or that each meeting may be the last. For this reason, each reception should be courteous, impressive, and honorable to each party. This principle or the philosophy of Sa-dou has made the Japanese hospitality culture unsurpassed and unique to the world.

## Conclusion

Still going strong for the hugely successful Bollywood movie "Gangubai Kathiawadi, The Strong Woman of Mumbai", known in our country for short as "Kangkubai". many countries around the world While in our house, it's the most banging type that has become a trend. There are famous people, not famous people dressed up to imitate Kangkubai on social media. "Gangubai Kathiawadi, The Strong Woman of Mumbai" is a modern Indian film. Based on the novel "Mafia Queen of Mumbai" by Hussain Zaidi, is based on the real-life story of "Gangubai Harjeevandas" (Kangkubai Harjeevandas), a prostitute. As in Mumbai, it is both "Mother of God" and "Mafia" in the same person.

Such a movie In addition to the fascinating story of Kang Kubai's life who refuses to succumb to fate, she fights against prostitutes. (who was deceived by her husband to sell in brothels since he was a teenager) climbed up to be a mother coop until becoming a wealthy brothel owner And has influenced one of India until it was called the "Mafia Queen of Mumbai".

Saree" is the national dress of Indian women. inherited from the past to the present which even today around the world are popular to dress together in contemporary clothes But most of the women in India still stick to wearing a sari as everyday wear. In the movie Gangubai Harjeevandas, besides the image of an Indian woman dressed in a colorful saree, An image of Kankubai (after becoming a mother coop) looks outstanding with the outfit. The "white sari" is one of the memorable images of this film. This implies that the film conveys the concept and conveys through Kankubai's white sari. According to the beliefs of the Hindus in the past, A woman wearing a white saree is a symbol of a "widow" and must wear white to mourn her husband who has passed away. Nowadays, it is common for Indian women to wear a white saree. anyone can wear it And it is not a symbol of a widow like in the past.

Dancing" is a unique culture of Bollywood movies. From traditional old Indian films to contemporary modern Indian films. Most of them have to have signature dance scenes that are unique to Indian movies. Dance in Indian cinema is influenced by Hindu culture. And conveyed it as a fluttering dance move Today, many Indian films have an amazing blend of traditional dance and contemporary international dance. In Kankubai, a period film from the 1950s-1960s, there is a dance show "Garba" in which Kangkubai talks about the dance in the film. Garba is a traditional dance. Originating from the state of Gujarat in India In which Kangkubai wore a white saree to dance in full in the Navaratri event, which is considered another highlight of the movie.

Navaratri is another famous Indian festival that is famous all over the world. Because it is one of the most important festivals of the year according to the Hindu calendar Indians. Navratri is a festival to worship the Goddess Durga. And Mother Parvati in nine different parts of the year. It is held four times a year, in which Indians both in India and other countries will organize this event in a big way. Including, Hindus in Thailand, The famous Navaratri event in Thailand is at "Wat Phra Sri Maha Uma Devi" or Wat Khaek Silom. In the Kankubai movie, the glorious Navaratri scene is another highlight of the story. Our heroine attended the ceremony and a full dance to express all her sorrows through the dance move in this event.

Indian food is another way of culture and Soft Power that is famous all over the world. with a unique food style and aromatic spice aroma In the Kankubai movie, although the food is not the main scene and the main theme, there is an insert for food lovers to follow in the footsteps of foodies, especially with the 2 main menus that are prominently displayed in the story. -"Nalli Nihari"





(Kankubai's favorite dish) is a mutton bone marrow stew where large pieces of lamb legs are stir-fried with various spices. "Bheja Fry" (Gamli's favorite dish Best friend Kankubai) is a fried goat or lamb brain with spicy spices and gravy. In addition, the movie also has Roti, Savaiya sweets, and auspicious desserts. and the unique Indian gastronomic culture that continues to this day, including the scene at "Olympia Coffee House", a 100-year-old restaurant located about 6 km from the district of Kamthipur. It is a restaurant full of a colorful Indian lifestyle.

India is one of the countries known for its tea. The tea culture in India dates back to the British colonial rule of India. Teas in India include black tea, ginger tea, milk tea, or spiced tea known as "Jai". In this movie, tea drinking has a point and is interesting in that Kangkubai drinks tea from a coaster. Instead of drinking tea from the usual cup. The movie implied the matter of class division Because Kangkubai was a prostitute, he was racist by society. And she expressed herself through tea drinking as a person of an inferior class. Drinking tea from this saucer is still part of the Indian tradition of drinking it today. But for reasons that have changed This makes hot tea cool down faster. to make it easier to drink here are the 5 unique cultural traditions of India featured in the movie "Gangubai Kathiawadi, The Strong Woman of Mumbai" that many have probably heard of. or some people may have had the opportunity to experience it deeply Including some people, after watching this movie, who have plans to follow in the footsteps of Kankubai closely.



Figure 2: Model Perception of Indian culture towards contents

## Recommendation

### A. Recommendations for Practices

It was found that the Perception of Indian culture towards the contents of Gangubai Kathiawadi. As follows: Saree ( $\bar{x}$  = 4.87, S.D. = 0.95) Dancing ( $\bar{x}$  = 4.80, S.D. = 0.87) Navaratri ( $\bar{x}$  = 4.78, S.D. = 0.85) Indian food ( $\bar{x}$  = 4.88, S.D. = 0.96) Indian tea ( $\bar{x}$  = 4.52, S.D. = 0.72). So, Gangubai Kathiawadi Movies inspire many people to start watching Indian movies or Bollywood movies. It's good for us Thais to have the opportunity to learn and understand more about Indians. This will increase the opportunity for many of us, Thai people. Because we will understand the social dimensions, culture, economy, lifestyle of Indian people more realistically, and erase the same old memories of the poor, dirty, smelly, and cheating and see opportunities to trade, invest, study, work and earn a living, therefore, it should be;

1) In this research study, the researcher focused on The study of the Perception of Indian culture towards the contents of Gangubai Kathiawadi and the current trending behavior of Thai audiences. The research study can continue to use can be applied to current behavior in other areas that are about drama to produce more diverse research results.

2) The Indian cultural building industry in Thai drives the economy creatively the stimulates income for the country in terms of selling products through entertainment media and increasing tourism income.

### B. Recommendations for Further Research

It was found that the Perception of Indian culture towards the contents of Gangubai Kathiawadi. As follows: Indian food ( $\bar{x}$  = 4.88, S.D. = 0.96). So, India is unique in its ancestral heritage. but with the changing economic and social context and the trend of technological development in the current era Drama development through digital media promotes the country's economy and society, it is part of the digital development ecosystem for the country's economy and society see that the application of digital



technology to convey cultural heritage in the form of digital content or Digital Content creatively It is one of how the cultural heritage can be sustained and sustained. therefore, it should be;

1) Marketers can the results of this research can be further developed in marketing. Real-time from the drama stream to keep up with the trends and to access the behavior of consumers following Anticipation.

2) Communication is part of the culture. Communication and culture are inseparable. Culture has become a code that humans learn and share. Through communication, Cultural patterns and people's behaviors in society are also linked by communication. When people from different cultures come to communicate with each other.

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