

INFLUENCING SOURCES OF AUDIENCE TO MULTIPLEX CINEMA WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

As the birth of multiplex cinema happened in metropolitan cities and slowly spread it across tier 1 and tier 2 cities with facilities of international standards. Coimbatore city got the privilege of multiplex cinema a decade before and this study attempts to know the audience mentality and the sources influences towards the multiplex cinema. The study used is descriptive, explorative study with convenient sampling-mall intercept method to collect the data and the total sample is 827. It concludes from the audience opinion that, the movie factors and its technicality inspires them at the most. The individual factors such as age, gender least influences and remaining factors stands in middle. So it out breaks the mythology, that income and legacy of people decides the destiny of multiplex cinema. But actually it's not, the admiration and passion drives people towards multiplex cinema.

Keywords: Multiplex cinema; Audience; drive; factors

1. Introduction

An entertainment has been the major source of energy to execute day to day routine life. From the ancient period to modern days, the entertainment varies from phases to phase but it exists in every era of mankind [5]. From ancient period to contemporary period, different activities have entertained people, of which 'watching movies' have captured the top place in entertaining people; cinema makes their lives much livelier and contented. The People of India are highly fond of movies. Initially, it was in the form of touring talkies before the establishment of proper cinemas. So they expect better facilities in whatever they consume [11].

Slowly, the birth of multiplex cinema happened in metropolitan cities. The multiplex cinema is mostly situated in Shopping mall with more than four screens and offers different facilities such as better seating, choice of movie, e-ticketing, waiting hall, food offering, better screen, sound effects, parking facilities and gaming zone at par with international standards [1& 9].

The entertainment industry contributes at maximum to the economy. The entertainment industry has brought in notable developments in digitalization and the infrastructure developments. In par with this, the government has initiated the tax concession to setting up of multiplexes. The growth of the industry is gradually taken forward to the tier I and tier II cities and now it's moving on to small towns as well. The fact that single screen cinemas are unable to increase the foot walk-ins due to various reasons is also contributing to the growth of multiplexes [8].

Every generation have unique expectation, accordingly the industry should upgrade the services to sustain their consumers. These are the reason in movie watching experiences are upgraded through

multiplex [10]. The metropolitan weekend's mostly end up in watching movies in newly arrived multiplexes made them delighted with its additional services. The word of mouth promotion spread across the nation.

In the developed country America, there are around 40,000 multiplexes and developing country like China has 20,000 multiplexes. But in India the total number of multiplexes is only 2000. It is targeting to attain the number around 7500 in near future. This may generate opportunities across India to have a new experience of watching movie in the modern outlook [7].

Coimbatore is a place blessed by Western Ghats with greeneries. The people in this region are highly cultured and spiritual. It's been a hub for a textile business and other agro based businesses. Alike other regions around the globe, their prime mode of entertainment are watching movies. The advent of the multiplexes is only a decade old and there is significant rise in its number. This research is intended to understand the audience, their influencing factor towards multiplex.

2. Research Objective

- To assess the factors that influences audience for multiplex cinema.

3. Review of Literature

[2] In America, people go to cinema and watch movie for many number of reasons. The first one is watching movies and describes the movie with their peer group and act as opinion leader. Secondly, they watch movies in a big screen without any hassles and finally it is the marketing strategies, reviews, story line production element that pull the audience towards the cinema theatre.

[3] The environment cues are important to retain the customers for prolonging hour in a store. If an environment is very pleasant and conducive, it creates happiness among customers and employees. If the service personnel always well dressed, offer a customized service with friendliness which is contentment enough to attract and emphasize better the customer that leads for to next move.

[13] The Consumer's money and leisure time study are tapped by entertainment marketers of Egypt. The Egyptians are highly attached with films and they watch movies in cinema even though the technological up gradation created the comfort of watching a movie. The People preferences to cinema theatre are induced by the genre of the movie, star cast, trailers and word of mouth. But the movie reviews and the director are less influencer than the above. The Egyptian preference of watching movie in cinema theatre will not diminish shortly but, the director and the producer should concentrate on the trailers of the movie for the better reach of the genre and star cast and other relevant details to attract audience for the betterment of cinema theatre.

[4] The buying behaviour of retail shops are influenced by its environment. The environment cue such as scent, Music, cleanliness, space, interior design, and fellow shopper behaviour would directly influence the emotional state of a consumer. The moderating variable age, gender, culture, shopping motivations are interacting with the environment cues and finally consumer evicts the behavioural response as positive or negative towards the retail shops. Mostly, the consumer makes emotional decision for the consumption experience [14-23].

4. Research Methodology

The research design is a blue print of conducting the research. The descriptive research designs are used in the research. The explorative and descriptive research is used to narrate the characteristics and opinion of an individual or group. The structured questionnaire is generated by using survey method; and the data are collected from the respondents. The primary data are collected from audience of multiplex cinema with mall intercept method.

Sampling Method: [6] Coimbatore city population is 4, 59,604, from which estimating the consumer who uses the services of multiplex cannot be determined certainly from the population. The previous researches about shopping malls and multiplexes mostly used convenient sampling- Mall intercept methods [12]. The same technique is used for this research too. All three of the multiplexes are circulated with 300 questionnaires each and finally valid sample arrived at 827. Data interpreted with percentage analysis and weighted average ranking.

5. Data Analysis and Interpretation

Table 1. Demographic profile

| Variable | Attributes | Frequency | Percent | Cumulative Percent |
|-----------|-----------------------|-----------|---------|--------------------|
| Gender | Male | 526 | 63.7 | 63.7 |
| | Female | 300 | 36.3 | 100 |
| Age | 18-23 | 340 | 41.2 | 41.2 |
| | 24-35 | 359 | 43.5 | 84.6 |
| | 36-50 | 95 | 11.5 | 96.1 |
| | Above 50 | 32 | 3.9 | 100 |
| | Pre Degree | 68 | 8.2 | 8.2 |
| Education | Graduate/Diploma | 217 | 26.3 | 34.5 |
| | Professional | 143 | 17.3 | 51.8 |
| | Post Graduate & above | 398 | 48.2 | 100 |
| | Employed | 331 | 40.1 | 40.1 |
| | Entrepreneur/Business | 144 | 17.4 | 57.5 |

| | | | | |
|---------------|---------------------|-----|------|------|
| | Professional | 98 | 11.9 | 69.4 |
| | Home maker | 55 | 6.7 | 76 |
| Occupation | Unemployed | 198 | 24 | 100 |
| | Below Rs.15000 | 102 | 12.3 | 12.3 |
| | Rs.15001 - Rs.30000 | 185 | 22.4 | 34.7 |
| | Rs.30001 - Rs.45000 | 201 | 24.3 | 59.1 |
| | Rs.45001 - Rs.60000 | 158 | 19.1 | 78.2 |
| Family Income | Above Rs.60000 | 180 | 21.8 | 100 |
| | Total | 826 | 100 | |

The table depicts that 64% of respondents are male remaining are female. The age category falls mostly at 44% for 25-35 and 41% of 18-23 categories. Majority of the respondents were qualified with post graduation 48% and others in the order of Graduate/Diploma, Professional and pre degree qualification. About 40% got employed, 24% unemployed, 17 % claim their employment by own, 12 % occupies the professional practices and rest of them are homemaker. The average income level stays at 14% Rs.30001 - Rs.45000 & 23%, Rs.45001 - Rs.60000 for about 19% and remain 12% belongs to the income category of below Rs.15000 income slab.

Table 2. Factors influencing the audience towards multiplex cinema

| Factors | EI | VI | MI | SI | N | Total | Aggregate values of | Average for Aggregate | Rank |
|---------|-----|-----|-----|-----|----|-------|---------------------|-----------------------|----------|
| IVF1 | 406 | 324 | 62 | 26 | 8 | 3572 | | | |
| IVF2 | 182 | 305 | 243 | 38 | 58 | 2993 | | | |
| IVF3 | 281 | 303 | 161 | 30 | 51 | 3211 | | | |
| IVF4 | 200 | 298 | 207 | 50 | 71 | 2984 | 12760 | 3190 | 8 |
| PSF1 | 385 | 277 | 0 | 112 | 52 | 3309 | | | |
| PSF2 | 212 | 449 | 125 | 20 | 20 | 3291 | | | |

| | | | | | | | | | |
|-------|-----|-----|-----|----|----|------|-------|------|----------|
| PSF3 | 354 | 273 | 134 | 48 | 17 | 3377 | | | |
| PSF4 | 277 | 364 | 123 | 47 | 15 | 3319 | 13296 | 3324 | 3 |
| ECF1 | 430 | 256 | 89 | 10 | 41 | 3502 | | | |
| ECF2 | 260 | 347 | 201 | 18 | 0 | 3327 | | | |
| ECF3 | 312 | 264 | 193 | 57 | 0 | 3309 | | | |
| ECF4 | 237 | 302 | 215 | 44 | 28 | 3154 | 13292 | 3323 | 4 |
| SCF1 | 354 | 304 | 131 | 33 | 4 | 3449 | | | |
| SCF2 | 421 | 280 | 90 | 28 | 7 | 3558 | | | |
| SCF3 | 270 | 239 | 225 | 45 | 47 | 3118 | | | |
| SCF4 | 302 | 284 | 176 | 43 | 21 | 3281 | 13406 | 3352 | 2 |
| CLF1 | 422 | 229 | 108 | 37 | 30 | 3454 | | | |
| CLF2 | 229 | 390 | 113 | 66 | 28 | 3204 | | | |
| CLF3 | 252 | 364 | 108 | 75 | 27 | 3217 | | | |
| CLF4 | 298 | 249 | 143 | 71 | 65 | 3122 | 12997 | 3249 | 7 |
| EVF 1 | 344 | 313 | 146 | 8 | 15 | 3441 | | | |
| EVF2 | 268 | 396 | 139 | 5 | 18 | 3369 | | | |
| EVF3 | 292 | 310 | 160 | 20 | 44 | 3264 | | | |
| EVF4 | 251 | 320 | 139 | 74 | 42 | 3142 | 13216 | 3304 | 6 |
| STF1 | 385 | 247 | 147 | 36 | 11 | 3437 | | | |
| STF2 | 289 | 358 | 145 | 25 | 9 | 3371 | | | |
| STF3 | 290 | 285 | 194 | 28 | 29 | 3257 | | | |
| STF4 | 274 | 289 | 167 | 65 | 31 | 3188 | 13253 | 3313 | 5 |

| | | | | | | | | | |
|------|-----|-----|-----|----|----|------|-------|------|---|
| MVF1 | 459 | 274 | 78 | 6 | 9 | 3646 | | | |
| MVF2 | 507 | 231 | 65 | 12 | 11 | 3689 | | | |
| MVF3 | 347 | 284 | 156 | 31 | 8 | 3409 | | | |
| MVF4 | 371 | 291 | 126 | 21 | 17 | 3456 | | | |
| MVF5 | 364 | 285 | 119 | 21 | 37 | 3396 | 17596 | 3519 | 1 |

Each and every consumer decision is influenced by varied factors before making a decision on multiplex cinema. The audience views are gathered with eight different factors using weighted average ranking method. All the factors given in the table could influence in one way or other, but the percentage and the ranking level of influences are disclosed in the above table.

Rank 1: Movie factor (MVF) are inducing the audience to watch movies due to factors like favorite star caste and story content, show timing and technology adoption towards the multiplex cinema.

Rank 2: Social factors (SCF) influence stands at the second place, because individuals are highly bonded with family, friends and colleagues in Indian society. Also, more of the individual personality is determined by the society. So, it doesn't have any doubt or regret in placing this level.

Rank 3: Psychology factor (PSF) has secured third position. Individual can be guided and directed externally, but still the decision made through inner feelings, motives, learning and mood swing affect at the point of the decision making.

Rank 4: Economic factor is positioned at number four in the ranking system. The system in which the economy is spread and spent across hard earned money, which influences people to spend on something towards multiplex cinema.

Rank 5: Situation factor (STF) is placed at fifth position from eight factors. Actions are mostly decided by situational circumstances such as availability of transport, time, and money to watch movie in multiplex cinema.

Rank 6: Environmental factors (ETF) like distance, other opportunities decide where to watch movies.

Rank 7: Cultural factor (CLF) is in the sixth position. This is an innate feature of an individual like habits, interest and values that lead towards multiplex cinema.

Rank 8: Individual Factor (IVF) is least ranked from the above all factors. The points like educational level, age, gender and so on are actually influences but the young minds gradually breaking out from the discrimination from the society such that the way they ranked for the influencing level of individual factor.

6. Conclusion

This research facilitates to understand the audience of the multiplex cinema. The study explored the factors that influences towards multiplex cinema and which among them influence at the maximum to minimum. Finally it declared from the audience opinion that movie factors and its technicality inspire them at the most. The individual factors such as age; gender least influences and other factors stands in middle. So it out breaks mythology, that income and legacy of people decides the multiplex cinema. But actually, the admiration and passion drives people towards multiplex cinema.

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