

## 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
Education	Pre Degree	68	8.2	8.2
	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	<b>8</b>
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	<b>3</b>
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	<b>4</b>
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	<b>2</b>
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	<b>7</b>
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	<b>6</b>
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	<b>5</b>

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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