A STUDY ON CC ABOUT THE ENTRY OF CORPORATE AND EXPECTATIONS OF AUDIENCES TOWARDS CINEMA THEATRES

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ABSTRACT

In today's world of cutthroat competition many theatre owners have come forward to upgrade the facilities to increase the footsteps of the cinema audiences, due to the entry of different multinational companies many theatre owners are forced to upgrade the facilities as soon as possible. But, this affects wholly the other small theatre owners in that place. Perhaps this is just like the entry of one on behalf of the others suppressing them and their growth entirely. This research is based on perception of theatre owners about the entry of corporate and expectations of audiences towards cinema theatres. The main aim of the research is to measure that entry of corporate is a boom to cinema industry and to find out what factors do audiences expect in a cinema theatres. Descriptive research design was followed in this research. A sum of 300 respondents was met in their leisure time. Probability sampling was used for theatre owners, in that disspropriate stratified random sampling technique has been used in the data collection. Non-Probability sampling was used for cinema theatre audiences in that convenient sampling technique was used in the data collection. The data collected was analyzed through Chi-square test, Independent Sample T-Test, Factor analysis, Correlation, Stepwise regression.

Key Words: Theater, Audiences perception and expectation, Theater owner perception and expectation, Corporate, Cinema industry, Audiences behavior.

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INTRODUCTION

Cinema theatres

Cinema viewing is one of the main leisure activities in India. For decades, the silver screen influenced Indians and still continues popular source of entertainment for many years. Cinema viewing has always surpassed the other options that emerged as the entertainment industry developed over years. Growth of nuclear families in urban areas, increasing number of working women and the younger wage earning population are the major highlights of the demographic profile. As the young wage earning population tends to spend more on entertainment and leisure, entertainment combined with fun-filled experience is likely to be a major attraction. We have the advent of big multinational corporate into the retail sectors. The aim of these MNC's is to express their capability to enter into theatre business and show themselves successful over their challengers. "Invasion can occur either through the tough and fierce competition that prevails in a particular field or due to identification of the weak bodies and excelling from them"**.** The flourished MNC's need to explore themselves.

The various multinational companies that step into the industry are;

- Pyramid Saimira Theatre Limited,
- Reliance Cinema Limited (Adlabs),
- Insight Medias,
- Gemini Cinemas.

The above mentioned firms exhibit various businesses on their brand names. They need to explore themselves in every business and one such type is the cinema industry which paves way to a good business and faster money reliable. They come into this field with their brand names suitably from a NRI from foreign countries who wish to have business in our country. The theatres which are leased are not as that of good ones, that too in releasable 'A' class centers. They are in the relative 'B & C' class centers.

These branded firms create a false record over the entire revenue over the investment to their NRI investors. They do this to make the continuation of further investment. Since, the profit is there they would like to invest further and keep their input for a period of time and stay in this field. But by this way more amount of investment is done in our place by the NRI's. The entry of the MNC's will lie in the undertaking of the multiplexes, stand alone theatres and also will set up to establish new malls and multiplexes. They will also refurbish the old theatres with the advent of the latest technology and creating a digital experience. With the effective satellite way of distribution the films will be released wide across the country and the public will be provided with good and latest infrastructure.

But, this affects wholly the other small business men in that place. Perhaps this is just like the entry of one on behalf of the others suppressing them and their growth entirely. This entry will create a competition between the leased theatres and left alone theatres. It will make the left alone theatre owners to upgrade the facilitates in order to give equal cinema experience to the audience.

Single screen

Single screen cinema which still continues to be the mainstay of India cinema, despite the multiplex commune grabbing all the luster and glamour has begun turning the tables. There have been a sizeable number of instances of single screen cinemas taking up the challenge of change and remodeling themselves to hold onto, if not regain, their ground.

- Remodel the auditorium with the best movie watching comforts and sound and projection
- Create an ambience that rivals a multiplex
- Provide facilities and services that match those at multiplex
- Create opportunities for more commercial options for revenue support
- Surround sound projection of optimum quality
- A well designed foyer
- Plush seating comfort
- A wash room which obeys all rules of proper sanitation

The theatre interiors have been transformed into a totally new ambiance of amazement with new colour and design themes providing a pleasing matrix with new additions kid zone, comprising video games, indoor slides and swings and floors have been redone in fine marble reflecting the neat and tidy spaces. Continuing the brief of cinematic comfort as central, the auditorium has been downsized from 1500 seats to a 700 seat hall. This was done keeping in view two things

- One – Change in the market scenario
- Two – Utilize the space for creating more comforts

Watching a movie first day, first show in a single screen theatre with a multiplex experience, relishing in the cool and plush comfort of its interior, backed by new and revised technology at affordable prices seem too good to be true. Improved infrastructure is a sure fire way of increasing market share of movie-goers.

Multiplexes

India is far short of the cinema screens as compared to many developed countries in the world. Since the economy is going through a bullish phase, there is enormous scope for leisure, entertainment and tourism. This reinforces the need for the transformation of the theatres form into the multiplex form. Multiplex launches continue to dot the cinematic contours of the country even as fresh ventures are being signed by entrepreneurs big or small. The emergence of the multiplex industry and the new genre of entrepreneurs in India put the industry up to the challenge of meeting global standards as also to a new horizon of opportunities. The cinema claims to provide all the features of what is now aggressively sought to be promoted as Cinemaxperience that comprises swanky ambiences charactering glittering colours, well designed auditoria with wall-to-wall screens, comfortable sightlines, push seating, and state-of-the-art sound and projection technology.

Multiplexes' opening with 4 screens, 7 screens, and 9 screens with a total seating capacity of 700 to 1500 has created a mass to cinemas. The multiplex is equipped state of the art cinematic comforts and services that comprise latest and perfect sound and projection technology, fully automated box office with computerized ticketing, and home delivery services.

The admission rates at multiplex range between Rs.90 to Rs.120, 150, 200, 250. Prices vary depending on time of the day and day of the week thereby making the movie going experience affordable to a wider audience. The programming mix will include different language films. Today around 400 multiplex screens in country contribute to almost 30-35 per cent of the all language theatrical collections. However, the multiplex screens have gained greater importance only so far as the Hindi movie business is concerned. The remaining 12,000 single screens in the country are still influenced by traditional ways of working since there haven't been any policy supports for them on the lines of multiplexes, and no investments have been made to dispel the inertia of minimum guarantees.

The Indian consumer is viewing shopping in an all together different perspective like never before. Previously, shopping was viewed as a routine task to be gone through on a weekly or monthly basis. Consumers are now viewing it as a source of recreation. These days, shopping for the entire week or month is clubbed along with other forms of entertainment such as watching a movie, family outing and the like. The multistoried sprawling complexes that provide shopping, entertainment and food under one roof are becoming more and more popular. Most of the malls now house the cinema halls inside to attract more footfalls and the opposite is also equally true. The multiplex's design also offers leisure shopping, restaurants, eateries, etc., to attract more consumers.

NEED FOR THE STUDY

In today's world of cutthroat competition many theatre owners have come forward to upgrade the facilities to increase the footsteps of the cinema audiences, due to the entry of different multinational companies many theatre owners are forced to upgrade the facilities as soon as possible. But, this affects wholly the other small theatre owners in that place. Perhaps this is just like the entry of one on behalf of the others suppressing them and their growth entirely.

The aim of corporate is to express their capability to enter into cinema and show themselves successful over their challengers. This satisfies many, dissatisfies some or the other way. However the affected are small theatre owners.

- Entry of corporate is a boom to cinema industry.
- Why theatre owners are changing the theatres into shopping malls and apartments.
- Because of pirated CD's and rise in cost of ticket fare the audiences has reduced to visit cinema theatres.

OBJECTIVES OF THE STUDY

For theatre owners

- To study the perception of theatre owners towards the corporate entry.

For theatre audiences

- To identify what audiences expect in cinema theatres.
- To identify the factors which are preferred by the respondents to visit cinema theatres.
- To find audiences perception towards cinema theatres.

REVIEW OF LITERATURE

Anil Chopra, Editor- Cinema Systems, There are various kinds of piracy; one is the use of films prints for undeclared shows, and so no revenue for the distributor or producer. We are concerned about the loss from theatrical exhibition of movies. The theatrical life of a movie is not even two months today in the emergence of the multiplex, television, DVD and broadband and soon digital cinema. The release of the DVD is basically the end of theatre revenue. Then piracy is in the digital media. In theatre piracy there is the old practice of camcorder recording. This camcorder recording facilitated, earlier, video parlors operating on VHS cassettes, which did in fact affect almost immediately theatre collections. We have reason to believe that the camcorder is still up to mischief in the theatre piracy, for digestion of theatre owners. No doubt DVDs are released in two to four months from theatrical, but in this crucial period the camcorder also delivers pirate VCDs, maybe, not for video parlous but mass replication today does in fact seriously affect the cinema theatre. It is ironic that when watching a movie in a theatre is itself under threat, which in India there is an ongoing tussle for the revenue from the multiples theatre. It is a little ridiculous. I think the multiplex has indeed turned around Indian cinema. And instead of being grateful for the enhanced revenue and the contribution of millions of rupees, the newspapers are full of stories of self-righteous demands. Indian cinema industry is divided, and definitely unorganized. It’s time to let the industry decide once and for all on the revenue sharing and let all follow the decision. But which body? It’s a mess. Disgraceful to say the least.

RESEARCH METHODOLOGY

Research design: Descriptive research design was followed in this research.

Method of administration: A sum of 300 respondents was met in their leisure time. The research is done with pilot study.

Sampling technique: Probability sampling was used for <u>theatre owners</u>, in that disspropriate stratified random sampling technique has been used in the data collection. Non-Probability sampling was used for cinema theatre <u>audiences</u> in that convenient sampling technique was used in the data collection.

Research techniques: This research was analyzed through 6 tools. They are Chi-square test, Independent Sample T-Test, Factor analysis, Correlation analysis, Stepwise regression and Percentage analysis.

<u>FOR THEATRE OWNERS</u>

(a) Factor analysis on perception of theatre owners towards the entry of corporate players

Factor analysis for twenty five statements has been done in which it is reduced into eight factors, the KMO value is 93.920. So the researcher went for further analysis.

S. No	Statements	1	2	3	4	5	6	7	8
1	Entry of corporate is a boom to cinema industry					0.841			
2	Entry of corporate may affect popular theatres than normal theatres				0.576				
3	Entry of corporate creates a tough challenge among popular theatres		0.913						
4	Regular income may be affected because of corporate entry	0.9							
5	Corporate can survive without creative experience						0.622		
6	Will corporate entry make the industry as professional one								0.703
7	Popular theatres have to take certain measures to compete corporate				0.739				
8	Will cost of film increase in future because of corporate entry	0.806							
9	Only single screen theatre will survive in future								0.862
10	In future complex theatres may change into shopping malls							0.952	
11	The rate of tickets in future may be affordable								0.436
12	Popular theatres become normal theatres in future			0.877					
13	Number of multiplex will increase in Chennai in future		0.928						
14	The piracy of the film will put down at a larger rate in entry of corporate			-0.876					
15	The freedom given by government to theatre owners would increase ticket rates in future			0.667					
16	The revenue for the government through entertainment tax had been declining over the years				0.566				
17	Certain regulation measures to be taken by the government to control the entry of corporate						0.571		
18	Theatre owners will be able to get a regular income giving the theatre for lease					0.609			
19	Leasing of normal theatres by corporate will it affect	0.585							

	today's popular theatres								
20	Because of IT's and BPO's the ticket rates are increased					0.473			
21	Theatres required changes in the rules governing cinemas like seating, distance from the screen and viewing angle and hence the government approval is needed					0.815			
22	Multinationals settings up multiplexes in the country are forcing cinema owners in Chennai to upgrade their facilities	0.806							
23	Impact of corporate entry may affect the producers						-0.9		
24	Impact of corporate entry may affect the distributors				0.913				
25	Dr. Karunanidhi government tax exemption for Tamil films has been the biggest incentive for the multiplex boom in Chennai and the corporate to enter	0.655							

From the above table it is inferred that the above twenty five statements have been divided into eight factors namely,

(1) Opportunity

- Regular income may be affected because of corporate entry
- Will cost of film increase in future because of corporate entry
- Leasing of normal theatres by corporate will it affect today's popular theatres
- Multinationals settings up multiplexes in the country are forcing cinema owners in chennai to upgrade their facilities
- Dr. Karunanidhi government tax exemption for Tamil films has been the biggest incentive for the multiplex boom in Chennai and the corporate to enter

(2) Challenge

- Entry of corporate creates a tough challenge among popular theatre
- Number of multiplex will increase in Chennai in future

(3) Threat

- Popular theatres become normal theatres in future
- The piracy of the film will put down at a larger rate in entry of corporate

- The freedom given by government to theatre owners would increase ticket rates in future

(4) Revenue

- Entry of corporate may affect popular theatres than normal theatres
- Popular theatres have to take certain measures to compete corporate
- The revenue for the government through entertainment tax had been declining over the years
- Impact of corporate entry may affect the distributors

(5) Measure to be taken by theatres owners

- Entry of corporate is a boom to cinema industry
- Theatre owners will be able to get a regular income giving the theatre for lease
- Because of IT's and BPO's the ticket rates are increased
- Theatres required changes in the rules governing cinemas like seating, distance from the screen and viewing angle and hence the government approval is needed

(6) Measure to be taken by government,

- Corporate can survive without creative experience
- Certain regulation measures to be taken by the government to control the entry of corporate
- Impact of corporate entry may affect the producers

(7) Theatres change into shopping malls,

- In future complex theatres may change into shopping malls

(8) Professional industry

- Will corporate entry make the industry as professional one
- Only single screen theatre will survive in future
- The rate of tickets in future may be affordable

(b) Correlation analysis on perception of theatre owners towards the entry of corporate players

S. No	Model	P Value	Sig
1.	Opportunities	.389*	.050
2.	Challenge	.539*	.004
3.	Threat	.640*	.000
4.	Revenue	.626*	.001
5.	Measure to be taken by theatres owners	.230	.259
6.	Measure to be taken by government	.297	.140
7.	Theatres change into shopping malls	.576*	.002
8.	Professional industry	.273	.177

All the eight factors (i.e.) corporate entry in cinema industry, challenge to compete the corporate players, threat will make the industry to stand, revenue will be affected because of corporate entry, measure to be taken by theatres owners, measure to be taken by government, theatres change into shopping malls, in future will the industry be professional have correlated with the perception of theatre owners towards the entry of corporate players. Most correlated factor is threat will make the industry to stand (.640), revenue will be affected because of corporate entry (.626), theatres change into shopping malls (.576), challenge to compete the corporate players (.539), corporate entry in cinema industry (.389), measure to be taken by government (.297), in future will the industry be professional (.273), measure to be taken by theatres owners (.230) which is significant.

Hence there is a significant relationship on perception of theatre owners towards the entry of corporate players.

© Stepwise multiple regression analysis on perception of theatre owners towards the entry of corporate players

(Ho): There would exist a significant relationship on perception of theatre owners towards the entry of corporate player

S. No	Variables	R	R^2	Adj. R^2	Std. Err of Este	F	Sig
1.	Challenge to compete the corporate players	.833	.693	.676	1.28507	40.715	.000
2.	In future will the industry be professional	.875	.766	.739	1.15427	27.888	.000

From the above table it has been observed that out of eight factors corporate entry in cinema industry, challenge to compete the corporate players, threat will make the industry to stand, revenue will be affected because of corporate entry, measure to be taken by theatres owners, measure to be taken by government, theatres change into shopping malls, in future will the industry be professional (i.e.) challenge to compete the corporate players, in future will the industry be professional have contributed with perception of theatre owners towards the entry of corporate players. Most contributed factor is challenge to compete the corporate players 67%, in future will the industry be professional 6%.

Hence there is a significant relationship on perception of theatre owners towards the entry of corporate players.

(d) Univariate analysis on single screen, multiplex, complex theatres owners perception towards entry of corporate players

S. No	Source	Sum of Squares	Degree of freedom	Mean Square	F	Sig
1.	single screen, multiplex, complex theatres	73.483	2	36.741	8.715	.002

Analysis on single screen, multiplex, complex theatres with perception of theatre owners towards entry of corporate players

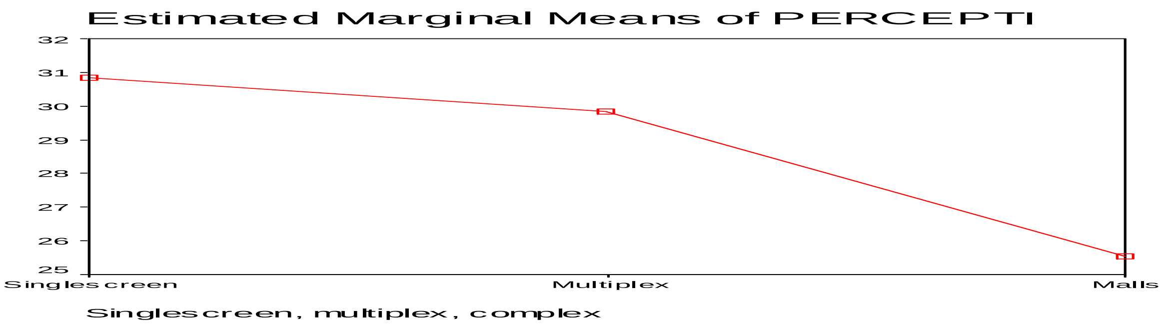

Table shows the difference between single screens, multiplex and complex theatres owners and their perceptions towards the corporate entry. F value for single screen, multiplex, complex theatres (8.715) which is significant, hence there is significant difference between, single screens, multiplex, complex theatres owners towards the corporate entry. It is also clearly expressed in the graph, which shows the estimated marginal means of perception of theatre owners towards entry of corporate players. Single screens and multiplex theater owners have same perceptions towards the entry of corporate. Complex theater owners are not bothered about the entry of corporate.

FOR THEATRE AUDIENCES

(e) Chi- square test showing the relationship between Demographic variables i.e. (age) and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema

theaters.

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From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen,

Customer's perception towards watching movie in cinema theatres				
S. No	**Age**	**Pearson Chi-square Value**	**Degree of freedom**	**Asymp. Sign (2-sided)**
1.	Area	17.777	6	**.009***
2.	Mode of booking	8.886	6	.180
3.	Ticket Fare	5.805	6	.445
4.	Infrastructure	20.688	6	**.002***
5.	Seating arrangements	5.097	6	.531
6.	Public (Crowed)	.765	3	.858
7.	Technology	5.161	6	.523
8.	Canteen	7.766	6	.256
9.	Movie	13.005	6	**.043***
10.	Home Theatres	14.105	6	**.028***
11.	Expectation	3.649	6	.724
12.	Parking	6.507	6	.369

movie, home theatres, expectation, parking only four factors i.e. area, infrastructure, movies, home theatres have significant relationship with customer's perception towards watching movie in cinema theatres. P value for area, infrastructure, movies, and home theatres is 17.777, 20.688, 13.005, and 14.105 which is significant.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(f) Chi -square test showing the relationship between Demographic variables i.e. (career status) and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between career status & customer's perception towards watching movie in cinema theatres

Customer's perception towards watching movie in cinema theatres

S. No	Career status	Pearson Chi-square Value	Degree of freedom	Asymp. Sign (2-sided)
1.	Area	5.679	4	.224
2.	Mode of booking	4.811	4	.307
3.	Ticket Fare	6.170	4	.187
4.	Infrastructure	2.555	4	.635
5.	Seating arrangements	1.591	4	.810
6.	Public (Crowed)	.426	2	.808
7.	Technology	10.586	4	**.032***
8.	Canteen	2.616	4	.624
9.	Movie	3.448	4	.486
10.	Home Theatres	.986	4	.912
11.	Expectation	7.666	4	.105
12.	Parking	5.157	4	.272

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From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only one factors i.e. technology have significant relationship with customer's perception towards watching movie in cinema theatres. P value for technology is 10.586 which is significant.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(g) Independent t- test showing the relationship between age and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Age**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	**Area**	**Less than 20**	62	2.1613	.41265	.05241		

		to 20-30	118	1.9661	.52187	.04804	.002	.011
2.	**Mode of booking**	**Less than 20**	62	2.0968	.46903	.05957		
		to 20-30	118	1.9153	.48174	.04435	.003	.016
3.	**Infrastructure**	**Less than 20**	62	2.6613	.47713	.06060		
		to 20-30	118	2.3136	.56537	.05205	2.12 7	.000

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only three factors i.e. area, mode of booking, infrastructure have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are less than 20 years of age group are giving more preference to area, mode of booking, infrastructure {(2.1613, 1.9661) (2.0968, 1.9153) (2.6613, 2.3136)} when compared to other counter parts (i.e.) age group between 20-30.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

4.1(b).5 Independent t- test showing the relationship between age and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Age**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	Infrastructure	Less than 20	62	2.6613	.47713	.06060		
		to 30-40	11	2.0909	.53936	.16262	2.90	.001

							0	
2.	Movie	Less than 20	62	2.0323	.44234	.05618	4.31 9	.009
		to 30-40	11	1.6364	.50452	.15212		

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only two factors i.e. infrastructure, movie have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are less than 20 years of age group are giving more preference to infrastructure, movie {(2.6613, 2.0909) (2.0323, 1.6364)} when compared to other counter parts **(i.e.)** age group between 30-40.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(h) Independent t- test showing the relationship between and age customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Age**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	Mode of booking	Less than 20	62	2.0968	.46903	.05957	.446	.045
		to above 40	19	1.8421	.50146	.11504		

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only one factors i.e. mode of booking have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are less than 20 years of age group are giving more preference to mode of booking {(2.0968,1.8421)}when compared to other counter parts (i.e.) age group above 40.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(i) Independent t- test showing the relationship between age and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Age**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	Movie	20-30	118	2.0085	.57729	.05314	.794	.041
		to 30- 40	11	1.6364	.50452	.15212		

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only one factors i.e. movies have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are 20-30 years of age group are giving more preference to movie {(2.0085, 1.6364)} when compared to other counter parts (i.e.) age group between 30-40.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(j) Independent t- test showing the relationship between age and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres							
S. No	**Age**	**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign**

								.
1.	Mode of booking	20-30	118	1.9153	.48174	.04435		
		to above 40	19	1.8421	.50146	.11504	.415	.542

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only one factors i.e. mode of booking have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are 20-30 years of age group are giving more preference to mode of booking {(1.9153, 1.8421)} when compared to other counter parts (i.e.) age group above 40. Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(k) Independent t- test showing the relationship between age and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between age & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Age**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	Movie	30-40	11	1.6364	.50452	.15212		
		to above 40	9	2.1579	.37463	.08595	5.511	.003

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only one factors i.e. movies have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value those who are 30-40 years of age group are giving more preference to movie {(1.6364,2.1579)} when compared to other counter parts (i.e.) age group above 40.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(l) Independent t- test showing the relationship between gender and customer's perception towards watching movie in cinema theatres

(Ho): There is a significant relationship between gender & customer's perception towards watching movie in cinema theatres.

Customer's perception towards watching movie in cinema theatres								
S. No	**Gender**		**N**	**Mean**	**Std. De**	**Std. Err Mean**	**F**	**Sign.**
1.	Public (Crowed)	Male	140	1.4857	.50159	.04239	66.404	.000
		Female	70	1.2143	.41329	.04940		
2.	Movie	Male	140	2.1143	.49582	.04190	2.502	.000
		Female	70	1.8000	.52750	.06305		

From the above table it has been observed that out of twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking only two factors i.e. public(crowed), movies have significant relationship with customer's perception towards watching movie in cinema theatres. By comparing the mean value with gender more preference is given by **(male)** to public(crowed), movie {(1.4857, 1.2143) (2.1143, 1.8000)} when compared to other counter parts.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres. The stated hypothesis is partially accepted.

(m) Correlation analysis on customer's perception towards watching movie in cinema theatre

S. No	**Factors**	**P Value**	**Sig**
1.	Area	.381*	.000
2.	Mode of booking	.371*	.000
3.	Ticket fare	.565*	.000
4.	Infrastructure	.601*	.000
5.	Seating arrangement	.594*	.000
6.	Public (Crowed)	.439*	.000
7.	Technology	.361*	.000
8.	Canteen	.472*	.000

9.	Movies	.455*	.000
10.	Home theatres	.466*	.000
11.	Expectation	.402*	.000
12.	Parking	.549*	.000

All the twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking have correlated with the customer perception towards watching movie in cinema theatre. Most correlated factor is infrastructure(.601), seating arrangement(.594), ticket fare(.565), parking(.549), canteen(.472), home theatres(.466), movies(.455), public(crowed)(.439), expectation(.402), area(.381), mode of booking(.371), technology(.361) which is significant.

Hence there is a significant relationship on customer's perception towards watching movie in cinema theatre.

(n) Stepwise multiple regression analysis on customer's perception towards watching movie in cinema theatres for the age group 20-30 years

S. No	Variables	R	R^2	Adj. R^2	Std. Err of Este	F	Sig
1.	Ticket fare	.566	.320	.314	2.61222	54.621	.000
2.	Infrastructure	.714	.510	.502	2.22684	59.894	.000
3.	Home theatres	.812	.659	.651	1.86487	73.593	.000
4.	Canteen	.851	.724	.714	1.68723	73.996	.000
5.	Movie	.887	.787	.778	1.48759	82.825	.000
6.	Expectation	.912	.832	.823	1.32602	91.858	.000
7.	Seating arrangements	.933	.871	.863	1.16892	106.013	.000
8.	Technology	.947	.897	.889	1.04933	118.547	.000
9.	Parking	.962	.926	.920	.89268	150.337	.000

10.	Mode of booking	.973	.946	.941	.76447	188.518	.000
11.	Area	.981	.961	.957	.65090	240.184	.000
12.	Public (Crowed)	.988	.977	.974	.50535	371.169	.000

(Ho): There would exist a significant relationship between customer's perceptions towards watching movie in cinema theatres for the age group 20-30 years.

From the above table it has been observed that all the twelve factors area, mode of booking, ticket fare, infrastructure, seating arrangements, public(crowed), technology, canteen, movie, home theatres, expectation, parking have contributed with customer's perception towards watching movie in cinema theatres for the age group between 20-30 years. Most contributed factor is ticket fare 31%, infrastructure 18%, home theatres 14%, canteen 6%, movie 6% and so on.

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres.

(o) Stepwise multiple regression analysis on customer's perception towards watching movie in cinema theatres for the age group above 40 years

(Ho): There would exist a significant relationship between customer's perception towards watching movie in cinema theatres for the age group above 40 years.

S. No	Variables	R	R^2	Adj. R^2	Std. Err of Este	F	Sig
1.	Infrastructure	.801	.642	.621	1.26970	30.534	.000
2.	Seating arrangements	.922	.850	.832	.84650	45.472	.000
3.	Canteen	.951	.904	.884	.70151	46.905	.000

. From the above table it has been observed that only three factors infrastructure, seating arrangements, canteen have contributed with customer's perception towards watching movie in cinema theatres for the age group above 40 years. Most contributed factor is infrastructure 62%, seating arrangements 21%, canteen 5%

Hence there is a significant relationship with customer's perception towards watching movie in cinema theatres.

(p) Univariate analysis on age & gender with customer's perception towards watching movie in cinema theatres

S. No	Source	Sum of Squares	Degree of freedom	Mean Square	F	Sig
1.	Age	40.915	3	13.638	1.729	.162
2.	Gender	28.346	1	28.346	3.594	.059

Analysis on age & gender with customer's perception towards watching movie in cinema theatres

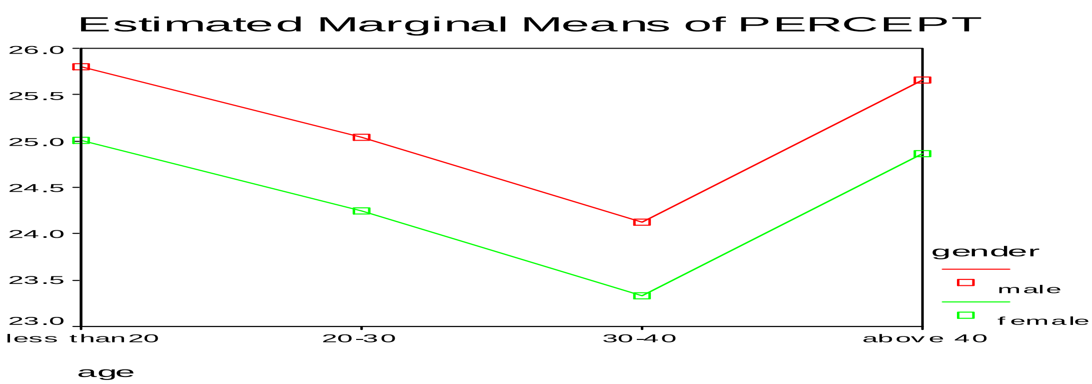

Table shows the difference between age & gender and the perception of customers towards watching movies in cinema theatres. F value for age (1.729) and gender (3.594) which is not significant, hence there is no significant difference between the male & female, it is also clearly expressed in the graph, which shows that there is no difference between the estimated marginal means of perception of male & female towards watching movies in cinema theatres.

FINDINGS

<u>For theatre owners</u>

Comparing the perception of theatre owners towards the entry of corporate players only challenge to compete the corporate players 67%, and in future will the industry be professional 63% has significant contributed. When correlating with perception of theatre owners towards the entry of corporate players the most correlated factor are threat will make the industry to stand, revenue will be affected because of corporate entry, theatres change into shopping malls, challenge to compete the corporate players, corporate entry in cinema industry, measure to be taken by government, in future will the industry be professional, measure to be taken by theatres owners.

For theatre audiences

There is a significant relationship between age and customer perception towards watching movie in cinema theatres. There is a significant relationship between gender and customer perception towards watching movie in cinema theatres. There is a significant relationship between career status and customer perception towards watching movie in cinema theatres. Less than 20 years of respondents are giving more preference to area, mode of booking, infrastructure towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group between 20-30. Less than 20 years of respondents are giving more preference to infrastructure, movies towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group between 30-40. Less than 20 years of age group are giving more preference to mode of booking towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group above 40. 20-30 years of respondents are giving more preference to movie towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group between 30-40. 20-30 years of respondents are giving more preference to mode of booking towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group above 40. 30-40 years of respondents are giving more preference to movie towards watching movie in cinema theatres when compared to other counter parts (i.e.) age group above 40. Male are giving more preference to public (crowed), movies when compared to female. The most contributed factor towards watching movie in cinema theatres is ticket fare 30%, infrastructure 18%, seating arrangements 16%, home theatres 7%, and canteen 6% for the age group less than 20 years. The most contributed factor towards watching movie in cinema theatres is ticket fare 31%, infrastructure 18%, home theatres 14%, canteen 6%, and movie 6% for age group 20-30 years. The most contributed factor towards watching movie in cinema theatres is expectation 70%, public (crowed) 10% for age group 30-40 years. The most contributed factor towards watching movie in cinema theatres is infrastructure 62%, seating arrangements 21%, and canteen 5% for age group above 40 years. To watch movie in cinema theatres male gives more importance to seating arrangements 38%, infrastructure 3%, home theatres 13%, ticket fare 6%, canteen 6% and so on. To watch movie in cinema theatres female gives more importance to ticket fare 29%, movie 19%, seating arrangement 15%, infrastructure 10%, home theatres 5%

and so on. When correlating with customer's perception towards watching movie in cinema theatre the most correlated facto r is infrastructure, seating arrangement, ticket fare, parking, canteen, home theatres, movies, public (crowed), expectation, area, mode of booking, technology.

SUGGESTIONS/RECOMMENDATIONS

For theatre owners

- Theater owners say that corporate entry to cinema theatres may create a challenge for them where they have to upgrade their facilities but they also feel that entry of corporate will make the cinema industry to be professional in future.

For theatre audiences

- Respondents of less than 20 years age group are giving more importance to ticket fare, infrastructure, seating arrangements, home theatres and canteen facilities. Theatre owners can focus on these aspects to attract more audiences of this age group by providing better infrastructure, seating arrangements and canteen facilities. Theatre owners must also concentrate on charging normal ticket fare for this age group with all the above facilities, otherwise due to high ticket fare they may shift to watch movies in home theatres in future.
- Respondents of 20-30 years age group are giving more importance to movies, ticket fare, infrastructure, home theatres, and canteen facilities. Theatre owners are not responsible for screening good movies in theatres where they can focus on other aspects to attract more audiences of this age group.
- Respondents of 30-40 years age group are giving more importance to expectation of facilities and public (crowed). Theatre owners can focus on these aspects to attract more class audiences of this age group by providing facilities up to their expectation.
- Respondents of above 40 years age group are giving more importance to infrastructure, seating arrangements, and canteen facilities. Theatre owners can focus on these aspects to attract more audiences of this age group by providing better infrastructure, seating arrangements and canteen facilities.
- Male are giving more importance to seating arrangements, infrastructure, ticket fare, public (crowed), home theatres, and canteen facilities. Theatre owners can focus on these aspects to attract more audiences of this age group by providing better infrastructure, seating arrangements and canteen facilities.

- Female are giving more importance to seating arrangements, infrastructure, ticket fare, home theatres, and canteen facilities. Theatre owners must concentrate on charging normal ticket fare for this age group with all the above facilities. Due to available of CD's at cheaper rates they may shift to watch movies in home theatres in future. So the theatre owners to attract female audiences should reduce the ticket fare.

CONCLUSION

Now day's customers are showing their interest towards the infrastructure and the services provided by the theaters. The audiences prefer that the theatres should have good sound, screening, infrastructure and other facilities. Shopping malls are also trying to attract more customers by combining movie viewing with food courts, shopping and gaming. Consumers are attracted not only by the movies but also by other recreational facilities, so theater owners can also concentrate on those facilities. This will increase the repeat audience. Entry of corporate will increase challenge among theaters and that leads to the healthy competition finally gives consumers a good experience in watching movies.

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