

A Study on Customer Perception Towards Multiplexes & Cinema Halls in Aurangabad City

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Abstract

Entertainment is usually seen as a major source for leisure, relaxation and improved living standard translates into higher needs for leisure and entertainment. It's also a longtime proven fact that entertainment is mostly recession proof. The Indian entertainment industry which primarily consists of film software, distribution and exhibition, television software and broadcasting, music, radio, is one among the India's oldest and prominent industries. Cinema industry also has undergone a change in culture & taste. Perception of the patron towards the cinemas is changing over the years. it's not merely watching movies alone but the appearance of multiplexes has added more options thereto. Empirical study is used and the results are proved through Aurangabad base respondents.

Keywords: Customer Satisfaction, Cinema, Multiplexes Services

I. INTRODUCTION:

Cinema-going is one of the most trending cultural activities, influencing a series of social, economic and cultural occurrences in contemporary societies. Cinemas are considered to be an integral part of cities and they contribute to the definition of a local geography and identity.

The entertainment industry growth is 19% in India. And total market worth is about 51,300 crore in India in year 2008. The multiplexes are often characterized by a good ambience,

comfortable seating, air-conditioning, and modern infrastructure. On one hand the primary sources of multiplex income are ticket sale, parking, advertisement income, management fee and Revenue sharing. On the other hand, the prominent components of expenses are cost incurred for the working of a multiplex are Distributor's share, Lease Rentals, Food & Beverages Cost, Other operating costs, and entertainment taxes. The multiplex owners are working on different business models to increase their reach and profitability.

Customer satisfaction has been identified as a key performance indicator in Entertainment Industry. During the recent decades, the entertainment industry has become an effective source for monetary gains and economic growth. Measurement of customer satisfaction is a note-worthy addition to the new ISO 9000-2000 standard. Organizations certified to this standard are now required to identify parameters that cause customer satisfaction and to consciously measure them.

II. LITERATURE REVIEW

Lam & Zhang (1999) conducted a study to assess customer's expectations and perceptions of service quality, and identified a gap between the two. They also explored the impact of service quality factors on overall customer satisfaction. Their findings revealed the 'Reliability', 'Responsiveness' & 'Assurance' were the most significant factors in predicting customer's satisfaction. These factors had the largest differential scores, indicating that customers' perceptions had been lower than their expectations.

Kotler (1973) emphasized upon the effect of atmosphere on the purchase decision. In his opinion the atmosphere enhances the purchase probability of customers thus the atmosphere could be considered as more influential than the product itself. Atmosphere could be experienced by the senses mainly through sight, sound, scent, and touch.

Monroe (1990) multiplex where consumers pay premium price, they look for the benefit and the price trade-off. Value could be described as the trade-off between benefits perceived by the consumers in the product and the price they pay for this.

Mehta (2006) in her study examined the expectations of people of Ludhiana, India, towards overall shopping experience and entertainment towards shopping malls. She found that people don't just buy a product in a mall, they buy an experience. On being asked to rank the features in the mall that would attract the customers, people gave the following ranking in the order of preference: shopping experience, eating joints, entertainment, apparel section, jewellery, music / books section, reasonable prices, decoration items and beauty salons. She gave certain suggestions to make the mall more appealing to the customers like free parking for the regular customers /heavy purchasers. Such customers may be issued a parking card, which ensures free earmarked parking. Malls with PVR multiplex should offer "weekend specials" like classics, movies for children, etc.

Zeithamal (1988) studied the consumer's perception on relative advantage and efforts required to obtain a product have significant influence on purchase intention. The effort required to obtain a product includes price, search time, availability and so on. Perceived

value is one of the factors that trigger the purchase intention. The perceived value comes from the relative advantage of products obtain a product, etc.

Brysland & Curry (2001) found out in study at a catering company, that organization can at least assess five dimensions of service quality to ascertain the level of services provided, and determine which dimensions need improvement. The study emphasized the knowledge of customer's perception of the service quality and the ability to measure customer satisfaction which benefits industry professionals in numerous ways. The measurement of customer satisfaction could provide specific data that could be used in quality management.

III. RESEARCH OBJECTIVE:

- To study the satisfaction level of the customers.
- To study the consumer behavior with special reference to Aurangabad city.
- To provide suitable suggestions for improving the satisfaction level of consumer.

IV. RESEARCH METHODOLOGY:

This research was general in nature and it's applicable to all sorts of people who have curiosity in watching movies. So to gather information, both primary and secondary data collection method is used. Primary data is collected through questionnaire and filled it with Aurangabad's respondents. The convenience sampling technique was used to get data. The structured questionnaires were used to collect the data from the respondents. Structured questions saves considerable amount of time as the respondents is quick enough to choose from the options given to them. Secondary data was collected from internet, magazine, books and journals.

V. DATA ANALYSIS & INTERPRETATIONS:

The following tables are basically representation of respondents in the form of questionnaire being filled by them. The percentage analysis and Likert's scale is used to show the below results:

<i>Demographic Characteristics</i>		<i>Frequency</i>	<i>Percentage</i>
<i>Age-Group</i>	21-30	112	56
	31-40	69	34.5
	41-50	15	7.5
	50-60	4	2
<i>Gender</i>	Male	66	33
	Female	104	52
	Transgender	30	15
<i>Marital Status</i>	Single	89	44.5
	Married	54	27
	Widowed	12	6

	Divorced/Separated	45	22.5
Education Qualification	Illiterate	19	9.5
	SSC	63	31.5
	Graduate	83	41.5
	Post Graduate	12	6
	Others	23	11.5
Occupation	Private/Professional	134	67
	Government	56	28
	Others	10	5
Family Income	10000-20000	56	28
	20000-30000	116	58
	30000 & Above	28	14
TOTAL		200	100

Interpretations:

As per shown in table demographic details of respondents were classified according to their age, gender, education, occupation, marital status, educational qualification, occupation, family income. Out of total respondents, 56% of respondents fall in the age group of 21-30 years of age, 52% are female respondents & rests are divided into male & transgender. Majority of respondents professional graduates (67%) & 44.5% of respondents are single & 58% of respondents have their monthly income in the range of 20000-30000.

TABLE 2: Age of the respondents & the sources that influence the respondents towards multiplex

		<i>which source made you to go for multiplex theatre</i>				TOTAL
		<i>Social pressure</i>	<i>Friends / Relatives</i>	<i>Social Media</i>	<i>Curiosity to explore of new concepts</i>	
Age-Group	21-30	15	38	45	14	112
	31-40	34	25	10	0	69
	41-50	0	0	4	11	15
	50-60	0	4	0	0	4
TOTAL		25	78	83	14	200

Interpretation:

The table reveals that 21-30 age groups mostly influenced by Friends/ Relatives & Social media. Respondents belong to 31-40 years have used the multiplex service because of social pressure & friends and relatives. Age group of 41-50 years has curiosity to explore new ideas. 50-60 years have experienced multiplex due to friends & relatives.

TABLE 3: Gender of the respondents & their satisfaction level of multiplex

CUSTOMER SATISFACTION LEVEL						
	Highly Satisfied	Satisfied	neutral	Dissatisfied	Highly Dissatisfied	TOTAL
Male	14	31	2	15	4	66
Female	56	35	6	3	4	104
Transgender	19	11	0	0	0	30
TOTAL	89	77	8	18	8	200

Interpretations:

It is can be clearly inferred that most of respondents says that they were highly satisfied (Male 14, Female 56 & Transgender 19) with the services of multiplex. Responses followed by satisfied, neutral, dissatisfied and highly dissatisfied.

CONCLUSION:

Cinema is commonest amusement to any or all segments of individuals. But place in which people watch films are decided by their affordability. In this present study carried out to know the customer satisfaction towards multiplex & cinema halls. Empirical study is done in Aurangabad city to know the reality of customer satisfaction. Demographic factors are playing a major role in deciding their satisfaction level. The findings clearly indicated that consumers are highly attracted towards multiplex & cinema halls that lead towards customer satisfaction. Few respondents have discerned the weakness and improvisation connected areas of multiplex and cinema halls and one in all them is price.

Suggestions:

- Multiplex should provide offers and special discounts on festival occasions & as well as on holidays.
- Food court prices should not be changed very often.
- Weekly once multiplex can showcase classical movies to attract the senior citizens.

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