

A STUDY ON FACTORS INFLUENCING CUSTOMER SATISFACTION OF CINEMA THEATERS IN TIRUNELVELI CITY

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ABSTRACT

This paper aims to study customer satisfaction of Cinema Theaters customers in Tirunelveli city. This study is conducted by collecting structured questionnaire to 200 respondents from some cinemas theater and the respondents have been experienced regarding to the services provided by cinemas theater. Based on the results of this study, features of cinemas and core services of all Cinemas are main influencing factors on customer satisfaction. This paper found that the customer satisfaction has significant positive effect on repurchase intention. Therefore, cinema service providers should consider to provide quality cinema features and best quality services for cinema customers. The more the quality cinema features and quality services can deliver, the more the customer may satisfied and customer satisfaction may lead to repurchase intention.

KEY WORDS: Customer opinion, customer satisfaction, Cinema Theater, Service Quality

1. INTRODUCTION

In today's business world, customers are king for all industry because if a business want to sustain in its particular industry, the business has to provide products and services that will meet or exceed customer needs and wants for customer satisfaction. Nowadays, businesses expand globally to deliver their product and service for worldwide customers and create job opportunities for people around the world by opening international branches and outsourcing some parts of their operations in other countries. Therefore, there are many job opportunities for people and these are the opportunities to earn salary for their livings which could lead to increase individual spending. In today's improvement of living standard and smarter life styles, people consider to recreate themselves to release from daily workloads and stresses. According to (Ng, Russell-Bennett, & Dagger, 2007), in the services of a hedonic nature such as concert excitement, pleasure, and enjoyment amongst customers. There are many popular recreation activities such as travelling, eating out, watching movies, going to concerts, etc. Among them watching movies and going to concerts are parts of entertainment industry. The cinema market is also one of the huge market in entertainment industry. Cinemas is one the most common entertainment field to all segment of people.

Today, there is a lot of people goes to cinemas for watching movies, spending time, dating with friends and family on their weekends and holidays. Now, the cinema market is booming because the directors are becoming skillful and produce quality of movies. At the same time, cinemas always update not only India movies but also international movies when these new movies release at other countries. Therefore, the cinema customers are considering to spend their money for watching movies at cinemas in their leisure times. As cinemas are one form of service firm, cinema service providers must notice the continuous competition among the service firms and increase customer expectation. Therefore, it requires the service firms to make more efforts to achieve best service quality and to provide better quality of service to meet the customer expectations. Brady and Cronin (2001) ensured that the features of service quality to be considered as a quality outcome, interaction quality, and physical environment quality. This is the service firm's physical environment where the service is created and customer interact, plus any tangible elements that are used to communicate or support the role of the service (Adrian , 2001). Thus, there are many Cinema Theater in Tirunelveli and these cinemas also provide competitively best services for cinema customers by updating popular movies, focusing on the appeal of cinema interior and exterior design and offering best cinema features, and well trained staff in order to satisfy their customers.

2. REVIEW OF LITERATURE

Punith kumar D.G and Pooja K.M.B (2020) has conducted a study on consumer's predilection towards Online Movie Ticket Booking system (with reference to bookmyshow.com in Davangore city). They analyse the consumer predilection towards online movie ticket booking system and the reasons for predilection and problem faced by consumers. Based on the study, Consumer Predilection is dependent on various demographical factors, and hence the company need to finely tune its strategies to meet requirements of diverse sets.

Priyatharsini and Umamaheswari (2016) carried out to understand consumer perception towards the features of multiplex Theater and the level of customer satisfaction. Questionnaire were distributed to 105 respondents who live in Coimbatore city and they are curiosity in watching movies. The findings of this study indicated that customer are highly attracted towards multiplex and its features that generate positive perception and that lead to customer satisfaction. Among the features of cinema, screen size, convenience transportation, hygiene environment, parking, shopping and customer service were factors affects customer satisfaction.

Sharma and Chopra (2015) studied “Factors Influencing Cinegoers Preference for Multiplex Compared to Single Screen Cinemas in Pune”. The purpose of this study was to highlight the various aspects which lead to the preference of multiplexes over single screen Theaters. The data were collected from five multiplex at Pune. Questionnaire were distributed to 200 respondents who have multiplex experience. Mall intercept technique was used to collect primary data. The results indicated that the better facilities in terms of ambience, security, comfort, snacking counters, cleanliness and parking were significantly influence on the number of people visiting multiplex.

Dr. Gourhari Behera and Mr. Chayan Dutta(2015) in the article “Of Children, Witches and the Problematic of Succession: Justine Kurzel’s Macbeth” discuss the legacy of demystifying the works of the literary giant, William Shakespeare. Kruzel’s cinematic adaptation makes the play more relevant to its contemporary audience in the sense that it tries to answer many of the perplexing questions that have hounded Shakespeare’s readers and audience since centuries.

Zhao Yamin (2010) studied an investigation and analysis on college student’s satisfaction in theater from such aspects as marketing communication, consumption experience, pricing strategy, convenience as four dimensions. There were 200 questionnaire distributed in 6 university. The results of this study showed all of the four dimensions have positive influence on customer satisfaction. Among the four dimensions, convenience was the key factor affects the customer satisfaction of college students in theater, which include ticketing method, ticketing speed, information, screening schedule, location and waiting period

3. NEED OF THE STUDY

In today’s cohort going to a movie has been the culture of all the families. In spite of their entire busy schedule, it is a time to spend some valuable memories along with their family members. The study the impact of service quality dimensions on the customer satisfaction and the determinants of the service quality of cinema Theater in Tirunelveli City.

4. SCOPE OF THE STUDY

This study focuses on the factor influencing customer satisfaction of Cinema Theater in Tirunelveli City. This study is carried out by visiting cinemas in Tirunelveli. The analytical research method is used in this study. This study will help to understand how Cinema Theater platforms have taken over the world of digital entertainment during period.

5. OBJECTIVES OF THE STUDY

- To study the demographic and socio-economic status of the customers in the study area.
- To examine the influencing factors on customer satisfaction of Cinema Theaters in Tirunelveli City.
- To identify the various issues faced by the customers and offer suggestions based on the result of the study.
- To know the customer’s requirement on the cinema Theater.

6. RESEARCH METHODOLOGY

6.1 Area of the Study

The study is conducted is Tirunelveli City. Growing income level, habitat of more migrant population, increase in middle class earning, increasing dual income families and rapid economic changes among the households in predominate in this district. The economic prominence of this city has motivated the researcher to select this region for the field research.

6.2 Sampling Framework

Convenience sampling technique has been adopted for the effective conduct to the study. The structured Questionnaire was distributed. Out of 210 questionnaires, 205 were distributed and fully filled questionnaire was 200, thus the study was restricted to 200 respondents.

6.3 Data Source

This study used both primary and secondary data. Primary data are collected by distributing questionnaires to cinema theaters customers in Tirunelveli city who coming out of the cinema after watching a movie. The secondary data are collected from relevant text books, internet website, international thesis, previous research papers, journals and articles.

7. LIMITATIONS OF THE STUDY

The study is restricted to 200 respondents. The sample respondents may not represent the entire population. The study is limited by time and financial resources.

8. DATA ANALYSIS AND INTERPRETATION

To study the factors influencing customer satisfaction of Cinema Theater in Tirunelveli city, the initial analysis is the demographic characteristics of the respondents. It includes such questions as gender, age, occupation and income. The questions are given multiple choices, the respondents have to choose the most relevant one.

Table 8.1 Demographic Profile of Respondents

| Factors | Classification | No. of Respondents | Percentage (%) |
|----------------------------------|--------------------------|--------------------|----------------|
| Gender | Male | 112 | 56 |
| | Female | 88 | 44 |
| Age | Below 20 years | 68 | 34 |
| | 21 years to 30 years | 65 | 32.5 |
| | 31 years to 40 years | 42 | 21 |
| | 41 years and above | 25 | 12.5 |
| Educational Qualification | School level | 40 | 20 |
| | Graduate | 72 | 36 |
| | Post Graduate | 51 | 25.5 |
| | Others | 37 | 18.5 |
| Occupation | Student | 25 | 12.5 |
| | Job Seeker | 53 | 26.5 |
| | Self-Employed | 37 | 18.5 |
| | Professional People | 12 | 6 |
| | Pravate Sector | 62 | 31 |
| | Governemtn Sector | 10 | 5 |
| Monthly Income | Upto Rs. 20,000 | 78 | 39 |
| | Rs. 20,001 to Rs. 40,000 | 56 | 28 |
| | Rs. 40,001 to Rs. 60,000 | 38 | 19 |
| | Above Rs. 60,000 | 28 | 14 |
| Total | | 200 | 100 |

Source: Questionnaire

Table 8.2 Consumption Behavior of Cinema Customers

| Factors | Classification | No. of Respondents | Percentage (%) |
|----------------------------------|----------------------------|--------------------|----------------|
| Accompany | With Spouse/lover | 48 | 24 |
| | Family members | 34 | 17 |
| | Friends/Relatives | 66 | 33 |
| | Colleagues | 32 | 16 |
| | Independent | 20 | 10 |
| Frequency of Cinema Visit | Once every two week | 68 | 34 |
| | Once a month | 62 | 31 |
| | Less than ten times a year | 48 | 24 |
| | Rarely | 22 | 11 |
| Days Choice | Weekdays | 26 | 13 |
| | Weekends | 78 | 39 |
| | Public holidays | 56 | 28 |
| | Others | 40 | 20 |
| Best Show | Morning Show | 28 | 14 |
| | Afternoon Show | 34 | 17 |
| | Evening Show | 40 | 20 |
| | Night Show | 66 | 33 |
| | Not important | 32 | 16 |
| watch the Cinema | Action film | 34 | 17 |
| | Comedy film | 52 | 26 |
| | Romantic film | 61 | 30.5 |
| | Historical film | 12 | 6 |
| | Science film | 10 | 5 |
| | Adventure/ Criminal film | 11 | 5.5 |

| | | | |
|-------------------------|-------------------------|------------|------------|
| | Others | 20 | 20 |
| Seating Pocesion | Front Row | 46 | 23 |
| | Middle Row | 64 | 32 |
| | Back Row | 54 | 27 |
| | Not just seats any more | 36 | 18 |
| Total | | 200 | 100 |

Source: Questionnaire

8.3 Customer Perception on Services of Cinema Theater.

The provided services such as features of cinema, price and core services are important factors that effect on customer satisfaction of cinema Theater. Structured questions are used in order to find out the customer perception on services that influenced on customer satisfaction of cinemas. The questionnaire is designed with five point of Likert-type scales. To analyze the service factors are separately discussed with survey results and showed with individual mean and standard deviation.

Table 8.3 Features

| No. | Description | Mean | SD |
|-----|---|------|------|
| 1 | Digital sound quality and screen experience | 3.86 | 0.87 |
| 2 | Seat quality and seating arrangement | 4.09 | 0.75 |
| 3 | Food court, waiting room and toilet | 3.93 | 0.89 |
| 4 | Adequate parking area | 3.54 | 0.92 |
| 5 | Convenience location | 3.89 | 0.89 |
| | Overall Mean | 3.86 | |

Source: Questionnaire

As per Table (8.3), the highest mean value is 4.09 the seat quality and seating arrangement. This can be due to the cinema customer believe the seat quality of cinemas is good which means seats provided in Cinema Theater are seating arrangements are comfortable to them.

Table 8.4 Sensory Appeal

| No. | Description | Mean | SD |
|-----|---|------|------|
| 1 | Interior design and decoration | 3.52 | 0.90 |
| 2 | Temperature in movie hall | 3.28 | 0.97 |
| 3 | Odor in the movie hall | 3.31 | 1.01 |
| 4 | Design and decoration outside from movie hall | 3.03 | 1.12 |
| 5 | Grooming of cinema staff | 3.15 | 1.08 |
| | Overall Mean | 3.26 | |

Source: Questionnaire

Table (8.4) mentioned the highest mean score is 3.52 so that respondents consider that interior design and decoration is very important for them when they watching movies at cinemas.

Table 8.5 Price

| No. | Description | Mean | SD |
|-----|--|------|------|
| 1 | Cinema ticket price | 3.58 | 0.99 |
| 2 | Food and beverage price | 3.70 | 0.84 |
| 3 | Pricing option compared to other cinemas | 3.49 | 0.89 |
| 4 | Best possible price plan that meet cinema customer needs | 3.66 | 0.97 |
| 5 | Cinema offers good value for money | 3.49 | 1.03 |
| | Overall Mean | 3.59 | |

Source: Questionnaire

Table (8.5) shows the highest mean value is 3.7 for food and beverage price. This could be due to the cinema customer believe the food and beverage price of cinemas is affordable for them. Everyone knows snacks and movies cannot be seen separately because eating snacks while watching movies is enjoyable.

Table 8.6 Core Services

| No. | Description | Mean | SD |
|-----|--|------|------|
| 1 | Multiple screen and screening schedules | 3.92 | 0.76 |
| 2 | Ease of booking system and booking cancelling system | 3.99 | 0.81 |
| 3 | Highly efficient and productive staff | 3.60 | 0.92 |
| 4 | Prompt and quick service | 3.51 | 1.15 |
| 5 | Cinema visit is safe | 3.90 | 0.69 |
| | Overall Mean | 3.78 | |

Source: Questionnaire

According to Table (8.6), the highest mean value is 3.99 for that ease of booking system and booking cancelling system. This can be due to the respondents believe booking system of cinemas is easily available to conduct because the Cinema Theater provide online booking system by developing Mobile app and other booking systems like box office booking and telephone booking.

Table 8.7 Customer Satisfaction

| No. | Description | Mean | SD |
|-----|------------------------------------|-------------|------|
| 1 | Self-enjoyment on cinema | 3.74 | 0.94 |
| 2 | Pleasure to visit cinema | 3.49 | 1.03 |
| 3 | Wise choice to visiting the cinema | 3.52 | 1.08 |
| 4 | Satisfaction on expectations | 4.13 | 0.83 |
| 5 | Overall satisfaction on cinema | 3.88 | 0.94 |
| | Overall Mean | 3.75 | |

Source: Questionnaire

Table (8.7) shows all five questions and their mean values and standard deviation of customer satisfaction. The overall mean value of customer satisfaction is 3.75 more than neutral score of 3. Consumer satisfaction of cinema is good. The mean value of the satisfaction on expectations is 4.13 which means that the respondents think the provided cinema features and services such as cinema features, sensory appeal, price and core services that meet their expectations. The mean value of wise choice to visiting the cinema has the lowest value score 3.52. The respondents think that visiting cinemas is no need to wise. They just choose cinema according to films and provided services. Moreover, the feeling of wise itself appears due to some occasions. Eg. When the cinema customer accidentally consume quality service and this unexpected service is fully satisfied to them, at that time they will consider that their choice to visit this cinema was wise one.

9. SUGESSTIONS OF THE STUDY

Some Cinema Theaters needs to improve in such area as need to display multiple screens, need to change old cushioned seats, there is further needs in housekeeping, and need to maintain temperature as well as odor in movie halls and one among that is price. Cinema service provider know pricing play a major role in buying behavior. According to this study, the price variable has negative relationship with customer satisfaction. Therefore, it is obvious that cinema customers expect more value than price. If the cinema service provider want to win the cinema customer hearts, they must create a unique value by themselves.

10. CONCLUSION

In recent days, Every human being lives their life easily, fat and secure way to make their choice. With the development of technological devices, expectations have been reduced and even terminated. This paper dealt with importance of factors influctors influencing customer satisfaction of Cinema Theaters in Tirunelveli City. Todays, customers notice about brand image and they are willing to consider to pay for it. Because brand image has a high impact in customer consumption behavior. Therefore, Cinema Theaters should maintain their brand name by maintaining and improving provided services for cinema customers. Therefore, cinema service providers should create better quality service and the activities that would lead to create positive world of mouth such as holding press show of popular and famous movies, providing loyalty and membership program, choosing the latest popular movies and offering promotion and discount for cinema customers to satisfy them and build loyalty.

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