

Consumer Preference and Satisfaction of INOX Cinema in Coimbatore City

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Abstract

India is a diversified country with culture, language, geography and this diversification pathed the way for the development of Indian Cinema Industry. There is an important role of art, dance, and music in the life of Indians, which created pathway for the Indian Cinema Industry. In 1913, the first Indian Cinema Raja Harish Chandra released, and has spread its roots deeply into society and has much influence on the values and Cultures of the Indians. This evidence that Indian Cinema industry is highly compared at international level also. The size, money, power, resources technology used by Indian cinema industry has increased apparently and will be growing to larger extent in future.

The opinion, attitude & perception of consumers towards Cinema is changing over the years, it is not only watching the film, but customers start looking towards, how the technology has influenced in the production as well as screening the film in theater. In practical, the process of screening the movie in theater plays a significant role over the years. The audience are expecting more in cinema halls and multiplexes in India. The owners start with new marketing strategies to fetch the consumers at different touch point in their ticket booking and use of their premises with new ideas. Multiplex chain INOX Leisure has come with an innovative solution to this problem. The present study helps to analyze the competition existing in the market regarding INOX Cinema. The outcome the study will be benefit to managers to identify various factors, which lead to the preference of INOX cinemas over other screen theatres.

Keywords: India Cinema, INOX Cinema, Customer Preference, Modern Technology.

Introduction

INOX Cinema opened up its cinema halls for modern way of screening cinemases to attract new customers and enhance the frequency of visits of existing customers, new technologies are being used to reimagine the cinematic experience and remodel service offerings. India is a country with a huge scope of film business. The current study focuses on the influence of the consumer's importance to the INOX theatres can declare the ways of sustaining in the market with enormous competitors. To attract customers, new players must offer more services than the bigger sharks, resulting in lower earnings and perhaps losses. It is therefore necessary to do research to determine how satisfied customers are with INOX theatres.

Objectives of the study

- To investigate the aspects that influence people's perceptions of INOX movies.
- To study the challenges that INOX customers experience, as well as their preferences and satisfaction.

Research Methodology

Sampling techniques: Convenience sampling techniques

Sampling design: Non probability sampling

Data collection method: Primary data and Secondary data

Area of study: Coimbatore city

Target population: Age group between 18-54

Sampling size: 130 respondents

Statistical Tools Applied

- Simple percentage analysis
- Likert scale analysis
- Average rank analysis

Review of Literature

Bamini KPD. Balakrishnan 2012 in their study “The Impact of Service Quality on Customer Loyalty: A Case Study of PVR Kochi”: PVR was chosen at random from a pool of five multiplexes operating in Kochi. The study recommends that service providers lower ticket prices since they appear to be too costly. Additionally, the quantity of advertisements at interval times should be reduced, and required procedures should be implemented.

Falincia Fira Lasut And Ferinand Tumewu 2015 “ Customer Decision Making in Selection of Cinema using Analytical Hierarchy Process (AHP) Method (Case study: MANTOS 21, Megamall XXI, Cinemaxx)”: The quantitative method was utilised in this study, and quantitative research aims to quantify data. The Analytical Hierarchy Process is a method for ranking decision alternatives and choosing the optimal one based on a set of criteria. It allows users to intuitively weigh the relative importance of many criteria or numerous options against a set of criteria.

Siyuan Liu 2016 in the study “Asian Theatre Journal”: Asia's performing arts, with a focus on both traditional and contemporary theatrical forms. Its goal is to foster knowledge sharing within the international theatrical community for the mutual benefit of all scholars and artists who are interested. This fascinating, multicultural publication features descriptive and analytical essays, original plays and play translations, book and media reviews, and a forum for discussion.

Yi Lu 2016 in their study “The malling of the movies: Film exhibition reforms, multiplexes, and film consumption in the new millennium in urban China”: The new millennium's multiplex explosion in China. Commercial real estate expansions, urbanisation, and consumerism in China have all contributed to the multiplex's rapid growth. The multiplex as a cinematic and the government's encouragement for its expansion as a case study of China's 'managed commoditization' techniques. The state reconstructed social ties between the government and the film industry, cultural control, people's public life, and human behaviour through the modernization and co-modification of cinema-going space.

K. Priya Dharshini And R. Umamaheswari 2016 in the study “A study on consumer perception towards Multiplex Theatre –with Special reference to Coimbatore City” : The previous history of the Indian film industry, as well as the money and resources invested in it year after year, demonstrates the industry's dominance. The consumer's attitude toward movie theatres has evolved throughout time. The data was collected using a convenience sample technique. The data was collected from the respondents using a standardised questionnaire.

Analysis & interpretation:

Table No: 1 - Descriptive Statistics

Category	Group	No. of Respondent	%
Gender	Male	67	55.8
	Female	53	44.2
Age	Below 20	59	49.2
	21 to 30	53	44.2
	31 to 40	05	4.1
	40 and above	03	2.5
Educational Qualification	SSLC	10	8.3
	HSC	12	10
	Under Graduate	86	71.7
	Post Graduate	12	10
Occupation	Business	30	25
	Student	43	36
	Government employee	10	8.2
	Others	37	30.8
Income (Rs)	Below 2,50,000	68	56.7
	2,50,000 to 5,00,000	34	28.3
	5,00,000 to 10,00,000	16	13.3
	Above 10,00,000	02	1.7
Marital Status	Married	20	16.7
	Unmarried	100	83.3
Importanttochoosecinema	Ticket Bookings	29	24.2
	Cinema Location	31	25.8
	Seating	40	33.3
	Comfort	20	16.7
Bookyourtickets	Online	45	37.5
	Counter	23	19.7
	Both	52	43.3
Preference to watch Cinemas	INOX	55	45.83
	P.V.R	18	15
	Big Cinemas	33	27.5
	Other	14	11.67

Table – 2 – Respondents Satisfaction Level for Various Factors towards INOX Cinema

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price	32	34	28	19	7
Location	19	26	28	20	26
Comfort	27	26	23	25	19
Quality	23	24	38	18	17
Brand Image	25	20	48	23	14
Facility	33	27	21	26	09

Table – 3 – Features in Order of Preferences

Particulars	1	2	3	4	5	6	7	Total	Rank
Price	13(7)	24(6)	19(5)	11(4)	15(3)	14(2)	23(1)	470	4
Timing	19(7)	16(6)	24(5)	11(4)	26(3)	10(2)	13(1)	504	1
Colour	18(7)	12(6)	17(5)	13(4)	25(3)	15(2)	19(1)	459	5
Sound	19(7)	16(6)	21(5)	16(4)	12(3)	15(2)	20(1)	484	3
Location	21(7)	16(6)	22(5)	10(4)	20(3)	16(2)	14(1)	499	2
Food	13(7)	18(6)	21(5)	20(4)	12(3)	22(2)	13(1)	417	6
Service	20(7)	17(6)	18(5)	14(4)	16(3)	15(2)	19(1)	457	7

Table– 4 Awareness Of Inoxmovies

Particulars	1	2	3	4	5	6	7	Total	Rank
INOX	20(7)	22(6)	17(5)	12(4)	16(3)	14(2)	18(1)	499	2
P.V.R	14(7)	16(6)	24(5)	15(4)	18(3)	22(2)	11(1)	483	4
Cinapolis	16(7)	14(6)	23(5)	21(4)	17(3)	14(2)	15(1)	489	3
FunCinemas	15(7)	21(6)	13(5)	22(4)	13(3)	18(2)	17(1)	476	6
Satyam	20(7)	19(6)	21(5)	17(4)	19(3)	12(2)	11(1)	519	1
KG	19(7)	13(6)	17(5)	12(4)	16(3)	22(2)	20(1)	450	7
BigCinemas	23(7)	14(6)	22(5)	10(4)	12(3)	13(2)	30(1)	481	5

Findings

- Majority(55.8%)oftherespondentsare male.
- Most(49.2%)oftherespondentsfall ontheage groupbelow20years.
- Majority(71.7%)ofthe respondentsbelong toUnder Graduates.
- Most(36%)oftherespondentsasaStudents.
- Majority(56.7%)ofthe respondentshave afamilyincomebelowRs2,50,000.
- Majority(55.6%)ofthe respondentsareunmarried.
- Majority(62.5%)oftherespondentsare influenced inoverpriceofticket.

- Most(33.3%)oftherespondentsareinfluencedtochoosecinemabyseating.
- Majority(52.5%)oftherespondentsare satisfied the INOXqualityisgood.
- Most(43.3%)oftherespondentsarebookingtheticketinbothOnlineandCounter.
- Most(45.83%)oftherespondentsarepreferredtowatch cinemain INOX.
- Most(43.33%)oftherespondentsareratingcomfortof INOXisgood.
- Majority(53.3%)oftherespondentsareinfluencedintheINOXcinemasarewellsetup thanothercinemas.
- Most(39.7%)oftherespondents areratingfacilityofINOXisgoodto watchcinema.
- Majority(85%)oftherespondentsare satisfiedthe overallperformanceofINOX.
- Majority(80%)oftherespondentsaresatisfiedthecustomerservice ofINOXcinemas.
- Likertscale3.5isgreaterthanthemiddlevalue(3),sothecustomerareAgreedintheprice
- Likertscale2.9isNotgreaterthanthemiddlevalue(3),sothecustomerareNotAgreed
- inthelocation
- Likertscale3isgreaterthanthemiddlevalue(3),sothecustomerareAgreedintheComfort of INOX
- Likertscale2.1isnotgreaterthanthemiddlevalue(3),sothecustomerareNotAgreed
- inthequalityofINOX.
- Likertscale1.98isnotgreaterthanthemiddlevalue(3),sothecustomerareNotagreedin theBrand imageof INOX
- Satyamisintherank1anditsinfluencestherespondenttotakedecisionchoosecinemas.
- Timingisintherank1anditsinfluencestherespondenttotakedecisioninINOXcinemas.

Conclusion

The consumers benefit from the high-quality screening and comfortable chairs. Customers are satisfied with the whole environment of the theatre, according to the survey, and reputation and concern for customers are the key factors that influence them to return to the theatre. The cost of food and beverages offered at intervals, on the other hand, must be reduced. Customers, on the other hand, require a more convenient and realistic theatre experience. As a result, patrons' overall impressions of INOX theatre are positive and positive.

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