



A Study on Consumer Preference for PVR Movie Theatres

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ABSTRACT:

The dynamic consumer preferences always pose a challenge to organizations in improving their services and products. It is what decides the fate of a new or existing offering from the organization. PVR theatres being the pioneer in theatres in India they should continuously keep an eye on the factors that are driving or stopping the consumers to visit their theatres. The study conducted both the primary and secondary study to understand the factors better. The secondary study is conducted to collect the variables while the data collected from primary study are used to derive significant factors. The data has been analyzed through regression using SPSS software. The results gave an R-square of 0.754 for the 8 independent variables selected with a significance level less than 0.05. 8 hypotheses have been drawn in which 3 of them have been rejected. The results proved value for money, Crowd, and ticket price as significant factors that drives consumers to visit PVR theatres. It was also observed that price as a factor for people to not choose PVR along with other factors such as lack of offers or coupons, lesser advertisements, and proximity as well.

Keywords: Consumer Preference, Theatres, PVR Movie Theatres.

BACKGROUND OF THE STUDY:

Consumer preference is a very important theory for any organization to improve their product or services according to the consumer likes and dislikes. It is a theory which explains how the decisions are made by consumers. The idea on which it is based is that consumers always prefer a product or service they feel will satisfy their necessity. Proper consumer preference studies will not only help companies to improve their products and services but also help them to determine which product or service is worthy of an investment. There have been different methods such as interviews, surveys, focus groups, and so on followed by many researchers to understand the consumer preference.

Consumer preference states that consumers are influenced by their own preferences as well as the preferences of others. There are few other factors such as cultural values, social norms, peer pressure, and so on which influence their preference. Consumers preference the products that well go with their lifestyle and social status. The more flexibility and convenience offered by the product, the more it is preferred over other alternatives.

Consumer preference is not just limited to organizational aspects such as marketing, advertising, product design but also is an important part of economy as it is one the most crucial factor in determining the demand, supply, and price. They determine how customers divide their scarce resources among the range of options offered, considering aspects like price, quality, utility, and other considerations.

Businesses may make informed decisions about what goods or services to develop, how best to promote them, and how much to charge to draw in and keep consumers by having a thorough understanding of consumer preferences. An important factor in influencing market behavior and helping businesses successfully satisfy customer needs is the understanding of consumer preferences.

This study delves into the major factors that are affecting the consumer preference for PVR Movie theatres by conducting a primary study for data collection and a secondary study for collecting the variables which were then reduced into factors.

Theoretical background of the study:

There are many aspects such as perception, attitudes, service, customer relationship, marketing mix and others which impacts the consumer preference. In context of Movie theatres there are factors such as location and convenience, viewing experience, sound quality, seating comfort, price and value for money, amenities, parking facilities, brand reputation and so on.

Online reviews and recommendations from loved ones can have a big impact on someone's choice. Positive reviews from patrons of a theater have the power to influence a person's decision. Decisions are influenced by ticket prices, loyalty programs, discounts, and how one feels about the value of the offering relative to the cost. Theaters that provide more value for the money might win over patrons.

Customer preferences may be impacted by an understanding of how the theatre maintains relationships with its patrons, solicits feedback, and resolves issues. Customer feedback tools, tailored experiences, and loyalty programs are examples of CRM methods.

The major theatre chains in India are PVR Cinemas, INOX Leisure Limited, Cinepolis India, SPI Cinemas, Miraj Cinemas, and Carnival Cinemas. These theater chains, along with others, have a huge influence on how Indian viewers see movies since they provide a range of locations, services, and formats to suit a wide range of tastes and preferences.

LITERATURE REVIEW:

The changing consumer preferences compelled the theatres owners to start upgrading their service with better quality visual experience, seating, and other factors. The study identified comfortable seating, audio-visual quality, and more movie variety can drive consumers to repeatedly visit the theatres. Understanding the consumer satisfaction towards these factors is important to make them re visit the theatre. **(Smith and Johnson (2018))**

Study by **Patel C (2018)** investigated what role the amenities and supplementary services play in enhancing the experience of movie comers. The study highlighted the correlation between amenities like cleanliness, food option and overall satisfaction of the consumer. They also studied the impact of loyalty programs on revisits of consumers to the theatres.

The welcoming nature and friendliness of staff seem to be an important factor followed by the theatre design and aesthetics, comfort, technology, availability of latest audio and screening technology, hassle free ticket bookings, and nature of the crowd attending the movie. The crowd nature was justified by stating few consumers prefer a family or silent crowd while watching a movie while others prefer a mass crowd for better experience. **R Saranya (2014)**

The popularity of the OTT platforms has impacted the visit to theatres as it is more comfortable and can be accessed anywhere. With huge competition from this substitute the theatres must provide a great experience for consumers to keep visiting them. The infrastructure and its maintenance, audio quality, 3D experience, Screen size, seating comfort play a significant role in consumer decision. **Sangeetha Sabu (2022)**

RESEARCH DESIGN:

Hypothesis:

H_{0a} – There is no significant impact of Value for money on Frequency of visits for PVR Movie Theatres.

H_{0b} – There is no significant impact of FnB quality on Frequency of visits for PVR Movie Theatres.

H_{0c} – There is no significant impact of Maintenance on Frequency of visits for PVR Movie Theatres.

H_{0d} – There is no significant impact of seating comfort on Frequency of visits for PVR Movie Theatres.

H_{0e} – There is no significant impact of Sound quality on Frequency of visits for PVR Movie Theatres.

H_{0f} – There is no significant impact of Crowd on Frequency of visits for PVR Movie Theatres.

H_{0g} – There is no significant impact of Distance from home on Frequency of visits for PVR Movie Theatres.

H_{0h} – There is no significant impact of Ticket price on Frequency of visits for PVR Movie Theatres.

H_{1a} - There is a significant impact of Value for money on Frequency of visits for PVR Movie Theatres.

H_{1b} – There is significant impact of FnB quality on Frequency of visits for PVR Movie Theatres.

H_{1c} – There is significant impact of Maintenance on Frequency of visits for PVR Movie Theatres.

H_{1d} – There is significant impact of seating comfort on Frequency of visits for PVR Movie Theatres.

H_{1e} – There is significant impact of Sound quality on Frequency of visits for PVR Movie Theatres.

H_{1f} – There is significant impact of Crowd on Frequency of visits for PVR Movie Theatres.

H_{1g} – There is significant impact of Distance from home on Frequency of visits for PVR Movie Theatres.

H_{1h} – There is no significant impact of Ticket price on Frequency of visits for PVR Movie Theatres.

Objectives:

1. To identify the significant factors impacting the frequency of visits to PVR Theatres.
2. To understand the factors stopping consumers from visiting PVR Theatres.

Research Methodology and Data Collection Methods:**Primary Data Collection:**

A Questionnaire through Google forms has been circulated among 300 people. The forms have collected a total of 176 responses which were used for the analysis. The questionnaire had a mix of open and close ended questions.

Secondary Data Collection: The secondary data has been collected from various sources such as articles, conference proceedings, blogs, books, previous research, PVR official handle, and other internet sources.

Sample Size: The form has been circulated to 300 people who were selected randomly. Out of 300, we have received 176 responses while 128 respondents have been to PVR Movie theatres while the other 48 respondents have not.

Statistical tool for data analysis: SPSS Software.

Limitations of the Study:

- The current study has been conducted on a very small sample of 176. The factors might change when the study is further conducted on a large sample.
- This study is applicable to PVR consumers only.

DATA ANALYSIS:

The data collected through the questionnaire is tabulated and explained. The same data has been run through SPSS for better understanding the significant variables.

Demographics:

		No of Respondents
Age	18-22	64
	23-26	65
	27-31	38
	32 or above	9
Gender	Male	102
	Female	74
Occupation	Student	72
	Employee	60
	Business	30
	Home Maker	12
	Other	2

Table-1: Demographics of the respondents

Have you ever been to PVR Movie Theatres?

	No of Respondents
Yes	128
No	48

Table-2

Analysis: from the above table we can analyze that 128 respondents have been to PVR Movie Theatres while 48 Respondents have not.

Section A: the below questions are asked to the respondents who chose yes for the previous question.

Q1. I'm satisfied with the Seating Comfort provided by PVR theatres.

	No of Respondents
Strongly Disagree	16
Disagree	29
Neutral	31
Agree	39
Strongly Agree	13

Table-3

Analysis: majority of the respondents are satisfied with the seating provided at PVR theatres while 31 respondents were neutral regarding the statement, 29 disagreed, 16 strongly disagreed and 13 strongly agreed.

Q2. The quality of movie experience provided justifies the cost (Value for money).

	No of Respondents
Strongly Disagree	6
Disagree	15
Neutral	54
Agree	45
Strongly Agree	8

Table-4

Analysis: majority of the respondents are neutral with the Value for money provided at PVR theatres while 45 respondents agreed to the statement, 15 disagreed, 6 strongly disagreed and 8 strongly agreed.

Q3. The Food and beverages at PVR are of good quality.

	No of Respondents
Strongly Disagree	12
Disagree	34
Neutral	41
Agree	35
Strongly Agree	6

Table-5

Analysis: majority of the respondents were neutral regarding Food and beverages provided at PVR theatres are of good quality while 35 respondents agreed to the statement, 34 disagreed, 12 strongly disagreed and 6 strongly agreed.

Q4. The sound quality provided is extremely good.

	No of Respondents
Strongly Disagree	13
Disagree	25
Neutral	31
Agree	42
Strongly Agree	17

Table-6

Analysis: majority of the respondents said the sound quality is good at PVR theatres while 31 respondents were neutral regarding the statement, 25 disagreed, 13 strongly disagreed and 17 strongly agreed.

Q5. The overall maintenance and cleanliness of the premises is satisfactory.

	No of Respondents
Strongly Disagree	4
Disagree	15
Neutral	41
Agree	47
Strongly Agree	21

Table-7

Analysis: majority of the respondents are satisfied with overall maintenance and cleanliness of the PVR theatres while 31 respondents were neutral regarding the statement, 15 disagreed, 4 strongly disagreed and 21 strongly agreed.

Q6. I choose PVR as it is of lesser distance from my place.

	No of Respondents
Strongly Disagree	13
Disagree	25
Neutral	31
Agree	42
Strongly Agree	17

Table-8

Analysis: majority of the respondents preferred PVR as it was closer from their place while 31 respondents were neutral regarding the statement, 25 disagreed, 13 strongly disagreed and 17 strongly agreed.

Q7. The crowd at PVR give a great theatrical experience.

	No of Respondents
Strongly Disagree	4
Disagree	24
Neutral	39
Agree	50
Strongly Agree	11

Table-9

Analysis: majority of the respondents said the crowd at PVR give a great theatrical experience while 39 respondents were neutral regarding the statement, 24 disagreed, 4 strongly disagreed and 11 strongly agreed.

Q8. The ticket price at PVR is reasonable for the service they provide.

	No of Respondents
Strongly Disagree	13
Disagree	23
Neutral	30
Agree	40
Strongly Agree	22

Table-10

Analysis: majority of the respondents agreed to the statement ticket price at PVR is reasonable for the service they provide while 30 respondents were neutral regarding the statement, 23 disagreed, 13 strongly disagreed and 22 strongly agreed.

Section-B: The below questions were asked to people who haven't been to PVR. These questions will help us to understand factors that are stopping consumers to come to PVR.

Do you think Price is an Issue for not going to PVR?

	No of Respondents
Yes	35
No	13

Table-11

Analysis: When asked about price being an issue for not choosing PVR, 35 respondents agreed saying yes while 13 respondents have not.

Would you choose PVR from other movie Chains if the price is same?

	No of Respondents
Yes	20
No	28

Table-12

Analysis: 28 respondents were not willing to choose PVR over other cinemas even if the price is same while 20 respondents were ready to choose.

Results and Discussion:

The data collected from the primary study were analyzed using Linear regression on SPSS. The 8 factors were analyzed to find out the significant factors which have an impact on the frequency of visits by the consumer.

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.868 ^a	.754	.737	1.824	1.333

a. Predictors: (Constant), TicketPrice, Distance, FnB, Value_for_Money, Maintenance, Crowd, Seating, Sound

b. Dependent Variable: Freq_of_Visits

Table-13

Table 13 represents the regression model summary. The R value indicates the correlation between the independent variables and the dependent variable which seems to be highly positive. The R square explains the impact of change in dependent variable explained by the independent variables. Which means that 75.4% change in the frequency of visits is explained by the 8 independent variables we have considered. The Durbin-Watson test explains if any autocorrelation exists between the residuals. The adjusted R square here is closer to R square which indicates that adding more independent variables might not be necessary and the 73.7% of the variability in the dependent variable (frequency of visits) is told by the independent variables considered. The std error of estimates is the standard deviation of the residuals which are calculated by finding the difference between observed and predicted values. In the above case we can see that Std. error of estimate is 1.824.

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1210.445	8	151.306	45.491	.000 ^b
	Residual	395.797	119	3.326		
	Total	1606.242	127			

a. Dependent Variable: Freq_of_Visits

b. Predictors: (Constant), TicketPrice, Distance, FnB, Value_for_Money, Maintenance, Crowd, Seating, Sound

Table-14

Table 14 represents the ANOVA results which stands for Analysis of Variance. This test is used to determine the significance of the model. Our model seems to be significant as the significance values is less than the threshold 0.05. The F test compares the variance which is explained by the model with the unexplained variance of the model. F test can be considered when comparing 2 models and the model with higher F value should be considered. The regression mean square represents the explained variance of the model while the residual mean square represents the unexplained variance of the model whose ratio gives us the F value.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.550	.788		-5.776	.000
	Value_for_Money	.468	.233	.121	2.006	.047
	FnB	-.124	.189	-.036	-.653	.515
	Maintenance	-.002	.239	-.001	-.010	.992
	Seating	.298	.401	.101	.743	.459
	Sound	-.310	.571	-.104	-.543	.588
	Crowd	1.424	.273	.392	5.207	.000
	Distance	.211	.150	.068	1.406	.162
	TicketPrice	1.418	.474	.492	2.994	.003

a. Dependent Variable: Freq_of_Visits

Table-15

Table 15 represents the coefficients tables which helps us to understand the significance of independent variables separately and also their importance along with the Unstandardized coefficients. From the above table we can see that three variables are significant with significance value less 0.05. The significant variables to be considered for predicting the frequency of visits are Value for money, Crowd, and ticket price. Distance seems to be significant at 80% confidence which can be considered if the organization is fine with 80% accuracy as well. Comparing the three significant variables the standardized coefficients help in understanding the importance of the variables. Ticket price seem to have higher value indicating more importance or weightage it carries followed by crowd and Value for money. The constant is the intercept.

The regression equation is as follows:

$$y = -4.550 + 0.468 * \text{Value for money} + 1.424 * \text{Crowd} + 1.418 * \text{Ticket price}$$

The above equation explains that with every one unit increase in value for money the frequency of visits is increased by 0.468, with every one unit increase in crowd the frequency of visits is increased by 1.424, and with every one unit increase in ticket price the frequency of visits is increased by 1.418. -4.550 is the constant of intercept which indicates the value of dependent variables when all the three independent variables are 0. In our case it does not make sense as the frequency of visits cannot be zero.

Therefore, H_{0a} , H_{0f} , H_{0h} hypotheses are rejected and H_{1a} , H_{1f} , H_{1h} hypotheses were accepted stating there is an impact of Value for money, Crowd, and Ticket prices on frequency of visits of consumers.

FINDINGS OF THE STUDY:

The major factors impacting the number of visits by a consumer are found out to be value for money, crowd, and ticket prices. When consumers felt that the above factors were reasonable their visits for the theater also seem to have increased. Distance can be considered if the model is considered at an 80% confidence interval. Collecting more data can have an impact on these variables. PVR was successful at providing a great overall experience to its consumers.

Consumers seem to disagree with the FnB section as there are comparatively more disagreed respondents from other factors. This indicates that PVR should concentrate on the factors that are making consumers feel less satisfied.

Even though the people who have never been to PVR felt price as an issue they still are not willing to go even if the price is same as other cinemas due to clash of interests such as few respondents preferred single screen to watch movie compared to multiplexes while few felt the PVR are far in distance to them, while few felt the movie timings never matched their schedule.

CONCLUSION:

PVR has been successful for the past 26 years in catering a great theatrical experience for its consumers. This success should not stop them from understanding the ever-changing consumer preference patterns and their driving factors. The study tried to identify the significant factors that are impacting the consumers frequency of visits to the theatre. It was found that value for money, Crowd and Ticket prices seem to be significant while other variables such as seating, sound quality, FnB, distance, and maintenance seem to be insignificant even though the secondary study shown them significant. The consideration of variables can depend on the organization while predicting the consumer visits. This model can be further developed by collecting more data and few independent variables. When asked regarding the price to non-PVR consumers it has been observed that even though price was an issue, few of them were not ready to visit PVR even if they had same prices with other multiplexes. This could be because few would choose single screen theatres, while few doesn't have PVR nearby, few might expect lesser ads, and more offers. These were the reasons provided by the respondents in their open-ended question asking for the reasons stopping them from visiting PVR.

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