



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A STUDY ON CUSTOMER SATISFACTION OF BROADWAY CINEMAS IN COIMBATORE CITY

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ABSTRACT:

This study objectives to evaluate client pleasure stages at Broadway Cinemas in Coimbatore city. With the speedy boom of the entertainment industry, particularly multiplex cinemas, purchaser expectations have also risen extensively. The research focuses on identifying the important thing elements influencing pride, inclusive of carrier quality, pricing, atmosphere, cleanliness, body of workers behaviour, seating comfort, and the overall film-watching enjoy. Data become gathered thru a questionnaire from a sample of everyday moviegoers in Coimbatore. The findings screen that even as most clients are generally happy with the cinema's services, regions inclusive of meals pricing and parking centres require improvement. This has a look at presents treasured insights for control to decorate provider delivery and client loyalty in a competitive marketplace.

INTRODUCTION:

Cinema has been a key form of entertainment, offering audiences an immersive experience. Multiplex cinemas have gained reputation by imparting present day centres, comfortable seating, and advanced era. One such multiplex in Coimbatore is Broadway Cinemas, a main entertainment hub. Broadway Cinemas, located on Avinashi Road, is a 9-screen multiplex that opened in June 2023. Its capabilities IMAX Laser and EPIQ Premium Large Format, making sure first rate visuals and sound. With its contemporary infrastructure and various movie picks, it attracts several moviegoers.

Customer pride is essential for the fulfilment of any business, including cinemas. Understanding purchaser expectations enables improve services and beautify the movie-looking experience. This looks at assesses customer satisfaction at Broadway Cinemas, that specialize in seating consolation, audio-visible nice, price tag pricing, meals alternatives, and provider pleasant. By analysing purchaser comments, this study identifies strengths and areas for development, helping strategies to decorate pride and make certain lengthy-term patronage. Using qualitative and quantitative methods, such as surveys and interviews, the take a look at affords insights to optimize Broadway Cinemas' provider.

STATEMENT OF PROBLEM:

Broadway Cinema in Coimbatore faces demanding situations in keeping its enchantment amid evolving client expectancies and advancements in the amusement industry. Evaluating delight degrees regarding display pleasant, seating, pricing, and provider is essential for enhancing the overall movie - looking enjoy. Additionally, assessing the effectiveness of advertising efforts and identifying regions for development can help Broadway Cinema appeal to extra shoppers. This takes a look at objectives to analyse client satisfaction, facility improvements, and service exceptional, providing insights to improve Broadway Cinema's offerings and make sure an advanced enjoyment revel in.

OBJECTIVES OF STUDY:

- To improve the general consumer revel in via upgrading centres.
- To assess consumer delight with numerous elements of Broadway
- Cinema, together with display nice, seating consolation, pricing, and carrier.

SCOPE OF STUDY:

- To attention on consumer revel in with carrier nice, facility comfort and target audience comments.
- To study of integrating new technologies, together with virtual projection, on line ticketing and virtual reality enjoy.

REVIEW OF LITERATURE:

- **Bansal & Bhardwaj 2022:** This examine analysed the shifting choices of cinema-goers in publish- pandemic India and determined that customers increasingly demanded a more secure, extra hygienic, and socially distanced revel in. Moreover, there was a large interest in hybrid cinema experiences (simultaneous streaming of films and theatre screenings).
- **Sharma & Sharma 2023:** This research emphasised the importance of the digital transformation in cinemas. Offering superior ticketing structures, loyalty programs, and hybrid screening alternatives. (Simultaneous theatre and streaming availability) had been recognized as key drivers of patron pleasure inside the present-day cinema panorama.
- **Nair et al. 2024:** This study located that client in towns like Coimbatore had been much more likely to go back to cinemas in the event that they offered loyalty rewards, top class seating alternatives, and a more suitable usual film experience that couldn't be replicated at domestic. Additionally, client pleasure becomes exceedingly related to in-theatre meals great and film range.
- **CinemaCon 2025:** will recognition on techniques to elevate theatre concessions, decorate customer pride, and drive revenue. Discussions will include macro traits and enterprise insights shaping the destiny of the cinema enjoy, emphasizing the significance of information and adapting to purchase possibilities.

PROFILE OF THE STUDY:

BROADWAY CINEMAS IN COIMBATORE CITY:

These studies have a look at explores Broadway Cinema, Coimbatore, a country-of-the-art entertainment hub that has redefined the movie-going experience with its huge variety of top-class displays, luxury infrastructure, and top-notch offerings. With a perfect mixture of cutting-part generation, purchaser- centric services, and pinnacle-tier hospitality, Broadway Cinema stands as a benchmark in the amusement enterprise. Broadway Cinema, Coimbatore, is understood for imparting a selection of superior screening formats, catering to extraordinary movie options.

IMAX –

Immersive Visual Brilliance With a towering display screen and precision-tuned audio, IMAX at Broadway Cinema guarantees an immersive and fascinating enjoy. This format enhances the depth and element of each body, making it perfect for motion-packed blockbusters and visually stunning films.

EPIQ –

Grand Scale Entertainment EPIQ gives a wider display, superior HDR projection, and Dolby Atmos sound, placing new requirements in cinematic presentation. This format is especially suited for epic sagas and visually rich storytelling, imparting remarkable clarity and intensity.

3DScreening –

A New Dimension of Storytelling: Broadway Cinema's current 3-D technology elevates the viewing revel in through including practical depth and stronger movement results. Designed for lively features, movement sequences, and delusion movies, these screens make storytelling extra immersive than ever earlier than. Luxury Infrastructure & Customer-Centric Facilities: Broadway Cinema's commitment to client satisfaction is clear in its costly infrastructure and top-class amenities. From the instant patrons' step in, they're welcomed with the aid of fashionable interiors, present day aesthetics, and superior consolation.

ANALYSIS AND INTERPRETATION OF DATA:

TABLE:

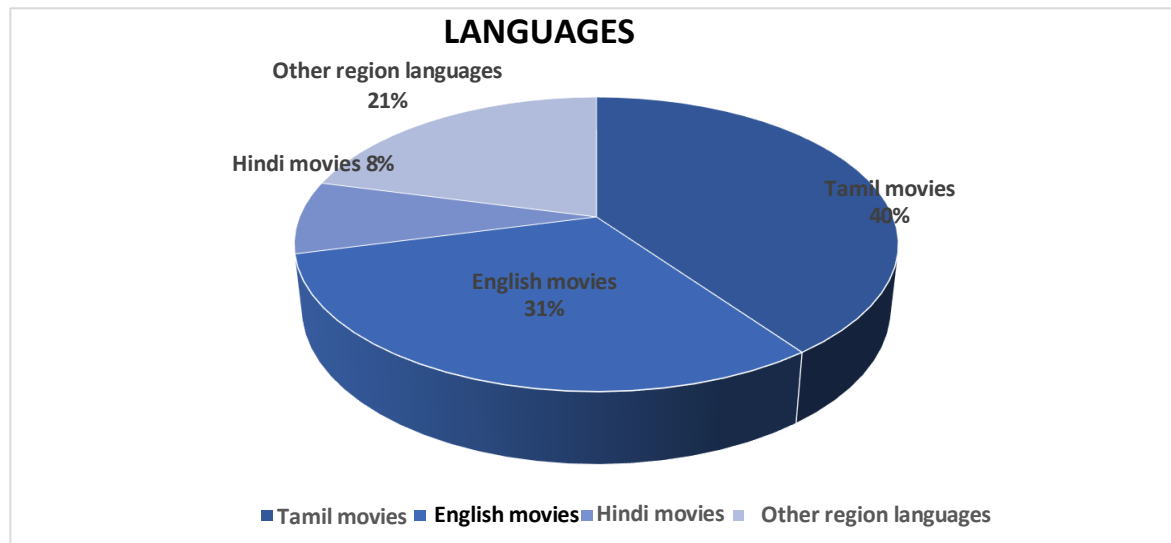
Exhibit showing languages preferred watching at Broadway cinemas

LANGUAGES	FREQUENCY	PERCENTAGE
Tamil movies	47	40%
English movies	37	31%
Hindi movies	9	8%
Other region languages	27	21%
Total	120	100%

Source: number one records

Interpretation:

The above show off suggests the languages 40% of the respondents are desired Tamil films, 31% of the respondents are preferred English movies, 8% of the respondents are desired Hindi films, and 21% of the respondents are desired different place languages.

CHART:

BROADWAY CINEMAS	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	TOTAL	RANK
Movie selection	40	45	33	2	363	I
Ticket Pricing	12	56	48	4	316	III
Seating comfort	22	40	55	3	321	II
Food & Beverages	19	32	49	20	290	IV

TABLE:**Interpretation:**

The above table famous that the ranking evaluation of respondents 363 in Movie selection is Highest rank, 321 Second rank in the direction of Seating comfort ,316 in Third rank towards Ticket pricing and 290 in Last rank closer to Food & Beverages for the delight of Broadway cinemas.

FINDINGS:

- Respondents Tamil films 40% are the most famous.
- From the Ranking Analysis, film selection rank first making sure the highest satisfaction followed by seat consolation, price ticket pricing and meals and liquids.

SUGGESTIONS:

- Upgrading or upload greater comfortable seating with enough legroom and ergonomic design. Consider supplying premium seating options for clients inclined to pay extra for greater consolation.
- Expand the meals and beverage menu to cater to various tastes, including healthy and vegetarian alternatives. Offering satisfactory snacks, meals, and drinks can beautify the general experience.

- Consider offering diverse pricing degrees based on movie recognition, time of day, or seating type. Promotions like reductions, loyalty applications, or combination offers can attract a much wider audience and enhance perceived price.
- Invest in brand new sound and projection system to ensure a excessive- first-rate film revel in. Clear audio and crisp visuals are important for purchaser pleasure in cinemas.

CONCLUSION:

The study on patron pleasure at Broadway Cinemas in Coimbatore highlights the significance of delivering an incredible film-going experience in an increasingly more competitive leisure enterprise. The findings screen that while clients are largely glad with factors along with movie selection and seating consolation, there's scope for development in regions like meals and beverage services and price tag pricing strategies. This research affords valuable insights that could manual management in making informed selections to decorate patron pleasure and ensure lengthy-term success in the cinema enterprise.

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