

Viewer's Multiplex Choice Decision: A Study of Miraj Cinema in Vadodara City

Dr. Mohammad Irfan,

Assistant Professor,
School of Business,
Auro University, Surat, India.

Kaushal Patel,

Fellow Student,
School of Business,
Auro University, Surat, India.

ABSTRACT

Miraj Cinemas is a growing chain of multiplexes, which is making its way in the highly competitive market through various variables. This study investigates how these variables are interacting with one another to know the perception of the customers for Miraj Cinemas in Vadodara City. This study is completed with the assistance of organized survey with the help of a questionnaire, which uncovers the reactions of the respondents towards the multiplex. This investigation is going to comprehend the customer's recognition towards Miraj Cinemas and to estimate the fate of the chain in India. Related subjects like the destiny of Miraj Cinemas in India and particularly in Vadodara have been talked about here inside. This study carried out with the help of factor analysis in which factors like convenience, safety, satisfaction and price were analysed. These factors would help Miraj Cinemas to improve their strategies in order to sustain in the market against the big giants like PVR Cinemas and Inox Leisures Ltd.

Keywords: Consumer Decision, Consumer Behaviour, Factor Analysis.

INTRODUCTION:

Entertainment is a type of movement that holds the consideration and enthusiasm of a group of people. It can be a thought or an errand yet will probably be one of the exercises or occasions that have created more than many years particularly to keep a group of people's considerations. Narrating, music, dramatization, movie, and various types of execution exist in all societies, were bolstered in imperial courts, formed into complex structures and after some time ended up plainly accessible to all subjects (India, 2015). Movies are the most essential type of excitement in India. Film industry in India is among the biggest industry on the planet as far as movies produced (around 1000) (Indian Film Industry, 2017) ,in various dialects which incorporate movies in Hindi, Kannada, Bengali, Tamil, Marathi, Telugu, Punjabi and Malayalam (Film, 2017). Another reason for the success of the film industry is in the product placement which emerges out as a media vehicle for promoting the brands and products (Qureshi & Gul, 2015). The product positioning also helps the producers to earn additional revenues (Jayswal & Salvi, 2007). Approximately twenty-three million Indians go to see a film each day. Film Federation of India is the zenith assortment of film industry in India whose goal is to advance and advance the cinema Bollywood represents 46 percent of the aggregate Indian film industry incomes film industry experts (Filmed, 2016). According to informal assessments accessible in January 2001, the Indian film industry has a yearly turnover of Rs. 60 billion (roughly US\$1.33 billion). As towards the beginning with 2001, a sensible spending film in Hindi could cost US\$1.75 million. Successful films like Dangal which has crossed over 350 crore mark has paved ways for the Hindi films at a new level (Dutta & Bhatt, 2017). A low spending Hindi film can be made for even as low as Rs. 15 million in India (DNA, 2016).

Multiplex in India:

In 1979, world's first multiplex 'Eaton Centre' in Toronto, Canada was opened for the general populace. In 1997

PVR set up, first multiplex in India – PVR Anupam, New Delhi. The PVR Anupam changed the Indian film indicate scene. Silver screen entryways saw a surge of customers by and large in the midst of the happy season and on finishes of the week. The ascent of multiplexes changed the film show business in India. New players are trying to enter this division and the present players are involved with developing their perspectives. Starting late the multiplex has gone past the metros to reevaluate incitement in Tier 1 and Tier 2 urban zones like Lucknow, Indore, Nasik, Aurangabad, Kanpur, Amritsar. The changing scenario of Indian economy has opened various opportunities for the various multinational production houses to make movies in India (Ranjan, 2010). The elevating news for most of the movie exhibitors is that at present around 70 percent of the total film industry collections in the country start from non-metros (Filmed, 2016). These multiplexes have distinctive screen film theatre complex which furthermore offers lifestyle shopping. It offers new out of the crate new contribution of watching movies. Most by far of the multiplexes strip malls in India have typical structure, which confides in structure of the ideal multiplex. Perfect multiplex shopping malls have four to five stories with various relaxation and entertainment choices for customers.

Miraj Cinemas:

MIRAJ Group is developing by jump and limits and now its turnover has achieved billions. For a long time, it is extending towards the more up to date way of achievement. Beginning with single tobacco division today MIRAJ has gone into different fragments, for example, beauty mind, safety matches, stationary, plastics, pipes and fittings to hospitality, engineering division, perfumery division, the tea area, music industry, film making division and cinema industry. The Group has a dream to multi-field its business past every one of the limits. MIRAJ as a gathering is completely dedicated to their duties towards every last partner of their gathering. "MIRAJ" itself signifies "to rise or to climb", so MIRAJ Group plans to accomplish new statures through consumer loyalty. Their trademark "Your Trust is our personality" additionally mirrors gathering's vision. The genuine asset for the organization is a group of qualified and experienced experts and a very much oversaw foundation. MIRAJ never bargains on the nature of their items. MIRAJ Cinemas, a division of MIRAJ gathering, which is one of the quickly developing brand in the silver screen presentation segment. Miraj Cinema provides class insides and conveniences giving the best quality in sound and video. With a thought process of giving the best quality in film and stimulation MIRAJ Cinemas is aggressing towards better statures across the country. The unique selling proposition (USP) is giving and keeping up the most ideal administration level.

Figure 1: Growth of Cinema Market



Source: PWC India (June 8, 2016)

Market Overview:

Assessed to be worth US \$40,000 million as indicated by PWC India on June 08 2016. Multiplex fragment is developing while the single screen section is declining step by step. As far as confirmations, India is right now the greatest film showcase on the planet. In 2015 the confirmations were at a gauge 2.04 billion and it is anticipated to ascend to 2.80 billion out of 2020 at a rising rate of 6.6% CAGR (PWC India, 2016). The movies income in India was gauges as US \$1.64 billion of every 2016 and is relied upon to ascend to \$2.74 billion of every 2020 at a 10.9% CAG (Gaikwad, 2017). Regarding multiplexes India is unjustified. There are around 8100 screens in the nation out of which 6000 are single screens and 2100 are multiplex screens which is a modest number when contrasted with the number of inhabitants in the nation (Jain et.al. 2016). The multiplexes

are given better offices and enables. The exhibitors are raising costs inside as far as possible. The cinema market is growing day by day as there is increase in the income of the people and the spending on recreation is increasing. The market size of Indian Cinemas is around INR 155 billion (The Hindu, 2016).

Marketing Mix of Miraj Cinemas:

Product: The core competency here is screening of movies. This offers stage to the progression of other periphery levels. It joins essential organization and points of interest that perceive from contenders.

Price: The ordinary cost of ticket at Miraj Cinemas between Rs. 70 and Rs 250 relying upon the films execution of the motion pictures screened and the show time and day. The rates of morning show are uncommonly unassuming and coordinate and as the day time passes the rates are in all likelihood going to be reached out to target unmistakable supporters.

Place: Miraj Cinemas serves its customers at different cities with in excess of 80 screens crosswise over 30 areas like Mumbai, Delhi, Vadodara, Ahmedabad, Alwar, Ajmer and so on crosswise over India.

Promotion: Miraj Cinemas by advancing their properties by utilizing different promoting tools. Aside from Advertising in (radio, print media), bargains headways (Contest, beguilement, premium favours, coupons), singular offering (Inbound call centre, forefront labourer), publicizing (Sponsorship of event, cover school festivities, events, official proclamation, social and gathering consideration), notoriety, word of mouth (reference through geniuses), website and other mediums. Promoters may support in-theatre publicizing and progressions with standees, backlit display sheets, floor graphics, popcorn bag sponsorships, product sampling and coupon distribution. Course of action of plans, to target non-top period in a day or week with various plans like Buy 1 Get 1 Free, factor rate of refund on various days (Monday, Wednesday, Thursday). Corporate arrangements, total arrangements, discount of popcorn and nippy drinks. Enrolment card to give better help of standard customer, competitions, test, and entertainment show up, product dispatches, and product appearance and on-the-floor challenges.

Business Model of Miraj Cinemas: The Miraj Cinemas basically works on three business models namely ownership, Lease and Theatre Management.

Ownership: The cinema operator purchase land; constructs and fits out the multiplex and manages the operations.

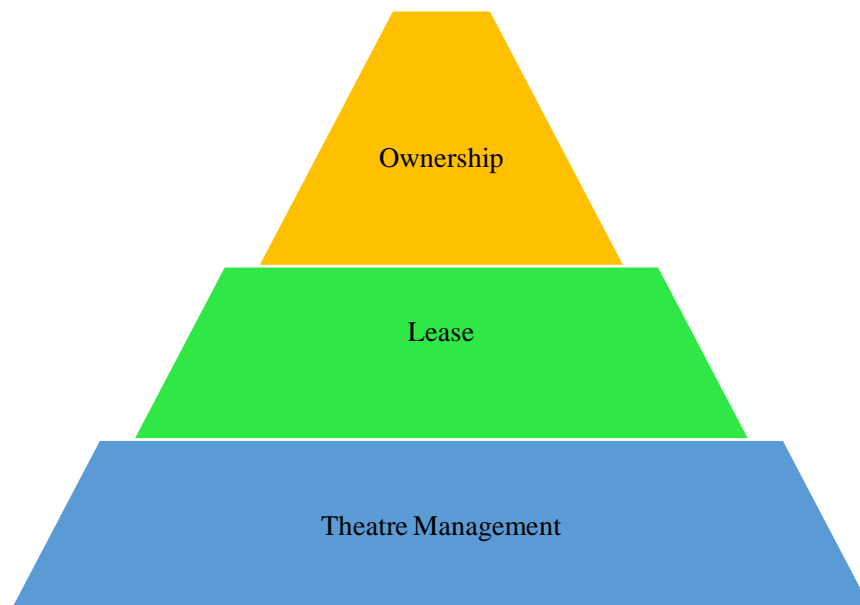
Lease: Fixed Rental- The multiplex operator invests only in the fitouts and manages operations paying the rent for the premises.

Fixed Rental + Variable- A variation of “Fixed Rental Model”, lower rent is paid, which is compensated by sharing the revenues with the property owner.

Leased Retrofits: Operator is taken leases an existing theatre, refurbishes it and converts it into a multiplex.

Theatre Management: Developer outsources operations or management to a multiplex operator for a fixed period and pays a fixed fee to the operator.

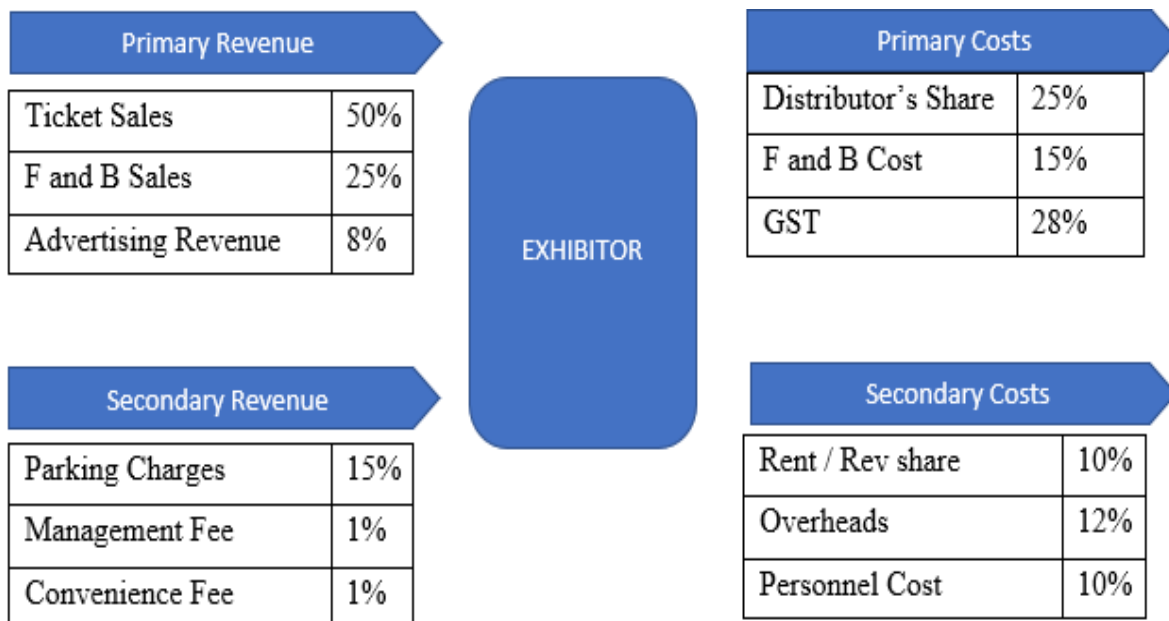
Figure 2: Business Model of Miraj Cinemas



Source: Miraj Cinemas (<http://www.mirajcinemas.com>)

Revenue and Costs of Miraj Cinemas:

Figure 3: Revenue and Cost of Miraj Cinema



Source: Miraj Cinemas (<http://www.mirajcinemas.com>)

Growth Drivers:

Estimated development of Indian film industry by 2020 is to be INR 230 billion developing at the rate of 13% p.a. The Indian film industry is biggest as far as number of movies discharged and the quantity of tickets sold. Also 100% FDI is currently allowed in the film business. Hollywood movies are progressively discovering acknowledgment in India (DNA, 2016). One of the world's most youthful populace is in India with two-third of populace lying beneath the age of 35 years. Urban India represents 30% of this fragment (Ernst and Young, 2011). Developing salary levels and more family units is working class is expanding total extra cash (Anand, 2012). Throughout the following 20 years, urban Indians are relied upon to spend more on diversion including excitement.

Challenges for Growth:

The growth of the film industry relies upon thriving in the nation leading to higher discretionary consumer spend on entertainment. Film exhibition industry is likely to record a drop-in occupancy levels on account on slowdown in the economy. A few multiplexes have resorted to price reductions of 12-40% in May 2017 to reverse the drop in the occupancy levels (Ernst and Young, 2011). Films witness significant drop in occupancy during sporting events and festivals. In India, typically 70% of theatrical revenues are collected over three months during which time piracy catches up and virtually nullifies any further theatre revenue potential. (Ernst and Young, 2011). Setting up a multiplex requires multiple clearances and licenses from different authorities in addition to differing policies across states (Gaikwad, 2017). Delays in processing of clearances and licensing are a challenge for multiplex operators.

LITERATURE REVIEW:

The term Bollywood was instituted in the 1970s to catch-frequently deprecatorily-the similitudes between India's national Hindi film industry situated in Bombay (now Mumbai) and the comprehensively overwhelming Hollywood film industry in the United States. Notwithstanding, as Ashish Rajadhyaksha contends, Bollywood as of late has been utilized not simply to depict Hindi movies created in Bombay yet in addition to allude to a more diffuse social combination including a scope of dispersion and utilization exercises from sites to music tapes, from link to radio. Along these lines, Rajadhyaksha utilizes the term Bollywoodization to mean an extremely late wonder in Indian film that has risen since the 1990s because of the synchro-nous advancements of global capital and diasporic patriotism.(Kumar, 2016). The Internet has acquired a general unrest the way we shop or purchase items today. With the appearance of web, web-based shopping ends up famous and most favoured by certain fragment of purchasers for items like travel, books, music, contraptions and so on. Despite

the fact that Internet entrance and web-based shopping is profoundly advanced in created countries, in India, the story is unique. Web infiltration is low in India with just 8.4% of the populace web based by an examination led by McKinsey in 2012. The poor framework and languid approach of our political framework is almost devastating the development of web entrance in our nation. Internet business represents under 1% of retail deals contrasted with 4% in Brazil (K., 2012). Web based shopping has turned into a prevalent and simple path for clients. This new inventive kind of shopping brings an awesome number and furthermore extensive variety of stock to customers; it likewise offers a gigantic market and various business openings (Guo and Noor, 2011). Regardless of the dampeners, the nation offers gigantic potential. As indicated by McKinsey report 2012, E-trade in India is anticipated to reach \$2 billion in deals by 2015. It is evaluated that India will have 38 million dynamic online customers by at that point. In 2011, financial specialists pumped \$305 million in web-based business in India. Today organizations have entered this online space to tap its colossal potential. Players like Flipkart, Amazon and e-Bay to give some examples are extremely dynamic in this space. These players are exceptionally forceful in drawing in youthful populace by offering accommodation, decision, better deal and speed of purchasing (Guo and Noor, 2011). In perspectives of Ng, Russell-Bennett and Dagger (2007) in the administrations of a hedonic sort, for example, shows, films, and amusement stops the specialist organizations must upgrade the administration involvement such that could make energy, joy, and satisfaction among buyers. Ooi and Sim (2007) found that the most well-known exercises among individuals going to shopping centres incorporate investing energy with family and companions, shopping, eating and motion pictures. In a similar study it was discovered that motion picture aficionados like to watch films at theatres situated in strip malls. The discoveries of this examination can be effectively contrasted with the Indian market because of the similitude of development designs in the Indian market and the business sectors of different nations. Urban Indian families visit shopping centres and club shopping with different exercises, for example, motion pictures and eating. Mrunmayee Bhawe (2006) in his paper clarifies working of multiplex. She has clarified Emergence of Multiplexes in India, Film Exhibition Business in India and the Multiplex blast. She has likewise looked at Multiplex v/s Single Screen theatres and given system of Segmentation, Targeting and Positioning. Eliashberg et al. (2005) recognized two distinctive conduct designs in customers - 1) Movie first and theatre second 2) Theatre first and film second certain people for the most part like to watch motion pictures at a specific performance centre just and along these lines demonstrate a propensity of reliability. This is like the clients who go to an adjacent store to get basic supplies despite the fact that basic needs might be accessible at a major and favour store not too far away, but rather won't have been attempted by the client on a prior event. Specialists have endeavoured to find those properties which guarantee client faithfulness. The multiplexes ought to vitally have certain fundamental highlights, for example, physical assets, encounter improving offices, important pleasantries and subtle climate. Substantial factor contained the things which have physical presence and attributes, encompass the administrations to help the buyers in settling on buy choices and assessments (Hoffman and Bateson, 2002). These unmistakable signals incorporate confirmations, for example, nature of furniture, appearance of administration entertainers and other such pointers to survey the general nature of the administration experiences in the administration enterprises (Hoffman and Bateson, 2002).

As per Ibrahim and Ng (2002) with a situation of changing customers shopping exercises measure of rivalry between shopping centres has expanded impressively so the advanced shopping centres offer assortment of diversion options out of which multiplexes take the prime position. According to Na Li and Ping Zhang (2002) online shopping alludes to the way toward obtaining items or administrations by means of the Internet (Na Li and Ping Zhang, 2002). The procedure comprises of five stages like those related with conventional shopping conduct. In the run of the mill web-based shopping process, when potential buyers perceive a requirement for some stock or administration, they go to the Internet and look for require related data. In any case, as opposed to seeking effectively, now and again potential purchasers are pulled in by data about items or administrations related with the felt require. They assess options and pick the one that best fits their criteria for meeting the felt require. At long last, an exchange is led and post-deals administrations gave. Web based shopping disposition alludes to customer's mental state as far as making buys on the Internet (Li and Zhang, 2001). Thompson S.H. Teo in his paper clarified that since the blast of the Web as a business medium, one of its essential uses has been for promoting. Before long, the Web will turn into a basic circulation channel for the lion's share of effective ventures. The broad communications, shopper advertisers and promoting offices appear to be amid Internet disclosure and misuse. Prior to an organization can imagine what may offer online in the coming years, it must comprehend the states of mind and conduct of its potential clients. Henceforth, this investigation looks at states of mind toward different parts of web-based shopping and gives a superior comprehension of the capability of electronic trade for the two specialists and professionals (TEO, 2002). When India gained independence in 1947

the striving for profit dominated the industry which is why the Ministry of Information and Broadcasting urged that cinema should not be allowed to reduce itself only to commercially oriented entertainment. Films that explicitly sketched and thematised social utopias of the nation were possible only now, in post-colonial India. In 1949, itself the Film Enquiry Committee commissioned by the Ministry of Information and Broadcasting prepared a report on the status of the privately organised Indian film industry. It appealed to Indian producers and directors to co-operate with the government and share the responsibility of nation building. As articulated officially, the Indian cinema should serve as an "effective instrument" for "national culture, education and healthy entertainment" to promote and further induce "a national character with its multifaceted aspect (Schulze, 2002). Shalini Singh and Sachin Awasthi (2001) have offered blueprints to PEST Analysis, Service Marketing Mix, Service Marketing Triangle for a multiplex. Their Basic Functional Areas, Risks and Concerns and poll configuration have additionally been clarified in detail. With satellite TV, expansion of tape and naming of American movies - a surge of data, pictures and sounds have opened available. However, this is not the slightest bit the perfect democratization of people in general circle. There is expanding grouping of media proprietorship and a couple of tip top guardians control appropriation and transfer. The inquiry that emerges is - is it regularly going to be conceivable to have commonly perfect open circles and could these worldwide media streams subsequently sustain a dynamic political process. Scholastic open deliberation should move from simply theoretical investigations to a more dynamic engagement with sorts of portrayal - modalities of picture, types of discourse and deliver to watchers (Datta, 2000). As indicated by (Wakefield and Blodgett, 1996) In multiplexes the helpful and lavish seats, the accessibility of enormous generators for control reinforcement and the general appearance are the unmistakable prompts which could impact the customer's choice procedure. Agreeable and advantageous seating courses of action could be a striking issue for clients in benefit settings where they need to sit for extend periods of time watching or taking part in some type of stimulation. The negative effect of home video and digital TV on the movie going conduct of clients has been overwhelmed by the changes in dramatic offices, for example, the accessibility of different and greater screens, happy with seating, enhanced acoustics and picture introductions, and the offering of various auxiliary services (Doyle, 1998). According to Davies (1995) individuals go to films, sports occasion, clubbing and so forth or any of such recreational exercises for the sole reason of relaxation. Recreation is the time when one isn't working or involved. According to Friedberg (1993) buyer exercises like clubbing, diversion, shopping and feasting further attracts them to shopping centres which additionally prompts the incomes of multiplexes. O' Kelly (1981) examined the pertinence of multipurpose outings to shopping centres in shopper travel. The investigation in this way led shows that between 30 to 50 percent of all excursions are multipurpose. Multipurpose visits manage shopping, eating, excitement which incorporates multiplexes too. Vishnu Parashar in his paper think about effect of multiplexes on the general public has clarified the development drivers in the multiplex business and furthermore the significant players introduce at the present time. He has likewise talked about the dangers and concerns related with multiplex business. He has likewise given a blueprint of the expenses and plans of action took after by multiplexes. To comprehend why urban Indian auditorium is in this state today, one needs to backpedal to the nineteenth century, when what is called current Indian performance centre initially showed up, freely in Bombay and Calcutta. It is no happenstance that these urban communities were the two manifestations of the British sea exchange with no pre-British Indian history. The populaces of these urban areas had profited from British training and had succeeded fiscally under British run the show. It was unavoidable, at that point, that the diversion they looked for themselves ought to likewise be demonstrated on English theatre. Two highlights of the new theatre box paddled from the West were to set it absolutely separated from (Karnad, 1989). There are movie producers who have made film to coordinate or correspond with continuous and space; others have taken a shot at a strategy for making new measurements which wreck our view of constant and space. Along these lines, fundamental artistic gadgets like the "cut" can be utilized for two completely restricted purposes. Thus, the various components in silver screen, similar to sound, music, discourse illustrations, shading, camera developments, lighting, can be used for a few purposes, contingent upon the movie producer's expectations. The impact of writing on silver screen has been most intense, extraordinarily the novel. What's more, by this very reality, a type of silver screen has developed which uses the inalienable components of film to fill the need of the account. Most movies made even today have a place with this classification: the emotional account structure. That is the reason when laypeople talk about a film, they for the most part examine its account (Mirza, 1979-1980).

RESEARCH METHODOLOGY:

The proposed look into study would give an account of chose client's desires and encounters about their decision of cinema hall for Vadodara city in the territory of Gujarat. In this study, an endeavour has been made

to quantify and assess client's inclination from helpfully drawn testing units, who have delighted in viewing a motion picture from a Miraj Cinemas. The study has been attempted to quantify and assess current condition of client's inclination and their genuine encounters about those specific decision of multiplex.

Problem Statement:

India is a country which has a huge scope for the cinema industry. The number of screens with respect to the total population of the country is very less which provides a scope of development in the industry and entry for the new players. The sustenance of the new players in the market is difficult due to bigger sharks like PVR Cinemas and Inox Leisure. The new players must provide more services than the bigger sharks to attract the customers which results in lesser profits and sometime loss. Hence it becomes important to carry out a research to know the customer's perception towards the new players like Miraj Cinemas.

Approach to the Problem:

Advancement of a way to deal with the issue incorporates detailing a goal or hypothetical structure, diagnostic models, inquire about inquiry, and recognizing the data required (Sontakki, 2010). The present study focuses on influence of the customer's perception towards the Miraj Cinemas can state the ways of sustaining in the market with huge competition.

RESEARCH OBJECTIVES OF THE STUDY:

- To study focuses on viewer's multiplex choice decision towards Miraj Cinemas across Vadodara city.
- To identify the factors which affect the selection criteria for watching movies at Miraj Cinemas?

The objectives of the study attempts to measure preference of the customers in the Miraj Cinemas while watching the movies based on the services provide. It becomes important to know which factors affect the most to the customers while watching a movie at a cinema.

Research design: The present research consisted descriptive research design as it is trying to measure the customer's perception towards Miraj Cinemas and its related elements amongst the respondents. With the help of survey method information is collected. The present research design includes the following.

Sampling Plan: Sampling might be characterized as the choice of some piece of a total or totality in light of which a judgment or induction about the total or totality is made. As such, it is the way toward getting data around a whole populace by analysing just a piece of it (C.R. Kothari, 2009). A population is the total collection of elements about which we wish to make some inferences (Schindler). It is the unit of study. Here the study is carried in a major city of the Gujarat state. Therefore, the selected city becomes the population of the study. The sampling unit of the study is customers and who has visited Miraj Cinemas in order to watch a movie or for some other entertainment purpose. The sample size in the present research, the survey was carried out from Vadodara city 110 respondents.

Sampling procedure: Non-probability sampling methods are those methods that do not provide every item in the universe with a known chance of being included in the sample. (Harper W. Boyd, 1999). Non-Probability sampling methods are - convenience sampling, purposive or judgment sampling, quota sampling and snow ball sampling. In this study the convenience sampling method has been adopted. This sampling also means selecting whatever sampling units are conveniently available. Here it was decided to select respondents from Vadodara City of Gujarat State. From the city 110 responses were collected from 110 respondents. As primary focus was on measuring the consumer perception towards the Miraj Cinemas in Vadodara city, it allowed enough freedom to the researcher to select any respondents who has visited Miraj Cinemas in the past 1 year. This fact allowed the use of convenience sampling with lot of ease.

Sources of Data:

Primary data: After referring to different secondary data, primary data was collected to fulfil the research objective of the present study. For collecting primary data non-disguised structured questionnaire was drafted. The questions were framed in the light of objective to be achieved. The questionnaire so prepared was subjected to inquiry with the 110 respondents. The primary data so collected was further used to carry out statistical analysis and interpreting the same to draw various findings and conclusion. It included Likert scale to measure the agreement for each statement related to the perception towards the Miraj cinemas. In the Likert scale 1 indicated strong level agreement and 5 indicated strong level of disagreement.

Instrument for data collection:

Questionnaire: A questionnaire consists of a set of questions presented to respondents. (Philip Kotler, 2013) A structured questionnaire was prepared in order to carry out the study.

Pre-testing of questionnaire, for pre-testing the questionnaire was placed before selected few of the respondents for pilot study. The way they showed the understanding of questions, highlighted the problems faced in the framing of questions, wording of questions etc. with the help of this questions were reframed to make it simple and understandable and the jargon words whose meaning were difficult to understand were replaced. It was found that there was a need for adding few questions to have requisite information for achieving the objectives. It was also found that some questions were generating enough resistance were removed or replaced.

Field Work: During this phase of research, the field officers met the respondents and collected the data/information with the help of questionnaire. The data was collected from the Vadodara city of Gujarat state in a period of one month starting from August 2017. The city was selected because it is dynamic in nature (especially in terms of income and economic activities) hence the frequency of visiting cinemas happens to be higher in comparison to other cities under normal circumstances.

Secondary data: Secondary data was acquired from various books, journals, magazines and specific websites. With the help of literature review the gap was identified leaving the space for the present research. Secondary information was referred to understand the needed research methodology and it's related various concepts. It was also referred to acquire the idea about the present scenario of the Cinema industry.

Data preparation and analysis:

Data preparation includes the editing, coding, transcription and verification of data (Malhotra, 2004). The data collection process was carried out with the help of questionnaire. The questionnaire generated information which had glaring omissions were scrapped and not considered. Then codes were assigned for each question's response. An excel data sheet was prepared containing all the questions and their responses.

Tool and techniques:

Factor Analysis: Factor examination is a measurable strategy used to depict fluctuation among watched, corresponded factors as far as a conceivably bring down number of surreptitiously factors called factors. There are mainly two types of factor analysis (i) Exploratory factor analysis and (ii) Confirmatory factor analysis.

(i) Exploratory factor analysis: In multivariate insights, exploratory factor analysis (EFA) is a measurable technique used to reveal the fundamental structure of a generally expansive arrangement of factors. EFA is a method inside factor investigation whose all-encompassing objective is to distinguish the basic connections between measured factors.

(ii) Confirmatory factor analysis: Confirmatory factor analysis (CFA) is a measurable method used to confirm the factor structure of an arrangement of watched factors. CFA enables the scientist to test the speculation that a connection between watched factors and their basic inert builds exists.

KMO and Bartlett's Test: Bartlett's sphericity test and the KMO index (Kaiser-Mayer-Olkin). Principal Component Analysis (PCA) is a dimension reduction technique. We obtained a set of factors which summarize, as well as possible, the information available in the data. The factors are linear combinations of the original variables.

Total variance explained: An alternative way to look at the variance explained is as the proportion reduction in error.

Scree Plot: A Scree Plot is a basic line section plot that demonstrates the part of aggregate fluctuation in the information as clarified or spoke to by every PC. The PCs are requested, and by definition are subsequently relegated a number name, by diminishing request of commitment to add up to difference.

Rotated Matrix: At the point when the rotation is orthogonal (i.e. the components are uncorrelated; orthogonal and uncorrelated are synonymous with loped factors), at that point the turned factor lattice speaks to both the loadings and the connections between the factors and factors.

DATA ANALYSIS AND RESULTS:

Respondents points of interest identified with number of visits to different multiplexes, timings and inclination of visit have been spoken to in forbidden frame. The information acquired from survey was broken down and separated by the positives and negatives. This way it prompted the inclination of Miraj Cinemas by the customers. In the study the distinction between the assessments of various clients concerning different administrations and limited time instruments is huge or not is checked.

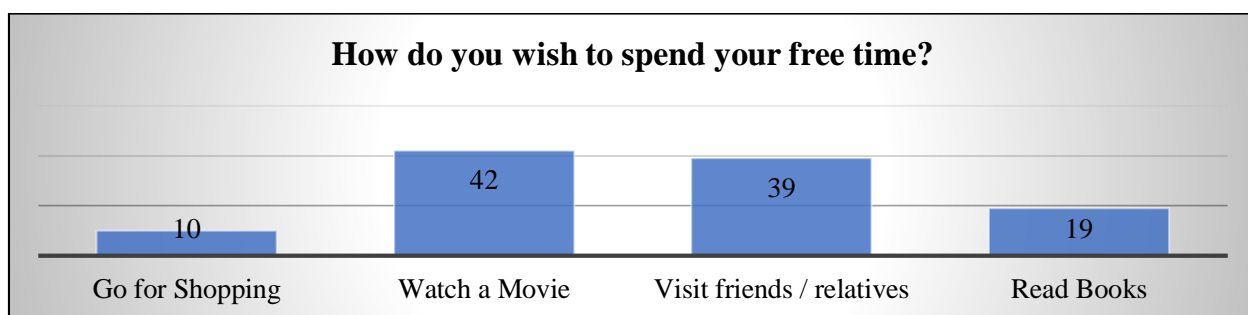
Table 1: Demographics Profile of Respondents

Demographics		Frequency	Percentage
Gender	Male	73	66%
	Female	37	34%
Age	less than 18 years	18	17%
	18-30 years	75	68%
	30-50 years	9	8%
	50 years and above	8	7%
Occupation	Student	93	85%
	Self Employed/ Business	11	10%
	Service	6	5%
Family Income per month	Less than Rs. 10000	20	18%
	Rs. 10000-35000	22	20%
	Rs. 35000-80000	18	16%
	Rs. 80000-100000	11	10%
	More than Rs. 100000	39	36%

Output of table 1, Out of the total respondents 110, Male consisted of 73 respondents contributing to 66% of total respondents whereas Female were 37 which contributed to 34%. It was found that the age group of less than 18 years consisted of 17% while 18 – 35 years consisted of 68% of the respondents followed by age group of 30 – 50 years with 8%, > 50 years with 7% of the total respondents. The survey was conducted keeping in mind that majority of cinema visitors are between age of 18-30 years and most of them are students. The survey results showed that there were around 93 students among the respondents i.e. 85% and 11 were self-employed of business people and the remaining were service class. The average family income of the respondents was more than Rs. 1, 00,000.

Table 2: Activity during free time

Categories			Percentage
How do you wish to spend your free time?	Go for Shopping	10	9.1
	Watch a Movie	42	38.2
	Visit friends / relatives	39	35.5
	Read Books	19	17.3
	Total	110	100



From the table 2 it is inferred that respondents spend their free time for watching a movie as 38.2% is in favour of it followed by visiting family and friends 35.5%, Reading books 17.3% and the least preferred was shopping 9.1%.

Table 3: Frequency of Watching Movie

Categories			Percentage
How often do you watch a movie?	Once a week	30	27.3
	Fortnightly	17	15.5
	Thrice a month	60	54.5
	Once a month	3	2.7
	Total	110	100

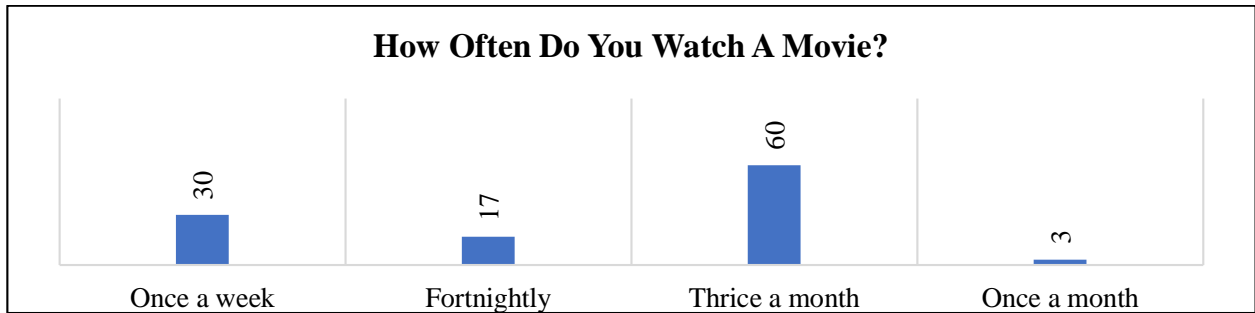
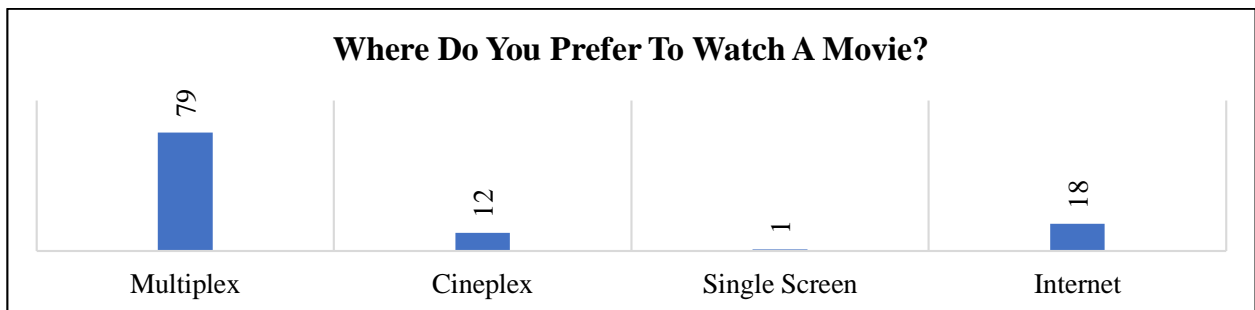


Table 3 identifies that the interviewee wished to ask how often the respondents visits a theatre to watch a movie, so from above table it is inferred that they wish to watch a movie thrice a month 54.5% followed by once a week 27.3%, fortnightly 15.50% and least preferred going to theatre for watching a movie once in a month 2.7%.

Table 4: Preference for watching a movie

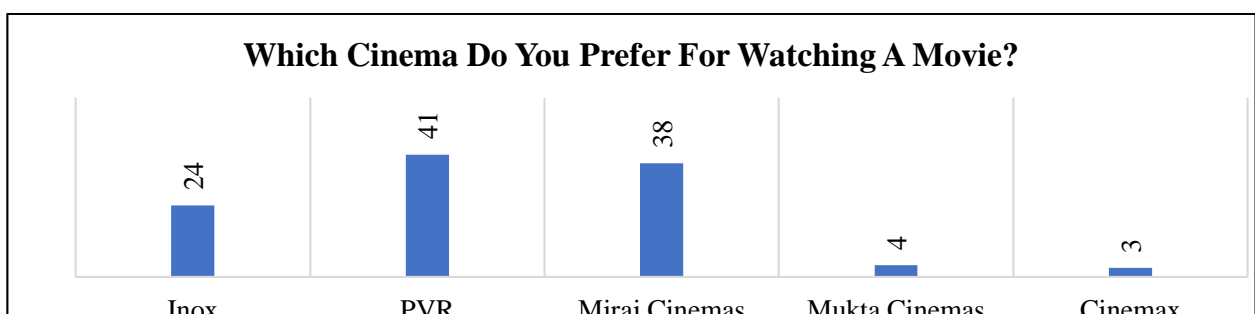
Categories		Percentage	
Where do you prefer to watch a movie?	Multiplex	79	71.8
	Cineplex	12	10.9
	Single Screen	1	0.9
	Internet	18	16.4
	Total	110	100



From the above table 4, multiplex such with 71.8% were the most preferred medium to watch a movie followed by internet 16.4%, Cineplex 10.9%, and lest preferred medium was single screen 0.9% to watch a movie.

Table 5: Preference of Cinema for Movie

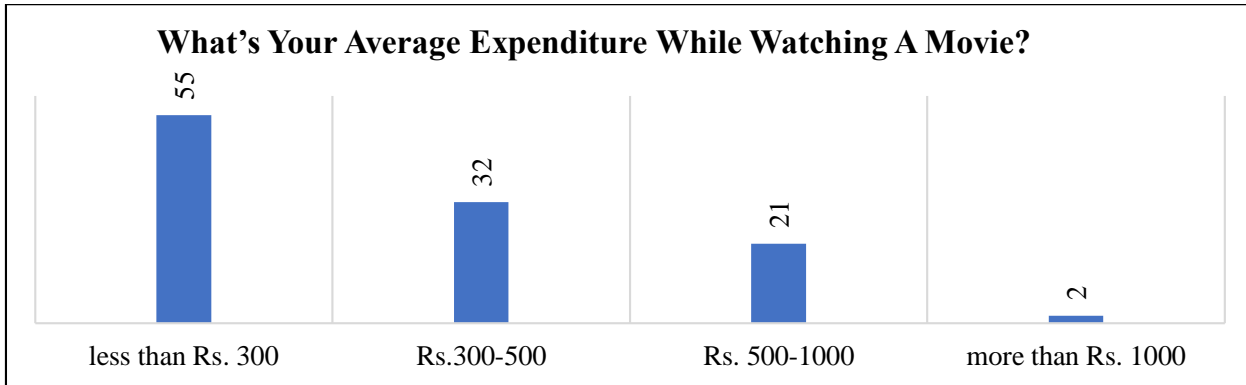
Categories		Percentage	
Which cinema do you prefer for watching a movie?	Inox	24	21.8
	PVR	41	37.3
	Miraj Cinemas	38	34.5
	Mukta Cinemas	4	3.6
	Cinemax	3	2.7
	Total	110	100.0



The table 5 shows the preference of the respondents for watching movie where 37.3% prefer PVR Cinemas followed by 34.5 % for Miraj Cinemas, 21.8% for Inox, 3.6% for Mukta Cinemas and only 2.7% prefers Cinemax.

Table 6: Average expenditure while watching movies:

Categories			Percentage
What's your average expenditure while watching a movie?	less than Rs. 300	55	50.0
	Rs.300-500	32	29.1
	Rs. 500-1000	21	19.1
	more than Rs. 1000	2	1.8
	Total	110	100.0



The table 6 shows the average expenditure incurred while watching a movie where 50% of the respondents spends less than Rs. 300 followed by 29.1% which spends 300-5000, 19.1% spends Rs.500-100 and 1.8% of them spends >Rs.1000.

Table 7: Reliability Statistics

Cronbach's Alpha	No of Items
.860	20

The outcome of cronbach's alpha of the study is .86, which is more than .70, meaning that 86.0% data variables are reliable. The famous psychologist said that generally accepted the value of cronbach's alpha is .80 is appropriate for the cognitive test such as intelligence tests but for the ability test is a cut-off point on .70 is suitable. the value of alpha is depend upon the number of iteams on the scale. So, acceptable and reasonably high level of relabilty of these iteams.

Table 8: Perception toward Miraj Cinemas

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Regular mobile alerts and promotions	28	29	46	4	3
Distance to travel to the cinema is less	26	46	33	0	5
Disciplined security guards	28	40	37	2	3
Free Parking	21	41	42	3	3
Adequate parking space in the theatre	28	41	35	1	5
Ticket prices are low	37	34	34	2	3
Hassle free advance booking	23	41	42	1	3
Ease while booking tickets online on the website	28	44	33	2	3
Financial safety is ensured while booking tickets online	25	43	38	1	3
Choice of getting a desired Seating at the time of booking ticket at box office	25	39	37	5	4
Extra price for 3D glasses is not charged	26	27	49	3	5

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Great membership discounts and loyalty programs	31	28	39	6	6
Food kiosks are very helpful	22	33	46	5	4
Adequate checks for personal safety	27	45	33	1	4
Strict actions against prohibited activities / items	26	43	36	1	4
Provides very maintained & neat cinema halls	26	47	31	4	2
Provides one of the best digital sound quality	24	40	41	2	3
Serves with an excellent screen experience	30	32	43	1	4
Variety of snacks are available	24	39	36	6	5
Price of food and beverages are reasonable	23	32	39	2	14
Attractive food and beverage containers	18	45	33	10	4
Provides personalized services (snacks and drinks at your seat)	29	35	41	3	2
Affordable extra services	21	39	41	5	4
Friendly staff at the cafeteria	35	30	40	3	2
Cafeteria ambience is pleasant	35	30	41	2	2
Provides value for money spent	36	34	33	2	5
Cars are safe in the parking area	34	34	33	7	2

The table 8 show the responses of the respondents for the various statements about the services at Miraj Cinemas. A five point likered scale was used to know the level of agreement of the respondent for each statement. Each statement referred to a specific variable which then helped to explore the various factors.

KMO and Bartlett’s Test:

The test measures inspecting sufficiency for every factor in the model and for the total model. The measurement is a measure of the extent of fluctuation among factors that may be regular difference. The lower the extent, the more suited your information is to Factor Analysis. Here the example sufficient is 0.857; which shows the sample size is satisfactory.

Table 9: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.857
Bartlett's Test of Sphericity	Approx. Chi-Square	2276.074
	Df	105
	Sig.	0.000

Table 10: Total Variance Matrix

Factor	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	0.79	67.302	67.302	4.28	28.535	28.535
2	1.561	10.41	77.712	3.112	20.746	49.281
3	0.817	5.448	83.161	3.043	20.289	69.57
4	0.679	4.525	87.685	2.146	14.305	83.876
5	0.484	3.223	90.909			
6	0.4	2.668	93.576			
7	0.236	1.572	95.148			
8	0.225	1.502	96.651			
9	0.132	0.877	97.527			
10	0.119	0.790	98.317			
11	0.084	0.558	98.875			
12	0.066	0.438	99.313			
13	0.047	0.312	99.626			

14	0.036	0.239	99.865			
15	0.02	0.135	100.000			

Extraction Method: Maximum Likelihood

Table 10 with the reference of total varied matrix indicates that the cumulative percentage for the 4 retained variables is 83.876% which means that the 4 variables together account for 83.876% of the total variables.

Scree Plot:

The scree plot graphs the eigenvalue against the factor number. In the figure 4 we can identify that the eigen values in the first four columns of the table are high which means the total amount of variance is high. From the fifth factor on, the line is almost flat, meaning each successive factor is accounting for smaller and smaller amounts of the total variance.

Figure 4: Scree Plot

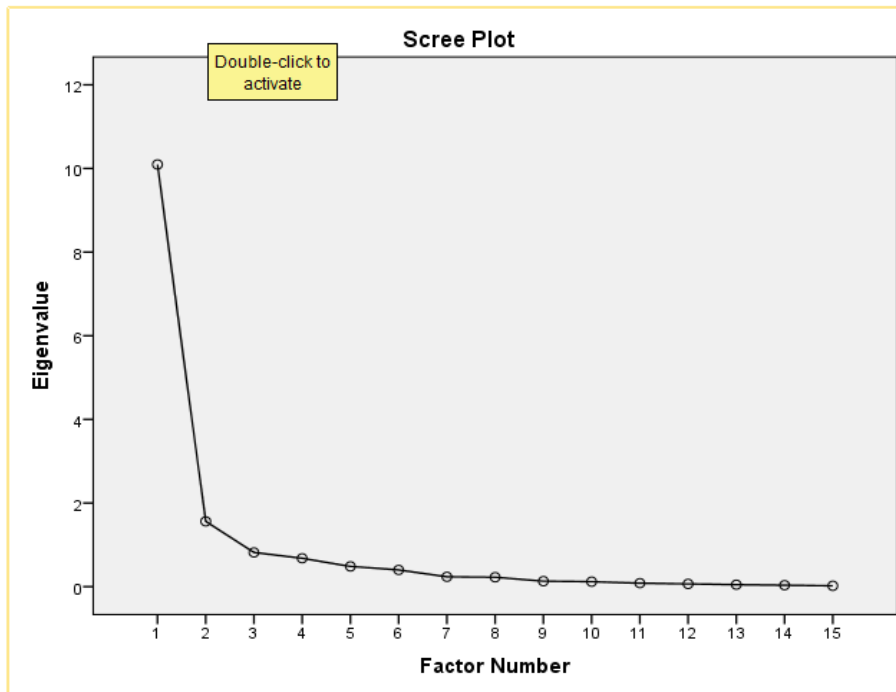


Table 11: Rotated Factor Matrix:

Items	Factor			
	Convenience	Safety	Satisfaction	Price
Ease while booking tickets online on the website	0.937			
Ticket prices are low	0.83			
Distance to travel to the cinema is less	0.795			
Disciplined security guards	0.675			
Choice of getting a desired seating at the time of booking ticket at box office	0.538			
Adequate checks for personal safety		0.775		
Adequate security guards are available are the cinema hall		0.733		
Much affordable for extra services		0.66		
Provides one of the best digital sound quality in the city		0.589		
Serves with an excellent screen experience			0.917	
Fast personalized services (snacks, drinks at your seat)			0.772	
Strict actions against prohibited activities			0.544	
Extra price for 3D glasses in not charged				0.811
Great membership discounts and loyalty programs				0.531
Food and Beverage prices are reasonable				0.504

The idea of rotation is to reduce the number of factors on which the variables under investigation have high loadings. Looking at the Table 11 the first five statements i.e ease while booking tickets online on the website, low ticket prices, distance to travel to the cinema, disciplined security guards and the choice of getting a desired seat at the time of booking ticket at box office are substantially loaded on the convenience factor. The statements like adequate checks for personal safety, adequate security guards are available at the cinema hall, much affordable for extra services, provides one of the best digital sound quality in the city are loaded on safety factor. Serves with an excellent screen experience, fast personalized services and strict actions against prohibited activities are loaded on satisfaction.

Also, the statements extra price for 3D glasses is not charged, great membership discounts and loyalty programs, food and beverage prices are reasonable are loaded on the price factor. Hence four factors namely convenience, safety, satisfaction and price are extracted from the responses.

FINDINGS & RECOMMENDATION:

Respondents wish to spend their free time by watching a movie or visit family or friends. 71.8% of the respondents prefer multiplex for watching a movie. Around 54.5% of the respondents watch a movie thrice a month. PVR and Miraj Cinemas are the most preferred movie theatre in Vadodara due to the locations. Miraj Cinema stands out amongst all the theatre in screen experience, customer service, housekeeping, parking facility, safety measures and Value for money. Digital sound quality is the major factor for selection of movie theatre. Miraj Cinemas should improve on Quality and Service. Cinema Halls should focus more on Personal Security. Ambience of Miraj Cinemas is better than other Multiplexes around the city.

CONCLUSION:

Multiplex, in India, is the new plan of action for the film display industry. It is changing motion picture seeing propensities in India. It is set to assume control over a critical cut of the excitement market of India. Today multiplexes constitute only 1% of the aggregate number of silver screen corridors, and 4-5% of the aggregate screens in India. The business specialists trust that it is start of the finish of single screens in India as the multiplexes with specific points of interest, for example, multi-screen potential, adaptability in activities; scope for other business suitability will run motion picture display business in Indian film show industry. The multiplexes appreciate discounts and exceptions single screen detests such exclusions from the administration. Miraj Cinemas has an immense degree for development in the business and is blasting exceptionally well everywhere throughout the nation. They simply don't offer motion picture yet in addition offer so Talking of the climate, multiplex offer better than other, Dolby advanced sounds and great such offices to see illustrations for watchers. The immense rivalry is in the multiplex business give the best support of the clients and the Miraj Cinemas is great best-case scenario administrations to the clients. The street ahead for Miraj Cinemas is both energizing and testing.

FUTURE IMPLICATIONS:

The research was conducted in Vadodara in Gujarat with the motive of unearthing the perceptions of movie watchers. An average movie watcher is more used to visit the multiplexes than the single screens. The increase in number of multiplex screens in the city has opened a lot of options for the customers. The magnetic effect of the multiplexes because classy ambience, sound quality, comfortable seating, delicious food and facilities lures the customers. However, the question here is: would they choose Miraj Cinemas for watching movies and what factors are perceived as important by them while watching a movie at Miraj Cinema?, Classy ambience is not the only most important factor that enhances the magnetism of a multiplex. Besides the owners of Miraj Cinemas must be thoughtful about the creative promotional strategies because the aim is to attract consumers. The factors identified in this research would help the managers of Miraj Cinemas to formulate effective strategies for management of the Cinemas. It would also help them to get an insight into the consumer behaviour in Vadodara. The managers must try to retain their customers by giving them the best in class experience during the movies with the tasty food and beverages. For this it is suggested that managers must go beyond the atmospherics and focus on promotional efforts to make Miraj a well-known brand across the city. All these factors need to be kept in mind by the managers of Miraj Cinemas while planning for multiplex in other similar cities like Vadodara.

LIMITATIONS OF THE STUDY

A survey with questionnaires is always subject to the respondents' biasness. Respondents answer as per their own experience. Sometimes the exact situation may be little different from that which has been concluded from the customers' responses. Customers/Respondents might have faced some difficulties in understanding terminologies, which have been used in the present study. However, after pilot study, the questionnaires were redesigned for both the categories of respondents and full effort was made to use the most understandable language. Due to a sample size of 110 the existence of minor sampling errors cannot be denied. The responses have been taken from respondents in the time duration. There may be an impact of the same in their responses and some of the aspects of the study might be affected. The study touches limited aspects of entertainment industry because of its major focus on advertising details. One has to consider out more aspects of entertainment industry to make the study more comprehensive.

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