

Customer Perception Towards Online Reviews of Movies- A Study with Special Reference to Chennai

Mr. Balakumar V.,

Assistant Professor,
Department of Commerce,
SRM Arts and Science College,
Kattankulathur, Tamil Nadu, India.

Dr. R. Prakash Babu,

Associate Professor,
PG and Research Department of Commerce,
A.V.V.M Sri Pushpam College,
Poondi, Thanjavur, India.

ABSTRACT

Internet based movie reviews from critics and audience is a common tool used by the movie goers to understand about new movies as they do not want to waste their leisure time and money in poor movies. A research based on secondary data is carried on to analyse the customer perception towards those online movie reviews, after that a primary research based on a refined questionnaire was carried out. The research design is descriptive in nature. A structured questionnaire is used as the data collection tool. An online survey is carried out with the help of Google docs. Convenient sampling was used with a sample of 105 respondents out of which 100 samples are considered valid. This research concludes that online movie review have an impact on purchase decision of cinema tickets, internet is one of the important source of getting information about films and star value has a greater impact than negative reviews.

Keywords: online reviews, critics, cinema, customer perception.

INTRODUCTION:

Online reviews are having an important place in consumers' decision making nowadays. As internet comes handy with the help of smartphones, people instantly search for information of any kind in the internet. The number of consumers using online reviews continues to grow rapidly. Online reviews are basically comes in the following formats:

- Review blogs and websites
- E-word of mouth
- YouTube channels
- Consumer discussion forums

The use of face to face recommendation and physical shopping are decreasing in the digital world. This change has been seen even in buying cinema tickets. Multiplex theatres in urban areas encourage its customers to book tickets online, instead, of physical purchase. Cinema goers too like to purchase or book tickets through internet to avoid crowd and to purchase tickets well in advance as cinemas fill up fast, especially during weekends and holidays.

Cinema goers like to spend their leisure time and money in good and entertaining cinemas. So referring the movie reviews before booking tickets is inevitable to them. Movie reviews can be positive or negative. It can be from professional critics as well as from the experience of consumers. But the trustworthiness of these reviews is still questionable. This study focus on the consumers' feeling about the movie reviews available in the internet.

REVIEW OF LITERATURE:

Li, M., Huang, L., Tan, C. & Wei, K. (2013) in their article named 'Helpfulness of online product reviews as seen by consumers: source and content features' found that product review is one of the most important

indicators that reflects the extent to which consumers perceive the review in facilitating judgment or purchase decisions. A helpful product review significantly influences consumer purchase decisions. Chakravarty et al. (2010) examined the influence of online word of mouth and reviews by critics about films before release. They argued that negative word of mouth on infrequent cinemagoers is enduring even in the presence of positive reviews by movie critics. They also argued that e-word of mouth influence occasional cinema goers while frequent cinema goers are influenced by professional reviews. Duan et al. (2008) find online word-of-mouth volume can influence box office sales as well.

Boatwright et al. (2006) in their research elucidate that movie critics can influence the cinema goers but not the predictors of box office success. They also argued that e-word of mouth was not influential in wide released movies. Jacob. R. Pentheny (2016) in his research 'The influence of movie reviews on consumers' concluded that cinema goers are being influenced by reviews as well as their sources and movie reviews directly affect the purchase decision of movie tickets among consumers.

OBJECTIVES OF THE STUDY:

1. To study the customer perception towards online movie reviews and e-word of mouth.
2. To know the influence of online movie reviews and e-word of mouth in customer thought process.
3. To identify the important movie review sites for domestic and foreign films.
4. To find the impact of online movie reviews on purchase decision of cinema tickets.

LIMITATIONS OF THE STUDY:

Respondents residing in Chennai area alone are used in this study excluding the rural population. Structured questionnaire is the base of data collection. It may have disadvantage of not being probe into the respondents' thoughts. There is a time constraint as the time disposal of the researcher is limited.

RESEARCH METHODOLOGY:

The research design is descriptive in nature. A structured questionnaire with close ended questions is used as the primary data collection tool. The survey is made through online with the help of Google docs. Convenience sampling method was used in this study. The questionnaire used for this study was produced to 105 respondents, however, 100 samples considered to be correct. Secondary data is constituted from scholarly journals, magazines and websites.

ANALYSIS AND INTERPRETATION:

IBM SPSS, V.16 software has been used as tool for the data analysis. Cronbach's Alpha shows the reliability of 0.695 for ten items which is satisfactory enough for this research. Even if one of the item is deleted Cronbach's alpha will be reduced to 0.679. The KMO count to 0.724 which is not so good but it is in the acceptable range. Percentage analysis, Chi-Square test and Factor analysis are the tools used in this study. (Source - Table: 01)

DESCRIPTIVE ANALYSIS:

Frequency distribution of respondents' demographic profile:

Lina et al. (2007) states that demographic features are one of the major factors influencing the behaviour of the consumers.

From Table: 02 it is inferred that 82% of the respondents are male and 18% were female. The majority of the respondents are in the age group of 25-34 (34%) followed by 21% who falls in the category of 35-50. The occupation of the demographics consists of 50% employed followed by 34% students.

Considering online reviews before purchasing movie tickets:

From Table: 03 it is evident that majority of the respondents (87%) watch movie reviews before booking a film as they want to spend their valuable time and money in an entertaining film.

Useful movie review sites:

Table: 04 shows that respondents' view for movie review sites differ based on domestic and foreign films. 41% of the respondents claim that IMDB (Internet Movie Database) is their favourite movie review site for foreign films followed by independent youtube review channels (35%). But in contrary for the Indian films respondents

go for independent youtube movie review channels (32%) for detailed reviews.

Chi square test on testing the significance relationship between demographics of the respondent and referring online movie review

H₀: There is no significance association between the demographics of the respondents and their reference to online movie reviews.

Table: 05 shows the following result:

1. There is no significance relationship between the age of the respondents and their reference to online movie reviews
2. There is no significance relationship between the gender of the respondents and their reference to online movie reviews
3. But there is a significance relationship exists between the occupation of the respondents and their reference towards online movie reviews

Chi – Square test on frequency of visiting movies and respondents' reference to online movie reviews before going to films.

H₀: There is no significance association between frequency of visiting movies and respondents' reference to online movie reviews before going to films.

It is inferred from Table: 06 that the p-value is 0.379 which is lower than the table value at 95% level of significance. Hence null hypothesis is rejected and it is concluded that there is a significant association between frequency of visiting movies and respondents' reference to online movie reviews before going to films.

Non Parametric test: Mann-Whitney test

Mann- Whitney U test on gender and ranking internet as important source of information about movies.

H₀: There is no significance difference between gender of the respondents and ranking Internet as an important source of information about movies.

Mann- Whitney test from the Table: 07 and Table: 08 indicates that the calculated p-value is 0.977 which is higher than the table value at 95% level of significance. Hence null hypothesis is accepted and concludes that there is no significance difference between gender of the respondents and ranking Internet as an important source of information about movies.

Dimension reduction using Factor analysis:

To reduce variable in to predominant factors, a factor analysis was performed with 10 variables from the questionnaire given to the respondents about their perception towards online movie reviews. The principal components analysis with varimax rotation was used for the factor analysis. The KMO statistic and Bartlett test are at their satisfactory level for the factor analysis. The analysis of the data in the tables are presented below.

Factors influencing customer perception towards online movie reviews

The scree plot in chart: 01 clearly shows that there are four component factors are higher eigenvalue which are greater than eigenvalue 1.0. Initially before extraction there are 10 variables and they are reduced to 4 predominant factors.

Table: 10 and Table: 11 shows that there are 4 set of factors that influence the customer perception towards online movie reviews. The factors are named as Trustworthiness, Information source, Influence purchase decision, and Star value. The first factor trustworthiness reflects that online movie reviews from reputed websites reveal true information and reviews regarding films. The second factor information source projects internet as an important information source about new films. The third factor concludes that online movie reviews can heavily influence the purchase decision of cinema ticket booking. But star value of movie stars influence the movie goers despite of the poor reviews which is the fourth factor.

FINDINGS:

1. Majority of the respondents falls under the category of 18-24 (42%) followed by the age group of 25-34 (34%)
2. Employed and self-employed (64% aggregate) constitute a major portion of the total respondents followed by students (34%)
3. 87 of 100 respondents consider online review of movies before purchasing or booking movie tickets.
4. IMDB seems to be the most useful movie review site (41%) for the respondents followed by independent youtube review channels (35%) for the case of foreign films reviews.

5. For Indian film reviews independent movie review Youtube channels (32%) are preferred as people demand local films to be reviewed in their respective local language. Respondents also prefer movie reviews from Behindwoods (26%) and other review sites.
6. There is no significant association between Age of the respondents and their reference of online movie reviews before purchasing movie tickets.
7. There is no significant association between Gender of the respondents and their reference of online movie reviews before purchasing movie tickets.
8. There is a significant association between occupation of the respondents and their reference of online movie reviews before purchasing movie tickets.
9. There is a significant association between frequency of visiting movie and referring of online movie reviews before purchasing movie tickets.
10. There is no significance difference between gender of the respondents and ranking Internet as an important source of information about movies.
11. Factor analysis was used on 10 variables and it is revealed that there are four factors that influence customer perception towards online movie reviews namely Trust worthiness, Information source, Influence purchase decision and star value.

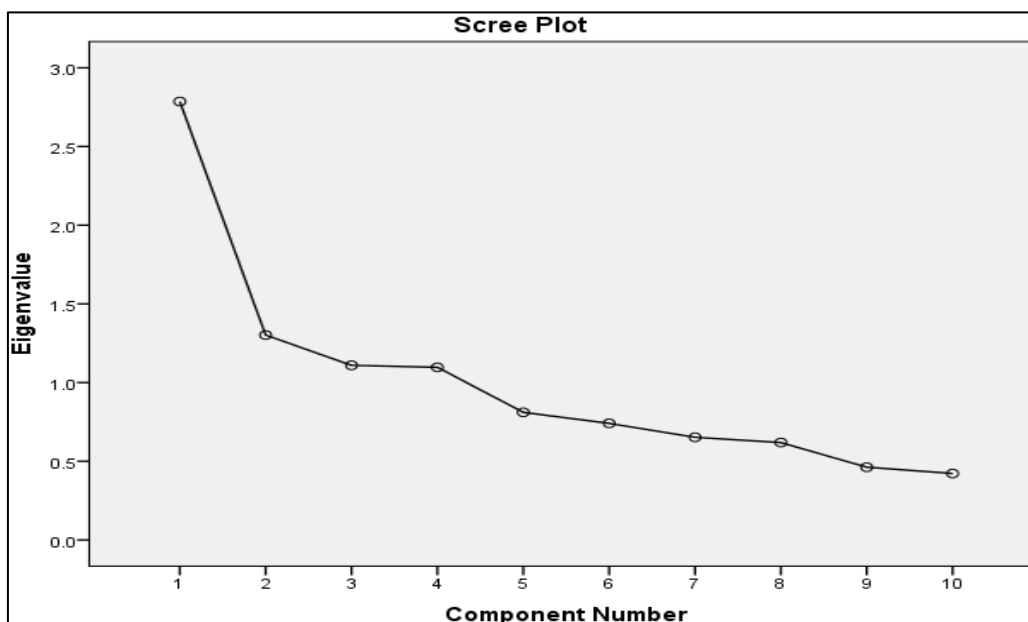
CONCLUSION:

Cinema is one of the inevitable media in the entertainment industry in India. Cinema is becoming a costly entertainment because of the multiplex and other facilities. People are spending money not only for the cinema but also for other things like restaurant and shopping in the multiplex theatres with families during their weekend. So reviews that guide the movie goers are becoming popular. Movie goers refer online movie reviews before booking or purchasing movie tickets. This study reveals that majority of the movie goers refer online reviews about films before purchasing movie tickets. This study also reveals that internet is the important information source for new movies. Negative movie reviews and e-wom affects the purchase decision of movie tickets. But people prefer their favourite star's films even they got negative reviews from critics.

REFERENCES:

- Boatwright, Peter and Basuroy, Suman and Kamakura, Wagner A., (2006). Reviewing the Reviewers: The Impact of Individual Film Critics on Box Office Performance. *Quantitative Marketing and Economics*, Vol. 2007, No. 5, 2007.
- Duan, W., Gu, B. and Whinston, A.B. (2008). The dynamics of online word-of-mouth and product sales-- An empirical investigation of the movie industry. *Journal of Retailing*, 84 (2):233-242.
- Huang, Jianxiong; Boh, Wai Fong; and Goh, Kim Huat, (2011). From A Social Influence Perspective: The Impact of Social Media on Movie Sales, *PACIS 2011 Proceedings*. Paper 79. <http://aisel.aisnet.org/pacis2011/79>
- Li, M., Huang, L., Tan, C. & Wei, K. (2013). Helpfulness of online product reviews as seen by consumers: source and content features. *International Journal of Electronic Commerce*, 17 (4), 101-136.
- Pentheny, Jacob R., (2015). The Influence of Movie Reviews on Consumers, *Honors Theses and Capstones*. 265.<http://scholars.unh.edu/honors/265>
- Top 10 Most Popular Movie Sites Online in 2018 Reviews. (2018, March 14). Retrieved May 06, 2018, from <http://www.topreviewssite.com/top-10-movie-sites-online-reviews>.

Figure 1: Scree plot indicating the number of component factors



TABLES:

Table 1:

Cronbach's Alpha based on standardised items		0.694.724
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	148.690
	df	45
	Sig.	0.000

Table 2: Demographics of the Respondents

Demographic Factors	Classification	Frequency N=100	Percentage
Gender	Male	82	82.0
	Female	18	18.0
	Total	100	100.0
Age	Under 18	2	2.0
	18-24	42	42.0
	25-34	34	34.0
	35-50	21	21.0
	Above 50	1	1.0
	Total	100	100.0
Occupation	Student	34	34.0
	Employed	50	50.0
	Self employed	15	15.0
	Others/Unemployed	1	1.0
	Total	100	100.0

Table 3: Frequency of referring online reviews

Online reviews		Frequency
	Yes	87
	No	13
	Total	100

Table 4: Useful review sites

For Foreign films	Frequency	For Indian films	Frequency
IMDB	41	Youtube channels	32
Youtube channels	35	Behindwoods	26
Others	14	Others	18
Rotten tomatoes	10	Moviebuff	12
		Indiaglitz	12
Total	100	Total	100

Source: Primary data

Table 5: Chi-Square Tests

	Value	df	Asymptotic significance (2 sided)
Age	7.608 ^a	4	.107
Gender	0.261 ^a	1	.609
Occupation	8.271 ^a	3	.041

Source: Computed data

Table 6: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.207 ^a	4	.379
Likelihood Ratio	6.231	4	.183
Linear-by-Linear Association	.812	1	.368
N of Valid Cases	100		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .91.

Source: Computed data

Table 7: Mann- Whitney test

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Source - Internet	Male	82	50.54	4144.00
	Female	18	50.33	906.00
	Total	100		

Table 8: Mann Whitney test Test Statistics^a

	Source - Internet
Mann-Whitney U	735.000
Wilcoxon W	906.000
Z	-.028
Asymp. Sig. (2-tailed)	.977
a. Grouping Variable: Gender	

Table 9: Factor Analysis

Communalities		
	Initial	Extraction
E-WOM and comments are important source	1.000	.694
Trust online reviews from reputed website	1.000	.685
Avoid films with poor online reviews	1.000	.671
Refer more than one review	1.000	.655
sometimes online reviews does not coincide with post movie experience	1.000	.418
Sharing post movie experience online	1.000	.608
Online reviews influence purchase decision	1.000	.609
Trust online reviews more than personal recommendation	1.000	.710

Communalities		
	Initial	Extraction
Will go for my favourite star's movie despite of the negative online reviews	1.000	.745
Professional critics is very important in gathering film information	1.000	.499
Extraction Method: Principal Component Analysis.		

Table 10: Rotated Component Matrix^a

	Component			
	1	2	3	4
Sharing post movie experience online	.761			
Refer more than one review	.698			
Online reviews influence purchase decision	.545		.544	
Trust online reviews more than personal recommendation	.544		.543	
E-WOM and comments are important source		.808		
Trust online reviews from reputed website		.650		
sometimes online reviews does not coincide with post movie experience		.517		
Avoid films with poor online reviews			.805	
Will go for my favorite star's movie despite of the negative online reviews				.846
Professional critics is very important in gathering film information				
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 10 iterations.				

Table 11: Component Transformation Matrix

Component	1	2	3	4
1	.699	.508	.452	.221
2	-.433	.481	-.227	.728
3	.297	-.703	.016	.646
4	-.485	-.127	.863	.064
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
