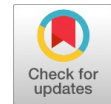


Customer Preference of Theater Ambience In Malls



Gowri.K, Sreeya.B

Abstract: The reason for this examination is to feature the different angles which prompt the inclination of multiplexes over single screen theaters. The study would be led over shopping centers crosswise over the local areas. A survey would be coasted also with a specific end goal to know the supposition of general society overall. Essential information was gathered through an organized utilizing shopping center capture strategy at shopping centers in Chennai. The shopper inclination was caught utilizing a rank request size of 1 to 5, 1 being the most favored and five being the slightest favored. Accommodation examining strategy was utilized to gather the information. An invalid speculation was built remembering different factors and factor examination strategy was utilized to test the theory. The investigation will help shopping center directors to distinguish different variables which prompt the inclination of multiplexes over single screen theaters. This research was done by empirical research method and random sampling method was used. For the purpose of the study descriptive research is used. Convenience sampling method is used in the study to collect samples. People prefer to watch movies in mall rather than other places.

Keywords: Multiplex, single screen, theater, customer, shopping centre

I. INTRODUCTION

Customer preference refers to the process by which customer selects, organises and interprets information inputs to create a beautiful picture of theater ambience Multiplex segment is growing while single screen segment is declining. The multiplex theater are more comfortable for people .the ambience is the atmosphere which customer needs the modern shopping malls provide us variety of entertainment services, lifestyle products, gaming hubs, Multiplexes are purpose built cinemas offering a wide choice of viewing across at least five screens (P Hubbard, 2003). Since there is no conclusive definition of single screen cinemas the researcher would like to present the definition of cinema which is quite relevant to the text. Light projected through moving celluloid replaced by technological means on a screen (Ellis, 1978) Entertainment is a form of activity which gives pleasure and delight to

audience. The ambience refers to the sense of physical ease resulting from various factors in a multiplex such as screen size, sound quality, sitting arrangement etc. The Importance of Customer Preference - DMNews.com Convenience to the physical or physiological ease of consumers in terms of ticket pricing, variety in snack counter, parking facilities etc. The aim of the study is to find the customer preference towards theater ambience in malls. The aim of the study is to find out the preference of theaters in malls.

II OBJECTIVES:

- To understand the customer preference about theater in malls
- To analyse the preference of place to watch movie before and after marriage
- To identify the reasons for watching movie in Mall among age group

III. LITERATURE REVIEW:

Young seo park ,Sunil ham (2016) The researcher recognized the spatial qualities and connections of each utilized space as indicated by the multiplex sort. In this examination, multiplexes were arranged by screen rooms and flow frameworks, and each utilized space is quantitatively broke down. The multiplex theatre are preferred by many people so they choose watching movies in malls. Amit Mohan Sharma : Komal Chopra (2015)The authors objective is to examine the different viewpoints which prompt the inclination of multiplexes over single screen theaters. The study was directed over ten shopping centers crosswise over Pune. neJacob penthey (2015)The researcher reveals the Motion picture audits are a decently generally utilized instrument by customers to comprehend if a film is justified regardless of the cost of affirmation. Be that as it may, what amount of an impact do they truly have on the customer manner of thinking? influence the purchaser's choice to buy a motion picture ticket. Movies Reviews: Latest Movie Review of Bollywood, Hollywood and ...The outcomes were that adjustments in the source and data in film surveys do affect the purchaser point of view, in spite of the fact that that impact changes relying upon the wellspring of the audit and the kind of data that it contains. According to the researcher Davies (1995) individuals go to silver screens, sports occasion, clubbing and so on or any of such recreational exercises for the sole reason of lei-beyond any doubt. Relaxation is the time when one isn't working or occupied.

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The principle diversion of the general population was to watch motion pictures the screen over multiplexes in shopping centers. Arpitha Khare (2012), the researcher said there was a huge development of malls in India in the previous two decades. This encourages over the general population to watch films in theaters which impacts multiplex screen in malls. Sujo Thomas (2012)The researcher sujo Thomas explained that the Shopping centers have seen an amazing development in India amid the previous couple of decades. Be that as it may, the shopping centers have not possessed the capacity to reliably give a one stop goal to the customers in Ahmedabad.Theatre Sounds | Most recent - Soundsnap.com Alaeddin Mohammed Khalaf Ahmad (2012)The author reveals The motivation behind this examination is to research the appeal factors affecting customers' fulfillment, reliability, and verbal exchange in Saudi shopping center focuses.Sapna Rake(2010)The researcher Composed retailing as shopping centers is ready to grow exponentially in India. Shopping centers are changing the scene of Indian retailing and buyers' mentalities towards shopping. And watching movies in malls The upsurge of shopping center action suggests a conversation starter of how much shopping centers are in charge of producing deals and subsequently creating benefits.Ooi and sim (2010) The authors found that the most prevalent exercises among people going to shopping malls include spending time with family and companions, shopping, eating and motion pictures. In a similar overview it was discovered that motion picture lovers like to watch films at theaters situated in shopping focuses.Jose Manuel : rui luis(2008)The researcher examines article examines the impacts of surrounding aroma on moviegoer assessments and practices. We led a "characteristic analysis" wherein a surrounding fragrance was acquainted with film theaters. Ibrahim and friedberg (2002)the researcher Ibrahim and Ng(2002)with a domain of changing buyers shopping exercises measure of rivalry between shopping centers has expanded extensively so the cutting edge shopping shopping centers offer assortment of stimulation options out of which multiplexes take the prime position. Shuffler: Meoli (2002)The researchers Feinberg, Sheffler, Meoli and Rummel (1989) considered the social incitement gave by shopping centers, finding that the shopping center filled in as an outlet for social conduct. Bloch et al (1996)The authors explored the significance of driving time upon the inclinations of purchasers towards provincial strip malls. They communicated that in spite of the fact that it is perceived that populace, obtaining power, populace thickness, daily paper course.Peter bohlin (1997) The researchers (1977) explains that stock and comfort appear to be the two basic measurements which reliably show up everytime. Stock quality, stock assortment, air of shopping territory, and accessibility.

IV. METHODOLOGY:

For the purpose of the study descriptive research is used. Convenience sampling method is used in the study to collect samples. The sample size is 1450 samples. Independent variables are age and marital status. The dependent variables are mean score of ambience of watching movies and place

of preference to watch movie the statistics are ANOVA and paired t test

V. ANALYSIS AND DISCUSSION RESULTS:

Table 1: Percentage analysis for preference of place to watch movie

	Frequency	Percent
Malls	470	32.4
Drive-inns	459	31.7
Multiplex Theatres	413	28.5
Local Theatres	108	7.4
Total	1450	100.0

Source: Primary Data

Interpretation:

The result shows that majority of respondents would prefer to watch movie in Malls. Nearly 31% of the respondents prefer Drive-inns, 28% prefer multiplex and only 7.4% prefer local theatres. It shows that customers in local theatres have been reduced in recent days.

Null Hypothesis (H₀):

There is no significant difference in the preference of place to watch movie before and after marriage

Alternate Hypothesis (H₁):

There is significant difference in the preference of place to watch movie before and after marriage

Table 2: Preference of Place to Watch Movie and Marital Status

Paired variables	Mean	S.D	t value	df	Sig value
Unmarried	1.59	1.081	18.447	1449	.000**
Married	1.39				

Source: Primary data

** indicates 1% level of significant value

Null hypothesis :

There is no significant difference in the mean scores of reasons for watching movie in mall among age group

Alternate hypothesis :

There is significant difference in the mean scores of reasons for watching movie in mall among age group

Table 3: ANOVA for Reasons for Watching Movie in Malls and Age

		Sum of Squares	df	Mean Square	F	Sig.
Ambience	Between Groups	4.861	3	1.620	1.352	.256
	Within Groups	1732.436	1446	1.198		
	Total	1737.297	1449			
Restaurants	Between Groups	4.184	3	1.395	1.897	.128
	Within Groups	1063.460	1446	.735		
	Total	1067.644	1449			
Kids Area	Between Groups	.541	3	.180	.197	.899
	Within Groups	1324.563	1446	.916		
	Total	1325.103	1449			
Hangover Spots	Between Groups	4.511	3	1.504	1.484	.217
	Within Groups	1463.340	1446	1.013		
	Total	1469.851	1449			
Shopping	Between Groups	12.758	3	4.253	3.199	.023
	Within Groups	1922.291	1446	1.329		
	Total	1935.049	1449			

Source: Primary Data

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Interpretation:

ANOVA results shows that all the reasons p value is greater than 0.05 except shopping (0.023), therefore there is no significant difference in the mean scores of all the reasons for watching movie in malls except shopping among the age groups. It shows that irrespective of age all the respondents agree to reasons for watching movie in malls, only shopping perspective varies according to the age groups.

VI. CONCLUSION:

The investigation help shopping center directors to distinguish different variables which prompt the inclination of multiplexes over single screen theaters. Most of the people now in the society prefer to watch movie in malls because of the ambience and hangover spots in the mall. Convenience to the physical or physiological ease of consumers in terms of ticket pricing, variety in snack counter, parking facilities etc. make them to be comfortable with movie theaters in malls Multiplex segment is growing while single screen segment is declining. Ambience of theater going on increasing in the statistics level, which prompt to give rise to theater promoters the research paper conclude that people prefer to watch movies in malls. The research can be done in many ways in future to find out the theater ambience and upcoming theaters in malls.

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