

An Empirical Study on Movie Theatre Experience

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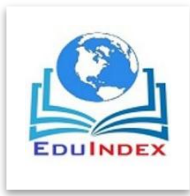
ABSTRACT:

The paper deals with an empirical study on movie theatre experience. The paper was to identify the various parameters influencing the quality of service by Assessing the gap between customer's expectation and perception about the service, To know about sound and video quality of theatres and to obtain the opinion from selected customers about their preferences, satisfaction and experience about theatre. There are approximately 70 plus theatres in Chennai in that the chosen theatres are based on area located and randomly selected. Many of the theatres in Chennai are using QUBE equipments so this study will be helpful for both QUBE digital technology and Theatre management. The sample size used here was 50 which was completely of useful data as the parameters used was to know about the sound quality, video quality, theatre environment and food service given to customers by the theatre management. The analysis used here was Cross tab and Frequencies.

INTRODUCTION:

Service quality a critical component of customer's perception will be the dominant element in customer evaluation. In cases where customer service or services are offered in combination with a physical product, service quality may also be very critical in determining customer satisfaction. So the service giving by the theatres to the customers will be experiencing the service and reviewing what they had experienced. Many theatres have installed QUBE products by that the survey will be useful for QUBE company also. The questionnaire includes about the experience of customers about the theatre and installed products of QUBE.

The information will include description about the service. These information should be precise and understandable by the customers. This leads to betterment for the management.



Objective of the study:

- To identify the various parameters influencing the quality of service.
- Assessing the gap between customer's expectation and perception about the service
- To collect the data from the selected consumers of movies from different theatres in Chennai.
- To obtain the opinion from selected customers about their preferences, satisfaction and experience about theatre.
- To find out which theatre will give best experience.
- To know about sound and video quality of theatres.

Scope of the study:

- This study discuss about the consumer experience about the service they get.
- This helps to understand what consumer needed.

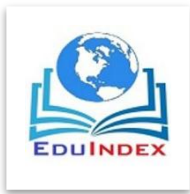
Limitation of the study:

- Time constraint was one of the major problems.
- As this is a theater audience response, the response was not effective.
- As the data collection method was survey method so that the information that collected may be biased.

REVIEW OF LITERATURE:

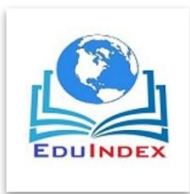
1. Lemy, Diena; Goh, Edmund; Ferry, Jie. *Journal of Vacation Marketing*. Oct2019.

This find out about created and observationally tried a mannequin to investigate the connections between contact faculty, substantial condition, administration quality, relationship quality, bearer development, and customer devotion in Indonesia five-star lodgings. Basic condition demonstrating was once performed on information collected from 596 motel companions remaining at five-star motels in Jakarta, Indonesia. Results demonstrated immense connections between contact staff and bearer quality, administration fabulous and benefactor dedication, and the directing effect of administration advancement on the transaction of supplier top notch and customer reliability. This find out about affirmed that supplier advancement can empower the hotel



business to see past the storehouse mindset of top bearer and main focus on bigger value suggestion in the plan of action to broaden customer faithfulness.

2. **Ghobehei, Mohsen; Sadeghvaziri, Faraz; Ebrahimi, Elham; AfsharBakeshloo, Khashayar. Eurasian Business Review. Sep2019.** This study finds out the branddirection and supplier extraordinary have been recognized as having a superb effect on authoritative by and large execution in both for-benefit and charitable segments. With the regularly expanding challenge in the advanced education setting, organizations will harvest increment and piece of the overall industry in the event that they consent to a marking based procedure in their vital addressing and arranging. Along these lines, the significance of brand and friends direction will increment in this area day with the guide of day. The results printed that apparent organization direction has a heavenly affect on trust, dedication, fulfilment, and informal. Especially, saw organization direction has a huge affect on apparent bearer quality. In addition, the connection between saw bearer quality, trust, fulfilment, and informal exchange was affirmed.
3. **TOSUNOĞLU, Büşra; CENGİZ, Selim; DÖNMEZ, Gülşah. Journal of Accounting & Finance. 2019.** The chief explanation of this investigation is to decide the impact ofbearer decent on benefactor fulfilment. For this reason, a model has been made by means of applying polls to 205 companies working in Gumushane. The auxiliary condition model used to be utilized for the model's test. As indicated by the associations remembered for the extent of the examination, it very well may be expressed that the top notch of transporter acquired from proficient bookkeepers decidedly impacts shopper fulfilment. Furthermore, it very well may be said that the substantial which is sub-measurements of administration charming has the best effect on consumer loyalty.
4. **Prentice, Catherine; Wang, Xuequn; Loureiro, Sandra Maria Correia. Journal of Retailing & Consumer Services. Sep2019.** The find out about draws in upon a currentapplied mannequin of customer commitment and looks at how client and firm based elements are identified with supporter commitment with a focal point of consideration on the aircraft business. Client based elements covered in this get some answers concerning are organization excursion and friends love; though firm-based variables are inflight administration quality. In exact organization ride applies gigantic immediate and angled outcomes on buyer commitment. While it decorates travelers' organization experience, explicitly the transporter by airline stewards, inflight



administration wonderfully minimally affects buyer commitment. The ramifications of the discoveries are offered for specialists and professionals to close the paper.

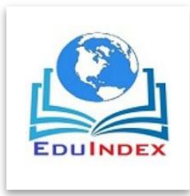
5. Kyriacou, Andreas P.; Roca-Sagalés, Oriol. Social Indicators Research. Sep2019.

Most work analyzing the have an effect on of fiscal decentralization on the provision of public services has measured the latter by way of quantitative output warning signs (for example, years of schooling or mortality rates) and the former based totally on aggregate decentralization indications reflecting sub-central government spending or revenue as a percentage of whole spending or revenue.. We find that decentralizing education and social protection spending improves the perceived satisfactory of public offerings whilst decentralizing fitness expenditure undermines quality. Our empirical outcomes are strong to the introduction of a vary of probably essential covariates including measures that mirror on the diploma of autonomy loved by using neighbourhood authorities.

6. PARAMUS, N.J., Sept. 23, 2019. Sony Electronics Inc. these days announced the enlargement of its Sony Digital Cinema™ top rate large-format (PLF) movie theater auditorium to its first area in Texas, at Galaxy Theatres in The Colony. Sony Digital Cinema is a heightened ride for PLF theatres that facets Sony's industry-leading, dual-laser projection system, alongside with powerful sound and luxury reclining seats.

7. Simon, Jean Paul; Benghozi, Pierre Jean; Salvador, Elisa. Info. 2015. The purpose of this paper is to enquire into quite a number varieties of innovation and observable configurations in motion pictures are observable and file the specific technological fields in cinema, and improvements brought by using younger IT and digital companies. It identifies in most instances the presence of facts and conversation applied sciences (ICT) companies, new middlemen of the digital age, that combine in one or every other way the core undertaking of the cinema industry. Social implications – The paper concludes delineating some plausible policy interventions, and identifies the challenges beforehand with a center of attention on the EU. One very important trouble is disregarded both in the scientific literature and in the dedicated reports: the characteristic and the administration of R & D in the innovative industries, mainly in the cultural sector. The paper shed some light on this issue.

8. Matsuo, Yasutaka; Yano, Sumio. IEEE Transactions on Circuits & Systems for Video Technology. Jan2010. Ultrahigh-definition tv (UHDTV) is the next-generation ultrahigh-resolution video gadget with more than 4000 lines, and 7680 horizontal, pixels × 4320 vertical strains at 60 f/s (frames per second) in video format. We



suggest a approach of converting splendid UHDTV video to digital cinema video that is 3840 horizontal pixels \times 2160 vertical strains at 24 f/s. Here, it is necessary to notice motion vectors extremely accurately to convert the frame rate. We added two new algorithms to extend

the accuracy of detecting motion vectors. First, we brought a method of interpolation frames the use of 1/2 block- shift bi-directional motion estimation by increasing the time axis.. The experimental effects demonstrated that our proposed approach achieves higher fine video conversions than traditional methods the usage of only the first algorithm for motion-compensated interpolation, linear interpolation, and 5:2 body skipping.

9. TJ Schmidt, S Emberley, J Bogrand - US Patent App. 12/257,324, 2010. A repository is created and maintained that receives and stores a plurality of attributes related with digital factors resident at a show complicated and associated with particular digital cinema systems within that display complex. These attributes can be accessed via clients which thereafter use that information to securely bring digital content to a precise digital cinema system.. Thereafter, responsive to a request from a client, data wished to securely carry content material to a digital cinema machine is retrieved from the repository and conveyed to the inquiring for client.

10. Shimizu, Takashi; Shirai, Daisuke; Takahashi, Hirokazu; Murooka, Takahiro; Obana, Kazuaki; Tonomura, Yoshihide; Inoue, Takeru; Yamaguchi, Takahiro; Fujii, Tetsuro; Ohta, Naohisa; Ono, Sadayasu; Aoyama, Tomonori; Herr, Laurin; van Osdol, Natalie; Wang, Xi; Brown, Maxine D.; DeFanti, Thomas A.; Feld, Rollin; Balsler, Jacob; Morris, Steve. Future Generation Computer Systems. Oct2006. This paper describes the world's first real-time, international transmission of 4K digital cinema and 4K Super High Definition (SHD) digital video at iGrid 2005, hosted at the California Institute of Telecommunications and Information Technology (Calit2) at the University of California, San Diego. To implement this demonstration, countless new applied sciences were introduced, consisting of a prototype high-performance 4K compressed multicasting gadget referred to as "JPEG 2000 Flexcast", and "Soundscape". The demonstrations also confirmed the new 4K movement image science being delivered for digital cinema can be usefully applied to different network functions such as far off telepresence, distance learning and scientific visualization.

RESEARCH METHODOLOGY:



SAMPLE SIZE

Out of 40 theatres in Chennai as a whole, a random of 1 theatre per location out of which 5 samples of each theatre has been taken. The total sample of 50 has been considered as sample size.

QUESTIONNAIRE AND ITS DESIGN:

The questionnaire contains few multiple choice questions. The five point Likert scale was selected at the response mode for the questionnaire. For each measurement the respondents are asked to tell weather and how they agree or disagree with suggestions like(Excellent, V.good, Acceptable, Fair, Poor) that is made. They can give score from 1 to 5.

DATA COLLECTION : PRIMARY DATA

Primary data was collected using survey method by going to theatres and taking random samples.

KIND OF RESEARCH

The research method used was empirical study.

TOOLS OF ANALYSIS

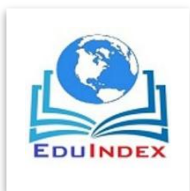
The data collected from the source is analyses and interpreted in manner with help of statistical tool like SPSS.

DATA ANALYSIS

FREQUENCY:

Gender

	Frequenc y	Percent	Valid Percent	Cumulative Percent
male	32	64.0	64.0	64.0
Valid female	18	36.0	36.0	100.0
Total	50	100.0	100.0	



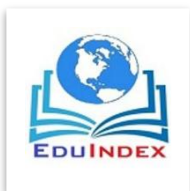
Age

	Frequency	Percent	Valid Percent	Cumulative Percent
19	4	8.0	8.0	8.0
21	2	4.0	4.0	12.0
22	4	8.0	8.0	20.0
23	16	32.0	32.0	52.0
24	10	20.0	20.0	72.0
25	7	14.0	14.0	86.0
26	3	6.0	6.0	92.0
29	1	2.0	2.0	94.0
30	1	2.0	2.0	96.0
34	1	2.0	2.0	98.0
41	1	2.0	2.0	100.0
Total	50	100.0	100.0	

CROSSTAB:

Theatre name * Sound quality

		Soundquality				Total
		Excellent	V.good	Acceptable	Fair	
Theatre name	AGS	0	0	4	1	5
	EVP Carnival	1	4	0	0	5
	GK cinemas	0	5	0	0	5
	Mayajaal	1	1	3	0	5
	PVR	0	1	3	1	5
	Rakki cinemas	2	2	1	0	5
	Rohini cinemas	0	0	5	0	5
	S2 Theyagaraja	0	4	1	0	5
	Sathyam cinemas	3	2	0	0	5
	Vetri theatre	0	5	0	0	5
Total		7	24	17	2	50



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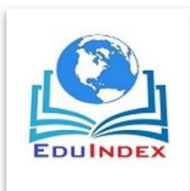
Theatre name * Volume

	Volume					Total
	Excellent	V.good	Acceptable	Fair	Poor	
AGS	0	0	4	0	1	5
EVP Carnival	2	3	0	0	0	5
GK cinemas	0	5	0	0	0	5
Mayajaal	1	4	0	0	0	5
PVR	0	2	3	0	0	5
Theatre name Rakki cinemas	2	2	1	0	0	5
Rohini cinemas	0	1	3	1	0	5
S2 Theyagaraja	0	3	2	0	0	5
Sathyam cinemas	1	4	0	0	0	5
Vetri theatre	0	5	0	0	0	5
Total	6	29	13	1	1	50

Theatre name * Screen quality

	Screen quality				Total
	Excellent	V.good	Acceptable	Fair	
AGS	0	3	1	1	5
EVP Carnival	1	3	1	0	5
GK cinemas	0	5	0	0	5
Mayajaal	2	3	0	0	5
PVR	0	3	2	0	5
Theatre name Rakki cinemas	0	4	1	0	5
Rohini cinemas	0	0	4	1	5
S2 Theyagaraja	0	5	0	0	5
Sathyam cinemas	1	4	0	0	5
Vetri theatre	0	5	0	0	5
Total	4	35	9	2	50

Theatre name * Picture size appear on screen



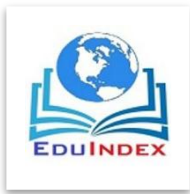
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	Picture size appear on screen				Total
	Excellent	V.good	Acceptable	Fair	
AGS	0	3	2	0	5
EVP Carnival	0	3	2	0	5
GK cinemas	0	5	0	0	5
Mayajaal	2	2	1	0	5
PVR	0	2	3	0	5
Rakki cinemas	0	4	1	0	5
Rohini cinemas	0	1	1	3	5
S2 Theyagaraja	0	5	0	0	5
Sathyam cinemas	2	3	0	0	5
Vetri theatre	0	5	0	0	5
Total	4	33	10	3	50

FINDINGS:

- The above table 1 shows that 64% of the respondents are Male and 36% are Female.
- The above table 2 shows that 52% of the respondents are of Age between 23-24 and remaining 48% are other age groups.
- The above table 3 compare the theatres and sound quality which results that the AGS has Acceptable sound quality, EVP Carnival has V.good sound quality, GK cinemas has V.good sound quality, Mayajaal has Acceptable sound quality, PVR has Acceptable sound quality, Rakki cinemas has Excellent – V.good sound quality, Rohini cinemas has Acceptable sound quality, S2 Theyagaraja has V.good sound quality, Sathyam has Excellent sound quality and Vetri theatre has V.good sound quality.
- The above table 4 compare the theatres and volume which results that the AGS has Acceptable volume, EVP Carnival has V.good volume, GK cinemas has V.good volume, Mayajaal has V.good volume, PVR has Acceptable volume, Rakki cinemas has Excellent – V.good volume, Rohini cinemas has Acceptable volume, S2 Theyagaraja has V.good volume, Sathyam has V.good volume and Vetri theatre has V.good volume.



- The above table 5 compare the theatres and screen quality which results that the AGS has V.good picture brightness, EVP Carnival has V.good picture brightness, GK cinemas has V.good picture brightness, Mayajaal has V.good picture brightness, PVR has Acceptable picture brightness, Rakki cinemas has Excellent – V.good picture brightness, Rohini cinemas has Acceptable picture brightness, S2 Theyagaraja has V.good picture brightness, Sathyam has V.good picture brightness and Vetri theatre has V.good picture brightness.
- The above table 6 compare the theatres and picture size appear on screen which results that the AGS has Acceptable picture size appear on screen, EVP Carnival has V.good picture size appear on screen, GK cinemas has V.good picture size appear on screen, Mayajaalhas Acceptable picture size appear on screen, PVR has Acceptable picture size appear on screen, Rakki cinemas has Excellent – V.good picture size appear on screen, Rohini cinemas has Fair picture size appear on screen, S2 Theyagaraja has V.good picture size appear on screen, Sathyam has Excellent picture size appear on screen and Vetri theatre has V.good picture size appear on screen.

SUGGESTIONS:

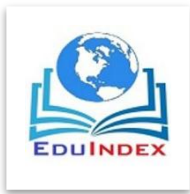
- Sound and Video quality should be improved by equipments of latest products.
- For attracting more audience theatre owners can give offers on weekdays.
- Make seats comfortable so that viewing screen will be good.

CONCLUSION:

By the survey taken, there are many ways to watch a movie like (Amazon prime, Netflix, etc.). By this the count of audience will becoming less. So to overcome this situation theatres should renovate and give better movie watching experience by installing new technology products, comfort in seats, better food etc..

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