

# Factors Influencing Frequency of Theater Visit

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**Abstract**—In India, movies have remained the most preferred form of entertainment. With the increase in choice of different platforms available for movie watchers, it becomes necessary to study the frequency of watching movies in theater. The present study focuses on understanding the factors influencing the frequency of visits in India. Online self-administered questionnaire instrument was used to collect the data. Ordered logistic regression has been used to study the frequency of visits. Results indicate that People who are willing to spend on entertainment activities are seen to have 1.5 times higher probability of visiting the theater more frequently. Further students pursuing master's degree are seen to have 3 times higher frequency of theater visits as compared to graduates and others.

**Index Terms**— Movies; Frequency of visits; Willingness to spend

## I. INTRODUCTION

In India, movies have remained the most preferred form of entertainment. [1] The revenue generation for the industry shown in Figure 1 indicates an increasing trend over the years. The study covers the period of 2008 to 2019 with projections made for the last 4 years of analysis. The revenue is projected to increase in the coming year to over Rs.204 billion by 2019.

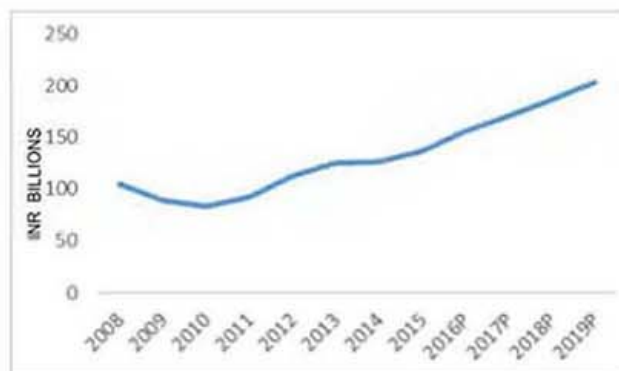


Fig 1: FILM INDUSTRY SIZE [1]

Today there are several entertainment activities that are available to consumers like sports theme park, travel,

traditional activities including watching television, print media and watching a movie. In India, while all these activities are seen to increase consumers participation, the most popular entertainment activity is watching movies [2]. The motivation for this study is to determine the factors influencing the frequency of watching movies in theater. The factors influencing theater visits is discussed in the literature review section followed by conceptual model. Research methodology is discussed next with results of the analysis and the paper concludes.

## II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

There are several studies in the literature that have focused on various factors influencing preferences for entertainment activities. While Studies like [3] have analyzed the factors influencing preferences of movies and box office revenue others [4], [5], [18] among others have studied factors influencing other mediums of entertainment like television programs and social media streaming of movies and music. While [6] focused on the relationship between different movie activities including genre, star power, critical review and distribution strategy on the box office revenue, [7] focused on aesthetic consumer desire and movie preferences. Our study tries to analyze the impact of various factors like age, gender, willingness to spend including importance to ticket price, standalone preference vis-à-vis multiplex's and household income on frequency of theater visits. Each of the variables analyzed are discussed next.

### A. Age

[4] finds that young people are more involved in the entertainment activities than the people of higher age. The study covering 29 interviews of Chinese youth was done to understand the impact of age on American television viewing preferences of youth as compared to older people. The study found age to significantly impact the viewing of programmes. We hypothesize that

H1: Age has a positive impact on frequency of movie visits.

Further taking education into consideration, we find we hypothesize that

H2: Students doing master's degree have higher probability of theater visits than graduates and others.

#### B. Gender

[5] in their study found that females are more expressive than males in expressing emotion and experiencing satisfaction with respect to Indian movies. The study found gender to have a significant impact on word of mouth. Our study hypothesizes that

H3: Female has a positive impact on frequency of theater visits.

#### C. House hold income and willingness to spend for entertainment

[5] in their study on impact of consumption emotion on word of mouth for Bollywood movies in India included sample of 275 consumers. The study found that income had limited moderating effect as only high income consumers showed propensity for pleasure leading to satisfaction. Further this study points to the importance of income in emerging markets like India in adopting to experiential services like visits to . Our study hypothesizes that

H4: House hold income has a positive impact on the frequency of theater visits.

H5: Willingness to spend for entertainment has a positive impact on number of theater visits.

#### D. Friends as companion and Same movie in theater again

[8] in there analyzes of factors influencing movie genre find that friends have greater influence than critics. Similar results were found by [7] for informal word of mouth of peers. Further [11] in their analysis of 318 students from Pittsburgh found that friends influenced the most on the film attendance. Thus, the study hypothesizes that

H6: Going to movie with friend positively impacts frequency of visits.

Further it is also hypothesized that there is higher probability of respondents visiting theaters to see the same movie more than once. This may be so because the repeat watching of movies is influenced by peers. This would impact the frequency of theater visits if the probability of repeat visit to theater to watch the same movie is higher in our sample respondents.

H7: Repeat visit to theater to watch same movie has a positive impact on frequency of theater visits.

#### E. Importance to ticket price

[11] in their study of theater demand analyze the frequency of going to theaters. The study included 8000 respondents from Netherlands that comprised of theater goers and non-theater

goers. Among other things the study finds inelastic price demand for theater goers. Further [5] find that the movie industry should use price as a stimulant for increasing demand particularly discount price when demand is low. Hence, we hypothesize that

H8: Importance given to ticket price has a positive impact on Frequency of theater visits.

#### F. Stand-alone theater

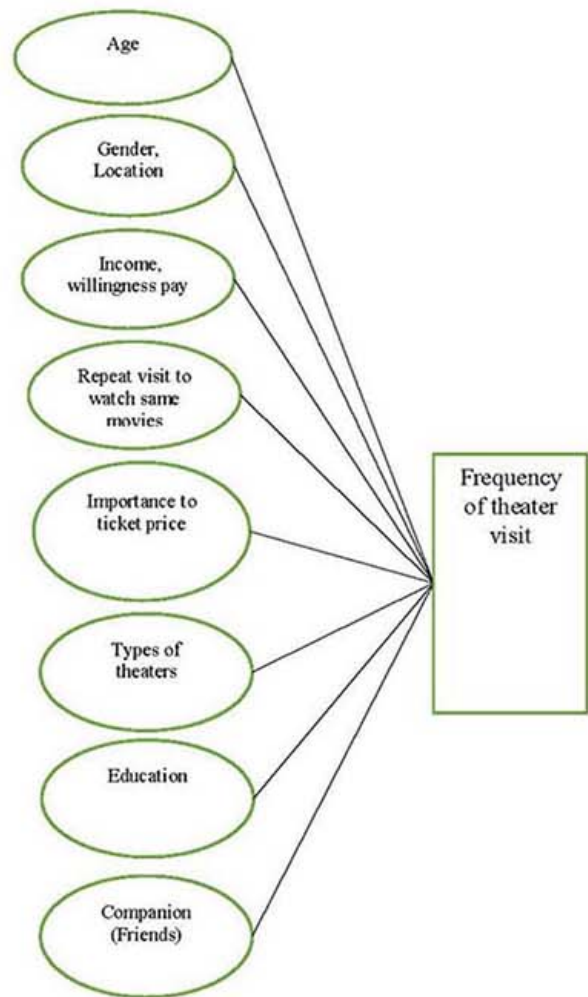
[14] in understanding why consumer visit multiplex cinema as compared to non-multiplex standalone theater, find travel cost and travel time to have significant negative effect on cinema visits. We hypothesize that

H9: Visits to standalone theaters positively impacts frequency of theater visits

### III. CONCEPTUAL MODEL

The following conceptual model has been developed to study the relationship between the frequency of theater visits and the factors influencing the same. The model is given in Figure 2.

Figure 2 Conceptual Model





#### IV. RESEARCH METHODOLOGY

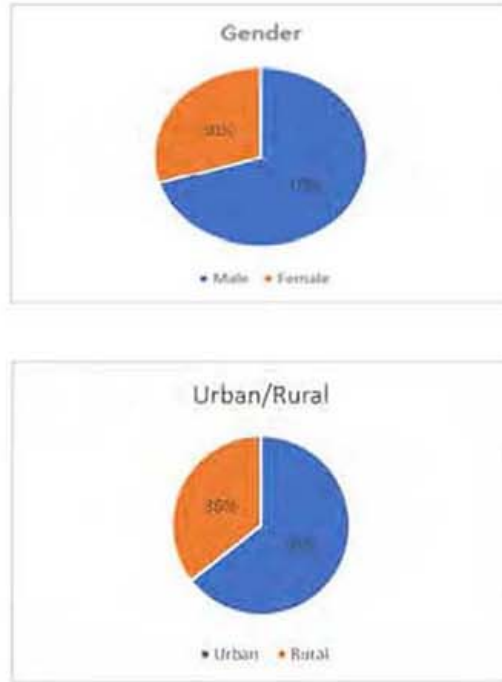
##### A. Questionnaire:

A self-governed online survey instrument was used. Questions covering all the above described factors influencing cinema theater visits were asked. While 5-point Likert scale ranging from very important to very unimportant was used to measure the importance of cinema ticket price, scale ranging from least likely to most likely was used to understand "watching the same movie again". Respondents personal details such as gender, age group, and annual income were also collected.

##### B. Data Explanation

208 responses were collected for this study, across various age groups and location in India. Description of data across gender and location are given in Figure 3. As seen in Figure 3 male respondents were 70% and female were 30% while urban were 64% and rural respondents were 36% of total respondents.

Figure 3: Description of Samples Across Gender and Location



##### C. Empirical Model

To understand the factors influencing theater visits, logistic regression model was estimated. As the dependent variable 'frequency of theater visits' is an ordinal variable, ordered

logistic regression method was used to estimate the model. The equation is :

$$FM = \beta_1 + \beta_2 A + \beta_3 G + \beta_4 L + \beta_5 BD + \beta_6 MD + \beta_7 HHI + \beta_8 SD + \beta_9 WSM + \beta_{10} SM + \beta_{11} IMTP + \beta_{12} FD \text{ ---- (Eq1)}$$

Where,

FM – Frequency of watching movies in theater

A – Age

G – Gender; Male are coded as 1 and females are coded as 0

L – Location Urban is coded as 1 and Rural is coded as 0

BD & MD – indicates education qualification. In the sample we have students across master's degree, bachelor's degree, and others. Given 3 classification we introduce 2 dummies:

BD- Bachelor's degree dummy captures students who have completed bachelors degree and

MD – Master's degree dummy. This captures students who have completed master's degree with others being base category..

HHI – Household income per annum.

SD – Standalone dummy takes the value 1 for preference of watching movie in stand-alone compared to multiplex and Cineplex.

WSM – Willingness to Spend on Movies (5 point Likert scale)

SM – Same movie. It captures the respondent's intention to visit theaters to see same movie more than once. The question asked was measured on 5 point Likert scale

IMTP - Importance to ticket price.

FD - Friends dummy. The dummy takes the value 1 for preference of watching movie with friends and 0 for others.

The ordered logistic regression results are discussed next.

#### V. ANALYSIS AND RESULTS

Results estimated using ordered logistic regression is given in Table 1. It includes the odds ratio for each variable along with coefficient estimated and its corresponding p value.

TABLE I  
RESULTS OF ORDERED LOGISTIC REGRESSION MODEL

Independent Variable	Odds Ratio	Coefficient	P value
Age	0.2101***	-1.5601	0.000
Gender	0.2235***	-1.4985	0.000
Urban	1.0227	0.0224	0.938
Bachelor	2.0418	0.7138	0.159
Masters	2.791*	1.0265	0.065
HH income	1.009	0.0093	0.937
Standalone	1.0532	0.0519	0.893
Willingness to spend	1.5146***	0.4151	0.001
Same movie in theater	1.2148	0.1945	0.107
Importance to ticket price	1.0087	0.0087	0.939
Friends	1.1801	0.1656	0.602

Results from Table I indicates that while willingness to spend and master's degree (education level) are seen to have significant positive impact on frequency of theater visits, Age and Gender are seen to impact negatively.

People who are willing to spend on entertainment activities are seen to have 1.5 times higher probability of visiting the theater more frequently. Further students pursuing master's degree are seen to have 3 times higher frequency of theater visits as compared to graduates and others.

As the age increases the probability of frequency of going to theater to watch cinema decreases. The younger aged groups are seen to have significantly (at 1% level of significance) higher propensity to visit theaters to watch cinema. Our results are in confirmation with [4] where younger people were seen to be more involved in entertainment activities. The frequency of visiting theater is lesser in males when compared to females and this is seen to be significant at 1% level of significance. Thus, gender is seen to have significant impact on visiting theater.

## VI. CONCLUSION

With the increase in choice of different platforms available for movie watchers, it becomes necessary to study the frequency of watching movies in theater. This study can provide valuable insight to theater service providers. Age and gender plays a significant role in contributing to frequency of watching movies in theater. Further willingness to spend has a positive impact on frequency of watching movies in theater.

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