



Factors Influencing Frequency of Theatre Visit

Jayaraj Prasanna S D, MBA¹; Sangeetha Gunasekar, PhD¹

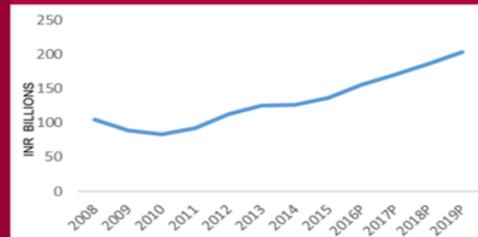
¹Amrita School of Business, Coimbatore, Amrita Vishwa Vidyapeetham, Amrita University, India

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.

MOTIVATION TO STUDY

In India, movies have remained the most preferred form of entertainment. The revenue generation for the industry shown in Figure 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.



A part of the research titled "Factors Influencing Frequency of Theatre Visit" got accepted in IEEE CONFERENCE : ICCPEIC '17

BACKGROUND LITERATURE

The key papers that study the Factors influencing watching movies, watching same movies again in theatres, importance to ticket price and willingness to spend for entertainment:

- Bhatt, S., & Bhatt, A. (2015). Audience Behavior towards Television Advertisements: An Empirical Study in Ahmedabad. International Journal of Marketing & Business Communication, 4(1)
- Gazley, A., Clark, G., & Sinha, A. (2011). Understanding preferences for motion pictures. Journal of Business Research, 64(8), 854-861.
- Yang goa (2016) Fiction as reality: Chinese youths watching American television Poetics Volume 54, February 2016, Pages 1-13
- Aaron Gazleya,, Gemma Clarka, Ashish Sinha (2011)Impact of consumption emotions on WOM in movie consumption: Empirical evidence from emerging markets Understanding preferences for motion pictures Journal of Business Research Volume 64, Issue 8, August 2011, Pages 854–861
- Louis Lévy-GarbouaClaude Montmarquette (1996), A microeconomic study of theater demand Journal of Cultural Economics Volume 20, Issue 1, pp 25–50

RESEARCH QUESTION

What are the Factors Influencing Frequency of Theatre Visits?

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 :

$$FM = \beta_1 + \beta_2A + \beta_3G + \beta_4L + \beta_5BD + \beta_6MD + \beta_7HHI + \beta_8SD + \beta_9WSM + \beta_{10}SM + \beta_{11}IMTP + \beta_{12}FD \text{ ----} - (Eq1)$$

Where,

FM – Frequency of watching movies in theater

A – Age

G – Gender

L – Location

BD & MD – indicates education qualification

HHI – Household income per annum.

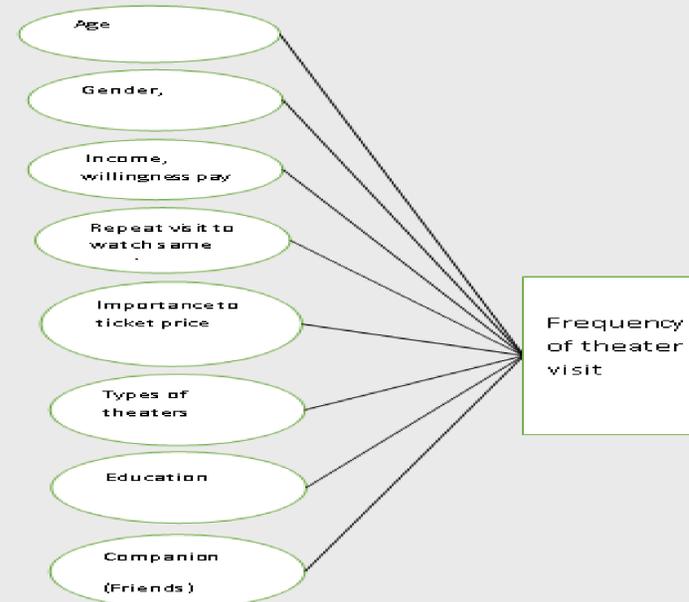
SD – Standalone dummy

SM – Same movie in theatre

IMTP - Importance to ticket price

FD - Friends dummy

CONCEPTUAL MODEL

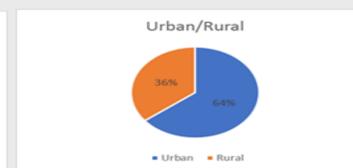
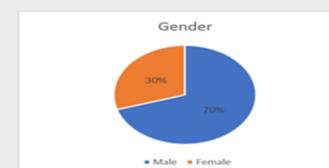


HYPOTHESIS

- H1: Age has a positive impact on frequency of movie visits.
- H2: Students doing master's degree have higher probability of theater visits than graduates and others.
- H3: Female has positive impact frequency of theater visits.
- 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..
- H6: Going to movie with friend positively impacts frequency of visits.
- H7: Repeat visit to theater to watch same movie has a positive impact on frequency of theater visits.
- H8: Importance given to ticket price has a positive impact on Frequency of theater visits.
- H9: Visits to standalone theaters positively impacts frequency of theater visits.

RESEARCH METHODOLOGY

- ❖ Data was collected by circulation of online questionnaire.
- ❖ Sampling: Quota sampling
- ❖ Responses from Tier I and Tier II cities of India was collected.
- ❖ Sample Size: 208
- ❖ Analysis: Ordered Logistic Regression



RESULTS

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 INTERPRETATION

- Results from the above Table 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 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