A Comparative Analysis of Preference between Traditional Theatres's To Multiplexie's In Mysuru City

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Abstract - Cinema theatres are a medium of entertainment since the time that has seen its euphoria. Projection of movies some long years back used to be considered as a pass time, since the role of the family members used to be defined with a pretext of male dominated figure head. The role of the ladies is to nurture the children, look after the house, the male were supposed to take family members for the sake of entertainment. Most of the movies used to be in the form of storytelling, dance and music with little humor and climax. At the same time, there used to be very less theatres because of less population in the urban areas, since the majority of the population is densely located towards rural areas. In the rural areas, the economic growth relied mostly on agriculture and farming. The only mode of entertainment in the rural areas was stage drama in the form of role play. As and when the economic development changed its gear due to globalization, liberalization and privatization, India started seeing the change in the lifestyle, likes and preferences of people in the field of entertainment and very slowly the rural population also started shifting towards urban side because of employment and high standard of living.

Objectives:

1. *To analyze the correlation between entertainment and cleanliness in theatres*
2. *To evaluate the change in the preference of customers from the traditional theatres to DRC's*
3. *To assess the service factors that would help maintain the relation with the customers.*

I. INTRODUCTION

Cinema theatres have been seen as a mode of entertainment since the time of inception. Gone are the days when people used to plan their visit to go, sit and enjoy throughout the night. Drama team used to prepare different epic of a particular mythology like Ramayana or Mahabharata, the choice used to be very limited. The role of the family and the nurturing of the cultural practices sued to such that, even at home, there used to be the characteristics of this mythology were compared. The time came when theatre as a mode of entertainment flooded the Indian scene, there came the east men colour groups which were the first of its kind in colours. At least till such time, the movies used to be in black and white. Slowly but with a steady pace, the people started moving towards urban areas, which

lead them to look towards entertainment as a basis of spending the week ends. This is one phase, the second phase was when all the new movies used to be released on Fridays and people had little time to spend during weekends. This phase also changed when the movies used to be projected in three shows in a day. Here is where the likes, and preferences of the people changed to an extent that they wanted to see movies in different other forms. Of what it started as a mythology stories, changed to biopic and there after it changed to real time movies with stories related to action cut, little humor, little suspense and climax to end.

These kind of movies drew the attention of the customers to such an extent that many of them started to see the movies the second time. The expectations of the people in terms of the theatre also changed. The customers wanted theatre to be more professional and there by their expectations also was high. The theatre owners were forced to change the ambience of theatre and accommodate the preference of the customers. Some of the factors that customers expected were cleanliness, ambience, executive response, brand image, seat arrangements etc. All these were good, until late 2010. There after saw a spur of activities that changed the concept of a theatre itself. Now that people were earning more and for obvious reasons, they had sufficient disposable income as well. The customers didn't mind spending more money for fulfilment of their gratification which leads them to demand more from a theatre. The entry of super markets and the mall culture swept the young minds of the Indians.

Very slowly the likes and the preferences of the traditional theatres saw a shift towards the DRC's culture. To combat the sustenance of the traditional theatre's, as a follower, they didn't had any other choice but to fall in line with the modern practices of the DRC's like online booking, movie reviews etc. To add on for the entertainment, these DRC's were located in the malls. Therefore the customers had multiple choice of spending their valuable time in supermarket, food court, amusement and many more choice. This is where the traditionally theatre's started to dilute from the customers preference. At this juncture, customers started to see even minor issues on priority to ensure they get whatever they expected.

What made customers looked brighter was the pattern of entertainment in the form of interest, desire and delight. Presently some of the traditional theatres like Gayathri theatre, Laxmi theatre, Saraswathi theatre, Prabha theatre, Sangam theatre are still running with only Kannada movies. Again out of all these theatres Gayathri theatre's proprietor is of the opinion that, they can still be able to maintain and run the show with Kannada movies with slight change in the ambience of the theatre. It is almost like the "old wine in a new bottle". The proprietor has changed the acoustic system to the modern kind of DOLBY system which makes the movies effect even more attractive. But if we look at the theatre, it gives the impression of very traditional theatre and there is not much of modernisation in the form of renovation. It is said that history repeats, similarly, the preference of the customers are also changing and it is leading towards traditional ambience. Therefore many of these theatres have not changed largely towards an absolute modernisation, but they have been able to maintain the fundamental infrastructure required for attracting the customers as a part of packaging, which is one of the most important elements of marketing.

II. ANALYSIS

A. Calculation of correlation between entertainment & cleanliness

Correlation Co-efficient Definition:
A measure of the strength of linear association between two variables. Correlation will always be between -1.0 and +1.0. If the correlation is positive, it means that there is a correlation between entertainment and cleanliness. If it is negative, the relationship is weak. This statistical tool is used for the question number 5.

Formula:

Correlation Co-efficient:
Correlation(r) = $\Sigma XY / Sqrt(\Sigma X^2 * Y^2)$
Where
    X = entertainment
    Y = cleanliness
    ΣXY = Sum of the product of first and Second
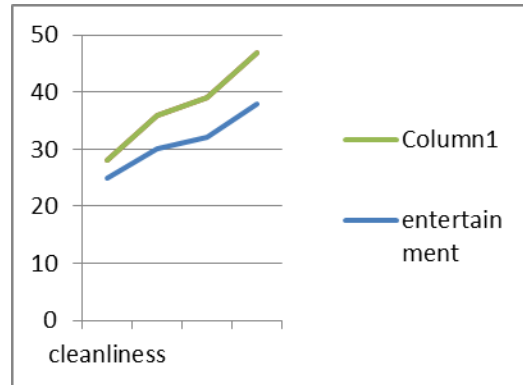 ΣX^2 = Sum of square of price
    ΣY^2 = Sum of square of frequency of change in fragrance

Correlation Co-efficient between entertainment and cleanliness:

Table 1: Values to find the Correlation of X & Y

X Values	Y Values
25	3
30	6
32	7
38	9

Entertainment:
Step 1: Find XY, X2, Y2

X Value	Y Value	x-x=x	y-y-y	X sq	Ysq	XY
25	3	-6.25	-3.25	39.06	10.56	20.31
30	6	-1.25	-0.25	1.56	0.062	0.312
32	7	0.75	0.75	0.56	0.56	0.56
38	9	2.75	2.75	45.56	7.56	18.56
125	25			86.74	18.73	39.75

Step 2: Find $\Sigma X, \Sigma Y, \Sigma XY, \Sigma X^2, \Sigma Y^2$.
    $\Sigma X = 125$
    $\Sigma Y = 25$
    $\Sigma XY = 921$
    $\Sigma X^2 = 3993$
    $\Sigma Y^2 = 175$

Step 3: Now, Substitute values in the formula given.
    r = $\Sigma XY / Sqrt(\Sigma X^2 * Y^2)$
    = 39.75/sqrt 86.74*18.73
    = 39.75/40.31
    = 0.986
Step 4:-Calculate the probable error

0.6745x (1-r sq)/sqrt N

= 0.6745x(1-0.98)/ sqrt 4

= 0.6745x(0.02)/2

= 0.01349/2

= 0.0065

The significance of this 0.0065 means that there might be an error of 6% which means, while collecting the data there might have been an error from the data that are so collected from the customers. This is normal because the whole research itself starts with assumption & hence the probable error has to be there. But it is just the question of how much of error can be accepted. This 6% error looks normal. Therefore the next step of hypothesis can always be continued.

III. HYPOTHESIS TESTING

Step 1: Hypothesis testing

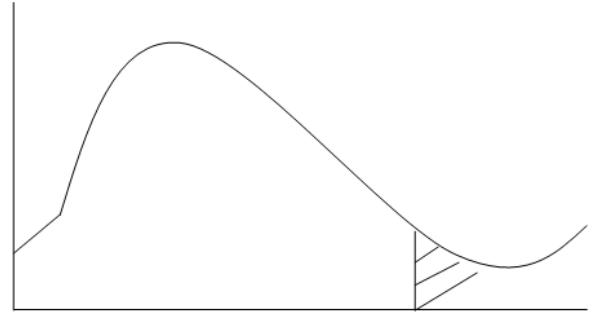Hypothesis: - 90% of people believe that entertainment has an influence on cleanliness.

Alternate Hypothesis- 90% of the people believe that entertainment has no influence on cleanliness

Sl no.	Price	$(oi - Ei)2$
1	25	(25-31.25)
2	30	(30-31.25)
3	32	(32-31.25)
4	38	(38-31.25)
Total	125	

Step 2:- Determine the expected value

25+30+32+38= 125/4

= 31.25

Step 3:- level of signification & degree of freedom

V=k-1 , V=3-1=2 (see appendix IV)The normal distribution curve typically looks like the diagram shown above. Considering the level of significance at 10% & calculating the degree of freedom as shown above, and finally looking at the appendix, the value comes to about 14.06. Every research should go with a level of confidence & hence in this case, the level of confidence is about 98%.

Step 4:- Calculate the x^2 using formula

$$x^2 = \sum \frac{\sqrt{(oi - Ei)2}}{Ei}$$

$$= 86.74$$

$$sqrt(oi - Ei)$$

$$= 9.4$$

The significance of this step becomes that much important because, this is the value with which the actual value of chi-square is calculated & hence it is required to compare the same with the value from the appendix.

Step 5:- Deduce the business research

- As the calculated vale x^2 is 9.4 less than 14.06
- Null hypothesis is accepted
- Significant difference in cleanliness has an effect on entertainment and therefore people accept this as a positive change.
- Similarly many other factors can also be taken for finding correlation & used as a information for decision making.
- The same calculation can be used for interpolation & extrapolation too.

IV. CONCLUSION

According to the calculation shown above, the correlation between entertainment and cleanliness is positive. In the correlation analysis that we collected through primary data and analyzed, the correlation between entertainment and cleanliness is 0.98, which means that there is a strong correlation between these two factors. Customers go to watch movie because as a source of entertainment and they expect the theatre to be clean. There are many other factors such as executive's response, customer care, sentimental effects smoking zone etc, but the customers priority was on entertainment and cleanliness. Therefore it is a clear indication that when people go to movies, they would keep many of these factors and they decide. Now that it becomes evident for the theater owner to ensure that they maintain clean ambience. This is a leading indicator for the changing preference and a factor shift. One of the reasons why the entertainment industry should not alone produce the movie to the pulse of the customers, but at the same time they also need to consider the cleanliness of the theater, in the ever changing likes and preferences of the customers. Every research starts with an assumption. Therefore, the assumption of 90% of the people considering that there is relation between entertainment and cleanliness i.e., if there is either an increase or decrease in cleanliness depends on the change in the entertainment and has a positive correlation, which is evidently seen in the normal distribution curve. The calculated value is 9.4& the acceptable value being 14.06 at a significance of 10%, the null hypothesis is accepted as true. In any case, an alternate hypothesis is also defined, just in case the null hypothesis gets rejected, the alternate hypothesis would be accepted. In this case straight away, the null hypothesis gets accepted.

V. LIMITATIONS OF THE STUDY

- The study is taken up only at Mysore and has revealed the facts that are shown in the calculation but the calculation could change with the geographical and demographical preferences.
- Since this study is considered as a study for the academic purpose, certain confidential information may not be considered for the study & hence the chances of errors may have occurred.
- Since this study was taken only for a short period of 2 months, the data so collected was also time stipulated.

- All the determinants of marketing couldn't have been considered, which otherwise may give a much authenticated results

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