



A STUDY ON CUSTOMER SATISFACTION TOWARDS PVR CINEMAS IN COIMBATORE CITY

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Abstract:

A metric used by businesses to determine how satisfied consumers are with the features, services, and/or products they provide is called customer satisfaction. A multiplex is a group of theatres with several screens housed under one roof. They are usually housed in a specially designed building. Sometimes a pre-existing venue is modified, dividing the larger auditoriums into smaller ones or adding additional auditoriums by building enlargement or extension. The largest of these complexes, often referred to as a megaplex, can house thousands of people. The increasingly common multiplexes found in retail centers provide moviegoers a genuinely better film experience. It makes sense that a growing number of people are choosing shopping mall multiplexes for their movie-watching experiences because of their unparalleled convenience, extensive movie selection, cutting-edge technology, and many other benefits. Mall-based theatres combine safety, lots of parking, socializing opportunities, and special offers to cater to a wide range of client needs and tastes while also positively impacting the local economy.

Key Words: Customer satisfaction, Multiplex, Technology

INTRODUCTION

India's geography is varied. Over time, India's many languages and cultures have shown how they directly support the growth of the Indian film industry. The higher number of movies made each year. A multiplex is a modern movie theatre equipped with a lot of modern conveniences. Sometimes, the biggest of these complexes is called a megaplex. It has a multi-screen movie theatre complex with lifestyle shops attached. Multiplexes have enhanced the movie-watching experience in Indian cities. Since the mid-1990s, multiplex construction in India has changed the dynamics of the nation's film business. PVR Cinemas is a well-known movie theatre chain in India.

The brand has come a long way since its inception, and its story is one of imagination, perseverance, and a passion for movies. PVR INOX Ltd., an Indian multiplex chain formerly known as PVR Cinemas, is based in Mumbai. It was earlier known as Priya Village Roadshow Ltd. It came about as a result of the merger of INOX Leisure Multiplex and PVR Cinemas. The multiplexes of PVR Cinemas offer the best moviegoing experiences. Dolby Atmos, IMAX, and 4DX are a few examples of state-of-the-art technologies that PVR uses to create immersive sound, enormous displays, and interactive seating. Its objective is to elevate the film experience by offering spectators the highest Caliber of sound and vision.

Objectives of the study

- To know the customer satisfaction level of PVR cinemas in Coimbatore city
- To determine the factors influencing customers to watch movies at PVR cinemas

Research Methodology

Sampling technique: The sampling techniques used for the study is simple random sampling.

Research design: The Research Design used in this study is descriptive research design.

Data collection method: Primary and Secondary data

Area of study: Coimbatore city

Sampling size : 110 respondents

Statistical tools applied: Simple percentage analysis

Review of literature

Aarya Nanndaann Singh M N, Akash Hegde P, Abhilash R, Akash Kumar, Prof. Priyadarshini R (2023)¹ A Study under the title “ A Cinema – Online Movie Ticket Booking System”. This study aimed to analyze the online ticket booking system of Cinema theatres and identifies the difficulties and provide solutions to the problems. The study was based on secondary data and collected from various movie ticket booking websites and platforms. The study concludes that in this age the payments have become easier and safer. The widespread adoption of technology in various aspects of daily life has led to even non-technical individuals becoming more comfortable with using technological tools and systems.

Brahmanand Asangi (2022)² did a study titled “ **Customer Satisfaction towards PVR Cinemas in Hubballi**”. This study aimed to know the service provided by PVR Cinemas to the customers and to understand the consumer perception level towards PVR Cinemas. The study was based on primary data through well structured questionnaire and secondary data. The study concludes that a proper understanding of requirements of customers will keep the marketer to formulate a strategy to maintain a long lasting relationship with the customers which helps to retain the existing customers and reduce customer churn and hence attain customer loyalty.

Prakash Sarapure (2021)³ did a study titled “ **A Study on Customer Satisfaction Towards PVR Cinemas**”. This study aimed to understand the service provided by PVR cinemas to the customers and to examine the impact of PVR cinemas on customer. The study was based on Secondary data which is collected through Factsheets, Internet and websites. The study concludes that it provided insights to the marketers for focusing on constructs of service quality in the organization. A proper understanding for requirement of customers will help the marketer to formulate a strategy to maintain a long lasting relationship with the customers which will helps to retain the customers.

Analysis and interpretation:

TABLE NO: 1
DESCRIPTIVE STATISTICS

Category	Group	No. of respondents	Percentage
Gender	Male	65	59.1
	Female	45	40.9
Age	18 to 24 years	61	55.5
	25 to 30 years	42	38.2
	31 to 40 years	5	4.5
	Above 40 years	2	1.8
Educational qualification	School level	2	1.8
	Under Graduate	63	57.3
	Post Graduate	35	31.8
	Professional	10	9.1
Current status	Student	45	40.9
	Employee	53	48.2
	Others	12	10.9
Marital status	Married	14	12.7
	Unmarried	96	87.3
Monthly income	Below ₹10,000	29	26.4

	₹10,000- ₹15,000	24	21.8
	₹15,000- ₹20,000	34	30.9
	Above ₹20,000	23	20.9

TABLE NO: 2**FACTORS CONTRIBUTION TO LEVEL OF SATISFACTION**

FACTORS CONTRIBUTION TO SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
Sound quality	36	32.7
Picture quality	31	28.2
Air conditioning	13	11.8
Comfort	24	21.8
Availability of food court	6	5.5
TOTAL	110	100

Source: Primary Data

It is clear from the above table that, 32.7% of the respondents are satisfied with the Sound quality of PVR cinemas, 28.2% of the respondents are satisfied with the Picture quality of PVR cinemas, 21.8% of the respondents are satisfied with Comfort of PVR cinemas, 11.8% of the respondents are satisfied with Air conditioning of PVR cinemas and 5.5% of the respondents are satisfied with Availability of food court.

32.7% of the respondents are satisfied with the Sound quality of PVR cinemas.

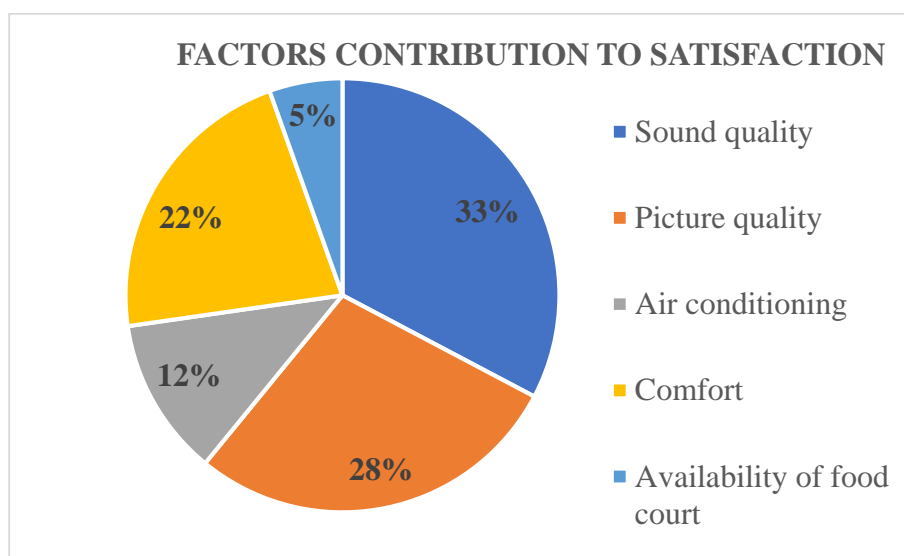
EXHIBIT NO: 1

TABLE NO: 3

FACTORS INFLUENCING TO CHOOSE PVR CINEMAS

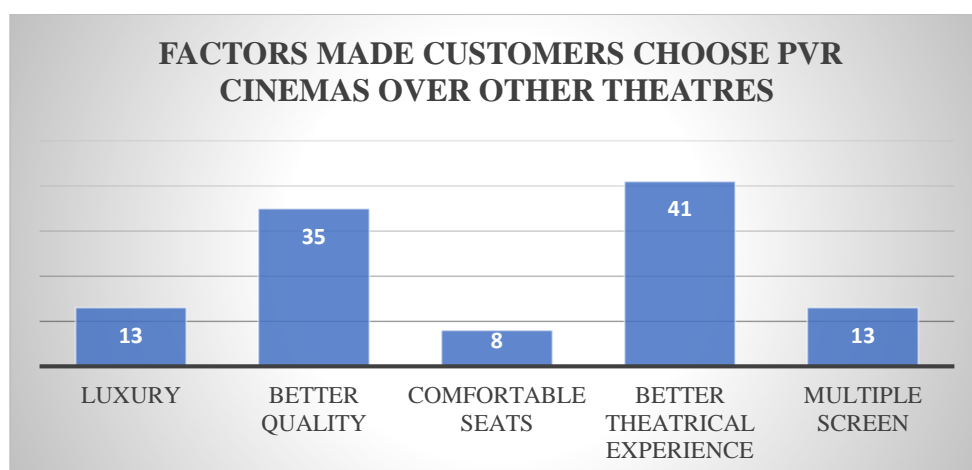
FACTORS MADE CUSTOMERS CHOOSE PVR CINEMAS OVER OTHER THEATRES	NO OF RESPONDENTS	PERCENTAGE
Luxury	13	11.8
Better quality	35	31.8
Comfortable seats	8	7.3
Better theatrical experience	41	37.3
Multiple screen	13	11.8
TOTAL	110	100

Source: Primary Data

The above table depicts that 37.3% of the respondents are having Better theatrical experience made them choose PVR cinemas over other theatres, 31.8% of the respondents are having Better quality made them choose PVR cinemas over other theatres, 11.8% of the respondents having Luxury and multiple screen made them choose PVR cinemas over other theatres and 7.3% of the respondents having Comfortable seats made them choose PVR cinemas over other theatres.

37.3% of the respondents are having Better theatrical experience made them choose PVR cinemas over other theatres.

EXHIBIT NO: 2



Findings:

- Majority (59.1%) of the respondents are male.
- Majority (55.5%) of the respondents are between the age group of 18 years- 24 years.
- Majority (57.3%) of the respondents are Under Graduate.
- 48.2% of the respondents are Employee.
- Majority (87.3%) of the respondents are Unmarried.
- 30.9% of the respondents are belonging to the income ₹15,000 – ₹20,000.
- 32.7% of the respondents are satisfied with the Sound quality of PVR cinemas.
- 37.3% of the respondent are having Better theatrical experience made them choose PVR cinemas over other theatres.

Conclusion

A Multiplex is a contemporary movie theatre with many contemporary amenities. PVR Cinemas is a Multiplex theatre which is the fifth largest listed multiplex chain in the world. Gender, age, level of education, and monthly income all influence the choices that clients make. Good sound systems, cozy seating, and high-quality film selections all encourage patrons to view films at PVR Cinemas. Consumers frequently visit PVR Cinemas to see a film starring their favourite celebrity. PVR Cinemas attracts customers with promotional offerings such as discounted tickets for specified times or days. The majority of patrons at PVR Cinemas are dissatisfied with the cost of food and drinks. The business needs to reevaluate and lower the pricing. The customer experience is nice overall. If they want a better theatre experience, many patrons will probably tell their friends and family to visit PVR Cinemas.

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