

Factors Influencing Cinegoers' Multiplex Choice Decisions: A Case Study of Saharaganj PVR Cinema in Lucknow

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ABSTRACT

Entertainments have always been bestowed upon the people in innumerable ways-a drama play and roadside performances, to name a few-over the centuries, but cinema created a revolution in the entertainment world. Movies have become one of the most easily accessed and riveting forms of entertainment that capture audiences worldwide with visual storytelling. Cinema occupies an exclusive place in Indian culture-it is not only a medium of entertainment but also a reflection of the values, emotions, and aspirations of a society. In Indian cinema, which has grown from simple black-and-white silent films to high-tech blockbusters, the film industry has grown into one of the largest in the world. Mobile cinemas, or what is popularly called touring talkies, initially took this magic into rural and urban areas. With the establishment of single-screen theatres, cinema viewing was institutionalized and became an important aspect of Indian entertainment. Nevertheless, the single-screen cinemas were not able to respond to changing consumer expectations. Over time, multiplexes have replaced the old cinemas of other cities with state-of-the-art sound systems, plush interiors, and online ticketing. Multiplexes have, indeed, changed the way cinema viewing was perceived and upgraded cinema into a full-fledged pleasure activity. A study carried out on Saharaganj PVR in Lucknow suggests that safety, comfort, affordability, and multiplicity of films play much greater roles than aesthetics or ambiance in deciding the cinegoers' preference.

Keywords: Cinegoers, Multiplex, Choice Decision, Cinema, Movie-Watching Experience

Introduction

The changing landscape of cinema in India has influenced every section of society and has influenced the people most in the practice of (Rajadhyaksha (1998)) cinema. There have been changes in creating cinema theatre, which first started with stage exhibits and tents, going as far as building permanent structures for movies theatres (Ganti, 2012). Picture shows on so called wheels whom these traveling shows presented the fleeting screen images, paving way to the rise of purpose-built cinema halls (Mazumdar, 2007). Nonetheless, with global metropolitan cities, in this case, multiplexes in urban areas, dined more comforts and pleasures to the cinema going experiences. Most of these such as E ticketing, soft chairs, outstanding sound system developments (Kumar, 2016), make the experience even better for movie lovers.

It has been more profound in the case of Indian, and more importantly tier I and tier II regions, the growth of multiplexes has been rapid owing to urban growth and improved living standards (Bhattacharya, 2009). These multiplexes are usually found in shopping malls and offer a wide range of entertainment options that include eating, shopping and relaxation. (Athique & Hill, 2009) The complete offer of the course of multiplexes has been an important reason for urban customers who are looking for more and more comfort and more involvement (Sharma & Mathur, 2020). This research aims to examine why and how moviegoers make decisions to visit multiplexes, especially Saharaganj PVR in Lucknow, where luxury, technology, and entertainment are all present in one hub. This is why the examination of the factors highlighted in this thesis is important so that the investment in multiplexes can be appreciated in the context of the wider context of cinema in India. Films are a very important form of art in Indian society being an emulation and representation of the various social, political and economic contexts in the country. From the very beginning of Indian cinematography culture, there have been changes that have been experienced especially due to advancement of technology and changes in the taste of consumers

towards movies. The evolution of the Indian cinema has come with growth of the infrastructure and there has been a movement from the age of simple or single screen theatres and so many people's enjoyment to the era of several screen holdings known as the multiplexes. Multiplexes are buildings that have changed the concept of cinema, where better facilities are provided, different movies are shown and customers are offered better comfort and convenience. This paper examines various factors that impact the choices made by cinegoers in the context of a multiplex, the case of Saharaganj PVR Cinema, located in Lucknow, has been studied for that purpose.

Background of the Study

Across the world, Indian cinema is respected for its elaborate narrative style and the endless procession of films. Most probably it is the second-largest movie industry. Exceeding this figure includes more than 1500 films released every year which cut across different social classes, both in urban and rural setups. In the past, film watching was confined to single-screen theatres and such facilities were rarely formal. In the wake of globalization and technological advancements, especially in urban cities, tempered intrusions have become paintings dominated with thin layers of sketches more often than movie houses. Temples of cinema have revolutionized the movie industry since they incorporate many screens thus it is possible to show different films at the same time (Gupta et al., 2024; Mishra, Bansal, Maurya, et al., 2023). This flexibility has escalated their chances of being embraced by the masses as they are able to give patrons a wider range in the choice of movies, time of showing and even display of different kinds of movies. In addition, movies within the multiplexes are likely to be situated in the level of the shopping mall thus making it possible for the cinema lovers to do other activities like shopping or having meals after watching a movie. In the case of Lucknow, Saharaganj Pvr Cinema has emerged as one of the favoured multiplexes in the entire city. Located at the busy Saharaganj Mall, this multiplex provides its customers with the latest facilities equipped with luxury seating, high-quality 3d audio systems, and different food counters. With changing consumer behavior it becomes important to note the determinants of the choices made by the film patrons for a particular multiplex. From this perspective the cinema facilitators can easily satisfy their audience and enhance the services offered in the cinema.

Statement of the Problem

The multiplex is gaining grounds in the recent times but there is scanty in depth studies which have looked at elements that determine which multiplex a cinegoer chooses, more so in mid-sized cities such as Lucknow. There have been studies before that attempted to address consumers' behavior with regard to the film industry, however most of them cut across larger cities or focus on the single auditorium theatres. This research intends to fill this void by analyzing the factors that affect the cine-goers' attitudes towards multiplexes with Saharaganj PVR as the study base.

Research Objectives

The primary objective of this research is to identify and analyze the factors influencing cinegoers' decisions to choose multiplexes, with a focus on Saharaganj PVR Cinema in Lucknow.

The specific objectives of the study include:

1. Identifying the key determinants that influence multiplex choice, such as comfort, convenience, pricing, and movie variety.
2. Understanding the demographic factors, such as age, gender, income, and occupation, that influence cinegoers' preferences.
3. Evaluating the role of technological advancements (e.g., online ticketing, premium seating) in shaping cinegoers' choices.
4. Assessing the impact of non-cinematic factors, such as security, food services, and mall integration, on consumer decision-making.
5. Providing recommendations for multiplex operators to enhance the movie-going experience based on the findings.

Significance of the Study

This research paper holds great importance for many reasons. To begin with, it attempts to explore the factors which affect the purchase decision of an individual in the cinema industry especially in the multiplex settings. As the Indian cinema industry is on a boom, such insights on the consumers audience hall owners as there is a stiff competition So, in order to stay current with the trends, cinema operators should understand the wants of consumers above everything else. Hence, the focus of the present research is on Saharaganj PVR in lucknow which gives an interesting insight into the study of consumer behaviour of a tier 2 city. In big cities which have many above a certain capacity, and proportionately less movie theaters in other categories, or not more than a handful of single-screen theaters rescreening the same films; In such a context moving from single screens to multiplexes is, however, much easier. This study has the potential to archetype a transition that many other such cities in India will undergo in the future. Other than that, the present thesis also suggests useful guidelines to the management of the multiplexes for better service delivery in accordance with their customers' needs. Understanding the elements that attract specific categories of cinegoers enables the operators in marketing their products in an effective way enhancing the experience of the customers as well as that of the overall film even increasing customer loyalty.

Overview of Indian Multiplex Industry

The emergence of multiplexes in India is a new aspect although the first multiplexes started to operate a decade back (Mishra, Bansal, & Maurya, 2023; Prince, Kumar Maurya. Rohit, Bansal. Yasmeeen, Ansari. Anand, 2023). There has been phenomenal growth of the multiplex sector over the years, and currently, there are more than 3500 operational screens in the country today. Both economic and socio-demographic changes can be pinpointed as the reasons for such increase. More specifically, the swift urbanization of various cities in India, the rise in disposable incomes, and a powerful urge for entertainment from the young urban population can be cited as reasons for the upsurge in the demand for this innovation. There are multiple benefits that multiplexes have over the traditional single-screen theatres. First, this has to do with discomfort and a lot of inconveniences to the audience, for instance, the exposure of open-air theatres, which is not experienced in fond of movie environments; they have air-conditioned auditoriums with comfortable seats and improved sounds and projection systems. Secondly, it provides a different aspect of watching movies since one screen more than one movie at a given time. In addition, most multiplexes are found within malls; hence, those who go to the movies can multicombine movie watching plus other activities like shopping, going to a restaurant, or any other recreation in addition to going to the movies (Malik et al., 2024). Multiplexes are very popular however they have their downfalls, such as. Due to the expensive costs associated with the development and management of these complexes, tickets are usually much more expensive as compared to those offered in single screen theaters. Moreover, the increasing insistence on the consumption of foreign films and blockbusters has made it difficult for deeply rooted low budget independent pictures to ever show in the multiplex theater. These limitations emphasize the necessity for every multiplex owner to constantly come up with something new and enhance the existing infrastructure in order to be on the market.

Hypotheses

Based on the research objectives, the following hypotheses are proposed:

- H1: Convenience and ambiance are significant factors influencing cinegoers' multiplex choice decision.
- H0: Convenience and ambiance are not significant factors.
- H1: Security and comfort are significant factors.
- H0: Security and comfort are not significant factors.
- H1: Facilities are significant factors.
- H0: Facilities are not significant factors.
- H1: Affordability is a significant factor.
- H0: Affordability is not a significant factor.
- H1: Variety is a significant factor.
- H0: Variety is not a significant factor.

Literature Review

Evolution of Multiplexes

Multiplexes are distinguished by their architectural features and amenities, that enhance consumer convenience and profit generation. According to Park and Ham (2016), the design of multiplexes, including screen rooms and circulation systems, significantly affects the user experience and operational efficiency (Ansari & Bansal, 2024). Multiplexes have also benefited from tax concessions and the digital revolution of India. As disposable income increases, families spend more on leisure activities, including visiting multiplexes. Dewani (2020) highlights that multiplexes generate revenue not only from ticket sales, but also from food, beverages, and parking.

Consumer Preferences and Perceptions

Indian consumers, especially the middle class, increasingly visit multiplexes located in shopping malls. Malls provide a family-friendly environment, offering more than just a place to watch movies (Prajapati & Rathod, 2013). Convenience, security, and seating arrangements are among the factors affect the choice of multiplexes (Shenbhagavadivu, 2021). With the evolution of cinema, audience preferences have shifted toward technologically advanced viewing experiences, such as larger screens, better sound systems, and comfortable seating (Suchánek & Králová, 2019). These factors are crucial to retaining customer loyalty.

Pricing and Customer Satisfaction

Price is a crucial factor for consumer satisfaction. While multiplexes offer various premium services, perceived value must match ticket prices (Kim et al., 2009). To retain customers, cinema must offer memberships, discounts, and value-added services to improve customer satisfaction.

Methodology

Research Design

The study followed a descriptive research design to analyze the factors that influence cinegoers' choice of multiplexes. A combination of primary and secondary data was used. Primary data were gathered using a structured questionnaire, while secondary data were collected from published reports and articles.

Sample Size

A total of 200 cinegoers from Saharaganj PVR, Lucknow, were selected using convenience sampling. Respondents were asked about their preferences and the factors influencing their choice of multiplexes.

Data Collection

The questionnaire included questions about demographics, security, comfort, pricing, facilities, and variety. Responses were rated on a Likert scale, and data were analyzed using statistical techniques such as correlation and regression.

Data Analysis

Demographics of Respondents

Table. 1

Demographic Factors	N	%
Gender		
Female	74	37%
Male	126	63%
Marital Status		

Unmarried	130	65%
Married	52	26%
Married with children	18	9%
Age		
13-25 years	152	76%
26-38 years	27	13.5%
38 and above	21	10.5%
Income		
0-10,000 INR	121	60.5%
10,001-20,000 INR	46	23%
20,001 and above INR	43	21.5%

In the sample, 37% of the respondents were female, and 63% were male. Most respondents were unmarried (65%), and the majority (76%) were aged 13-25 years. The income distribution shows that a significant portion of the respondents earned less than 10,000 INR.

Reliability Testing

The reliability of the questionnaire was tested using Cronbach's alpha, which measured the internal consistency of the variables. Cronbach's alpha value for all variables was above 0.7, indicating a high level of reliability.

1.1 Table: 2

Parameters	Cronbach's Alpha Value
Convenience and ambience	0.924
Security and comfort	0.901
Affordable	0.756
Variety	0.849
Facilities	0.937

1.2 Table: 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.564a	0.307	0.301	2.58687	0.307	43.842	4	195	0

a. Predictors: (constant), convenience and ambience, security and comfort, affordability and variety, facilities.

b. Dependent Variable: choice decision

Several independent variables influence cinegoers' choice of multiplex for Saharaganj PVR cinema in Lucknow. Based on the results of multiple regression models, the independent and dependent variables were significantly correlated. The value of R and coefficient of determination are also important areas derived from this table. In this case, we used R square as the coefficient of determination because 200 is an acceptable sample size and is justified by the audience size in Saharaganj PVR cinema in Lucknow. According to the value of R and coefficient of determination of 0.56, 0.307 is the coefficient of determination. Therefore, these independent variables account

Hypothesis 3: Facilities and Variety

Both facilities and variety showed a strong correlation with cinegoers' choice decisions, with high significance levels in the regression model (< 0.05).

Hypothesis 4: Affordability

Affordability has emerged as a crucial factor for cinegoers, with statistical significance in the analysis, confirming that pricing plays a key role in their decision-making process.

Discussion

The findings indicate that factors such as security, comfort, facilities, affordability, and variety significantly affect cinegoers' multiplex choice decisions (Kumar et al., 2017; Zahera & Bansal, 2018). Convenience and ambience were not as significant, suggesting that cinegoers prioritized practical aspects over aesthetic factors when selecting multiplexes. This aligns with the growing demand for multiplexes that offer comprehensive experiences beyond movie viewing, including entertainment and shopping options (Shenbhagavadivu, 2021).

Implications for Cinema Operators

Cinema operators must focus on enhancing security, comfort, and affordability in order to attract more cinegoers. Pricing strategies, including discounts and memberships, could help retain customers, whereas offering a variety of entertainment options in multiplexes will further improve customer satisfaction.

Result

The researcher analysed the factors affecting multiplex choice decisions for the Saharaganj PVR Cinema in Lucknow, along with parameters such as convenience, ambience, security, comfort, affordability, and variety. The first column of the table shows the unstandardized coefficients that impact the dependent variable, call it "choice decision." There is a significant difference between the factors affecting the Cinegoers Multiplex Choice Decision for Saharaganj PVR Cinema in Lucknow and its parameters, as the sig value is .00, which is less than .05. The null hypothesis that convenience and ambience are insignificant factors that do not directly affect cinegoers' multiplex choice decisions is accepted as a value of $p > 0.05$. Here, the alternative hypothesis that security and comfort are significant factors that directly affect cinegoers' multiplex choice decision is accepted as $p < 0.05$. The alternative hypothesis facilities are a significant factor that directly affects cinegoers' multiplex choice decision and is accepted as $p < 0.05$. The alternative hypothesis that affordability is a significant factor that directly affects cinegoers' multiplex choice decision is accepted as $p < 0.05$. The alternative hypothesis that variety is a significant factor that directly affects cinegoers' multiplex choice decision is accepted as $p < 0.05$.

Conclusion

This study provides insights into the factors that influence cinegoers' decisions to visit multiplexes in Saharaganj PVR, Lucknow. Multiplexes have become a staple of urban entertainment; however, their success hinges on addressing consumer needs. While convenience and ambience are not primary concerns, multiplexes that excel in security, comfort, affordability, and variety are likely to continue to dominate the market. Multiplex cinema audiences can be better understood better through this study. Multiplex cinema is influenced by a number of factors, and this study explored which factors influence it at the maximum and minimum levels. From the audience's perspective, it was the movie's technicality and factors that inspired them the most. Age and sex were among the factors that had the least influence, while the others were in the middle. As a result, it disproves the myth that income and legacy determine the location of multiplex cinemas. The real reason people go to multiplex cinema is their admiration and passion. According to the table, the first column of unstandardized coefficients indicates which factor has the greatest impact on the dependent variable. Convenience and ambience were not significant factors directly affected by cinegoers' multiplex choice decisions. Security and comfort have a significant impact on cinegoers' multiple-choice decisions. Facilities have a significant impact on cinegoers' multiplex choice decisions. Affordability is a significant factor that is directly affected cinegoers' multiplex choice decisions. Variety is not a significant factor directly affected by cinegoers' multiplex choice decisions.

Conflict of Interest

There is no conflict of interest to declare.

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