

A Study on the Viewers Satisfaction Towards Theater Release

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ABSTRACT

In an era marked by rapid technological advancements and shifting consumer habits, the traditional theater-going experience faces unprecedented challenges. The rise of digital streaming platforms, changing audience expectations, and the lasting impacts of the COVID-19 pandemic have significantly altered how people engage with cinematic content. This study investigates viewers' satisfaction with theater releases, aiming to understand the factors that shape audience perceptions and preferences in a competitive entertainment landscape.

Focusing on the Palakkad region, the research analyses responses from 52 participants using both primary and secondary data sources. It explores key elements influencing satisfaction, such as audiovisual quality, theater ambiance, ticket pricing, and overall experience. Demographic variables like age, gender, occupation, and socio-economic status are considered to assess nuanced differences in satisfaction levels. The study employs statistical tools including One-Way ANOVA and the Mann-Whitney U test to evaluate the relationship between viewer satisfaction and various influencing factors.

The findings of this research offer critical insights for industry stakeholders—filmmakers, theatre owners, and distributors—highlighting areas for improvement and innovation. By addressing issues such as technical disruptions, overcrowding, and value perception, the study aims to contribute to enhancing the theater experience and promoting the sustainability of theatrical releases in a digitally-driven age.

Keywords: Theater-Going Experience, Digital Streaming Platforms, Audience Expectations, Audiovisual Quality, Industry Stakeholders,

INTRODUCTION

In today's rapidly evolving entertainment landscape, the traditional movie theater experience stands at a pivotal juncture. The rise of digital streaming platforms and shifting viewer expectations have reshaped how audiences engage with film content. As a result, understanding audience perceptions of theatrical releases has become increasingly important.

This research undertakes a detailed examination of the factors shaping audience satisfaction with the traditional cinema experience. With the accessibility of digital content presenting significant competition, theaters must now contend with evolving consumption habits and preferences. This study focuses on key components such as the overall viewing experience, audio-visual quality, social interactions, and perceived value compared to at-home streaming options.

By analysing these dimensions, the study aims to offer meaningful insights into current levels of theater satisfaction. These findings will support filmmakers, distributors, and theater operators in adapting to changing industry dynamics and in enhancing the cinematic experience to better meet audience expectations.

Scope Of the Study

This study focuses on examining viewer satisfaction with theater releases within a defined geographic area and timeframe. It aims to analyse key factors that influence satisfaction, including audiovisual quality, seating comfort, ticket pricing, and the overall cinematic experience. The research will also explore how demographic variables—such as age, gender, socioeconomic status, and geographic location—affect viewer preferences, offering a more comprehensive understanding of audience satisfaction.

While the study will take into account external influences such as the rise of streaming services and prevailing socio-cultural trends, emphasis will be placed on those elements most relevant to the core research objectives. Additionally, the scope includes formulating practical recommendations for industry stakeholders to enhance the theater-going experience based on the findings. However, certain areas—such as the technical specifications of theater equipment or the perspectives of all possible stakeholder groups—will be addressed selectively, as they fall outside the primary focus of this research.

Statement Of the Problem

The core problem addressed by this research is the need to understand and improve viewer satisfaction with theatrical film releases in the context of a rapidly changing film industry. While the traditional cinema experience continues to hold cultural and entertainment value, it faces significant challenges from the growing dominance of streaming platforms, shifting consumer expectations, and evolving socio-cultural dynamics. The impact of the COVID-19 pandemic has further complicated audience behaviour and disrupted established industry practices.

Given these ongoing changes, there is a critical need to investigate the key factors that influence audience satisfaction with theater experiences. This includes identifying areas that require enhancement and providing evidence-based recommendations for industry stakeholders. By addressing these concerns, the research seeks to support the long-term relevance and sustainability of theatrical exhibition in an increasingly competitive and digital entertainment landscape.

Significance Of the Study

The significance of this study on viewer satisfaction with theater releases lies in its potential to provide meaningful insights for both the entertainment industry and its audiences. Understanding the factors that influence viewer satisfaction can enable theater owners and filmmakers to better align their offerings with audience expectations. By identifying key elements such as film quality, theater ambiance, and available amenities that shape the moviegoing experience, industry stakeholders can make informed improvements that boost customer satisfaction, attendance, and revenue.

Furthermore, exploring consumer preferences offers valuable market intelligence for theater operators and film distributors. Insights into preferred genres, pricing strategies, and desired amenities can guide the development of targeted marketing campaigns and curated film programming aimed at attracting and retaining a loyal audience. These findings can also influence theater design and layout decisions, allowing for more efficient use of space and resources to enhance the overall experience.

Additionally, examining common challenges encountered during theater visits—such as technical issues, overcrowding, or substandard facilities—can highlight areas in need of attention. Addressing these concerns can lead to smoother, more enjoyable theater experiences, fostering long-term customer loyalty. Overall, this study holds important implications for improving the theatrical experience, offering benefits to both industry professionals and moviegoers, and supporting the continued relevance and sustainability of traditional cinema in a competitive entertainment landscape.

Objectives Of the Study

- To identify the level of satisfaction of the viewers towards theater release
- To Analyze the attractive factors of the theater release
- To examine the problems faced during theater release

RESEARCH METHODOLOGY

Research design

It is conceptual structure within which research is conducted. Research design used for the present study is descriptive and analytical in nature.

Population of the study

Sampling unit of my research is Palakkad. Population is mainly concentrated on people of Palakkad area

Sample of the study

A Sample of 52 respondents from the Palakkad area used for this study

Sources of Data

Primary data: It has been directly from respondents with the help of structured questionnaire. **Secondary data:** it has been collected from websites, Wikipedia, published research paper etc.

Tools used for Analysis

One way ANOVA

The One -Way ANOVA is used to determine whether there is any significant difference among the means of three or more independent groups. It is the way to test the equality of three or more means at one time by using variances. Here One- way ANOVA has been used for testing the observed mean variations of the viewer's level of satisfaction with type of theater, Problems faced during theater release with occupation, consumer intention to watch to movies in theater with how they go to theater.

Mann-Whitney U test

The Mann- Whitney U test is the most popular among 2 independent sample tests. It is used to compare the outcomes between two independent groups. This test is also being applied when the observations in sample of data are ranks. This test is used to know the influencing factors of theater with respect to Gender.

REVIEW OF LITERATURE

James Huston (2023) explores why traditional cinema remains appealing despite the rise of streaming and new technologies like extended reality (XR). He argues that cinema's aesthetic, cultural, and social value—especially the shared viewing experience—still holds strong appeal. The study suggests that integrating immersive technologies, such as mixed reality (MR), could enhance this experience without losing its communal essence. Huston emphasizes the psychological and social benefits of watching films together, particularly after the isolating effects of the COVID-19 pandemic. He also discusses how filmmakers can practically incorporate MR into the entire filmmaking process, offering insights for both researchers and industry professionals on the future of cinema.

Paulina Homila Sineri and Ivana K. Wamafma (2023) examined how attitude, social influence, and perceived ease affect people's intention to watch movies in cinemas. The results show that individuals are more likely to go to the cinema when they have a positive attitude toward it. Likewise, when they feel social pressure or encouragement from others, their intention to watch movies in theaters increases. Lastly, if they believe that going to the cinema is easy and convenient, they are even more likely to follow through with the behaviour.

Aryn R. Valentine (2021) conducted a study to explore how young adults perceive the substitutability between movie theater attendance and at-home streaming, particularly for big-budget blockbusters. The research involved focus groups made up of 18-to-24-year-olds who regularly stream videos and attend movie theaters. The findings revealed that participants did not view theater-going and streaming as interchangeable experiences. They highly valued the unique aspects of the theatrical experience, which they felt could not be effectively replicated at home.

An Overview of The Theater Release

The theater release refers to the initial screening of a film in cinemas before it become available through other distribution channels. It allows audience to experience movies on a big screen, often accompanied by the promotional events and premieres. Theatre release are a traditional and significant aspect of film industry, providing a communal immersive experience for audiences.

History of theater release

Cinema theaters have a rich history dating back to the late 19th century. The Lumière brothers, pioneers of filmmaking, held the first public screening in Paris in 1895. Early theaters were often makeshift spaces, but purpose-built cinemas emerged in the early 20th century. The silent film era dominated until the advent of sound in the late 1920s, leading to the construction of "talkies" theaters. Over time, cinemas evolved in design and technology, adapting to changing film formats and audience preferences. The rise of multiplexes in the late 20th century allowed for screening multiple films simultaneously. In recent years, streaming services have posed new challenges to traditional theaters, prompting a shift in the industry.

How the theater works:

A movie theater operates by providing a venue for the public exhibition of films. Here's a simplified breakdown of how theaters generally work:

1. **Film selection:** The theater management selects films to be shown based on audience preferences, agreements with film distributors, and availability.
2. **Film Distribution:** Film distributors provide copies of the movies (in the form of digital files or physical reels) to the theaters.
3. **Projection:** modern theaters, digital projectors are used to display films. In the past, traditional film projectors were used, but they are becoming increasingly rare.
4. **Screening Schedule:** is often posted online and at the theater itself. The theater creates a screening schedule, indicating the show times for each film. This schedule
5. **Ticket Sales:** Audience members purchase tickets to attend specific show times. Tickets can be bought at the box office, through online platforms, or automated kiosks.
6. **Concession Sales:** Theaters often sell concessions like popcorn, candy, and drinks, which contribute significantly to their revenue.
7. **Auditorium:** The theater consists of multiple auditoriums or screening rooms, each equipped with a screen, projector, and seating.
8. **Projection Room:** projection room houses the equipment necessary to play the films. In digital projection, this room contains servers and projectors. In the past, it housed film projectors and reels.
9. **Screening:** At the scheduled ShowTime, the film is played for the audience in the designated auditorium.

9. Audience Experience: Audiences enjoy the film in a communal setting, typically seated in rows facing the screen.
10. Cleaning and Maintenance: Theaters require regular cleaning, maintenance, and technical checks to ensure a smooth operation.
11. Revenue Sharing: The theater and film distributors share the revenue generated from ticket sales, with the theater also making money from concession sales.

Problems faced by theater owners in OTT era :

The rise of Over-The-Top (OTT) streaming services has presented challenges for traditional theater owners. Here are some problems they face in the OTT era:

Competition for Audiences: OTT platforms offer a vast library of content that viewers can access from the comfort of their homes, creating intense competition for cinema attendance.

Release Window Changes: Some studios opt for simultaneous or shortened release windows, making films available on streaming platforms soon after or even simultaneously with theater releases. This impacts theaters' exclusive access to new content.

Piracy Concerns: Digital content on OTT platforms is susceptible to piracy, affecting both streaming services and theaters. This can lead to reduced revenues for theaters.

Changing Consumer Behavior: The convenience of streaming services has altered consumer behavior, with many preferring to watch content at home. This shift poses a challenge for theaters trying to attract and retain audiences.

Pandemic Impact: 14 The COVID-19 pandemic accelerated the trend of studios releasing films directly on streaming platforms due to temporary closures and restrictions on theaters. Even as theaters reopen, this shift may have lasting effects.

Technological Investments: To compete with the at-home viewing experience, theaters may need to invest in advanced technologies, such as premium sound systems and high-quality projectors, which can be costly.

Economic Challenges: The economic impact of the pandemic has strained many industries, including theaters. Adapting to the changing landscape requires financial investments that some theater owners may find challenging.

Content Availability: Some high-profile films are produced by streaming platforms and released exclusively on their platforms, limiting the availability of these films in traditional theaters. Despite these challenges, theaters continue to provide a unique and immersive cinematic experience, and some are exploring innovative strategies, such as exclusive releases, partnerships, and premium offerings, to stay competitive in the evolving entertainment landscape.

Effect of OTT platforms on the theater: The increasing OTT craze has posed a major challenge for the theater. Although theater are an entirely unique way of watching movies, theyseeeeeessssssssssssssscescsc now face tougher competition. The lifestyle of people are changing , which has increased the number of people who can buy a subscription ,rather than waiting for tickets and going to the theater people now prefer paying and consuming content 20 from their home .Additionally ,the rise in OTT platforms and streaming apps has challenged these platform to present better content .

The rise in the number of option has largely benefitted users. Theaters are finding ways to attract more audience by providing a comfortable environment. The increase in user expectations has led to an increase in the cost that the platform have to balance along with production cost .Now OTT cater to the overall cost. The rising competition has brought a change by giving talent and quality the highest priority

Movie theater and OTT platform both have their pros and cons .OTT platform have proved to be more convenient and flexible However movie theater give a unique experience of movie watching. Both OTT platforms and movie theaters seem promising for the future ,but OTT platform gained added advantage due to the covid 19 pandemic. Moreover OTT platform have Benefitted the young generation which is craving for relatable and original content.

Advantages of theater release:

Theater releases offer several advantages that contribute to the unique and immersive cinematic experience

Cinematic Grandeur: Theaters provide a larger-than-life screen and high-quality sound systems, offering a cinematic grandeur that enhances the visual and auditory impact of a film.

Social Experience: Watching a film in a theater is a social event, allowing audiences to share the experience with others. The collective atmosphere reactions and emotions create a unique communal.

Exclusive Viewing Window: Theaters traditionally enjoy an exclusive window for film releases, allowing them to showcase new films before they become available on other platforms. This exclusivity can attract a larger audience during the initial release.

Event Atmosphere: The premiere of a film in theaters often creates an event-like atmosphere. It becomes a shared experience for moviegoers who attend on the first day, fostering excitement and anticipation.

Big Screen Experience: Certain films, especially those with visually stunning cinematography or special effects, are best appreciated on the big screen. Theaters provide an environment that maximizes the impact of such visual elements.

Analysis And Interpretation of Data

The present study is aimed to analyze the level of satisfaction of the respondents, influencing factors for their decision to watch movies at theater and problems faced during the theater release. Data relating to the study is collected through the primary sources

The analysis is presented in 6 sections

1. Demographic profile of the respondents
2. Movie preferences
3. Level of satisfaction of the respondents
4. Preferences of the respondents
5. Problem faced during the theater release
6. Consumer intention to watch movies at cinema theater

The statistical package for social science (spss-20) is used to process data. Relevant statistical tools percentage, one way ANOVA, Mann- Whitney U tests were used to analyses and interpret the collecting data

Demographic profile of the respondents

The profile of the sample explain the demographic information of the respondents like Gender ,Age , location, occupation, Monthly income, these are presented in the table.

Table 1: Classification of respondents on the basis of demographic Profile

Features	Category	No of respondents	Per cent	Cumulative frequency
Gender	Male	16	30.8	30.8
	Female	36	69.2	100.0
	Total	52	100	
Age	Below 25	42	80.8	80.8
	25-35	4	7.7	88.8
	35-45	2	3.8	92.3
	45-55	3	5.8	98.1
	Above 55	1	1.9	100.0
	Total	52	100.0	
Location	Rural	13	25.0	25.0
	Urban	21	40.4	65.4
	Semi urban	18	34.6	100.0
	Total	52	100.0	
Monthly income	Below 25000	36	69.2	69.2
	25000-50000	7	13.5	82.7
	50000-75000	7	13.5	96.2
	75000-100000	2	3.8	100.0
	Total	52	100.0	
Occupation	Business	11	21.2	21.2
	Profession	6	11.5	32.7
	Government	3	5.8	38.5
	Private	6	11.5	50.0
	Self employed	5	9.6	59.6
	Others	21	40.4	100.0
	Total	52	100.0	

Source: primary data

The Table1 exhibits the demographic profile of sample respondents selected for the study. Gender wise classification shows that male constitute 30.8 per cent and female constitute 69.2 per cent .Majority of the viewers 80.8 per cent belongs to the age group Below25 .As per their area wise classification majority of the viewer’s 40.4 percent belongs urban area. While go through the occupation status of the respondents, it shows that 40.4 percent others category majority are students and 5.8 percent belongs to government employee.

Movie preferences

Table 2: Classification of respondents on the basis Movie preference

Features	Category	No of respondents	per cent	Cumulative frequency
How often do you go to watch movie in cinema theater	Daily	6	11.5	11.5
	Weekly once	11	21.2	32.7
	Once a month	22	42.3	75.0

	occasionally	13	25.0	100.0
	Total	52	100.0	
What genre do you mostly prefer	Action	11	21.2	21.2
	Horror	4	7.7	28.8
	Thriller	22	42.3	71.2
	Drama	2	3.8	75.0
	Fantasy	5	9.6	84.6
	comedy	8	15.4	100.0
	Total	52	100.0	
What type of theater do you prefer	Single screen	14	26.9	26.9
	Multiplex	15	28.8	55.8
	Both	23	44.2	100.0
	Total	52	100.0	
How do you book your tickets	Online booking	16	30.8	30.8
	Offline booking	12	23.1	53.8
	Both	24	46.2	100.0
	Total	52	100.0	
Which language do you prefer to watch movie	Watch movie in your language only	15	28.8	28.8
	Watch movie in other language also	37	71.2	100.0
	Total	52	100.0	
How do you watch movie	Individually	8	15.4	15.4
	With company	44	84.6	100.0
	Total	52	100.0	

Source: primary data

The above Table depicts that 42.3 per cent of consumer tend to go to the Theaters monthly. As per the genre preference of the consumer nearly 42.3 per cent of the respondents preferred thriller movies and only 3.8 percent preferred drama . The table also reveals that Theatre type of consumer tend to prefer both multiplex and single screen and 46.2 per cent of those book their tickets both online and offline modes.71.2 percent of the respondents watch movies in other language also and most of the viewers that is 84.6 percent watch movies with company.

Level of Satisfaction of the Theater Realease

The One Way ANOVA is used to determine whether there is any significant difference among the mean of independent group. It is a way to test the equality of mean at one time by using variance of mean score in the respondent's dependence on the level of satisfaction of the viewers. Dependence is analysed with respect to type of theater. The result is presented in the following table

3.1 Descriptive statistics on the level of satisfaction of the respondents

Factor		No of respondents	Mean	Std deviation
Affordability	Single screen	14	1.86	.770

	Multiplex	15	1.73	.884
	Both	23	1.91	.811
	Total	52	1.88	.855
Projection quality	Single screen	14	1.64	.633
	Multiplex	15	1.40	.507
	Both	23	2.00	.756
	Total	52	1.71	.696
Air conditioning	Single screen	14	2.07	.997
	Multiplex	15	1.93	.799
	Both	23	2.14	.710
	Total	52	2.04	.816
Behavior of crowd	Single screen	14	2.79	.893
	Multiplex	15	2.80	1.082
	Both	23	3.05	.899
	Total	52	2.73	.978
Seat comfort	Single screen	14	2.36	1.393
	Multiplex	15	2.47	.915
	Both	23	3.05	1.397
	Total	52	2.73	1.315
Availability of first day tickets	Single screen	14	3.07	1.207
	Multiplex	15	3.27	1.534
	Both	23	3.41	1.182
	Total	52	3.31	1.292

Source: primary data

Hypothesis can be stated as:

H0: There is no significant difference in mean score obtained for the dependence of level of satisfaction of the theater release based on the type of theater

H1: There is significant difference in mean score obtained for the dependence of different level of satisfaction of the theater release based on the type of theater

Table.3.2 Dependence of different level of satisfaction-one way ANOVA

category		Sum	of	df	Mean	F	Sig.
Affordability	Between	4.842		3	1.614	2.386	.081
	Within	32.466		48	.676		
	Total	37.308		51			
Projection quality	Between	3.859		3	1.286	2.966	.041*
	Within	20.814		48	.434		

	Total	24.673		51			
Air conditioning	Between	1.470		3	.490	.725	.542
	Within	32.453		48	.676		
	Total	33.923		51			
Behaviour of crowd	Between	5.115		3	1.705	1.872	.147
	Within	43.712		48	.911		
	Total	48.827		51			
Seat comfort	Between	10.329		3	3.443	2.121	.110
	Within	77.902		48	1.623		
	Total	88.231		51			
Availability of first day tickets	Between	3.897		3	1.299	.768	.518
	Within	81.180		48	1.691		
	Total	85.077		51			

Source primary data

*significant at 5 percent

Table 3.2 shows the mean score of the dependence of the level of satisfaction. The One way ANOVA for the variable “level of satisfaction of the theater release among the respondent. PROJECTION QUALITY gives f value 2.966with p value =0.41 which is significant at 5 percent), hence null hypothesis is rejected. This implies that there is significant difference in the mean score obtained for the dependence on the level of satisfaction among the respondent. The variable except “projection quality” are found to be indifferent because of p value >0.05

Factors that influence the decision of the respondent to watch movie at the theater

Following table presents the factor that influence the decision of the respondents to watch movie at the theater Here Mann Whitney U test is used to analyze.

H0: There is no significant difference in the median score on the influencing factor that leads to decision based on Gender

H1: There is significant difference in the median score on the influencing factor that leads to decision based on Gender

.4.1 Mean rank of the influencing factors of the decision of the respondent

gender		n	mean rank	sum of ranks
Immersive experience	Male	16	29.47	471.50
	Female	36	25.18	906.50
	Total	52		
Innovation and technology	Male	16	31.56	505.00
	Female	36	24.25	873.00
	Total	52		
Anticipation and excitement	Male	16	25.25	404.00
	Female	36	27.06	974.00

	total	52		
Convenience of timing	Male	16	24.31	389.00
	Female	36	27.47	989.00
	Total	52		
Pre show entertainment	Male	16	24.72	395.50
	Female	36	27.29	982.50
	Total	52		
Overall ambience of theater	Male	16	28.78	460.50
	Female	36	25.49	917.50
	Total	52		
Critical review	Male	16	24.84	397.50
	Female	36	27.24	980.50
	Total	52		
Casting	Male	16	25.78	412.50
	Female	36	26.82	965.50
	Total	52		
Trailer	Male	16	25.31	405.00
	Female	36	27.03	973.00
	Total	52		

Source: primary data

Table .4.2 test statistics- Mann Whitney U test

	Imm ersiv e expe rienc e	Innova tion and techno logy	Antic ipatio n and excite ment	Conv enien ce of timin g	Pre show entert ainm ent	Overall ambience of theater	Critical review	Casting	Trailer
Mann - Whit ney U	240.500	207.000	268.000	253.000	259.500	251.500	261.500	276.500	269.000
Wilco xon W	906.500	873.000	404.000	389.000	395.500	917.500	397.500	412.500	405.000
Z	- 1.239	-1.967	-.486	-.818	-.692	-.870	-.620	-.274	-.444
Asym p. Sig.	.215	.049*	.627	.413	.489	.385	.536	.784	.657

Table 4.4.2 shows a p value of 0.49 which is significant at 5 percent level ($p < 0, 05$) which implies that the null hypothesis is rejected. It is also found that except the factor innovative technology. It may be concluded that the male respondents are giving preferences to the factor innovative technology of the theater to watch movies (Mean score 31.56)

Problems occurred during the theater release

Several problems are occurred during the theater release. The One Way ANOVA is used to determine whether there is any significant difference among the mean of independent group. It is a way to test the equality of mean at one time by using variance of mean score in the respondent's dependence on the problems occurred during the theater release .Dependence is analyzed with respect to occupation status of the respondents. The result is presented in the following table

Table 5.1 Descriptive statistics of the problems of the theater release

Problems		N	Mean	Std. Deviation
Difficult to engage and maintain audience interest	business	11	2.09	1.446
	profession	6	1.50	.837
	government employee	3	1.67	1.155
	private employee	6	3.33	1.033
	self employed	5	2.00	1.000
	others	21	2.10	1.044
	total	52	2.13	1.172
Technical issues during theater screening	business	11	2.73	1.191
	profession	6	2.33	.516
	government employee	3	1.67	.577
	private employee	6	3.17	.983
	self employed	5	2.40	.548
	others	21	2.90	.944
	total	52	2.71	.957
Timing related issues of movie release	business	11	1.91	1.136
	profession	6	2.83	1.602
	government employee	3	3.67	1.155
	private employee	6	3.50	.548
	self employed	5	2.80	.837
	others	21	2.67	.913
	total	52	2.69	1.112
Covid pandemic affected theater release	business	11	2.18	1.328
	profession	6	3.83	.753
	government employee	3	3.67	.577
	private employee	6	2.33	1.211
	self employed	5	3.40	1.140
	others	21	2.52	1.327
	total	52	2.73	1.300
High ticket price	business	11	2.36	1.433

	profession	6	3.83	1.602
	government employee	3	3.00	1.732
	private employee	6	3.33	.516
	self employed	5	3.00	1.581
	others	21	2.67	1.317
	total	52	2.87	1.372
Influence of theater streaming service affect theater release	business	11	2.45	1.635
	profession	6	3.17	1.169
	government employee	3	4.67	.577
	private employee	6	2.33	1.211
	self employed	5	1.80	.837
	others	21	3.05	1.203
	total	52	2.83	1.354
Poor review	business	11	2.55	1.214
	profession	6	2.83	1.722
	government employee	3	3.33	2.082
	private employee	6	3.00	.894
	self employed	5	2.40	.548
	others	21	3.43	1.076
	total	52	3.02	1.213
Not aware of movie	business	11	2.64	1.286
	profession	6	3.33	1.033
	government employee	3	3.67	.577
	private employee	6	3.00	1.095
	self employed	5	3.00	1.225
	others	21	3.29	.956
	total	52	3.12	1.060
Lack of facilities at theater	business	11	2.64	1.433
	profession	6	3.33	1.366
	government employee	3	2.67	1.528
	private employee	6	3.33	1.633
	self employed	5	2.60	1.140
	others	21	3.86	.964
	total	52	3.29	1.304

Source primary data

Hypothesis can be stated as:

H0: There is no significant difference in mean score obtained for the dependence of problem faced during theater release based on the occupation

H1: There is significant difference in mean score obtained for the dependence of different dependence of problem faced during the theater release based on the occupation

Table.5.2 Dependence of problems faced during theater release ONE -WAY ANOVA

		Sum	of	df	Mean	F	Sig.
Difficult to engage and maintain	Between	11.839		5	2.368	1.871	.118
	Within	58.219		46	1.266		
	Total	70.058		51			
Technical issues during theater	Between	6.648		5	1.330	1.528	.200
	Within	40.025		46	.870		
	Total	46.673		51			
screeningTiming related issues of movie	Between	13.701		5	2.740	2.553	.040*
	Within	49.376		46	1.073		
	Total	63.077		51			
releaseCOVID 19 pandemic	Between	17.323		5	3.465	2.313	.059
	Within	68.908		46	1.498		
	Total	86.231		51			
affected theater High ticket price	Between	10.679		5	2.136	1.151	.348
	Within	85.379		46	1.856		
	Total	96.058		51			
Influence of heater streaming	Between	20.129		5	4.026	2.526	.042*
	Within	73.313		46	1.594		
	Total	93.442		51			
service Poor review affect	Between	8.411		5	1.682	1.162	.342
	Within	66.570		46	1.447		
	Total	74.981		51			
Not aware of movie	Between	4.477		5	.895	.780	.570
	Within	52.831		46	1.149		
	Total	57.308		51			
Lack facilities of at Theater	Between	15.023		5	3.005	1.929	.108
	Within	71.650		46	1.558		
	Total	86.673		51			

Source primary data

*significant at 5percent

Table 5.2 shows the mean score of the dependence of the problem faced during theater release

The One way ANOVA for the variable “The problem faced during theater release”. Timing related issue of movie and influence of theater streaming gives f value 2.533 and 2.526with p value =0.40 and 0.42 which is significant at 5 percent), hence null hypothesis is rejected. This implies that there is significant difference in the mean score obtained for the dependence on the problem faced during theater release. The variable except “timing related issue of movie release and influence of streaming services” are found to be indifferent because of p value >0.05

Consumer intention to watch at cinema theater

The One Way ANOVA is used to determine whether there is any significant difference among the mean of independent group. It is a way to test the equality of mean at one time by using variance of mean score in the respondent's dependence on the consumer intention to watch movies at the theater. Dependence is analyzed with respect to how they go the theater. The result is presented in the following table

Table 6.1 descriptive statistics of the consumer intention to watch at Cinema Theater

Factors		No of respondents	Mean	Std deviation
Have you skipped movie playing at the theater	Individual	8	2.00	1.069
	With company	44	2.36	1.448
	Total	52	2.31	1.394
Do you watch movie in other platform	Individual	8	1.38	.518
	With company	44	2.23	.985
	Total	52	2.10	.975
Is OTT replacing cinema theater according to you	Individual	8	2.13	.835
	With company	44	2.32	1.029
	Total	52	2.29	.997
Do you feel cinema theater plays a major role in entertainment	Individual	8	1.88	.835
	With company	44	2.32	1.253
	Total	52	2.25	1.203
Is watching movie at theater satisfying you	Individual	8	1.88	.641
	With company	44	2.32	1.459
	Total	52	2.25	1.370

Source primary data

Hypothesis can be stated as:

H0: There is no significant difference in mean score obtained for the dependence of different on the consumer intention to watch at the cinema theater based on the how they go to theater

H1: There is significant difference in mean score obtained for the dependence of different consumer intention to watch at Cinema Theater based on the how they go to theater.

Table 6.2 Dependence of consumer intention to watch at the theater

		Sum	of	df	Mean	F	Sig.
Have you skipped movie playing at the theater	Between	.895		1	.895	.456	.503
	Within	98.182		50	1.964		
	Total	99.077		51			

Do you watch movie in other platform	Between	4.917	1	4.917	5.638	.021*
	Within	43.602	50	.872		
	Total	48.519	51			
Is OTT replacing cinemas according to you	Between	.253	1	.253	.251	.619
	Within	50.420	50	1.008		
	Total	50.673	51			
Do you feel cinema theaters place a major role in entertainment	Between	1.330	1	1.330	.918	.343
	Within	72.420	50	1.448		
	Total	73.750	51			
Is watching movie at the theater satisfying you	Between	1.330	1	1.330	.704	.405
	Within	94.420	50	1.888		
	Total	95.750	51			

Source: primary data

*significant at 5 per cent

Table 6.2 shows the mean score of the dependence of consumer intention to watch at theater.

The One way ANOVA for the variable “consumer intention to watch at Cinema Theater among the respondent. watch movies in other platform gives f value 5.638with p value =**0.21**which is significant at 5 per cent), hence null hypothesis is rejected. This implies that there is significant difference in the mean score obtained for the dependence on the consumer intention to watch movies at theater among the respondent. The variable except “watch movies in other platforms” are found to be indifferent because of p value >0.05.

FINDINGS

1. Demographic profile

In the demographic profile of the selected respondents, the Gender wise classification shows that out of 52 respondents, majority of samples range from female that is 69.2 percent. Age wise classification shows that 80.8 percent of the respondents are in the age category of below 25.while go through the area wise of residence 40.4percent from urban area .Nearly 69.2 percent of the respondents earned the monthly income less than 25000. By examining the occupational status 40.4 percent are belongs to others category that is student’s teenagers and youngsters.

2. Movie preferences of the respondents

The movie preferences of the selected respondent’s exhibits on the basis of percent analysis, Majority of the 42.3% of the respondents tend to go the cinema theater once a month. While go through the genre preference of the consumer 42.3% of the respondents prefer Thriller movies. Classification by the type of theater 44.2% . Most of them prefer both single screen and multiplex to watch movies.as per the booking habits of individual majority of 46.2% them are book their tickets through both on-line and offline modes. By examine the language preference of respondents to watch movie in theater 71.2% of them choose movies in other language also. 84.6% of the viewer’s go to watch movies with company.

3. Level of satisfaction of the theater release

Level of satisfaction of the theater was analyzed using one way ANOVA with the type of theater as independent variable. The result of one way ANOVA for the variable level of satisfaction of the respondents .the result shows that viewers are highly satisfied for the projection quality of the both single screen and Multiplex Theater with the mean score (**2.00**).

4. Factors that influence your decision to watch Movie Theater

After analyzing the factor that influence the decision to watch movies in theater based on gender is tested using Mann Whitney U test and it is found that innovative technology of the theater shows a p value of 0.04 which is significant at 5% level. It shows that innovative technology of the most influencing factor of the male category to watch movie in the theater and its shows the highest mean rank 31.56.

5. Problems faced during Theater release

The problems faced during theater release are analyzed using one way ANOVA with respects to the occupation as independent variable. The result of one way ANOVA for the variable problems faced during the theater release. It shows that among the respondent those who belongs to the occupation private employees the most important problems faced during theater release is “technical issues during theater screening “with mean score 3.17 And the respondents belongs to the category government employee as per their opinion “ influence of theater streaming services affect theater release” by showing highest mean score 4.67.

6. Consumer intension to watch movies in theater

Consumer intention to watch movies in theater is analyzed using one way ANOVA with respects to how they go to theater as independent variable. The result of one way ANOVA for this variable shows that significant number of consumer “watch movies in other platform” it’s showing the mean score 2.23.

Suggestions

- Design a detailed survey aimed at collecting viewer insights on their experiences and perceptions of theatrical movie releases, including the factors that influence their decision to attend, their expectations, and any challenges they may have faced Conduct online surveys, in-person interviews, and focus groups, to ensure a diverse range of perspectives are captured.
- Examine the survey responses to uncover the primary factors that draw audiences to theatrical movie releases, such as the quality of the audiovisual experience, theater ambiance, snack availability, seating comfort, and other relevant elements.
- Carefully assess the common problems viewers face during theater screenings—such as high ticket prices, subpar audio or video quality, uncomfortable seating, and long queues—and propose targeted strategies to address these challenges and improve overall audience satisfaction.
- Compare viewers' satisfaction levels across different theaters, genres of movies, and demographic segments to identify trends and patterns.
- Formulate strategies to enhance the theater-going experience—such as implementing loyalty programs, hosting special events, and offering promotions—to boost customer satisfaction and encourage repeat visit.

CONCLUSION

The findings of this study highlight the importance of understanding viewers' preferences and addressing their concerns to improve the overall satisfaction of theater releases. By identifying attractive factors and addressing problems faced during screenings, theaters can enhance the viewing experience and attract more patrons. Continued research and collaboration between stakeholders in the entertainment industry are crucial for fostering a positive environment for theatregoers.

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