

A STUDY ON VIEWERS EXPECTATIONS TOWARDS CINEMA THEATRES

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***Abstract:** Cinema viewing is one of the main leisure activities in India. Due to the entry of different multinational companies many theatre owners are forced to upgrade the facilities as soon as possible to increase the footsteps of the cinema audiences. Growth of nuclear families in urban areas, increasing number of working women and the younger wage earning population are the major highlights of the demographic profile. As the young wage earning population tends to spend more on entertainment and leisure, entertainment combined with fun-filled experience is likely to be a major attraction. As a result of this, many theatre owners due to their capability over themselves and new vision, they come out with new projects. This article is based on expectations of audiences towards cinema theatres & developments in cinema viewing experiences.*

***Key Words:** Theatre owners, Cinema audiences, Corporate, Industry.*

INTRODUCTION

Cinema viewing is one of the main leisure activities in India. For decades, the silver screen influenced Indians and still continues popular source of entertainment for many years. Cinema viewing has always surpassed the other options that emerged as the entertainment industry developed over years. Growth of nuclear families in urban areas, increasing number of working women and the younger wage earning population are the major highlights of the demographic profile. As the young wage earning population tends to spend more on entertainment and leisure, entertainment combined with fun-filled experience is likely to be a major attraction. We have the advent of big multinational corporate into the retail sectors. The aim of these MNC's is to express their capability to enter into theatre business and show themselves successful over their challengers. "Invasion can occur either through the tough and fierce competition that prevails in a particular field or due to identification of the weak bodies and excelling from them". The flourished MNC's need to explore themselves. As a result of this, due to their capability over themselves and new vision, they come out with new

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projects. Thus, one kind of such project is the advent of them into the retail sectors and one such type is the cinema industry, wholly or partially.

This satisfies many, dissatisfies some or the other way. However the affected are on the ground scale (foundation) like the small retail sellers. These firms do not concentrate much over these people, but on their goals of accomplishing themselves. They exhibit themselves towards contributing to the development of the national economy with many dissatisfying people. The main cause for the big firms to enter the cine industry is due to the quick making of money and what paves the way is due to the unable producers and the owners of the theatres. By the way of incompleteness over the production and distribution, it becomes an opportunity for the big firms to have a great leap over here by offering a financial support to them. This makes the producers happy thereby making the film complete. But sometimes this turns out to be a boon to them where they are hit by high interest rates and unable to repay them. Due to this they are forced to sell their movie rights to these people.

On the other hand now comes the invasion into the theatres. Some theatres are incompetent because of their low financial ability and due to their possession of growing technology. These firms identify them and take a lease with them. Lease is a method of transferring the ownership for a certain period and in return paying a rent for the same. By this way the firm acquires as many of such theatres and forms a group among itself in different areas. This makes them strong and able to make over the movie themselves. Thus, they invade the ground level in the industry. After the leasing of the theatres is done, these firms tend to develop the theatre with new technology like digitalizing the movie and sound. They also extend a way further making possible in computerizing tickets and air-conditioning. They also create uniformity in all the leased theatres they undergo creating a brand name of them and effectively introducing themselves to this field.

The various multinational companies that step into the industry are;

- Pyramid Saimira Theatre Limited,
- Reliance Cinema Limited (Adlabs),
- Insight Medias,
- Gemini Cinemas.

They are all the multinational firms in various fields and now their focus is in this industry.

The above mentioned firms exhibit various businesses on their brand names. They need to explore themselves in every business and one such type is the cinema industry which paves way to a good business and faster money reliable. They come into this field with their brand names suitably from a NRI from foreign countries who wish to have business in our country. By this way they are shown a plan such as this and their investment starts, particularly in this field. The theatres which are leased are not as

that of good ones, that too in releasable 'A' class centers. They are in the relative 'B & C' class centers. Though the theatres are mended and new pictures are being released the revenue does not even match to the rent to be paid to the theatres ownership. This does not happen in one such plan rather it occurs in all such projects in this business. They have also invested an advance into the theatre owners and the leasing is done for a sufficient period for a maximum of three to five years. But the investment taken place too huge for them to reclaim form its revenue or total income.

These branded firms create a false record over the entire revenue over the investment to their NRI investors. They do this to make the continuation of further investment. Since, the profit is there they would like to invest further and keep their input for a period of time and stay in this field. But by this way more amount of investment is done in our place by the NRI's. They further enhance that this trend of business will make the industry prolonged and grow well changing the type of entertainment. The entry of the MNC's will lie in the undertaking of the multiplexes, stand alone theatres and also will set up to establish new malls and multiplexes. They will also refurbish the old theatres with the advent of the latest technology and creating a digital experience. With the effective satellite way of distribution the films will be released wide across the country and the public will be provided with good and latest infrastructure. This will be common on all the class centers or areas where the distribution of the film takes place. The owners who have set up their property will enjoy the rent given to the owners by the acquired company's in their lands. This will totally stop the growing Minimum Guarantee amount determined or fixed by the distributors. The possession of the firms will have a uniformity in the issue of the ticket fee and booking of them will turn out easier by the way of booking trough the mobiles, internet, etc. The advertisement of the films will be done upon their own brand names which shall stop the dispute with separate agencies or the third parties.

The releases will take place commonly and the incomplete films will have an offer to complete them by these firms which acquires all the rights by them. The rising salaries of the artists will be controlled which paves way to savings in production and distribution and also will result in reduction in the ticket fares, simultaneously providing way for the public to enjoy good quality of movies in theatres. The large number of film releases in an area or location will cut down the piracy rate of the movies and good quality of movie in theatres will totally eradicate the piracy of movies that are being nowadays. This lead to the growth of the cinema life and flourishing of the business.

But, this affects wholly the other small business men in that place. Perhaps this is just like the entry of one on behalf of the others suppressing them and their growth entirely. This entry will create a competition between the leased theatres and left alone theatres. It will make the left alone theatre owners to upgrade the facilitates in order to give equal cinema experience to the audience.

SINGLE SCREEN

Single screen cinema which still continues to be the mainstay of India cinema, despite the multiplex commune grabbing all the luster and glamour has begun turning the tables. There have been a sizeable number of instances of single screen cinemas taking up the challenge of change and remodeling themselves to hold onto, if not regain, their ground.

- Remodel the auditorium with the best movie watching comforts and sound and projection
- Create an ambience that rivals a multiplex
- Provide facilities and services that match those at multiplex
- Create opportunities for more commercial options for revenue support
- Surround sound projection of optimum quality
- A well designed foyer
- Plush seating comfort
- A wash room which obeys all rules of proper sanitation
- Necessary parking slots
- A cafeteria which provides great service and speaks hospitality as its best

The theatre interiors have been transformed into a totally new ambience of amazement with new colour and design themes providing a pleasing matrix with new additions kid zone, comprising video games, indoor slides and swings and floors have been redone in fine marble reflecting the neat and tidy spaces. All the washrooms have also been refurbished as to reflect those maintained in an upscale multiplex. Continuing the brief of cinematic comfort as central, the auditorium has been downsized from 1500 seats to a 700 seat hall. This was done keeping in view two things

- One – Change in the market scenario
- Two – Utilise the space for creating more comforts

A trained team has also been appointed to ensure safety aspect in the theatre, without causing any inconvenience to the audiences. Making the cinema more patron-friendly, is a flexi-pricing system that has found instant support from patrons. The industry is growing with a professional approach. Even if the multiplex growth slows down in future, the single- screen operators would come up with quality demands. Though multiplexes certainly have a flourishing commerce, single screen theatres are languishing due to lack of patronage. Much of these theatres suffer due to very poor infrastructures, serious management issues and a lack of transparency. There is lot of interference from many intermediaries and an apparent lack of a national distributor which increases costs for any business model. There is a pressing need of an

establishment who will house all these theatres under a single brand umbrella providing them much needed remodeling, refurbishing, and modern digital technology in order to optimize the cinema viewing experience.

Watching a movie first day, first show in a single screen theatre with a multiplex experience, relishing in the cool and plush comfort of its interior, backed by new and revised technology at affordable prices seem too good to be true. Improved infrastructure is a sure fire way of increasing market share of movie-goers. The theatres are already facing difficulties to recover costs on day-to-day basis, so if they introduce something new, how will they recover costs? Many theatre owners were hesitant to upgrade their facilities as cost recovery was low and more importantly the viewing public had no respect for the facilities provided by them.

MULTIPLEXES

India is far short of the cinema screens as compared to many developed countries in the world. Since the economy is going through a bullish phase, there is enormous scope for leisure, entertainment and tourism. This reinforces the need for the transformation of the theatres form into the multiplex form. As the film industry is expected to go through a major transformation through the growth of multiplexes, there are certain key indicators to support the success of this segment. Multiplex launches continue to dot the cinematic contours of the country even as fresh ventures are being signed by entrepreneurs big or small. The emergence of the multiplex industry and the new genre of entrepreneurs in India put the industry up to the challenge of meeting global standards as also to a new horizon of opportunities. The cinema claims to provide all the features of what is now aggressively sought to be promoted as Cinemaxperience that comprises swanky ambiances charactersing glittering colours, well designed auditoria with wall-to-wall screens, comfortable sightlines, push seating, and state-of-the-art sound and projection technology. Multiplexes' opening with 4 screens, 7 screens, and 9 screens with a total seating capacity of 700 to 1500 has created a mass to cinemaas. The multiplex is equipped state of the art cinematic comforts and services that comprise latest and perfect sound and projection technology, fully automated box office with computerized ticketing, and home delivery services. A good mix of aesthetics and all these backed up by an efficient service mechanism.

The admission rates at multiplex range between Rs. 90 to Rs. 120, 150, 200, 250. Prices vary depending on time of the day and day of the week thereby making the movie going experience affordable to a wider audience. The programming mix will include different language films. Today around 400 multiplex screens in country contribute to almost 30-35 per cent of the all language theatrical collections. However, the multiplex screens have gained greater importance only so far as the Hindi movie business is concerned. The remaining 12,000 single screens in the country are still influenced by traditional ways of working since there haven't been any policy supports for them on the lines of multiplexes, and no investments have been made to dispel the

inertia of minimum guarantees. Above all, the industry players failed to realize that if a change in the business model suits the multiplex well, the same would hold true for the single screens. Multiplex has revived the entertainment industry to a great extent. The multiplex business popularized cinema viewing again. It has changed the total format of the cinema viewing where many other things are clubbed together along with movie, such as restaurant, shopping, games, photography and the like. Earlier, there used to be a single screen with fixed time slots of shows running between 10.00 a.m. in the morning to 1.30 a.m. in the night. This format has changed dramatically due to the entry of multiplexes. The movies are scheduled at varied time slots with a minimum of two screens per multiplex.

The Indian consumer is viewing shopping in an all together different perspective like never before. Previously, shopping was viewed as a routine task to be gone through on a weekly or monthly basis. Consumers are now viewing it as a source of recreation. These days, shopping for the entire week or month is clubbed along with other forms of entertainment such as watching a movie, family outing and the like. The multistoried sprawling complexes that provide shopping, entertainment and food under one roof are becoming more and more popular. Most of the malls now house the cinema halls inside to attract more footfalls and the opposite is also equally true. The multiplex's design also offers leisure shopping, restaurants, eateries, etc., to attract more consumers. This automatically allows the customers to get the packaged deal of entertainment, shopping, leisure and fun. Gone are these days of viewing a movie with enormous scratches, distorted sound and the picture changing colors several times in a span of three hours. This scenario has changed for better since the Multiplex format entered the scene. Air-conditioned halls push back seats, clean and extravagant ambiance and tantalizing audio system are the salient features of the present day cinema halls. This is certainly backed up by the technological innovations and the change of outlook among the customers towards cinema viewing.

DEVELOPMENTS IN CINEMA THEATRES

- Theatres fulfilled with latest technology
- Concentrate on infrastructure as well as hygienic factors
- Advance seating arrangements with special cabins for family
- Booking tickets through online, agents, phones, malls
- Free home delivery of tickets with coupons & gifts
- Good parking facilities

CONCLUSION

Now day's customers are showing their interest towards the infrastructure & the service provided by the theaters. The audiences prefer that the theatres should have good

sound, screening, infrastructure & other facilities. Shopping malls are also trying to attract more customers by combining movie viewing with food courts, shopping & gaming. Consumers are attracted not only by the movies but also by other recreational facilities, so theatre owners can also concentrate on those facilities. This will increase the repeat audiences. Entry of corporate will increase challenge among theatres & that leads to the healthy competition finally gives consumers a good experience in watching movies.

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