



## **A STUDY ON CONSUMER SATISFACTION ON PVR CINEMAS**

**GUIDE: MS R. ANUGRAHAA M.COM.,**

**AUTHOR: S. RAGUL Student at Sri Krishna**

**Adithya College of and Science**

**(B.Com CA)**

### **ABSTRACT**

This study examines consumer satisfaction levels and brand perception in the Indian multiplex cinema industry, with a specific focus on PVR Cinemas. As one of the leading cinema chains in India, PVR has built a strong brand identity through its premium viewing experiences, technological innovation, and diverse content offerings. The research with a sample size of 100 respondents, utilizing primary data collected via structured questionnaires. Analytical tools such as percentage analysis, chi-square tests, and ranking methods are employed to evaluate consumer preferences and satisfaction indicators.

The study investigates key factors influencing customer decisions, including screen and sound quality, ticket pricing, seating comfort, food and beverage options, staff behavior, and ease of booking. It also analyzes the role of demographic and socio-economic variables in shaping customer loyalty and frequency of visits. Furthermore, the research addresses challenges such as rising ticket prices, competition from OTT platforms, and post-pandemic behavioral shifts. The insights aim to guide cinema chains like PVR in enhancing audience engagement, improving service delivery, and sustaining brand loyalty in a rapidly evolving entertainment landscape.



## 1.INTRODUCTION

Consumer satisfaction is a critical determinant of success in the entertainment industry, particularly in multiplex cinema chains like PVR Cinemas. As one of the leading cinema chains in India, PVR has established a strong presence by offering a premium movie-watching experience with advanced technology, comfortable seating, and a variety of food and beverage options. However, in a competitive market where consumers have multiple entertainment choices, their satisfaction plays a key role in ensuring customer loyalty and repeat business. Consumer satisfaction in PVR Cinemas is influenced by multiple factors, including ticket pricing, the quality of audiovisual technology, seating comfort, customer service, hygiene, and the overall ambiance. With the rise of streaming platforms and home entertainment options, movie theatres face increasing challenges in attracting and retaining audiences. To stay competitive, PVR continuously enhances its offerings through innovations such as recliner seats, IMAX and 4DX screens, and improved customer service. Analysing consumer satisfaction helps in understanding how these enhancements contribute to the overall movie-going experience. This study aims to assess consumer satisfaction in PVR Cinemas by examining key factors that impact audience preferences and expectations. The research will explore aspects such as the ease of ticket booking, service quality, in-theatre experience, and value for money. Customer feedback, reviews, and surveys will be analysed to measure satisfaction levels and identify areas for improvement. Additionally, the study will investigate how PVR's efforts in maintaining high standards influence customer loyalty and word-of-mouth recommendations. Consumer satisfaction in PVR Cinemas plays a crucial role in determining the overall movie-watching experience, influencing customer loyalty and brand reputation. As one of the leading multiplex chains in India, PVR Cinemas offers a premium entertainment experience with high-quality screens, comfortable seating, and advanced sound systems. However, consumer satisfaction depends on various factors such as ticket pricing, cleanliness, staff behaviour, food and beverage options, and overall service efficiency. This study aims to analyse the key factors affecting consumer satisfaction in PVR Cinemas, identifying areas of improvement and customer expectations to enhance their overall experience.



## **2. LITERATURE OF MAIN CONTENTS**

### **2.1 OBJECTIVES OF STUDY**

- To analysis the consumer behaviour and preferences towards PVR Cinemas.
- To evaluate the customer satisfaction level with PVR Cinemas.
- To examine the impact of marketing strategies on customer loyalty.

### **2.2 SCOPE OF STUDY**

The scope of study for PVR cinemas includes evaluating customer perception and satisfaction, examining the impact of PVR cinemas on customers, analysing the entertainment industry, investigating demand patterns and pricing strategies, and assessing service quality, as well as exploring the impact of COVID-19 on the multiplex business.

### **2.3 STATEMENT OF PROBLEM**

PVR Cinemas is facing a decline in footfall and revenue due to increasing competition from new cinema chains and online streaming platforms, changing consumer preferences, operational inefficiencies, resulting in reduced profitability and market share, impacting its long-term.

### **2.4 RESEARCH AND METHODOLOGY**

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

### **2.5 COLLECTION OF DATA**

The data was collected through questionnaire.



- The sample size was 110.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

### 3.ANALYSIS AND DISCUSSION

**TABLE:3.1**  
**THE BOOKING YOUR TICKETS IN PVR CINEMAS OF THE RESPONDENTS**

S.NO	RESPONDENTS OF THE BOOKING YOUR TICKETS IN PVR	NO. OF. RESPONDENTS	SIMPLE PERCENTAGE
1	Online	66	66%
2	Book office	19	19%
3	Third party	5	5%
4	By person	10	10%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

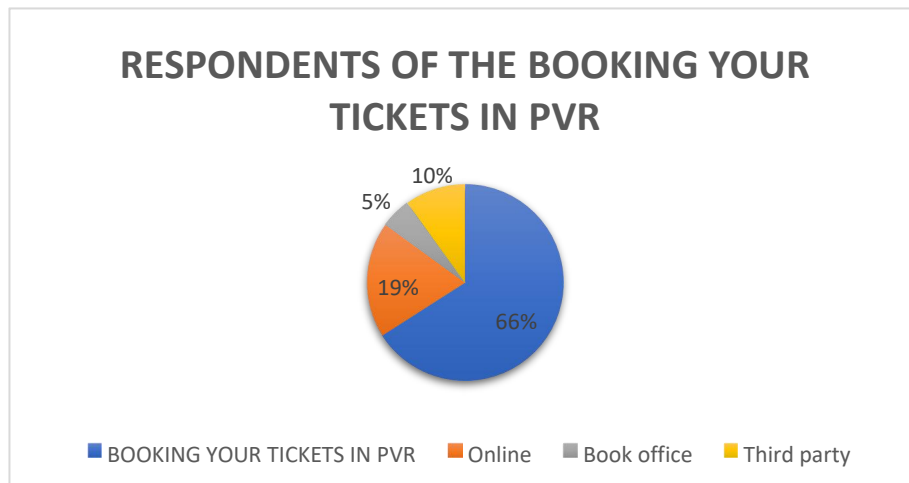
\*SOURE: PRIMARY DATA

#### INTERPRETATION:

From the above table states that 66% of the respondents prefer booking in online, 19% of the respondents prefer booking in book office,5% of the respondents prefer booking in third party, 10% of the respondents prefer booking in by person.

**INFERENCE** Majority 66% of the respondents prefer booking in online.

**CHART NO: 3.1**  
**RESPONDENTS OF THE BOOKING YOUR TICKETS IN PVR**



**TABLE:3.2**

**THE WATCHING MOVIES WITH WHOM OF THE RESPONDENTS**

S.NO	RESPONDENTS OF THE WATCHING MOVIES WITH WHOM	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	Alone	8	8%
2	Family	33	33%
3	Friends	59	59%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**\*SOURCE: PRIMARY DATA**

**INTERPRETATION**

From the above table shows that 8% of the respondents that they watch movies by alone, 33% of the respondents that they watch movies with family, 59% of the respondents that they watch movies with friends

**INFERENCE:** Majority 59% % of the respondents they watch movies with friends.

**CHART NO: 3.2**

**THE WATCHING MOVIES WITH WHOM OF THE RESPONDENTS**

### RESPONDENTS OF THE WATCHING MOVIES WITH WHOM

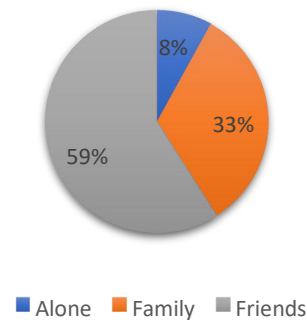


TABLE:3.3

### THE QUALITY OF FOOD AND BEVERAGE AT PVR OF THE RESPONDENTS

S.NO	RESPONDENTS OF FOOD AND BEVERAGE IN PVR	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	Very satisfied	21	21%
2	Satisfied	66	66%
3	Dissatisfied	11	11%
4	Very dissatisfied	2	2%
	<b>TOTAL</b>	100	100%

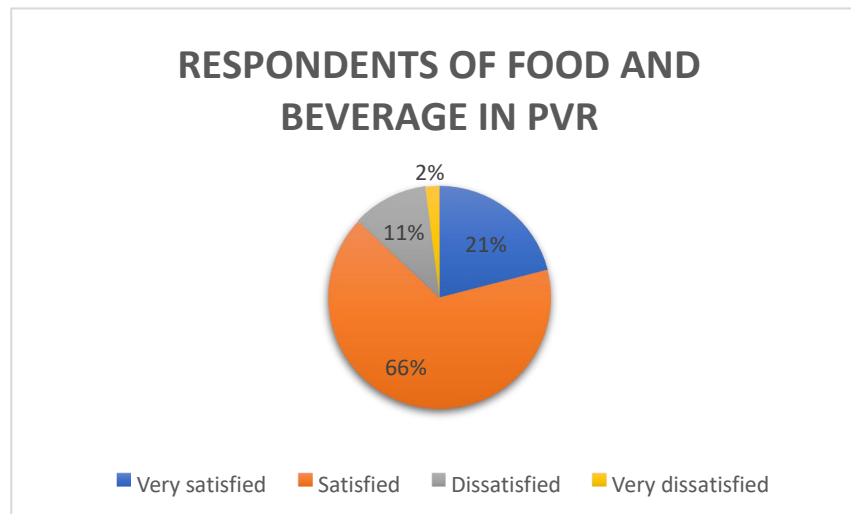
\*SOURCE: PRIMARY DATA

**INTERPRETATION:** From the above table states that 21% of the respondents are Very satisfied in PVR Food and beverage, 66% of the respondents are Satisfied in PVR Food and beverage, 11% of the respondents are Dissatisfied in PVR Food and beverage, 2% of the respondents are Very dissatisfied in PVR Food and beverage

**INFERENCE:** Majority 66% % of the respondents they are Very satisfied with PVR Food and beverage.

CHART NO: 3.3

### THE QUALITY OF FOOD AND BEVERAGE AT PVR OF THE RESPONDENTS



**TABLE:3.4**

**THE INFLUENCE YOU TO CHOOSE PVR CINEMAS OVER THE OTHER**

S.NO	PVR CINEMAS OVER THE OTHER CINEMAS OF THE RESPONDENTS	TOTAL REpondENTS	SIMPLE PERCENTAGE
1	Ticket price	26	26%
2	Special offer	30	30%
3	Seat comfort	44	44%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**CINEMAS OF THE RESPONDENTS**

**\*SOURCE:** PRIMARY DATA

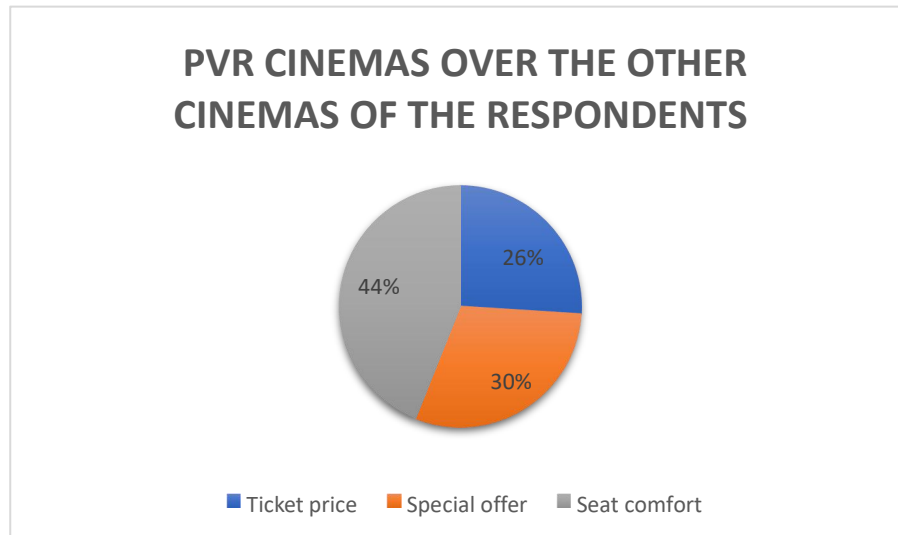
**INTERPRETATION:**

From the above table states that 26% of the respondents are Ticket price, 30% of the respondents are Special offer, 44% of the respondents are Seat comfort.

**INFERENCE:** Majority 44% of the respondents are belongs to Seat comfort.

**CHART NO: 3.4**

### THE INFLUENCE YOU TO CHOOSE PVR CINEMAS OVER THE OTHER CINEMAS OF THE RESPONDENTS



**TABLE:3.5**

### THE WATCHING MOVIES AT PVR CINIEMAS OF THE RESPONDENTS

S.NO	WATCHING MOVIES AT PVR CINIEMAS	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	Weekly	22	22%
2	Monthly	23	23%
3	Occasionally	38	38%
4	Rarely	17	17%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

\*SOURCE: PRIMARY DATA

#### INTERPRETATION:

The above table indicates that 22% of the respondents for weekly, 23% of the respondents for monthly, 38% of the respondents for occasionally, 17% of the respondents for rarely.

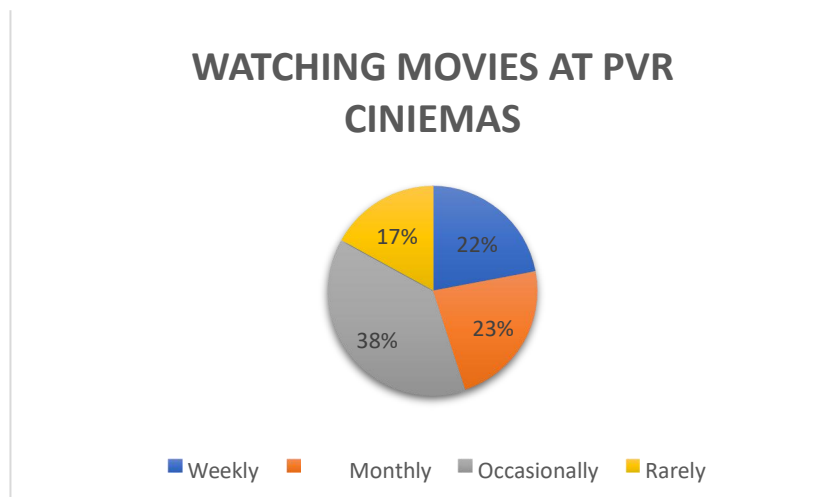




**INFERENCE:** Majority 38% percentage respondents are belongs to occasionally.

### CHART NO: 3.5

#### THE WATCHING MOVIES AT PVR CINIEMAS OF THE RESPONDENTS



## 4.CONCLUSION

The study on consumer satisfaction at PVR Cinemas reveals key insights into audience preferences, expectations, and overall experiences. The findings indicate that factors such as movie selection, ticket pricing, ambiance, seating comfort, food and beverage quality, customer service, and technological advancements (such as IMAX and 4DX) significantly impact customer satisfaction. Most respondents expressed satisfaction with the overall cinematic experience, highlighting aspects like cleanliness, sound and picture quality, and ease of booking tickets online. However, some concerns were raised regarding high ticket prices and expensive food and beverage options, suggesting areas for improvement.

To enhance consumer satisfaction further, PVR Cinemas could consider offering more affordable pricing options, loyalty programs, better customer service, and improved concession stand pricing. By continuously upgrading their services based on customer feedback, PVR can strengthen brand loyalty and maintain its position as a leading cinema chain in India. The study also highlights the influence of demographic and socio-economic factors on consumer preferences and brand loyalty. Younger audiences and working



professionals tend to prioritize convenience and digital accessibility, while families may value affordability and comfort. To sustain and enhance its market presence, PVR must continue to innovate, personalize its offerings, and address areas of concern such as pricing and accessibility.

Overall, this research underscores the importance of adapting to evolving consumer expectations in the entertainment sector. By leveraging customer feedback and data-driven strategies, PVR Cinemas can strengthen its brand equity and continue to be a preferred destination for moviegoers across India.

## 5. REFERENCE

- **Gupta, S., & Mehta, A. (2019).** “Multiplex Cinemas and Revenue Optimization: Study on PVR Cinemas” *Journal of Business Research*. This article explores the revenue optimization strategies used by multiplex cinemas, focusing on PVR Cinemas as a case study. It discusses how diversification in revenue streams—such as ticket sales, food and beverage, and in-cinema advertising—has contributed to PVR’s market dominance
- **Sharma, P., & Bhatia, R. (2020).** “The Impact of Technological Advancements on the Cinema Experience: A Case of PVR Cinemas” *International Journal of Technology and Business Innovation* This paper discusses how PVR Cinemas has



embraced technological advancements like 4DX, IMAX, and digital projection to enhance the customer experience and stay ahead in a competitive market.

- **Mishra, R. (2018).** “PVR Cinemas: A Success Story of Indian Multiplexes” *Economic Times Journal of Business Management* This article analysis the growth story of PVR Cinemas and the multiplex cinema industry in India. It covers PVR’s expansion strategy, business model, and how they capitalized on changing consumer preferences.
- **Kotler & Keller (2016).** emphasized that customer satisfaction in service industries depends on expectations, perceived service quality, and value for money.
- **Srivastava, R., & Khandelwal, A. (2019).** “Consumer Behaviour and Satisfaction in the Indian Multiplex Industry: A Focus on PVR Cinemas” *Journal of Consumer Research and Insights* This research paper investigates customer satisfaction in the multiplex industry, with a particular focus on PVR Cinemas. It highlights key factors like seating comfort, ticket pricing, and additional services that influence customer retention.
- **Kumar, P., & Rao, V. (2022).** “OTT Platforms vs. Cinema: A Study of How PVR Cinemas is Adapting to Digital Disruption” *Journal of Media Studies and Communication* This article examines how PVR Cinemas is adapting to the rise of OTT platforms.
- **Patel C (2018)** investigated what role the amenities and supplementary services play in enhancing the experience of movie comers. The study highlighted the correlation between amenities like cleanliness, food option overall satisfaction of the consumer.

