

An Empirical Study on Consumers Satisfaction of College Students to Movie Theater

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Abstract: With the development of society, college students' demand and capacity for entertainment is rising steadily, and they have grown to be the main consumers of theater. Since the homogenized competition among theaters intensified, theaters' ability in responding to customers' needs means more and more to their competitive advantage. Based on the theory of consumer behavior, customer satisfaction and "expectation – performance" model, this paper, by means of an empirical research, conducts an investigation and analysis on college student's satisfaction in theater from such aspects as marketing communication, consumption experience, pricing strategy, convenience as four dimensions and twenty-one customer satisfaction measure indices. Meanwhile, all the indices are screened on the basis of stepwise regression, correlation and "expectation-perception" gap analysis. The research results show all of the factors mentioned above have increasing influence on CS in ascending sequence. And, factor defined as convenience mainly include ticketing method, ticketing speed, information, screening schedule, location and waiting period.

Key words: Customer satisfaction; Theater; College students; "Expectation-performance" model

1 Introduction

In recent years, theater industry in Wuhan maintains a rapid development. The industry to accelerate the scale of increase, and the annual film box office hit a new high. Though the filming industry market rose, it is also exposed some constraints such as product homogeneity, unreasonable schedule, slow renewal of equipment and the lack of service characteristics. On the other hand, Wuhan has a large consumer group of five or six hundred thousand college students, focusing on entertainment consumption, luxurious consumption and tourism, a potential group cannot be ignored. Thus, in Wuhan, the satisfaction of college students is an important factor for an increase of film box for each theater.

Currently, academic research on CS is blossoming, followed by abundant theories. While, research on CS of theater is nearly blank, much less the research concentrates on college student. However, with economic development and social progress, recreational activities have taken itself as an important part of college student's daily life. So, there is growing importance of launching a probe into the relationship between CS and consuming behaviors of college student in theater. The definition of CS from Philip•Kotler is an influential one among the numerous ones, which defined CS as a feeling of pleasure or disappointment when comparing one's expectation and perception of a certain product or service^[1].

Wen Tao (2009) explores influencing factors of customer experience in a theater and its transmission path. The study finds that dimensions as promotion / physical evidence, convenience, reasonable prices exert a direct positive effect on customer experience; conversely, the quality of services and the expected video quality exert indirectly influence over customer experience through the promotion / physical evidence^[2]. (Wen Tao, 2009)Customer experience acts on cognitive loyalty and intention loyalty directly and positively, while cut no ice on emotional loyalty and behavioral loyalty. And the low brand loyalty of theater owes to the convergence brand marketing strategy^[3]. (Xu Xiuyu, 2008)University student value environment and facilities most when making leisure decision, which followed by distance and traffic convenience, and college students satisfaction with leisure is low with personalized needs having not yet been fully sated^[4]. (Xu Guogang, 2008) The main factors that influence college students to theater are the high ticket price and easy access to movie resources, and that attract college students to theater are social need, film appeal, screening effect, audio-visual experience and discounts^[5].

Therefore, given the characteristics of college students' consumption psychology and behavior, this paper constructs a CSI system for college student in theater by referring to the popular dimensions of satisfaction assessment and the characteristic of theaters industry, in hope to find the key factors that affect college students' satisfaction in theater.

2 Research Design

2.1 A CSI evaluation system for the college students in theater

2.1.1 Characteristic of college students’ consumption psychology and behavior

Firstly, college students have highly demand for convenience. They hope to get the latest film information, promotional information, price and preferential information and the speediest booking service. Secondly, College students universally have the value tendency of hedonism consumption. They purchase for finest-produced and audio-visual entertainment products. They would like to communicate with customer representative and customers having similar preference. Thirdly, college students have strong self-esteem, self-respect and self-identity. Because of high education, high social and cultural accomplishment, their way of life often show a certain award and superior, and always become the symbol of community. So, they hope to achieve self-image, promotion of the social status and community identity through relevant consumption. Fourth, college students hope to regain individuation and are particular about fashion and privacy. They hope not only to grasp the frontal fashion and changing demand but also keep consumption process independent. Finally, college students need release individual pressure. They want to arouse self fantasy and longings fully by self entertainment experience.

2.1.2 The construction of CSI system for college students in theater

The paper conducts a depth interview randomly with five college students who go to theater more than 2 times per month on average. The interviewees were asked the main principles of selecting theaters, the (un)satisfied place during the whole consumption process (including information search) and perspective on indices such as film, price, information, service, environment, advertisement and promotion. Next, both by identifying keywords’ meaning through the interview record and referring to the currently popular satisfaction assessment dimensions, the paper constructs an CSI system for college students in theater based on characteristics of college students ‘ consumption psychology and behavior.

2.2 Evaluation model of CS

This paper quotes “expectation- performance” model proposed by Oliver, a U.S. marketing scholar. The model suggests that a client will establish expectations according to past experience or ads before consumption. After the actual buying, they will compare perceptions with expectations, and customers will be satisfied only when perception exceeds expectation.

2.3 Questionnaire design

According to “expectations – performance” model, the CSI system is transformed into two pieces of Richter containing 21 problems each, namely, “Your perceptive value towards theater’s service ”, “Your expected value towards theater’s service”. So, interviewee’s satisfaction

degree $s = \sum_{i=1}^{21} \left[\frac{W_{si}}{\sum_{j=1}^{21} W_{sj}} W_{pi} \right]$, W_{ei}/W_{pi} indicates interviewee’s expected (perceptive) value to question NO.i.

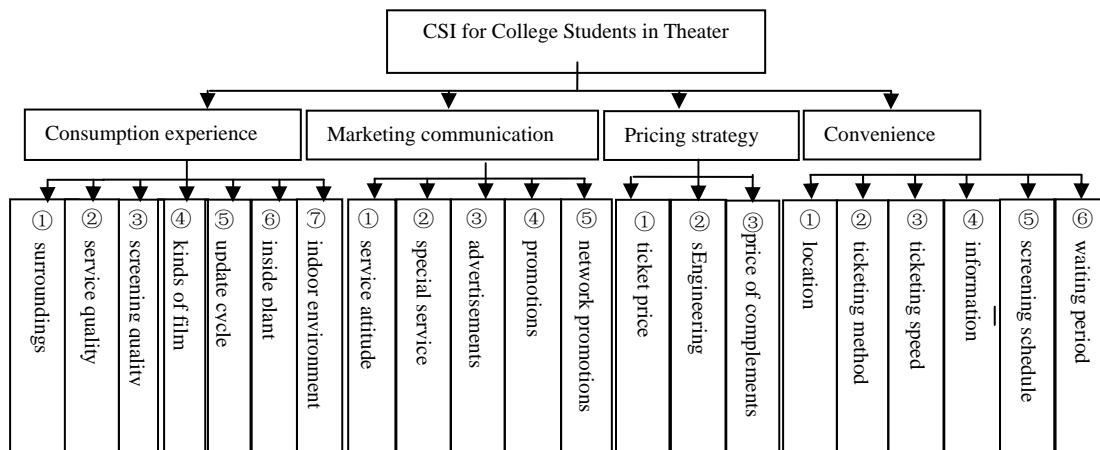


Figure1 CSI System for College Students in Theater

3 Empirical Analyses

By means of stratified sampling, the research sorts out 200 questionnaires in 6 university, and 181 are valid with a usability rate of 90.5%. The questionnaire proves to be valid and reliable with factor

analysis and a Cronbach α test. All coefficients of the four indices (convenience, experience, marketing communication and pricing) are higher than 0.7 (0.851, 0.823, 0.79, 0.71 respectively) in Cronbach alpha test. By means of exploratory factor analysis (with variance maximization rotation), the paper extracts 6 components with the standard that factor loading of each index is higher than 0.5 on one component solely. Thus, Q1 surroundings, Q4 kinds of film Q13 ticket price are erased. Which leads the KMO up to 0.873 and accumulated explain variation up to 79.593%.

3.1 Descriptive statistics of samples

Table 1 Descriptive Statistics of Samples

Indices		Proportion	Indices		Proportion
Gender	Male	42.7%	College	WHU	15%
	Female	57.3%		HUST	10%
Major	Literature and art	36%		WHUT	40%
	Science and engineering	43.3%		ZUEL	12.5%
	Management	13.5%		CCNU	15%
	Others	7.2%		HBUT	7.55%

The sample structure is reasonable with proper proportion in sex, major and level of the school. The interviewees are not only from liberal art school of great antiquity, but also from those key colleges that enjoy formidable strength in science and engineering. Meanwhile, there are still a part of interviewees from economic college, normal university and 2-this academy. In a word, samples are of great representative.

3.2 Descriptive statistics of CS

Survey shows that samples' satisfaction degree is 4.29 on average, whose mode is 3.87, both locate in middle level and leaving a huge ascending space (figure 2). Consequently, college students' satisfaction in theater is slightly low. Meanwhile, skewness of the CS curve is 0.378, showing a trend towards high value, which indicates a great potential to pull up. Further.

3.2.1 Regression Analysis

Coefficients of regression equations and the correlation coefficient declare relevance between different variables. The higher the coefficient is, the stronger the correlation is. By way of Pearson Correlation analysis (including two-tailed test), the paper judge the contribution each dimensionality makes to satisfaction.

Table 2 Pearson Correlation between Index and CS

Index	Customer Satisfaction	
Convenience	Pearson Correlation	.544**
	Sig. (2-tailed)	.000
Pricing strategy	Pearson Correlation	.522**
	Sig. (2-tailed)	.000
Experience	Pearson Correlation	.510**
	Sig. (2-tailed)	.000
Marketing communication	Pearson Correlation	.322**
	Sig. (2-tailed)	.000

At 0.01 significant levels, all of the four dimensions in this paper are proved to have significantly positive correlation with CS (table 2). To begin with, related coefficient between convenience and CS is biggest, indicating the strongest relevancy. In that order, follow the indices as pricing, experience and communication. Hence, convenience is the primary key factor that impact college students' satisfaction in theater, which affects their satisfactory rating directly.

Then, by holding a stepwise regression on sub-indices of convenience, the paper finds that ticketing method enters the regression equation firstly, which explain convenience best. Indices defined as ticketing speed, information, film schedule, location and waiting period enter regression equation one by one, so their explanatory ability decrease accordingly. As for T test, all variables' coefficients are significantly different from zero in 0.01 levels. As it is shown in table 3, Convenience = 0.229*ticketing way + 0.295*ticketing speed + 0.193*screening schedule + 0.161*information + 0.138*location - 0.110*waiting period - 4.073.

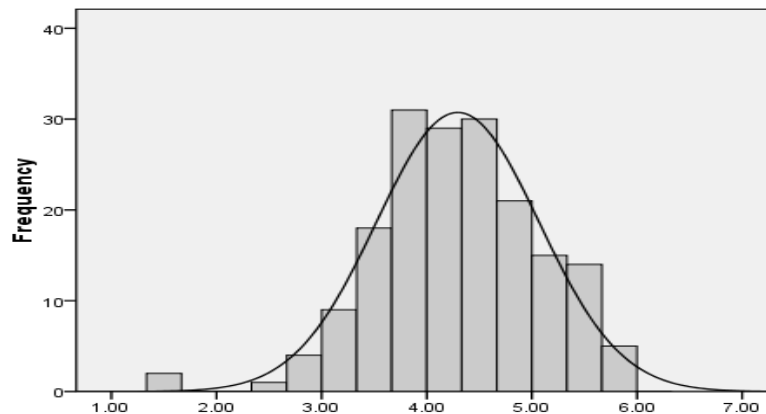


Figure 2 CS Curve of interviewees

In conclusion, all of factors (convenience, fare, experience and marketing communication) have significant positive influence on CS, among which, convenience is the most important one. And that convenience includes indices such as ticketing way, ticketing speed, screening schedule, information, location and waiting period (in descending order).

Table 3 stepwise Regression on sub-indices of convenience

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.914	.155		-18.795	.000
	ticketing method	.657	.034	.828	19.535	.000
2	(Constant)	-3.405	.138		-24.760	.000
	ticketing method	.410	.038	.517	10.722	.000
	ticketing speed	.363	.039	.449	9.313	.000
3	(Constant)	-3.872	.135		-28.589	.000
	ticketing method	.331	.035	.417	9.454	.000
	ticketing speed	.314	.035	.388	9.051	.000
	information	.230	.031	.270	7.444	.000
4	(Constant)	-4.177	.137		-30.570	.000
	ticketing method	.284	.033	.358	8.494	.000
	ticketing speed	.300	.032	.371	9.343	.000
	information	.187	.030	.220	6.336	.000
	screening schedule	.171	.031	.189	5.550	.000
5	(Constant)	-4.231	.128		-33.021	.000
	ticketing method	.207	.035	.261	5.956	.000
	ticketing speed	.290	.030	.359	9.647	.000
	information	.153	.028	.179	5.375	.000
	screening schedule	.162	.029	.180	5.624	.000
	location	.140	.027	.192	5.095	.000
6	(Constant)	-4.073	.125		-32.465	.000
	ticketing method	.229	.033	.288	6.906	.000
	ticketing speed	.295	.028	.365	10.398	.000
	information	.161	.027	.189	5.998	.000
	screening schedule	.193	.028	.214	6.902	.000
	location	.138	.026	.189	5.328	.000
	waiting period	-.110	.023	-.132	-4.696	.000

a. Dependent Variable: convenience

4 Strategies to Enhance CS of College Student in Theater

4.1 Innovation on ticketing method

In this information society, theater should develop diversified booking system. Build up a portal web (applicable to cell phone), equipped with function like online booking, online inquiry, online

deposits and background management. Once customers' desire stimulated when they browse trailers and subject information online, these functions can help to retain emotional customers. Cooperate with exchange carrier in order to develop short message ticket reservation system, so that customer can book the ticket by sending messages about the title and corresponding screen-time. The development way to make the movie name, send corresponding booked time can relax booking. Actively promote voice-booking system, conduct etiquette training to related staff, which may ensure high-quality service.

4.2 Innovation on information issuing

In leisure industry with low customer participation like theater, information plays a big part in appealing customers. Information mentioned here includes subject information (brief video introduction, trailer, still, crew information, news-flash), market response (professional critic, fans' review), star news, promotion activities of theater. At present, theaters usually release subject information and promotion activities merely, but neglect information on market response and stars. However, the mentality trait of conformity and "keeping -up-with-the-Jones" make college students scramble for warmly-hyped films. In this approach, information on market response can stimulate college students to watching films in theater effectively. Simultaneously, being an idolater, college student is keen on capturing star-news. If theater website offer all-sided entertainment news in real time, both of its publicity and reputation will rise steeply. Moreover, movie stars have so much charisma that appeals college students to theater.

On the other hand, besides physical exhibition, methods as following can be adopted to issue information too. Firstly, build up a portals website. The website should include "film library", "film review", "screening schedule", "promotion hunting". Secondly, team up with radio program, television program and regional newspaper, especially those popular radio programs among taxi drivers. Last but not least, construct an E-mail database for purpose of sending promotional information to college students extensively.

4.3 Innovation on pricing policy

In stepwise regression analysis, fare ranks only second to convenience in deciding CS. But, it locates in patch area with features of "high expectation- low perception". So, fare is also the key factor that drives consumption behavior. Theaters in Wuhan had better provide multi-promotions, such as "birthday privilege", "three goods student privilege", "workday daytime privilege", "single film privilege" and "monthly ticket privilege". And, theaters can afford souvenirs and snacks to those lovers coming to theater.

5 Conclusions

The empirical analysis constructs a CSI system for theater, which not only apply to college students but also other young peoples. The paper shows that convenience, pricing strategy, experience and marketing communication exerts positive influence on CS in descending order. Convenience is the key factor affects the CS of college students in theater, which includes ticketing method, ticketing speed, information, screening schedule, location and waiting period. Meanwhile, the CS of college students in theater is in middle level yet. Finally, the paper gives some suggestions to enhance CS of college students in theater according to the empirical study.

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