Identifying Key Factors Affecting Consumer Decision Making Behavior in Cinema Context: A Qualitative Approach

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Abstract— Cinema audience behavior from marketing perspective was first coined Bruce Austin (1981). Many researchers after him refer to Austin’s descriptive quantitative research. But during last three decades, researcher usually only take notice to one or two, at most six factors (Neelamegham et al., 1999). Therefore, needs to be done exploratory research with a qualitative approach to capture the complexity of factors influencing the selection decision process film in theaters. Based on qualitative research using focus group discussion, it’s find that at least 5 main factors, consist of 18 factors, that influence consumer behavior when choosing movie in cinema. Those factors are: marketing communication (advertising, publicity); neutral information source (film review, word of mouth); film characteristic (genre, director, remake production, country of origin, actor, adaptation works, production house, title); content (story, objectionable content, technology); ease (screening schedule, title).

Keywords— Cinema Consumer, Cinema Audience, Consumer Decision Making.

I. INTRODUCTION

Research on product purchasing decisions hedonic or experience received attention since three decades ago [13], [1], [14], [18]. However, compared with the purchase of the rational model, research in this area has not been developed. This approach still lacks a solid foundation for the concept of experience is still difficult to define [18], and decision-making models of consumer products have not been enough experience [5].

One experience product is film. There are two traditions on cinema audience research. The first approach is using econometric model. The second one is based on behavioral or psychological approach. In this tradition, the researchers focused on individual studies, such as motivation, purchasing decisions, opinions, attitudes, moods [3], [4], [11]. Such studies are consumers as research subjects. The author will follow tradition, the study of behavioral or psychosocial.

The researchers explain key factors that affecting consumer decision making in cinema partially [18], [9], [19], [16], [12], [17], [14]. During last three decades, researchers usually take notice to one or two mostly six factors.

Although so many research have done, but none of researcher who able to develop parsimonius consumer decision making model that explain cinema decision making process that involve many factors. Two decades ago, Bruce Austin (1981) initiate this cinema audience research. He able to explain 55% factors that affected movie attendance decision making i.e: word of mouth communication, television advertisement, genre, film review, movie star. Until now, others factors still arguing. Some studies also show the opposite result as movie reviews [18] and seasonality factor [16] and [10].

All the research described earlier are choose a quantitative design. Early study by Austin (1981) was developed based on a literature review. Then the researchers conducted a quantitative descriptive analysis to determine the percentage of the factors influencing the decision to see the movie. He didn’t explored factors using qualitative methods. So, the complexity of the decision to choose-forming factors not taken into account as well. In addition, Austin (1981) also puts all the decisions about the movie choice as if it were a rational decision. Since film is an experience product, it has a different mechanism for purchasing decisions, a greater emphasis on mood aspect [5].

Therefore, needs to be done exploratory research with a qualitative approach to capture complexity of factors influencing the selection decision process film in theaters. Exploratory study is the first phase of the order of the research with the aim of understanding the phenomenon in detail so it can be constructed research questions and hypotheses to be tested more systematic and widespread [15].

Based on theoretical and contextual background that the research question posed are what factors that influence consumer decision-making process to choose a cinema movie?
II. LITERATURE REVIEW

A. Purchase Decision Model

There are many models that can be used to explain the purchase decision process. Basically divided into two models: rational and emotional model. A more rational decision model that gives priority attention to the cognitive aspects of functional reasons when eating. In contrast, the hedonic model emphasizes the decision on priority aspects of affective emotional reasons when eating. The second model is the emotional model. In this model explains that in making purchasing decisions of consumers greatly influenced by the emotional situation. In this model, sensory (taste, vision, smell, hearing, touch) the consumer is influenced stimulus provided by the manufacturers through marketing strategies [2]

B. Experience Product Consumption

Experience product consumption can be divided into four stages [8] that are: experience before taking, purchase, feel and remember the product consumption. There are several aspects of consumer product experience: multisensory consumption involves symbols and perceptions [13], consumers use subjective criteria to select [5], the process consumes more important than the time of purchase [5].

C. Film as Experience Product

By its nature as a hedonic and experience product, film can be identified as a product that offers emotional experience. Through watching activity, consumer hopes film can bring special feelings such as love, surprised, happy, angry, sad, deeply moved, frightened [12]. At the consumption and evaluation stage, affective component is very considered. Based on watching movie experience, the satisfaction will obtained if the film is able to give surprise attract attention and create strong emotions [5].

III. RESEARCH METHODS

A. Informant and Data Collecting Technique

Data collection techniques focus group discussions (FGD). For each FGD, researchers will try to get 6-8 people respondents. Respondents obtained by getting the consumer in the cinema. Respondents were selected from seven different days. Respondents were selected by criteria routinely watch movies at least once a month. It’s because the price of movie tickets set differently on different days. With these considerations, it is possible there are consumers who come under the price variations.

FGD were conducted several times so that the data generated saturated. Based on this principle, FGD conducted 3 times. The question in this discussion is an elaboration of the factors that influence the selection decision to the movies. There are 5 key questions throughout the discussion is divided into two groups. The first group consisted of three questions relating to the experience of watching movies in theaters. Questions regarding: (1) decision-making process to the movies, (2) the experience to see and (3) experiences / feelings after watching the movie. The question posed is related to the characteristics of products that are intended to evoke the experience of experiences, feelings, and a certain pleasure from the consumers themselves.

The second group of questions is relating to information and characteristics of the film. Both of these problems in the pervious research regarded as an important factor influencing the selection decision to the movies. To help participant remember their experience, participants were asked about their experience chronologically. After all, reflective questions were asked related to information source and film characteristics. The tendency to choose certain information source and movie taste maybe never realized by consumer before.

B. Method Analysis

Data obtained through FGD were analyzed using two approaches to analyze the contents of the discussion: analytic induction and logical analysis. Those provide a systematic process or stages of the procedure to achieve an in-depth analysis [7]. Stages of data analysis is the transcript of the discussion, content analysis (indexing, storage and retrieval, interpretation), report writing.

IV. DISCUSSION

All the FGD participants claimed love to watch movies. In general, consumers are involved in the film FGD is divided into two segments. The first segment is a cinema lover or according to one of the participant (André) is a film consumer. They are not mind to watching movies alone only in order to enjoy the movie at the maximum. Before choosing a movie to see, they get different information source from various media. Selection of movies is largely determined by its own decision. After seeing the movie they are willing to become film communicators by write film opinion in their personal blog, social networks, discussion forums on Internet and interpersonal communication. The objective is to obtain the meaning (message) of movies meaning about life values. They like to talk and reflect on the meaning of the movies they see. In many cases, discussions and reflections that affect their personal live such as providing motivation and bring creative ideas.

The second segment, according to Andre, is place (cinema or theater) consumer. Consumers put the film as a means of entertainment. Cinema is an alternative place to spend time with people they like as a friend and girlfriend. They also made film selection but the most important thing
is being with their friends. So their choice of films is strongly influenced by group selection.

Both segments have the same goal in watching movies that get or feel the new experience that has never experienced in everyday life. Experience can be associated with unusual true story, fictional or fantasy stories. It must be considered in choosing this film is the story. This story is also the most decisive factor of consumer satisfaction and dissatisfaction with a particular film. The story is about plot, background, and music that develop certain atmosphere that consumers expected. Consumer expectation were develop through information about story that obtained through synopsis; trailer, word of mouth, advertising (posters and billboards), the work of previous adaptation (novels, comics, film series), news, and movie titles.

Other factor that also influencing film chooses decision is director and movie stars. Participants gave greater attention to foreign film directors. Almost all participants have distaste to certain film genres. Some viewers are interested in choosing a movie remake because the urge to reminisce and compare with the original work's most recent film. Movie sex scenes and violence with high intensity tend to be avoided because it is considered contrary to personal values, social norms and cause an unpleasant physical reaction. It is therefore inappropriate content such as sex and violence tried to avoid intensively. Some participants considered the home state of origin and production because it can display the quality of the movie.

Based on these findings, the proposed taxonomy of the factors that influence the decision to choose the movie. Consumers consider a few things before selecting a movie that: (1) marketing communication, (2) neutral information source, (3) the film characteristics, (4) content, and (5) ease.

Producer usually has marketing communication program to promote film. The marketing communication channel is advertising (banners, billboards) and publicity (press releases, review and trailers) that distributed in many media such as Web sites, magazines, newspapers and television. There are a lot of the information contained in the marketing communication message, such as title, director, producer, music player, home production, genre, behind the scenes, history summary, cinematography, etc. This information is often used as a reference for consumers to select movies.

Marketing communications message and movies presence can trigger conversation about film among consumer and observer (critic) films. Consumers who have seen the movie or get exposure marketing communication messages will talk about their knowledge on other consumers to trigger word of mouth communications. It can be done through direct conversation or social networking media. While film critics usually wrote his review movies on the Internet, magazine and newspaper sites.

Marketing communication messages typically include the characteristics of the film. It deals with film-forming factors such as directors, players, genre, remakes, national origin, adaptation of work and home production. Through information about the properties of film consumers can infer the shape and quality of the film, giving rise to hopes of a certain satisfaction.

Through the trailer and synopsis consumers can guess film contents. Content related to story, objectionable content, and technology. Story is woven among musical arrangements, plot, and acting of the stars. Objectionable content related to violence and sexuality level featured in the film. In many films, violence and sexuality are used as a spice in the story. But if they presence was too extreme, both in terms of variety and frequency, does not seem like the audience. This film is a spectacle that is loaded with lots of technology. The use of camera tricks, animation, 3 Dimension, visual effects turned out to boost moviegoers interest.

The last factor is the ease. It’s relates to the suitability between screening time and consumers personal schedules. This explains increasing the number of moviegoers on the eve of holidays and days off (weekends, school holidays, Idul Fitri and New Year holidays) phenomenon. Some customer’s come directly to the film without armed with information about the movie being played. In this situation, consumers choose a movie based on the title. Title is the most easily accessible information in a cinema.

V. RECOMMENDATION FOR FURTHER RESEARCH

Based on this qualitative research, we able to identify key factors affecting consumer decision-making behavior in cinema context. Compared to previous studies, this study was able to capture some of the determinants of purchasing decisions. Nevertheless, this study has limitations in terms of generalization. Therefore it’s necessary to learn more. Future research is expected to specify the factors that are considered most important for consumers. Further, to test the influence of the decisive factors as independent variables to film consumer decision as dependent variable. So in the able to develop models that could explain the complexity of the decision-making process at the cinema.

REFERENCES

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### Table 4.2

<table>
<thead>
<tr>
<th>Segment</th>
<th>Watch Movie Purpose</th>
<th>Mainly decision making source</th>
<th>Behavior after watching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film Consumer</td>
<td>To get new experience</td>
<td>Their own taste according to intensive information search</td>
<td>Willing to become film communicator by writing their opinion in personal blog, social network, discussion forum in internet and interpersonal communication</td>
</tr>
<tr>
<td></td>
<td>To get moral message and life values</td>
<td>Willing to watch movie alone in order to maximize movie watching enjoyment</td>
<td></td>
</tr>
<tr>
<td>Place Consumer</td>
<td>To get new experience</td>
<td>Group decision (based on peer group)</td>
<td>If they are satisfied, they talk the movie during eating after watching movie. If they aren’t satisfied, they don’t talk about it.</td>
</tr>
<tr>
<td>(Cinema/Theater)</td>
<td>Entertainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enjoying spare time with friends</td>
<td></td>
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Taxonomy of Factors Affecting Decisions Choosing a Film in Theaters

1. Marketing Communications
   - Advertisement
     - Poster, Billboard
   - Publicity
     - Trailer, Synopsis, News

2. Source of Neutral Information
   - Movie Review
     - Film Website, News Paper, Magazine
   - Word of Mouth
     - Direct Talks, Social Network, Discussion Forum

3. Film Characteristics
   - Genre
   - Film Director
   - Works Remake
   - Country of Origin
   - Performer
   - Works of Adaption
   - Production House
     - Major Studio, Independent Distributor
     - Screening Schedule, Title
     - Holiday, Night Off

4. Content
   - Story
     - Plot, Setting, Acting
   - Objectionable Content
     - Music, Severity
     - Sexuality, Animation
   - Technology
     - Visual Effect, 3D