

## CUSTOMER PREFERENCE AND SATISFATION TOWARDS ONLINE MOVIE TICKET BOOKING SYSTEM

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### ABSTRACT

In today's cohort going to a movie has been the culture of all the families. In spite of their entire busy schedule, it is a time to spend some valuable memories along with their family members. Online movie ticket booking system is a web based ticket booking system. For booking their tickets in online they have to depend on their internet facility. By this system, their necessity towards booking a ticket to a movie is possible with easier manner. This study focused on how far the customer prefers online movie booking facility and their satisfaction level.

**Keywords:** Internet access, Preference and Satisfaction.

### I. INTRODUCTION

Online movie ticket booking system is based on Internet. By this methodology the movie theater owners and the customers can handle all their cinema activities quickly and safely. This online movie ticket booking system provides complete information like booking for a movie, seat allocation, show timings, movie ticket cancellation and payment services. For reserving a ticket to a movie the customer should use ATM/Credit/Debit cards and it can be cancelled they are in need. These systems are so easy and simple and attract every customer and they make comfortable to use and select their movie in their desired seat number and seat position.

### II. REVIEW OF LITERATURE

According to **Alfawaer. Awni and Al-Zoubi (2011)** define an e-ticket as "a paperless electronic document used for ticketing travelers, mainly in the commercial airline industry" (p. 848).

**Lubeck, Wittmann and Battistella (2012)** are able to examine these issues by tracing the evolution of e-tickets and efforts by the organization to improve efficiency in ticketing operations. According to these authors, e-tickets have evolved to address concerns associated with “inefficiency in information management and control of operations” (p. 18). E-tickets, as noted by Lubeck and co-workers, require the creation of a comprehensive technological platform that controls almost every aspect of the customer relationship within the organization. As such, the roots of e-ticketing go much further than the interface with the customer.

**Sorooshian, Onn and Yeen (2013)** further define e-ticketing as “a procedure of keeping record of sales, usage tracking and accounting for a passenger’s transport with no requirement for a paper ‘value document’” (p. 63). This definition clearly indicates that the e-ticket includes more than just a paperless document for the passenger: rather the e-ticket represents an extensive architecture within the organization that provides a wealth of information about the consumer.

**S. Renugadevi, & G. Janabai (2017)**, has analysed the customer attitude towards online travel ticket reservation system in Madhurai city. Results will reveal that new system provides greater flexibility, more choice, better experience, greater information to choose better offer and reduced cost. The study has established that the demographic profile of respondents such as age, gender and educational qualifications has an impact on choice of services by customers.

**S. Sanath Kumar and K. Kaliyamurthy (2019)** in their paper examined the impact of online bus ticket booking system on customer satisfaction in Tiruchirappalli city. The analysis disclosed that the determinants namely, on-demand, cashless, all in one, privacy are exploited as solicitous factors and determinants such as less expensive, secure, situation, time saving are exploited as assent factors.

**Vikas Tyagi & Hari Krishna (2019)** has conducted TOWS analysis of bookmyshow. They opined that the bookmyshow is doing well in its present movie related business but suggests expanding their business in non-movie business areas such as music, stage shows, sports, and live events.

**Punith kumar D.G and Pooja K.M.B (2020)** has conducted a study on consumer's predilection towards Online Movie Ticket Booking system (with reference to bookmyshow.com in Davangore city). They analyse the consumer predilection towards online movie ticket booking system and the reasons for predilection and problem faced by consumers. Based on the study, Consumer Predilection is dependent on various demographical factors, and hence the company need to finely tune its strategies to meet requirements of diverse sets.

### **III. NEED OF THE STUDY**

In our recent scenario, everyone is addicted towards Internet facility. In addition to that, it's an urge to know how far the customers prefer online mode to book a ticket for a movie and their satisfaction level towards online movie booking system.

### **IV. SCOPE OF THE STUDY**

In today's scenario, digital mode of booking system has been faster day by day. The study has been analysed the preference level of the customers towards online movie ticket booking system and their satisfaction level

### **V.OBJECTIVES OF THE STUDY**

- To study the demographic and socio-economic status of the customers in the study area.
- To examine the factors influence the customer to prefer online movie ticket system.
- To evaluate the level of satisfaction derived by the customer while using online movie ticket booking system.
- To identify the various issues faced by the customers and offer suggestions based on the result of the study.

### **VI. HYPOTHESIS OF THE STUDY**

**Based on the objectives framed the hypothesis is created**

- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and 24/7 open access.

- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and saves time.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Promotional offers and Discount.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Cashless transaction.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and social image.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Intention to use.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and risk takers.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and selection of seats facility.
- Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Problem faced by the respondents.

## **VII. RESEARCH METHODOLOGY**

### **Area of the Study**

The study is conducted in Coimbatore City. It is the largest industrial center next to Chennai. Growing income level, habitat of more migrant population, increase in middle class earning, increasing dual income families and rapid economic changes among the households in predominate in this district. The economic prominence of this city has motivated the researcher to select this region for the field research.

### **Sampling Framework**

Convenience sampling technique has been adopted for the effective conduct to the study. The structured Questionnaire was distributed. Out of 210 questionnaires, 205 were distributed and fully filled questionnaire was 200, thus the study was restricted to 200 respondents.

### **Data Source**

The structured questionnaire was used to collect the primary data. Secondary data were collected by referring related books, journals, websites and magazines.

### Statistical Tools Applied

- Simple Percentage Analysis
- Average Rank analysis
- ANOVA
- Chi- Square Test

## VIII. LIMITATIONS OF THE STUDY

The study is restricted to 200 respondents. The sample respondents may not represent the entire population. The study is limited by time and financial resources.

## IX. FINDINGS OF THE STUDY

**Objective 1 :** To study the demographic and socio-economic status of the customers in the study area.

### I. SIMPLE PERCENTAGE ANALYSIS

- Based on the study, Majority of the respondents are female and they are covering under the age group between 18-25 and most of them are Married.
- Majority (63%) of the respondents are Undergraduates and they belongs to the income level between Rs.15000-25000 and they are private employed and most of their family has four members among them 2-4 number of earning members are there in their family.

**Objective 2 :** To examine the factors influence the customer to prefer online movie ticket system.

### II.AVERAGE RANK ANALYSIS

**TABLE SHOWING FACTORS INFLUENCE THE CUSTOMER TO PREFER ONLINE  
MOVIE TICKET BOOKING SYSTEM**

PARTICULARS	R1	R2	R3	R4	R5	R6	R7	R8	TOTAL	AVERAGE	RANK
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24/7 Access	203	234	155	76	114	42	23	37	884	27.62	III
Saves Time	770	222	55	40	0	38	13	42	1180	36.87	I
Promotional offers and Discount	77	498	185	148	96	0	0	39	1043	32.59	II
Cashless transaction	77	180	95	96	144	92	22	27	733	22.90	V
Social image	91	0	55	0	90	98	97	21	452	14.12	VII
Intention to use	84	0	120	228	63	104	34	23	656	20.5	VI
Risk takers	57	0	43	72	0	91	92	17	372	11.62	VIII
Selection of seats facility	98	66	335	212	93	26	11	32	873	27.28	IV

The results of factors influence the customers to prefer online movie ticket booking system is Saves time stands no 1, Promotional offers and Discount by no 2, 24/7 Open access by no 3 followed by Selection of seats facility by no 4, Cashless transaction stands no 5, Intention to use stands no 6, Social image as 7 and at last Risk takers stands no 8.

**Objective 3 :** To evaluate the level of satisfaction derived by the customer while using online movie ticket booking system.

### III. ANOVA

#### HYPOTHESIS 1

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and 24/7 open access.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and 24/7 open access.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND 24/7 OPEN ACCESS**

PARTICULARS	MEAN	F	SIG
Gender	0.185	3.898	0.010**
Age	0.371	10.139	0.000**
Marital Status	0.190	1.209	0.308

Educational Qualification	0.588	1.326	0.267
Monthly Income	0.537	14.030	0.000**
Occupational status	1.484	1.096	0.352
No of Members	0.735	6.183	0.000**

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

With regard to socio-economic and demographic profile of the respondents towards 24/7 open access, Gender, Age, Monthly Income of the respondents and No of Members in the family were highly significant at 1% level ( $P < 0.01$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted related to 24/7 open access.

### **HYPOTHESIS 2**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and saves time.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and saves time.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND SAVES TIME**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.118	65.093	0.000**
Age	0.477	24.749	0.000**
Marital Status	0.175	2.838	0.324
Educational Qualification	0.420	23.519	0.001**
Monthly Income	0.591	9.662	0.000**
Occupational status	1.939	58.950	0.000**
No of Members	0.528	50.896	0.000**

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

The above table clearly shows that Gender, Age of the Respondents, Educational qualification, Monthly income, occupation and no of members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). Hence the null hypothesis is rejected and the alternative

hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to saves time.

### **HYPOTHESIS 3**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Promotional Offers and Discount.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Promotional Offers and Discount.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND PROMOTIONAL OFFERS AND DISCOUNT**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.185	9.873	0.002**
Age	0.591	0.961	0.328**
Marital Status	0.192	0.362	0.548
Educational Qualification	0.786	19.451	0.001**
Monthly Income	0.602	14.488	0.000**
Occupational status	1.100	70.892	0.352
No of Members	0.742	14.77	0.000**

**\*Significant 5% @ 0.05**

**\*\*Significant 1% @ 0.01**

The above table clearly shows that Gender, Age, Educational qualification, Monthly income and no of members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). Hence the null hypothesis is rejected and the alternative hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to Promotional Offers and Discount.

### **HYPOTHESIS 4**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Cashless transaction.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Cashless transaction.



**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND CASHLESS TRANSACTION**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.154	17.821	0.000**
Age	0.484	3.543	3.461
Marital Status	0.180	4.979	5.924
Educational Qualification	0.408	3.353	0.020*
Monthly Income	0.631	2.243	3.085
Occupational status	1.420	4.124	0.007**
No of Members	0.714	8.321	0.000**

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

The above table clearly states that Gender, Occupational status and No of Members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). The next Educational Qualification was found to be significant at 5% level ( $P < 0.05$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to cashless transaction.

### **HYPOTHESIS 5**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and social image.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and social image.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND SOCIAL IMAGE**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.167	11.311	0.000**
Age	0.553	15.440	3.579
Marital Status	0.409	3.093	0.028*
Educational Qualification	0.487	1.052	0.001**
Monthly Income	0.508	8.560	0.000**

Occupational status	1.289	2.151	0.000**
No of Members	0.655	14.953	4.321

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

The above table clearly states that Gender, Educational qualification, Monthly Income, and Occupational status were found to be highly significant at 1% level ( $P < 0.01$ ). The next Marital status was found to be significant at % level ( $P < 0.05$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to social image.

### **HYPOTHESIS 6**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Intention to use.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Intention to use.

### **TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND INTENTION TO USE.**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.149	30.975	0.000**
Age	0.536	11.187	0.000**
Marital Status	0.177	8.876	4.876
Educational Qualification	0.366	16.312	0.000**
Monthly Income	0.594	9.194	0.026*
Occupational status	1.446	3.757	5.248
No of Members	0.741	7.896	6.742

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

The above table clearly states that Gender, Age of the respondents and Marital Status were found to be highly significant at 1% level ( $P < 0.01$ ). The next monthly income was found to be significant at % level ( $P < 0.05$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. Hence the null hypothesis is rejected and alternative hypothesis is accepted related to Intention to use.

### **HYPOTHESIS 7**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and risk takers.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and risk takers.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND RISK TAKERS**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
Gender	0.079	97.287	0.000**
Age	0.558	4.880	0.003**
Marital Status	0.193	0.445	0.721
Educational Qualification	0.354	13.826	0.000**
Monthly Income	0.587	7.309	0.000**
Occupational status	1.390	5.596	0.001**
No of Members	0.748	4.999	0.002**

\*Significant 5% @ 0.05

\*\*Significant 1% @ 0.01

The above table clearly states that Gender, Age of the respondents, Educational Qualification, Monthly Income, Occupational status and No of Members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to risk takers.

### **HYPOTHESIS 8**

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Selection of seats facility.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Selection of seats facility.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND SELECTION OF SEATS FACILITY**

<b>PARTICULARS</b>	<b>MEAN</b>	<b>F</b>	<b>SIG</b>
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Gender	0.149	30.975	0.000**
Age	0.536	11.187	0.000**
Marital Status	0.177	8.876	0.000**
Educational Qualification	0.366	16.312	0.000**
Monthly Income	0.594	9.194	0.000**
Occupational status	1.446	3.757	0.025*
No of Members	0.741	7.896	0.001**

\*significant 5% @ 0.05

\*\*significant 1% @ 0.01

The above table clearly states that Gender, Age of the respondents, Marital Status, Monthly Income, Occupational status and No of Members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). The next Educational Qualification was found to be significant at % level ( $P < 0.05$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that socio economic and demographic of the respondents is significantly related to Selection of seats facility.

**Objective 4 :** To identify the various issues faced by the customers and offer suggestions based on the result of the study.

#### IV. CHI- SQUARE TEST

##### HYPOTHESIS 1

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Problem faced by the respondents.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Problem faced by the respondents.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE AND PROBLEM FACED BY THE RESPONDENTS**

SOCIO-ECONOMIC FACTORS	CHI SQUARE TEST	D.F	P-VALUE	S/NS
Gender	71.587	3	0.000	S
Age	1.1492	9	0.000	S

Marital Status	1.448	3	0.694	NS
Educational Qualification	1.708	3	0.876	NS
Monthly Income	66.139	9	0.000	S
Occupational status	83.649	12	0.000	S
No of Members	93.790	9	0.000	S

**Significant 1% @ 0.01**

The above table clearly states that Gender, Age of the respondents, Monthly Income, Occupational status and No of Members in the family were found to be highly significant at 1% level ( $P < 0.01$ ). Hence the null hypothesis is rejected and alternative hypothesis is accepted. The Marital status and Educational qualification of the respondents were found to be insignificant. Hence it can be concluded that Gender, Age of the respondents, Monthly Income, Occupational status and No of Members in the family have significant influence on problem faced.

**X. SUGESSTIONS OF THE STUDY**

Online movie ticket booking system is not so user friendly if a person is not aware about the usage of computer. While booking a movie ticket, internet access should always be there in our system. In recent days, the taxes levied in theaters are too high and also the cost of snacks and other services at theatres are very high. Based on the observation, the risk takers are less and male respondents are less when it is compared to female respondents.

**XI. CONCLUSION**

In recent days, going to theater standing in a line and buying a ticket is old fashion. Every human being lives their life easily, fat and secure way to make their choice. With the development of technological devices, expectations have been reduced and even terminated. This paper dealt with importance of online movie ticket booking system. On the whole, nowadays everyone prefers online movie ticket booking system and the entire respondent is satisfied with the digitalized movie ticket booking system.

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