

## **Identifying Key Factors Affecting Consumer Decision Making Behavior in Cinema Context: A Mix Method Approach**

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**Abstract**— To be able to understand film consumer decision-making, the research was examine film consumer decision-making using mix method approach. The first step was a qualitative research method that using focus group discussion to find 5 main factors, consist of 18 factors that influence consumer behavior when choosing movie in cinema. Those factors are: marketing communication, neutral information source, film characteristics, and content ease. Based on those factors, a questionnaire set was developed. Using quantitative method (factor analysis) it was revealed that there were nine factors: film synopsis and reviews, director and actors, genre, film adaptation, story, neutral information, schedule, visual effects and objectionable content that affecting film consumer decision making.

**Keywords-** Mix Method Approach, Cinema Consumer, Cinema Audience, Consumer Decision Making.

### **INTRODUCTION**

Research on product purchasing decision of hedonic or experience received attention since three decades ago (Hoolbrook dan Hirscham, 1982a; Arnaould dan Price, 1993; Neelamegham dan Jain, 1999; Caru dan Cova, 2003). However, compared with the purchase of the rational model, research in this area has not been developed. The hedonic approach still lacks a solid foundation, the concept of experience is still difficult to define (Caru dan Cova, 2003: 268), moreover the consumer decision-making models of experience products have not been explored (Bassi, 2010:56).

One of experience product is film. The last two decades, research on the fast-growing film industry for several reasons. First, the film industry developed into a major industry in the era of economic globalization. Proven to increase the number of work force and sales revenue the film around the world. Second, the industry is important because it is culturally capable of attracting attention to films such as American exporting countries. Third, there are a lot of data available for research. Fourth, film practitioner until today still rely on conventional policies and customs, the general rule that often have not been examined carefully (Eliashberg et al. 2006: 638).

There are two traditions on cinema audience research. The first approach is using econometric model. Based on econometric approach researchers are attempted to create a econometric model to project movies based on financial performance, product attributes and audience behavior data that are collected by the agency and the financial industry. The audience behavior is related to rating online, internet discussion (Reinstein and Snyder, 2000; Dellarocas, 2003), the choice of time watch (Radas and Shugan, 1998), product attributes (Desai and Basuroy, 2005). Financial data is concerning with film sales on the first week of production costs, promotion cost and so forth (Elberse and Eliashberg, 2003).

The second approach of cinema audience research is conducting based on behavioral or psychological approach. In this tradition, the researchers are focus on individual studies, such as motivation, purchasing decisions, opinions, attitudes, mood (Austin, 1981; Austin, 1985; Eliasberg dan Sawhney, 1994). Such studies are examining consumers as the research subjects.

The researchers explain key factors that affecting consumer decision making in cinema partially (Reinstein et al., 2000; Desai et al., 2005; Thureau et al., 2001; Basuroy, 2003; Fowdur et al., 2009; Redondo dan Hoolbrook, 2010). During the last three decades, researchers usually take notice to one or two mostly six factors of them. Neelamegham et al. (1999) described three factors that influence the decision to watch movies in theaters which are commercials, film reviews and word of mouth communication. Basuroy et al. (2003) mentioned movie reviews, movie star power and the cost as the factors that consumers considered for before deciding to watch movies in theaters. Thureau et al. (2001) proposed genre and symbol, structure quality (filmmakers and movie stars attraction, production cost, the country of origin, film duration, film reviews, language and word of mouth communication), communication (advertising, publicity, film review, awards and communication by word of mouth) as factors that affect consumer decision when select movies in theaters. However, this proposal has not been supported by empirical research. The latest, Redondo and Holbrook (2010) tested the effect of the origin country, genre, objectionable content, movie stars, promotion, and film reviews that are affecting four segments of consumer. The segmentation built based on several criteria such as gender, demographic, age, number of children, education, social class, and the size of the city.

Although so many research have done, but none of researchers who were able to develop parsimonius consumer decision making model that explains many factors affect to cinema's consumer. Two decades ago, Bruce Austin

(1981) initiated the cinema audience research. He was able to explain only 55% factors that affected movie attendance decision making i.e: word of mouth communication, television advertisement, genre, film review, movie star.

The controversy ally to cinema audience research came along with some research that indicates the opposite results. Renstein (2003) mentioned that reviews movies positively affect purchasing decisions but Terry et al (2009) was precisely stated that statistically film reviews have no effect. According to Radas and Shugan (1998), seasonality was considered to effect film consumer decision but Einav (1998) mentioned the opposite. Einav found that the effects seasonality was caused by assumptions that a film producer usually launch film in a given time such as holiday, summer season, new year etc.

All the research described earlier was choosing a quantitative design. Early study by Austin 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 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 (Bassi, 2010).

Therefore, an exploratory research needs to be done with a qualitative approach to capture complexity of factors influence the selection decision process film in theaters. Exploratory study is the first phase of the research stage

in order to understanding the phenomenon in detail so it can be constructed research questions and hypotheses to be tested more systematic and widespread (Neuman, 2006: 33).

Based on problem identification above, the question in this study as follows: (1) What are the factors that influence the consumer decision-making process when select film theater? (2) What factors do Yogyakarta consumers consider as the most important?

## **LITERATURE REVIEW**

### **a. Purchase Decision Model**

There are many models that can be used to explain the purchase decision process. Basically it divided into two models: rational and emotional model. A rational decision model that gives priority attention to the cognitive aspects of functional reasons (Assael, 2004:31). The second model is the emotional model that explains the purchasing decisions making of consumers is greatly influenced by the emotional situation. In this model, sensory (taste, vision, smell, hearing, touch) the consumer is influencing the stimulus provided by the manufacturers through marketing strategies (Holbrook dan Hirscham, 1982a). Holbrook and Hirscham (1982a) proposed a scheme that differentiate information-processing view and emotional or experiential view.

Understanding both of consumer decision-making models give some outstanding contribution to study of marketing. First, marketing experts pay attention to products such as arts and entertainment experience. Second, marketers are beginning to pay attention to the affective aspect in the process of

consumption of goods and services of any kind (Holbrook dan Hirschman, 1982; Caru dan Cova, 2003). The study will elaborate on the consumption process of the experience product especially movie theaters.

## **b. Experience Product Consumption**

Experience product consumption can be divided into four stages (Arnould et al. 2002 in Caru and Cova, 2003: 271) that are described below.

1. Prior experience before consuming that involve looking for process, arrangement and imagine experience that will be gain.
2. The buying experience as result of execution of option, payment, packaging, feel service and environment.
3. The core consumption experience such as feel the sensations, permeates, satisfaction or dissatisfaction, enjoying or not.
4. Nostalgia to remember consumption experience by looking at photos, talk about your experiences with friends to then classify the memories.

Bassi (2010) defined four experience products such as: entertainment, education, evasion dan aesthetic. Although it was divided into four categories, but in fact an experience goods could be encapsulate into a consumption at once. There are several aspects of consumer product experience: multisensory consumption involves symbols and perceptions (Holbrook dan Hirschman, 1982b), consumers use subjective criteria to select (Mano and Oliver, 1993 dalam Bassi, 2010), the process consumes more important than the time of purchase (Lacher dan Mizersky, 1994).

If we using hedonic consumption perspective, product isn't notice as an objective entity but a subjective symbol. The physical product is not the main focus but the response of consumer emotions is the main criteria. When consuming products, consumers can bring up certain emotions such as joy, passion and power (Mehrabian dan Russell, 1974 dalam Havlena dan Holbrook, 1986), and fear, anger, pleasure, sadness, disgust, expectation and surprise acceptance (Plutchik, 1980 dalam Havlena dan Holbrook, 1986).

### **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 (Fowdur et al. 2009). 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 (Bassi, 2010: 58).

The most comprehensive model was proposed by Thureau et al. (2001). He postulated a model that explains the factors that influence service innovation success, especially for cinema. He was build his model based on literature review that recommend three factors that influence service innovation especially in cinema product such as: film characteristic, structure quality and film communication. Film characteristics include genre and symbolization. Structure quality is determined by the persons involve (director, actor, producer), cost,

country of origin, duration, language. The third factor is film communication that comprised advertising, publicity, film review, award and word of mouth. But Thureau's model didn't support with empirical evidence yet.

#### **d. Film in Indonesian Cinema**

Indonesian cinema have unique condition. Because of business and politic rivalry at 1970's – 1980's, since 1990's until today movie theater industry is monopolized by a corporate name PT Nusantara Sejahtera Raya (Subentra Nusantara). The have two theater network: Cinema 21 and Cinema XXI. The corporate has 89 movie theaters in 31 cities all over Indonesia furthermore each of movie theater has 4-6 screen (room). Compare with another movie theater corporate Blitz Megaplex that only have 6 movie theaters in 2 cities: Bandung and Jakarta, it can conclude that PT Subentra Nusantara is dominated movie theater ownership in Indonesia.

The film supply is mostly determined by movie theater. Movie theater industry in Indonesia is monopolize as a result they set out the same price for every film. The Subentra differentiate ticket price on weekdays and weekend. In this situation pricing strategy isn't work, the only strategy that is able to conduct by film producer is product differentiation.

Indonesia film industry is using censor system. All the movie that will screened need to be censored by Lembaga Sensor Indonesia. It's assumed that all of the film is appropriate to watch in term of free from violence, pornography and politic content. Therefore the movie theater don't have any obligation to



monitor their audience based on age category such as in United Kingdom and United State of America. Thus film audience segmentation in Indonesian movie theater isn't specific, on the other word everyone is able to watch their wanted movie.

### **RESEARCH METHOD**

The research design is exploratory, so that researcher will be able to answer 'what' question. The design usually uses qualitative data collecting method to find new issues (Neuman, 2006: 34). In order to be able to conduct this method, researcher should be creative, open mind and flexible to have information investigation and exploration.

The design was executed using the mix method approach, which combines two methods: qualitative and quantitative. Methodology contrasts with the method. The method is data collection and transformation technique meanwhile methodology is combination of methods, practices that involve different methods and interpretation conducted by the researcher (Grix, 2002 in Downward and Mearman, 2007: 79).

The purpose of this research was to explore factors that influence consumers purchasing decisions of movies in theaters. To search for convergence and substantiating evidence as a result of different methods for studying a phenomenon then this research will use triangulation methods particularly sequential method. Researchers will use qualitative methods, followed by quantitative methods with emphasis on balanced KUAL----KUAN.

This method is most widely used. The study began with qualitative research followed by quantitative research (Morgan, 1998 in Sale et al. 2002: 49).

Qualitative method was used because it was considered the most appropriate to formulate the factors which have not been much known. One of the most appropriate ways to explore factor is the focus group discussion (FGD). Through the FGD, it was expected to note the diversity of factors that determine purchasing decisions.

The factors exploration based on qualitative method will be quantified using factor analysis because the quantitative method is useful to build research generalizability. In addition, through the factor analysis structure so that researchers can find out what the most important factors that effect movie theater's consumer choice.

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. Stages of data analysis is the transcript of the discussion, content analysis (indexing, storage and retrieval, interpretation), report writing (Bloor, 2002: 59).

The second stage of data analysis techniques is Exploratory Factor Analysis (EFA). EFA conducted using SPSS 18 for windows software. Factor analysis is a multivariate technique which aims to find a specific structure between variables analyzed (Hair et al., 2010: 93). Stages of data analysis are data description, interdependence test, data extraction and rotation.

There were two sample groups in this research. Researcher got the respondent (informant) from movie theater in different days. They must be regularly watching movie in theater at least once a month. The first sample were involved in FGD that attended by 6-8 respondents. The FGD held several times until the data saturated. The second sampel were involved for survey. The amount of respondent followed Hair's rule of thumb. Using factor analysis, the number of respondents should be at least five times questionnaire's question (Hair et al. 2010: 101).

### **QUALITATIVE ANALYSIS**

In this part, researcher will analyze discussion result based on 3 FGD transcriptions. The first discussion was held on June, 25 2011 that attended by 6 participants: Andre, Benny, Andi, Endah, Gilang, Ussie. The second one was conducted on July, 2 2011 that involved Hadi, Rinto, Tika, Nina, Heru, Santi, Fikri. The last discussion was organized on July 17 2011 that incorporated by Eni, Adi, Tanti, Rio, Irfan, Nona, Beni. The whole discussion is moderated and transcribed by the researcher.

Based on those discussion was revealed some factors that influence consumer choice on movie theater more. First of all is story, all of FGD informants have the same goal in watching movies, which is 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. As the result the most important factor that considered choosing film is the story. Furthermore, 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 as a result 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 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 a 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 frequencies; the audience seem not like them. This film is a spectacle form that is loaded with lots of technology by using camera

tricks, animation, 3 Dimension, visual effects that are turned out to boost moviegoer's interest.

The last factor is the ease that considered as the suitability between screening time and consumers personal schedules. The ease 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 their spare time as the result they choose a movie based on the title. Title is the most easily accessible information in a cinema.

### **3. Hierarchical Decision Making**

In the three-time discussion, participants were disclosed a variety factors that influence their decision choosing movies in theaters. The first and the most important is story. The viewers can find story via the film synopsis, recommendations, reviews and trailer. The story is interwoven among film plot, music and setting. The next important factor is screening schedule. Most of participants are admit prefer watch movie on a weekend or holiday nights. At least they used to adjust the time watching movies with my spare time. The next factor is a film and genre. Other factors such as advertising, news, director, country of origin, remake, adaptations, work production, objectionable content, technology considered next. The last worth factor is the film title. Most customers choose movies based on the title if they make an unplanned purchase such situations rarely occur. In almost every occasion participants always plan

the activity of watching the movie theater. This phenomenon can be explained using experiential hierarchy concept (Assael, 2004: 219). This concept describes consumer emotional responses to the brand or product. Consumers first evaluate brands in based on their feeling; emotion and fantasy then make a decision. Trust into brand attributes and characteristics of the brand might be formed after the consuming behavior. The main consumer motivation is anticipate products consuming experience According to experimental hierarchy concept consumers will be more sensitive to symbols and images that established a certain feeling. Movie theater consumers are considering film story as the most important factor. Consumers are using film story information to anticipate their experience during and after watch movie. Genre and movie player are other symbol, which is used to estimate experience, which will be obtained.

Indonesian movie theater consumer decision-making model can be explained by hierarchical or nested decision making concept. This model explains the decision makers make priorities when determining a choice (Nedungadi, 1987 dalam Shocker et al., 1991:182).

## **QUANTITATIVE ANALYSIS**

### **1. Respondent Characteristic**

Based on qualitative analysis, researcher compiled a set of questionnaire that consists of 45 questions. Based on the Hair's rule of thumb (Hair et al. 2010: 101), at least the research need 225 respondents. By then, questionnaire

was distributed to 240 respondents, among those it's about 237 respondents who fill questionnaire completely thus are analyzed.

Respondent characteristic information related to age, education and monthly watching movie frequency. Based on the information, we were able to know consumer demography as shown as table 1 below.

Table 2  
Respondent Characteristic Based on Age

| <b>Age</b> | <b>Frequency</b> | <b>Procentage</b> |
|------------|------------------|-------------------|
| <18        | 33               | 13,92             |
| 18-23      | 161              | 67,93             |
| 24-29      | 23               | 9,7               |
| 30-35      | 17               | 7,17              |
| 36-41      | 1                | 0,42              |
| >41        | 2                | 0,84              |

Source: Primary Data

The largest group of respondents was youth aged 18-23 years old, followed by teenagers < 18 years old. The least number of viewers aged 36-41 years i.e. only 1 person followed by more than 41 years of age that only 2 people. It may conclude that the most respondents are teenagers. In term of age, the respondent characteristic was same as FGD participants.

Table 2  
Respondent Characteristic Based on Education

| <b>Education</b> | <b>Frequency</b> | <b>Procentage</b> |
|------------------|------------------|-------------------|
| SD               | 2                | 0,84              |
| SMP              | 10               | 4,21              |
| SMA              | 36               | 15,18             |
| S1               | 179              | 75,52             |
| S2               | 9                | 3,79              |
| S3               | 1                | 0,42              |



Source: Primary Data

As exhibited by table 2, the most respondents were college student, then senior high school students. Contrary, the fewest respondent graduates S3 followed by graduates of the elementary school. Based on these data can be drawn that the respondent is an educated consumer. If it is associated with the FGD, the participants were claimed able to access multiple sources of information about the film that will be watched. The ability to access this information is corresponded with the good level of education among the respondents.

According to table 3, the majority of respondents admitted to watching movies cinema 1-2 times a month. There are only 6 people watching the movie theaters more than 6 times a month. So from all the films shown in cinemas in one month, the respondent can only select 1-2 movies are watchable. This is related to the availability of free time, watch movies and cost. The reason for this is revealed in recent times FGD.

Table 3  
Respondent Characteristic Based on Monthly Watching Movie

| <b>Monthly Watching Movie</b> | <b>Frequency</b> | <b>Procentage</b> |
|-------------------------------|------------------|-------------------|
| 1-2                           | 198              | 83.54             |
| 3-4                           | 24               | 10,12             |
| 5-6                           | 9                | 3,79              |
| >6                            | 6                | 2,53              |

Source: Primary Data

## 2. Factor Analysis

Based on qualitative research, it revealed 5 main factors that consists of 18 supporting factors which are marketing communication (advertising and publicity), neutral information source (film review and word of mouth communication), film characteristic (genre, director, remake production, country of origin, cast, adaptation production, production house), content (story, objectionable content, technology), ease (screening schedule and title). Those factors were compiled into a set of questionnaire that consists of 45 questions.

In order to find generalize evident, the respondent answers were treated using factor analysis. The tools for analyze using SPSS 18.00. Limit factor loading used is 0.5. Meaning if an indicator has a value less than 0.5 then the indicators are deleted. The indicator should not be a member more than a factor. If that happens then the indicators are deleted.

On the first rotation, it was formed 14 factors. Based factor loading requirement, there are 11 indicators that deleted. The statements are number 1, 2, 14, 15, 21, 22, 30, 31, 35, 38, and 45. The second rotation, constructed 11 factors. Two statements were deleted, number 3 and 41. The next rotation, established 10 factors. Statement items that do not qualify factor loading are number 4, 10, 11, 24, 25 and 44.

The fourth rotation is formulating 9 factors as shown by table 4. All the indicators were meet factor loading criteria. The nine factors are movie synopsis and reviews, directors and casts, genre, film adaptation, the story, neutral information source, screening schedule, visual effects and objectionable content.



|             |       |      |      |             |             |      |             |             |             |
|-------------|-------|------|------|-------------|-------------|------|-------------|-------------|-------------|
| Adap_novel  | .085  | .133 | .020 | <b>.719</b> | .088        | .151 | -           | .193        | -           |
|             |       |      |      |             |             |      | .071        |             | .016        |
| Adap_tv     | .113  | .115 | .067 | <b>.847</b> | .130        | .025 | .067        | .004        | -           |
|             |       |      |      |             |             |      |             |             | .002        |
| Adap_komik  | -.011 | .121 | .118 | <b>.737</b> | -           | .057 | .085        | .088        | .127        |
|             |       |      |      |             | .090        |      |             |             |             |
| Alur        | .001  | .133 | .242 | .024        | <b>.754</b> | -    | .119        | -           | .042        |
|             |       |      |      |             |             | .067 |             | .006        |             |
| Setting     | .160  | -    | .080 | .083        | <b>.834</b> | .049 | .098        | .081        | .107        |
|             |       | .010 |      |             |             |      |             |             |             |
| Akting      | .227  | .177 | .020 | .016        | <b>.696</b> | .075 | -           | -           | .038        |
|             |       |      |      |             |             |      | .016        | .054        |             |
| Kekerasan   | -.001 | .008 | .010 | .074        | .064        | -    | .083        | -           | <b>.847</b> |
|             |       |      |      |             |             | .016 |             | .056        |             |
| Pornografi  | .081  | -    | .014 | .019        | .096        | .081 | .014        | .173        | <b>.833</b> |
|             |       | .021 |      |             |             |      |             |             |             |
| Efek_visual | .092  | .107 | .075 | .067        | -           | .160 | .081        | <b>.841</b> | .074        |
|             |       |      |      |             | .011        |      |             |             |             |
| 3_dimensi   | .001  | .088 | -    | .194        | .023        | .004 | .113        | <b>.846</b> | .042        |
|             |       |      | .077 |             |             |      |             |             |             |
| Hari_libur  | .077  | .041 | -    | .100        | .120        | .027 | <b>.878</b> | .120        | .025        |
|             |       |      | .105 |             |             |      |             |             |             |
| Mlm_libur   | .110  | .121 | .046 | -           | .057        | .055 | <b>.869</b> | .082        | .074        |
|             |       |      | .021 |             |             |      |             |             |             |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: Primary Data

Table 5  
The KMO and Bartlett's Test Result of Fourth Rotation  
**KMO and Bartlett's Test**

|  |                                |
|--|--------------------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .725                           |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square<br>1944.692 |

Source: Primary Data

### **CONCLUSION AND SUGGESTION**

In general, the consumer film that were involved in FGD were divided into 2 segments. The first segment is the movie lovers or consumer film. The characteristic of this segment is not mind watching movies alone so that you can enjoy movie showings. Before choosing a film that will be watched, they are looking for different sources of information in various media. The film is highly determined by the choice of their-own decision. After watching the movie they are willing to become film communicator in term of a personal blog, social networking site, discussion forums on the Internet and interpersonal communication. The purpose of watching movies is to get the meaning (messages) and values of life. They like to discuss and reflect on the meaning of the movies they watch. In many cases, talks and meditations are affect their personal lives such as providing motivation and bring creative ideas.

The second segment is a consumer places (cinemas). The consumer is using film as entertainment means in other word the cinema is just an alternative place to spend time with the people they love such as friend and girlfriend. Although they consider the choice of films, but the important thing is the

togetherness with her friends so place consumer decision was heavily influenced by their group.

Based on the qualitative research approach it could be identified 5 main factors which consist of 18 factors that influence consumer decisions choosing movies in theaters as follow.

- a. Marketing Communication: advertising (poster and billboard), publicity (trailer, synopsis, news).
- b. Neutral information source: film review (newspaper, magazine, website) dan word of mouth (daily conversation, social media, internet discussion forum)
- c. Film characteristic: genre, director, adaptation work (comic, television series, novel), country of origin (Indonesia, Korea, Hollywood), cast, remake production, production house (major studio, independent distributor).
- d. Content: story, objectionable content, technology
- e. Ease: screening schedule and title.

In select movie theaters, consumers consider many factors that systematically defined in figure 1. Those factors tiered of it's most important to least important. It is known that the story is the most important thing players followed by movies, genres, and schedule playback, other factors are taken into consideration. The least important factor is the title.

Next 18 of these factors were formulated to 45 indicators (item questions) questionnaire. Using the purposive method chose the respondents. The survey involves 237 respondents. As a result, there are 9 identified factors i.e. synopsis

and reviews of movies, directors and casts, genres, film adaptation, the story, the information is neutral, screening schedule, visual effects and objectionable content.

This research was done in one city only. Characteristics of moviegoers in Yogyakarta can be very different from other cities in Indonesia. Though Theater 21 networks scattered throughout Indonesia, this research results cannot be considered representative of Indonesia audience.

At the stage of quantitative research can be identified which factors affect the decisions of 9 select movies in theaters. But not retest is done to test the 9 factors identified thereby the statistic validity of 9 of these factors needs to be check.

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