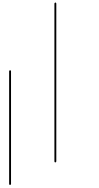


**A Field Work Report
On
CONSUMER MOVIE GOING BEHAVIOR**

KATHMANDU, NEPAL

May 2008



In partial fulfillment of the requirement for the internship program
in Bachelor of Business Administration (BBA),
Done under Himalayan Distillery

Submitted to:

Himalayan Distillery
Head Office, Satdobato
Kathmandu, Nepal



Submitted By:

Summer Intern group
Everest College
BBA (8th Semester)

ACKNOWLEDGEMENT

This study attempts to examine the movie going behavior of people with special reference to the gender, age-group and the income-level with available data and information. For easier study the data has been presented by tables, pie-charts and percentages and have been interpreted respectively.

We express our heartiest gratitude to Mr. Sushil Shrestha (Brand Manager: Himalayan Distillery) for guiding and inspiring us to do this fieldwork. Similarly, we are equally indebted to all the respondents, who share their movie going behavior informations with us and co-operate us during the survey.

Finally, we want to thank our colleagues for their continued moral support.

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1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

During the old days, watching movie was limited within the four wall of a room. It was the time when the world was experiencing the so invented Televisions. The technology we were using was behind the scene, what we use today. The income level, social obligations, etc. were the major determinants that would restrict us from going movie in the past.

But now the time has changed, we are in the world of modernization and we are dominated by the westernization. So, our life styles have changed during the recent years. The definition of society has changed. Our income level has changed, and the reach too. We can hang around and be out of home for long time too.

The life becomes busy and boring in the modernized world where people have less time to enjoy and no more alternatives left. The Movie in this regard has come as an alternative to get entertained and best means to kill times when we are even alone and surpassed.

Hence, the movie going behavior is essential to study in order to know what consumers want and how to place their demands or requirements.

1.2 STATEMENT OF PROBLEM:

The research seeks to identify the dominating factors that need to be identified and focused at so that the consumer movie going behavior can be raised or the corporate advertisements target locations or medias can be find out. Attempts are made shortly to answer the following questions:-

- What location should be the ideal one for movie theatre?
- Which media is preferred by most of the individuals?
- What is the income bracket of the people in general inside Kathmandu Valley?
- What consumer can afford? Etc.

1.3 OBJECTIVES OF THE STUDY:

The main objectives of the study are as following:-

- To identify how often consumer go for a movie.
- To find out the best suitable location for the site.
- To target the customers in making ad campaigns i.e. by knowing where to place ads, how to place and the media to be used.
- To find out the class of the people and what sort of movies they like.
- To suggest and recommend some marketing strategy/policies targeted on the general people on the basis of the study.

1.4 IMPORTANCE OF STUDY:

The present study deserves some significant of its own kind in this field. The study will be concise practically usable and valuable to the major parties involved in business activities: (Corporate houses, private and public ltd. Companies), government, students, media channels, etc.

Marketing Executive find it useful to target the advertisement campaign to the most preferred location / media / premier shows, etc. It would too be useful to evaluate one's effectiveness with respect to the prior ad target areas.

1.5 LIMITATION OF STUDY:

This study is conducted for learning the way how survey is carried out and how to use its output. So, it possesses some limitation of its own.

Several limitations of the study are;

- 1) The selection of a sample from the population is itself a limitation, not all population is covered.
- 2) This study covers classification by gender/age-group/income level. In fact there can be other factors too.
- 3) Being a student time and resources consentient
- 4) Limited variable has been selected.
- 5) Simple techniques has been used in analysis

1.6 RESEARCH AND METHODOLOGY:

Type of study:

This is a questionnaire survey study of consumer movie going behavior.

Types of data used:

The main source of data is the direct answers from the people in the form of questionnaire, which is primary source, and some publications of CBS as secondary source.

Tools and techniques of analysis:

The collected and observed data is tabulated first, however for the analysis of the data following tool is used.

- * Statistical Tool
 - o pie chart
 - o percentages

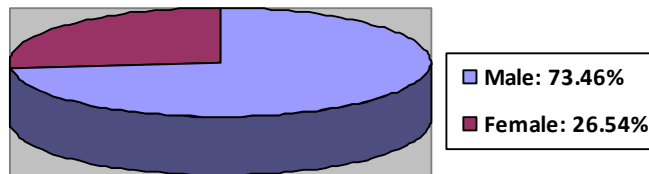
2. DATA PRESENTATION AND ANALYSIS

2.1 BY GENDER

No of Respondents:

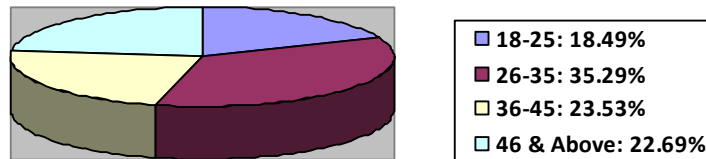
Gender	Age – Group				Total
	18-25	26-35	36-45	46 & Above	
Male	22	42	28	27	119
Female	14	13	12	4	43
Total	36	55	40	31	162

As a whole:

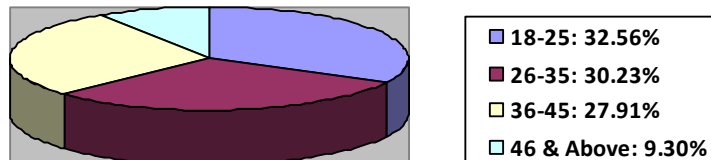


By age group:

Male:



Female:



As presented above,

Most of the male responders (35.29%) belong to the age group 26-35 and least (18.49%) belongs to the age group 18-25.

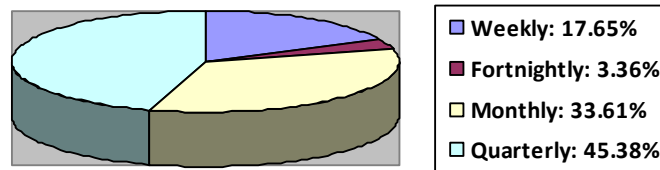
Similarly, most of the female responders (32.56%) belong to the age group 18-25 and least (9.30%) belongs to the age group 46 & above.

As a whole, most of the responders (33.95%) belong to the age group 26-35 and the least (19.14%) belongs to the age group 46 & above.

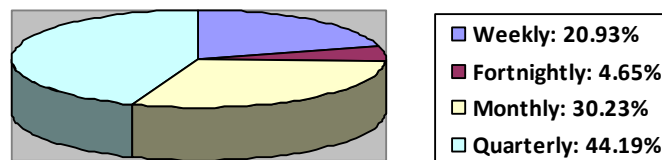
2.1.1. Frequency of movie visit:

Gender	Frequency of movie visit				Total
	Weekly	Fortnightly	Monthly	Quarterly	
Male	21	4	40	54	119
Female	9	2	13	19	43
Total	30	6	53	73	162

For Male:



For Female:



As presented above,

Most of the male responders (45.38%) like to watch movie quarterly and least (3.36%) likes to watch movie fortnightly.

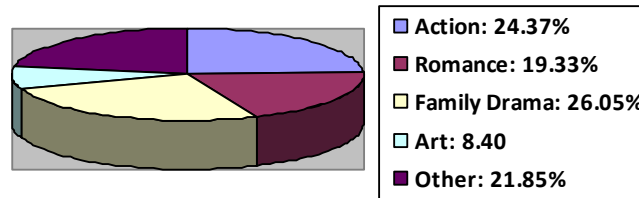
Similarly, most of the female responders (44.19%) like to watch movie quarterly and least (4.65%) likes to watch movie fortnightly.

As a whole, most of the responders (45.06%) like to watch movie quarterly and least (3.70%) likes to watch movie fortnightly.

2.1.2. Type of movie liked:

Gender	Type of Movie					Total
	Action	Romance	Family drama	Art	Other	
Male	29	23	31	10	26	119
Female	1	4	22	1	15	43
Total	30	27	53	11	41	162

For Male:



For Female:



As presented above,

Most of the male responders (26.05%) like to watch Family Drama Movie and least (8.40%) likes to watch Art Movies.

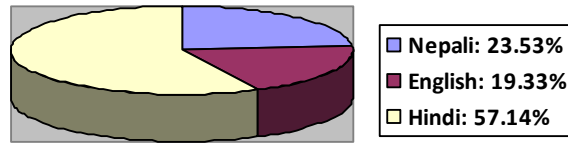
Similarly, most of the female responders (51.16%) like to watch Family Drama Movie and least (2.33%) likes to watch Art Movies / Action Movies.

As a whole, most of the responders (32.72%) like to watch Family Drama Movie and least (6.79%) likes to watch Art Movies.

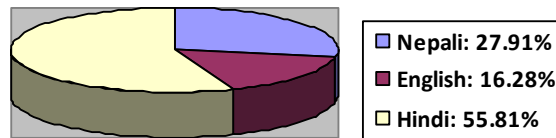
2.1.3. Language Preferred:

Gender	Language			Total
	Nepali	English	Hindi	
Male	28	23	68	119
Female	12	7	24	43
Total	40	30	92	162

For Male:



For Female:



As presented above,

Most of the male responders (57.14%) like to watch Hindi Movie and least (19.33%) likes to watch English Movies.

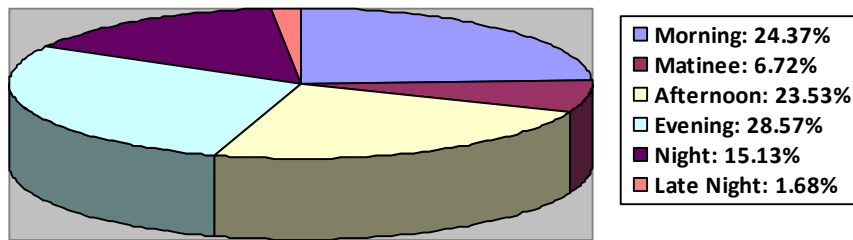
Similarly, most of the female responders (55.81%) like to watch Hindi Movie and least (16.28%) likes to watch English Movies.

As a whole, most of the responders (56.79%) like to watch Hindi Movie and least (18.52%) likes to watch English Movies.

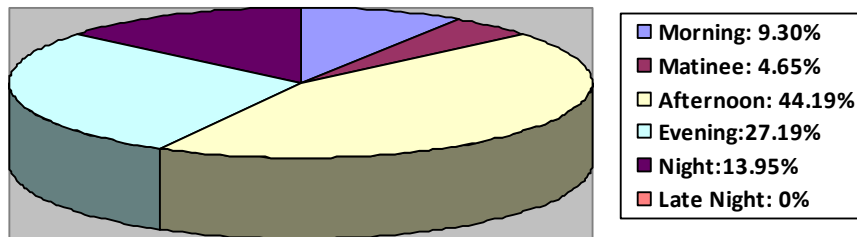
2.1.4. Show Time Preferred:

Gender	Showtime						Total
	Morning	Matinee	Afternoon	Evening	Night	Late Night	
Male	29	8	28	34	18	2	119
Female	4	2	19	12	6	0	43
Total	33	10	47	46	24	2	162

For Male:



For Female:



As presented above,

Most of the male responders (28.57%) like to watch movie at Evening and least (1.68%) likes to watch movies at late night.

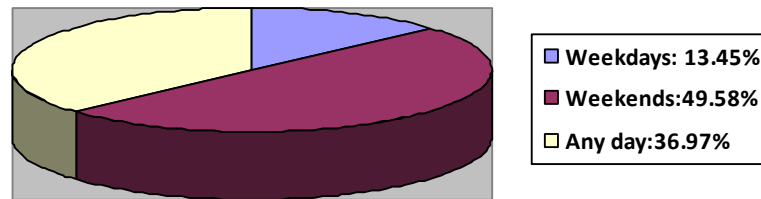
Similarly, most of the female responders (55.81%) like to watch movie at Afternoon and least (0%) likes to watch movies at late night.

As a whole, most of the responders (29.01%) like to watch movie at Afternoon and least (1.23%) likes to watch movies at late night.

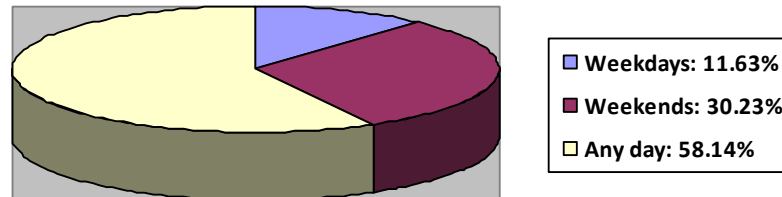
2.1.5. Day Preferred:

Gender	Day preferred			Total
	Weekdays	Weekends	Any day	
Male	16	59	44	119
Female	5	13	25	43
Total	21	72	69	162

For Male:



For Female:



As presented above,

Most of the male responders (49.58%) like to watch movie during weekends and least (13.45%) likes to watch movies during weekdays.

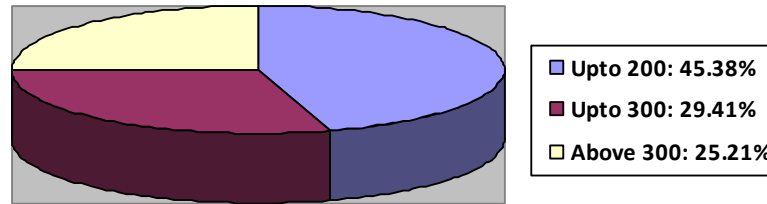
Similarly, most of the female responders (30.23%) like to watch movie during weekends and least (11.63%) likes to watch movies during weekdays.

As a whole, most of the responders (44.44%) like to watch movie during weekends and least (12.96%) likes to watch movies during weekdays.

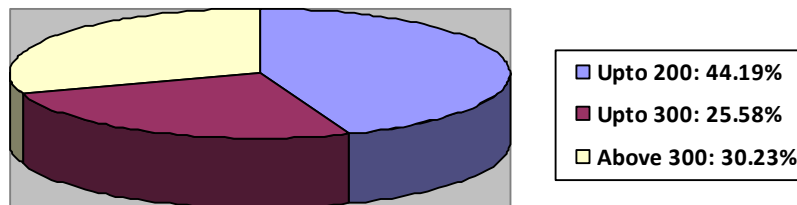
2.1.6. Seat Capacity Preferred:

Gender	Seat Capacity			Total
	Up to 200	Up to 300	Above 300	
Male	54	35	30	119
Female	19	11	13	43
Total	73	46	43	162

For Male:



For Female:



As presented above,

Most of the male responders (45.38%) prefer seat capacity to be up to 200 and least (25.21%) prefer seat capacity to be above 300.

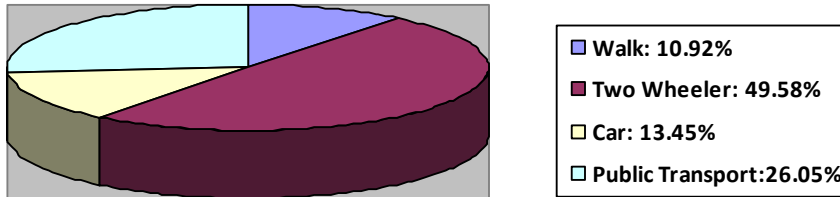
Similarly, most of the female responders (44.19%) prefer seat capacity to be up to 200 and least (20.58%) prefer seat capacity to be up to 300.

As a whole, most of the responders (45.06%) like to watch movie during weekends and least (26.54%) likes to watch movies during weekdays.

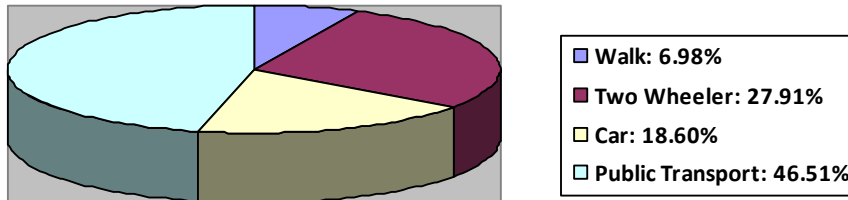
2.1.7. Mode of Transportation:

Gender	Mode of transportation				Total
	Walk	Two wheeler	Car	Public Transport	
Male	13	59	16	31	119
Female	3	12	8	20	43
Total	16	71	24	51	162

For Male:



For Female:



As presented above,

Most of the male responders (49.58%) prefer two wheeler as a mode of transportation and least (10.92%) prefer walk as a mode of transportation.

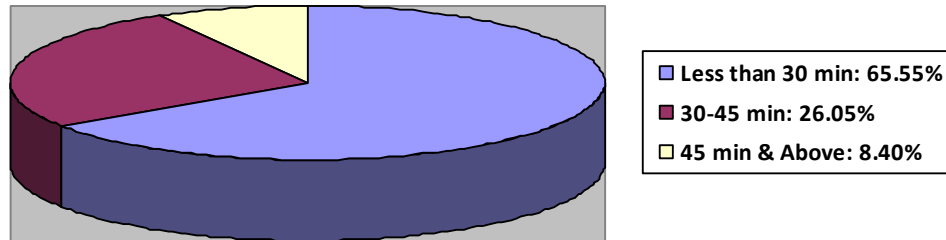
Similarly, most of the female responders (46.51%) prefer public transport as a mode of transportation and least (6.98%) prefer walk as a mode of transportation.

As a whole, most of the responders (43.83%) prefer public transport as a mode of transportation and least (9.88%) prefer walk as a mode of transportation.

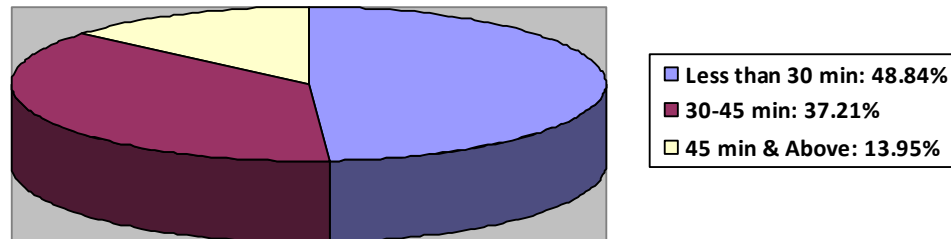
2.1.8. Average Travel Time Preferred:

Gender	Average Travel Time			Total
	Less than 30 min	30-45 min	45 & above	
Male	78	31	10	119
Female	21	16	6	43
Total	99	47	16	162

For Male:



For Female:



As presented above,

Most of the male responders (65.55%) prefer travel time to be Less than 30 min. and least (8.40%) prefer travel time to be 45 min. and above.

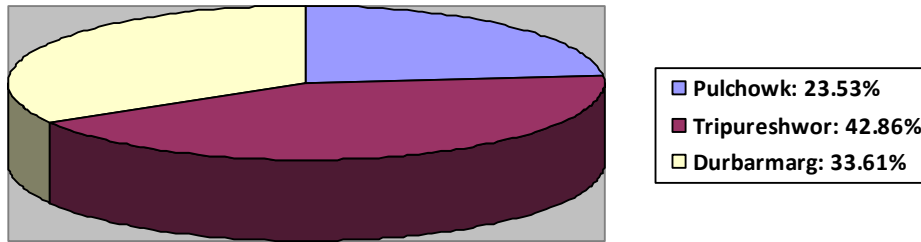
Similarly, most of the female responders (48.84%) prefer travel time to be Less than 30 min. and least (13.95%) prefer travel time to be 45 min. and above.

As a whole, most of the responders (61.11%) prefer travel time to be Less than 30 min. and least (9.88%) prefer travel time to be 45 min. and above.

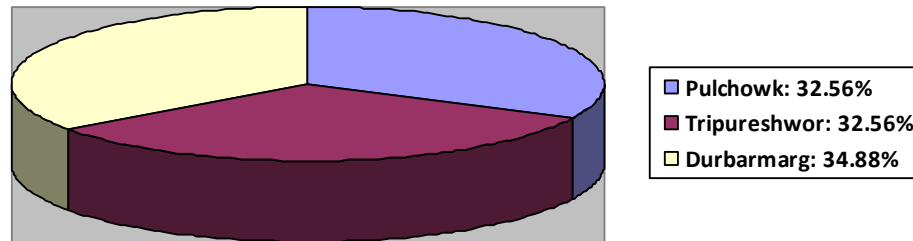
2.1.9. Ideal Location for movie theatre:

Gender	Location			Total
	Pulchowk	Tripureshwor	Durbarmarg	
Male	28	51	40	119
Female	14	14	15	43
Total	42	65	55	162

For Male:



For Female:



As presented above,

Most of the male responders (42.86%) prefer Tripureshwor to be the best suitable location and least (23.53%) prefer Pulchowk to be the suitable location.

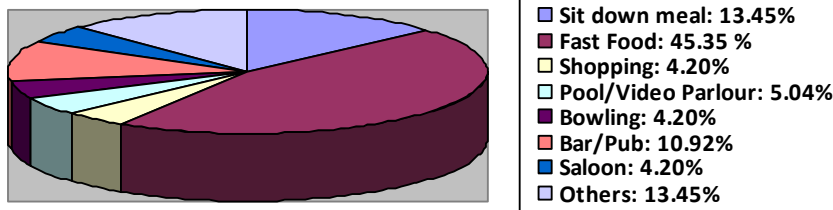
Similarly, most of the female responders (34.88%) prefer Durbarmarg to be the best suitable location and least (32.56%) prefer Pulchowk to be the suitable location.

As a whole, most of the responders (40.12%) prefer Tripureshwor to be the best suitable location and least (25.93%) prefer Pulchowk to be the suitable location.

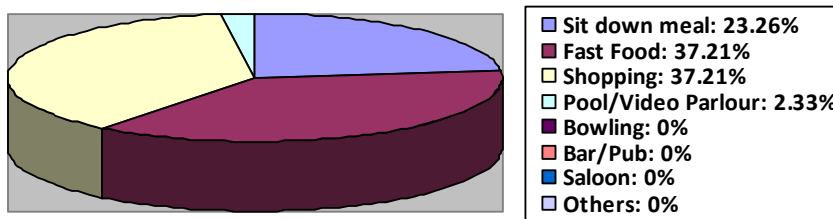
2.1.10. Complimentary activities to movie watching:

Gender	Complimentary activities								Total
	Sit down meal	Fast Food	Shopping	Pool/Video Parlor	Bowling	Bar/Pub	Saloon	Others	
Male	16	54	5	6	5	13	5	15	119
Female	10	16	16	1	0	0	0	0	43
Total	26	70	21	7	5	13	5	15	162

For Male:



For Female:



As presented above,

Most of the male responders (45.35%) like to go for fast food as a complimentary activity to going for movie and least (4.20%) like to go for Bowling/Saloon as a complimentary activity to going for movie.

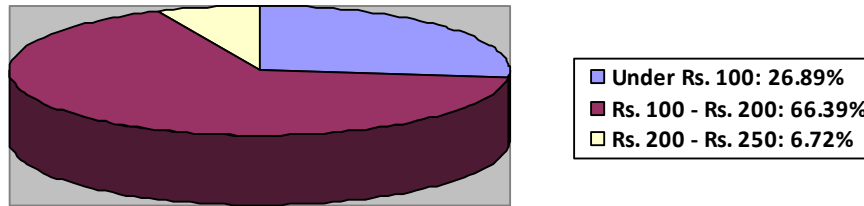
Similarly, most of the female responders (37.21%) like to go for fast food/Shopping as a complimentary activity to going for movie and least (0%) like to go for Bowling/Bar/Pub/Saloon as a complimentary activity to going for movie.

As a whole, most of the responders (43.21%) like to go for fast food as a complimentary activity to going for movie and least (3.09%) like to go for Bowling/ Saloon as a complimentary activity to going for movie.

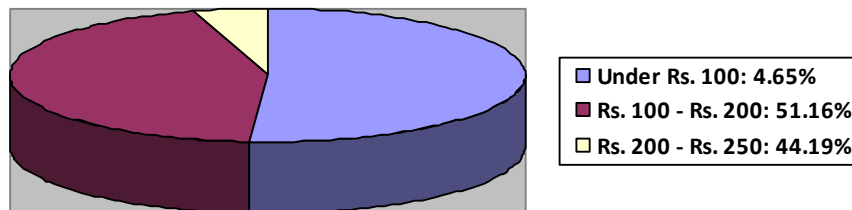
2.1.11. Ticket Price for a movie:

Gender	Ticket Price			Total
	Under Rs. 100	Rs. 100 – Rs. 200	Rs. 200 – Rs. 250	
Male	32	79	8	119
Female	22	19	2	43
Total	54	98	10	162

For Male:



For Female:



As presented above,

Most of the male responders (66.39%) think that ticket price should be Rs. 100 – Rs. 200, and the least (6.72%) thinks that the ticket price should be Rs. 200 – Rs. 300.

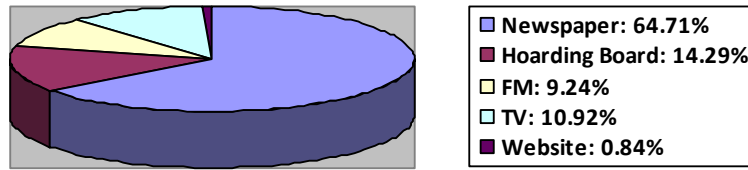
Similarly, most of the female responders (51.16%) think that ticket price should be Rs. 100 – Rs. 200, and the least (4.65%) thinks that the ticket price should be Under Rs. 100.

As a whole, most of the responders (60.49%) think that ticket price should be Rs. 100 – Rs. 200, and the least (6.17%) thinks that the ticket price should be Rs. 200 – Rs. 300.

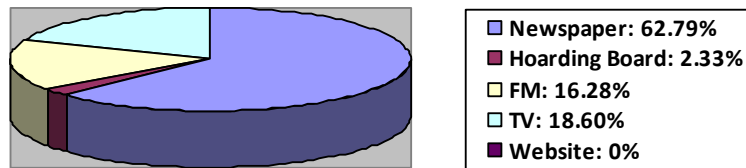
2.1.12. Movie Change Notifier:

Gender	Notifiers					Total
	Newspaper	Hoarding Boards	FM	TV	Website	
Male	77	17	11	13	1	119
Female	27	1	7	8	0	43
Total	104	18	18	21	1	162

For Male:



For Female:



As presented above,

Most of the male responders (64.71%) know movie change by reading newspaper and least (0.84%) know movie change from websites.

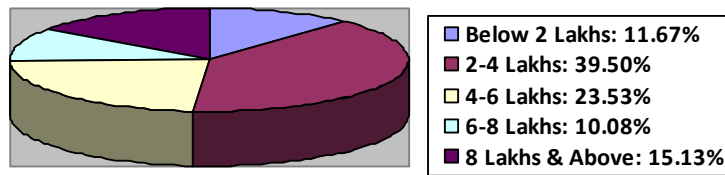
Similarly, most of the female responders (62.79%) know movie change by reading newspaper and least (0%) know movie change from websites.

As a whole, most of the responders (64.20%) know movie change by reading newspaper and least (0.62%) know movie change from websites.

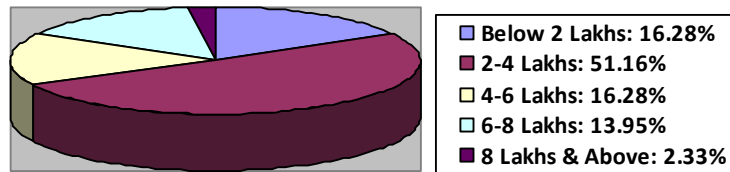
2.1.13. Income Level of people:

Gender	Income Level					Total
	Below 2 Lakhs	2-4 Lakhs	4-6 Lakhs	6-8 Lakhs	8 Lakhs & above	
Male	14	47	28	12	18	119
Female	7	22	7	6	1	43
Total	21	69	35	18	19	162

For Male:



For Female:



As presented above,

Most of the male responders (39.50%) falls in the income group 2-4 Lakhs and least (10.08%) falls in the income group 6-8 Lakhs.

Similarly, most of the female responders (51.16%) falls in the income group 2-4 Lakhs and least (2.33%) falls in the income group 8 Lakhs & Above.

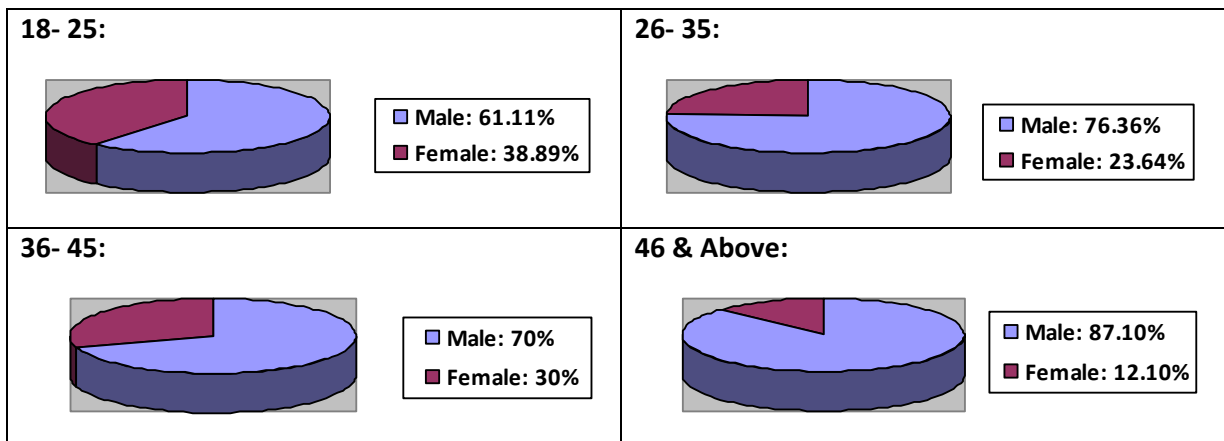
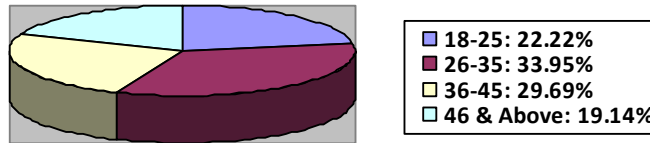
As a whole, most of the responders (42.59%) falls in the income group 2-4 Lakhs and least (11.11%) falls in the income group 6-8 Lakhs.

2.2 BY AGE GROUP

No of Respondents:

Age Group	Gender		Total
	Male	Female	
18-25	22	14	36
26-35	42	13	55
36-45	28	12	40
46 & Above	27	4	31
Total	119	43	162

As a whole:



As presented above,

Most of the 18-25 age group responders (61.11%) are male and least (38.89%) are female.

Most of the 26-35 age group responders (76.36%) are male and least (23.64%) are female.

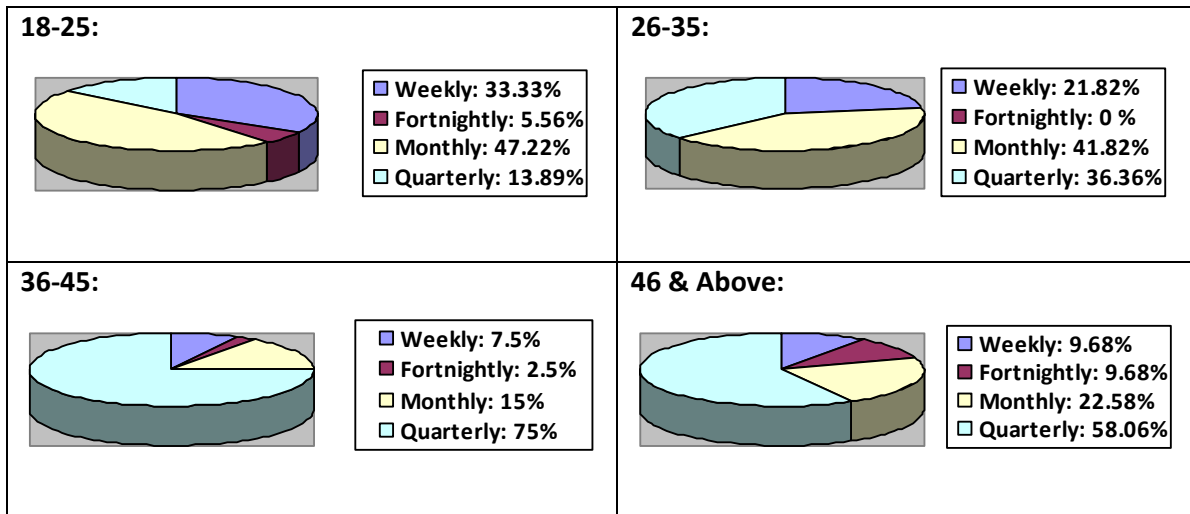
Most of the 36-45 age group responders (70.00%) are male and least (30.00%) are female.

Most of the 46 & Above age group responders (87.10%) are male and least (12.10%) are female.

As a whole, most of the responders (73.46%) are male and least (26.54%) are female.

2.2.1. Frequency of movie visit:

Age Group	Frequency of movie visit				Total
	Weekly	Fortnightly	Monthly	Quarterly	
18-25	12	2	17	5	36
26-35	12	0	23	20	55
36-45	3	1	6	30	40
46 & Above	3	3	7	18	31
Total	30	6	53	73	162



As presented above,

Most of the 18-25 age group responders (47.22%) go for movie on monthly basis and least (5.56%) go for movie on fortnightly basis.

Most of the 26-35 age group responders (41.82%) go for movie on monthly basis and least (0%) go for movie on fortnightly basis.

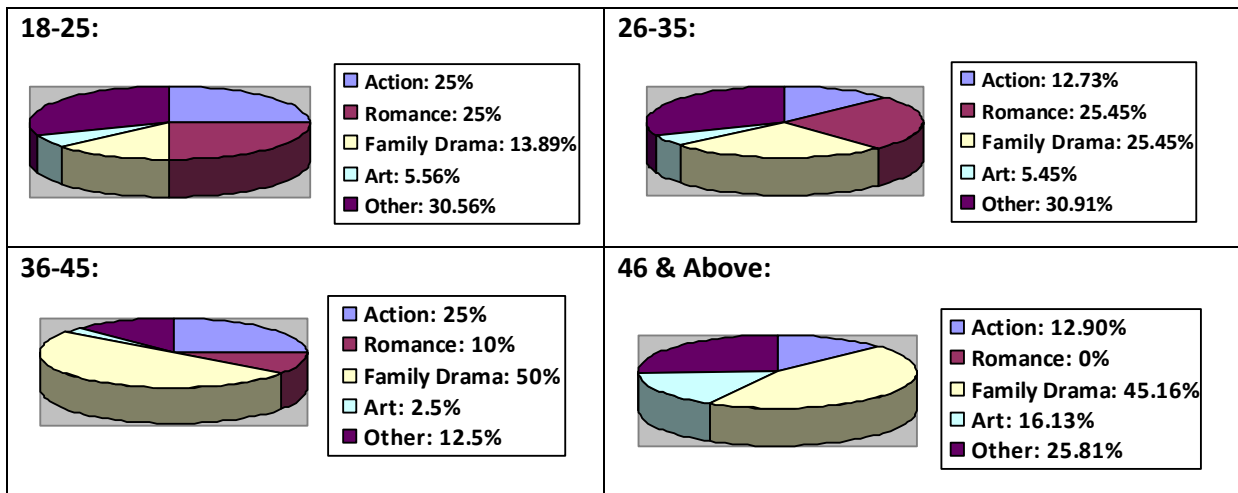
Most of the 36-45 age group responders (75%) go for movie on quarterly basis and least (2.5%) go for movie on fortnightly basis.

Most of the 46 & Above age group responders (58.06%) go for movie on quarterly basis and least (9.68%) go for movie on weekly/fortnightly basis.

As a whole, most of the responders (45.06%) go for movie on quarterly basis and least (3.70%) go for movie on fortnightly basis.

2.2.2. Type of movie liked:

Age Group	Type of Movie					Total
	Action	Romance	Family drama	Art	Other	
18-25	9	9	5	2	11	36
26-35	7	14	14	3	17	55
36-45	10	4	20	1	5	40
46 & Above	4	0	14	5	8	31
Total	30	27	53	11	41	162



As presented above,

Most of the 18-25 age group responders (30.56%) like other type of movies and least (5.56%) like art movies.

Most of the 26-35 age group responders (30.91%) like other type of movies and least (5.45%) like art movies.

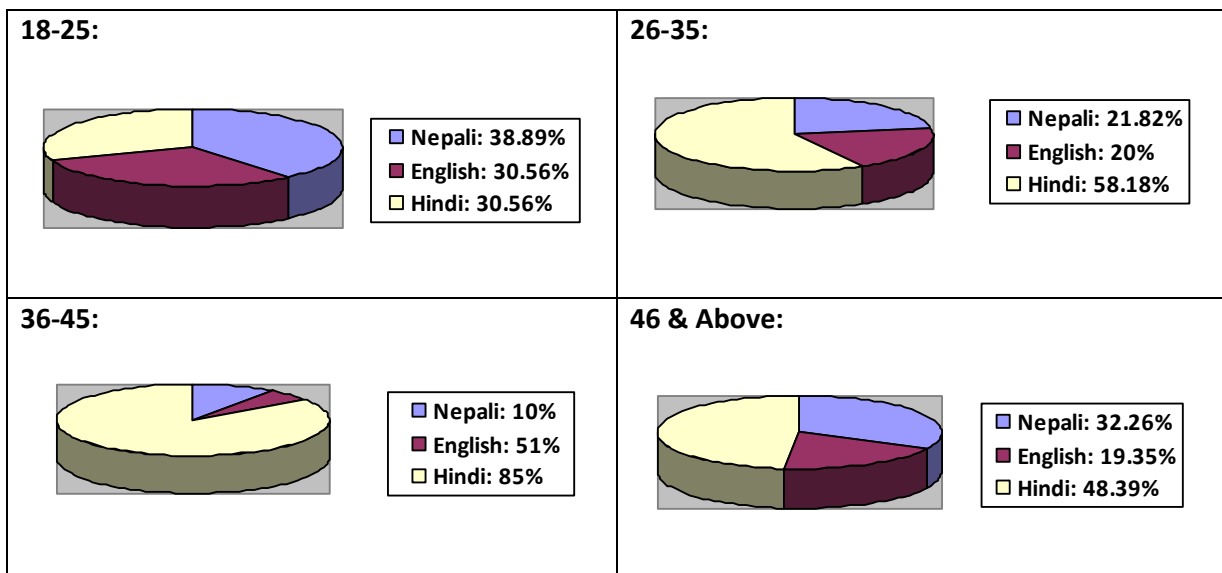
Most of the 36-45 age group responders (50%) like family drama movies and least (2.5%) like art movies.

Most of the 46 & Above age group responders (45.16%) like family drama movies and least (0%) like romance movies.

As a whole, most of the responders (32.72%) like family drama movies and least (6.79%) like art movies.

2.2.3. Language Preferred:

Age Group	Language			Total
	Nepali	English	Hindi	
18-25	14	11	11	36
26-35	12	11	32	55
36-45	4	2	34	40
46 & Above	10	6	15	31
Total	40	30	92	162



As presented above,

Most of the 18-25 age group responders (38.89%) like Nepali movies and least (30.56%) like English/Hindi Movies.

Most of the 26-35 age group responders (58.18%) like Hindi movies and least (20%) like English movies.

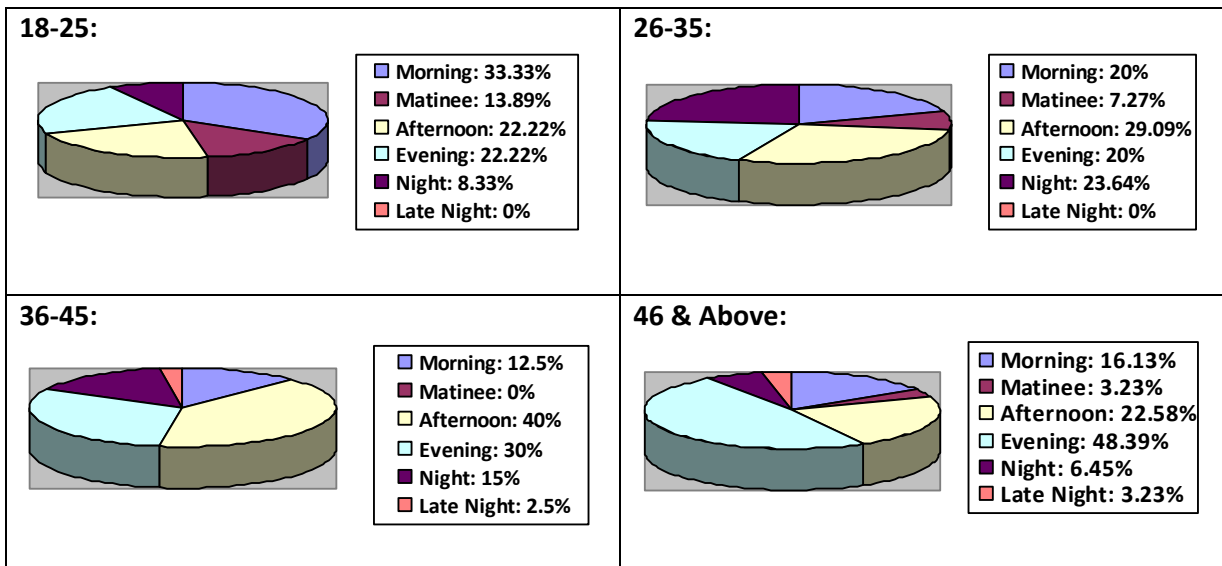
Most of the 36-45 age group responders (85%) like Hindi movies and least (10%) like Nepali movies.

Most of the 46 & Above age group responders (48.39%) like Hindi movies and least (19.35%) like English movies.

As a whole, most of the responders (56.79%) like Hindi movies and least (18.52%) like English movies.

2.2.4. Show Time Preferred:

Age Group	Showtime						Total
	Morning	Matinee	Afternoon	Evening	Night	Late Night	
18-25	12	5	8	8	3	0	36
26-35	11	4	16	11	13	0	55
36-45	5	0	16	12	6	1	40
46 & Above	5	1	7	15	2	1	31
Total	33	10	47	46	24	2	162



As presented above,

Most of the 18-25 age group responders (33.33%) like to go for morning shows and least (0%) like to go for late – night shows.

Most of the 26-35 age group responders (29.09%) like to go for afternoon shows and least (0%) like to go for late – night shows.

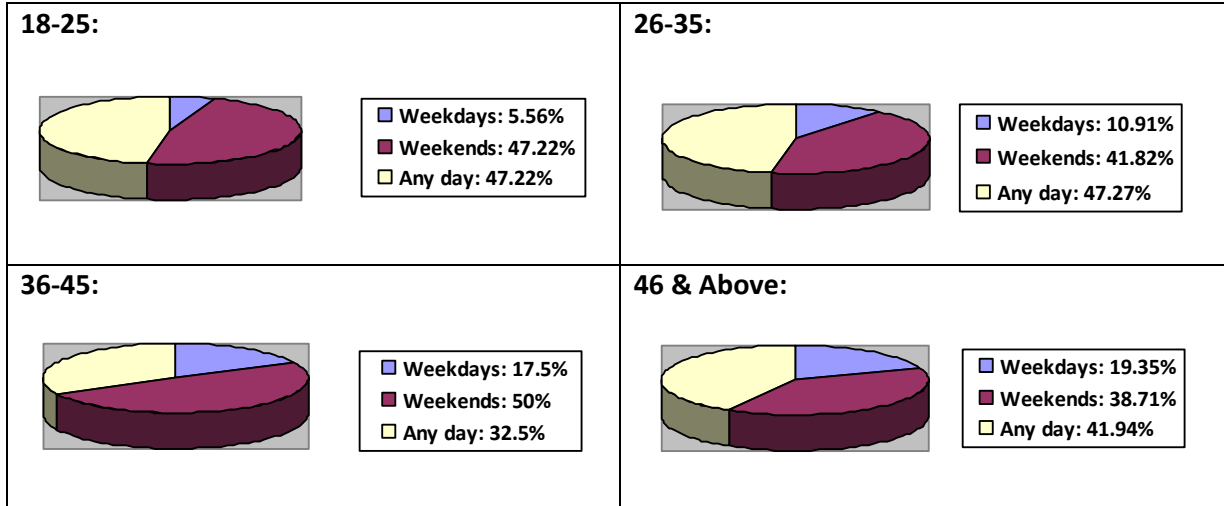
Most of the 36-45 age group responders (40%) like to go for afternoon shows and least (0%) like to go for matinee shows.

Most of the 46 & Above age group responders (48.39%) like to go for evening shows and least (3.23% / 3.23%) like to go for late – night/matinee shows.

As a whole, most of the responders (29.01%) like to go for afternoon shows and least (1.23%) like to go for late – night shows.

2.2.5. Day Preferred:

Age Group	Day			Total
	Weekdays	Weekends	Any day	
18-25	2	17	17	36
26-35	6	23	26	55
36-45	7	20	13	40
46 & Above	6	12	13	31
Total	21	72	69	162



As presented above,

Most of the 18-25 age group responders (47.22% / 47.22%) like to go for movie during weekends/any day and least (5.56%) like to go for movie during weekdays.

Most of the 26-35 age group responders (47.27%) like to go for movie any day and least (10.91%) like to go for movie during weekdays.

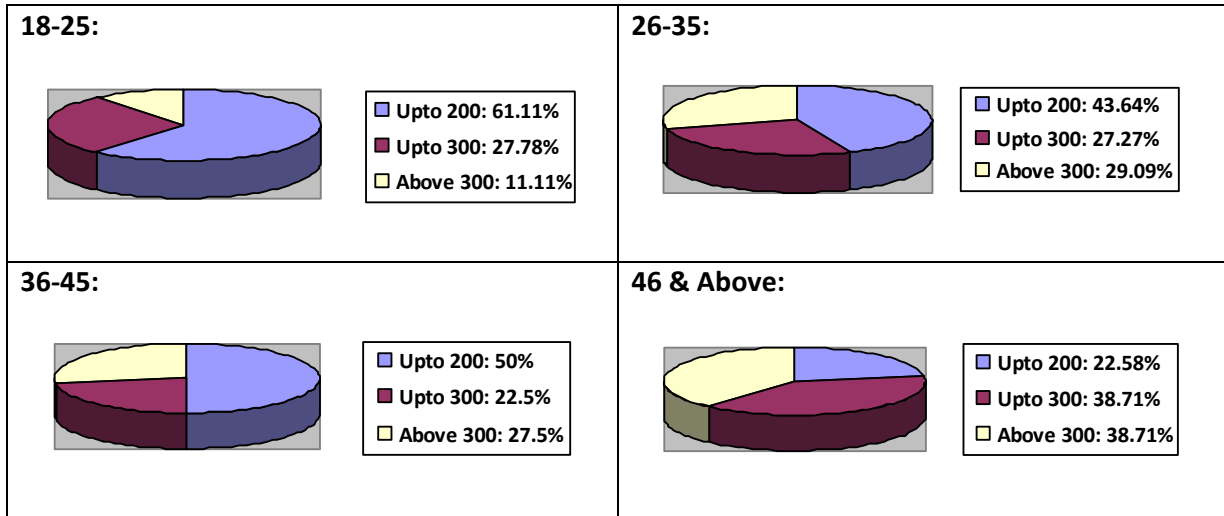
Most of the 36-45 age group responders (50%) like to go for movie during weekends and least (17.5%) like to go for movie during weekdays.

Most of the 46 & Above age group responders (41.94%) like to go for movie any day and least (19.35%) like to go for movie during weekdays.

As a whole, most of the responders (44.44%) like to go for movie during weekends and least (12.96%) like to go for movie during weekdays.

2.2.6. Seat Capacity Preferred:

Age Group	Seat Capacity			Total
	Up to 200	Up to 300	Above 300	
18-25	22	10	4	36
26-35	24	15	16	55
36-45	20	9	11	40
46 & Above	7	12	12	31
Total	73	46	43	162



As presented above,

Most of the 18-25 age group responders (61.11%) prefer seat capacity to be Up to 200 and least (11.11%) prefer seat capacity to be Above 300.

Most of the 26-35 age group responders (43.64%) prefer seat capacity to be Up to 200 and least (27.27%) prefer seat capacity to be Up to 300.

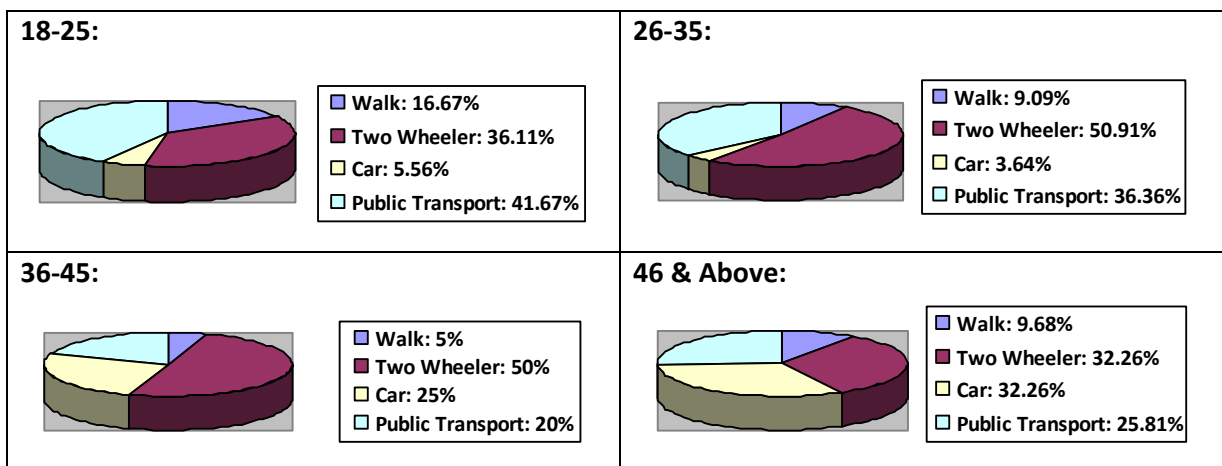
Most of the 36-45 age group responders (50%) prefer seat capacity to be Up to 200 and least (22.5%) prefer seat capacity to be Up to 300.

Most of the 46 & Above age group responders (38.71% / 38.71%) prefer seat capacity to be Up to 300 / Above 300 and least (22.58%) prefer seat capacity to be Up to 200.

As a whole, most of the responders (45.06%) prefer seat capacity to be Up to 200 and least (26.54%) prefer seat capacity to be Above 300.

2.2.7. Mode of Transportation:

Age Group	Mode of transportation				Total
	Walk	Two wheeler	Car	Public Transport	
18-25	6	13	2	15	36
26-35	5	28	2	20	55
36-45	2	20	10	8	40
46 & Above	3	10	10	8	31
Total	16	71	24	51	162



As presented above,

Most of the 18-25 age group responders (41.67%) prefer to go for a movie by Public Transport and least (5.56%) prefer to go for a movie by car.

Most of the 26-35 age group responders (50.91%) prefer to go for a movie by Two wheeler and least (3.64%) prefer to go for a movie by car.

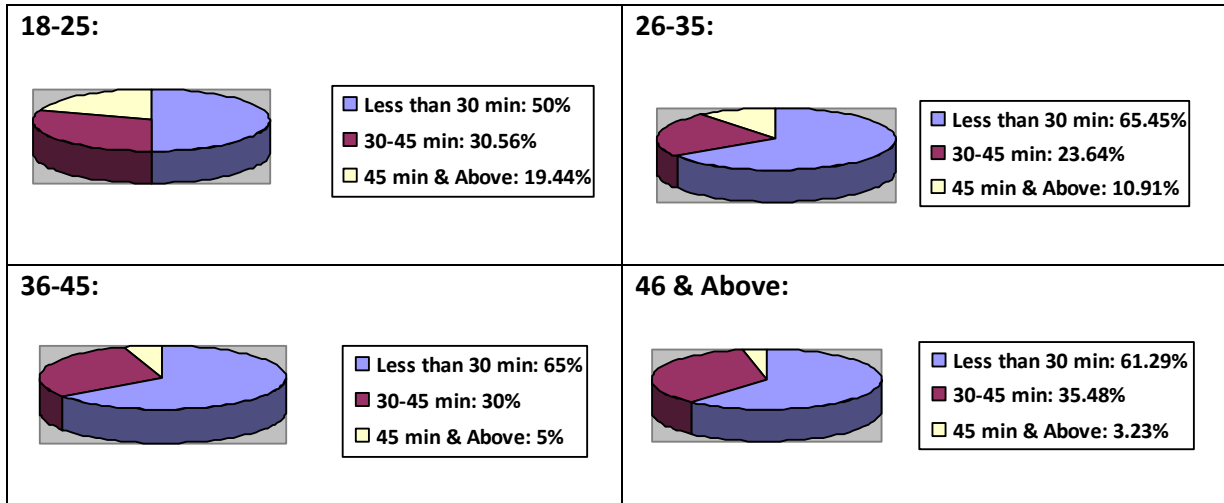
Most of the 36-45 age group responders (50%) prefer to go for a movie by Two wheeler and least (5%) prefer to go for a movie by walk.

Most of the 46 & Above age group responders (32.25% / 32.25%) prefer to go for a movie by Two wheeler / Car and least (9.67%) prefer to go for a movie by walk.

As a whole, most of the responders (43.83%) prefer to go for a movie by Two wheeler and least (9.88%) prefer to go for a movie by walk.

2.2.8. Average Travel Time Preferred:

Age Group	Average Travel Time			Total
	Less than 30 min	30-45 min	45 & above	
18-25	18	11	7	36
26-35	36	13	6	55
36-45	26	12	2	40
46 & Above	19	11	1	31
Total	99	47	16	162



As presented above,

Most of the 18-25 age group responders (50%) prefer travel time up to the movie theatre to be less than 30 min. and the least (19.44%) prefer travel time up to the movie theatre to be 45 min. and above.

Most of the 26-35 age group responders (65.45%) prefer travel time up to the movie theatre to be less than 30 min. and the least (10.91%) prefer travel time up to the movie theatre to be 45 min. and above.

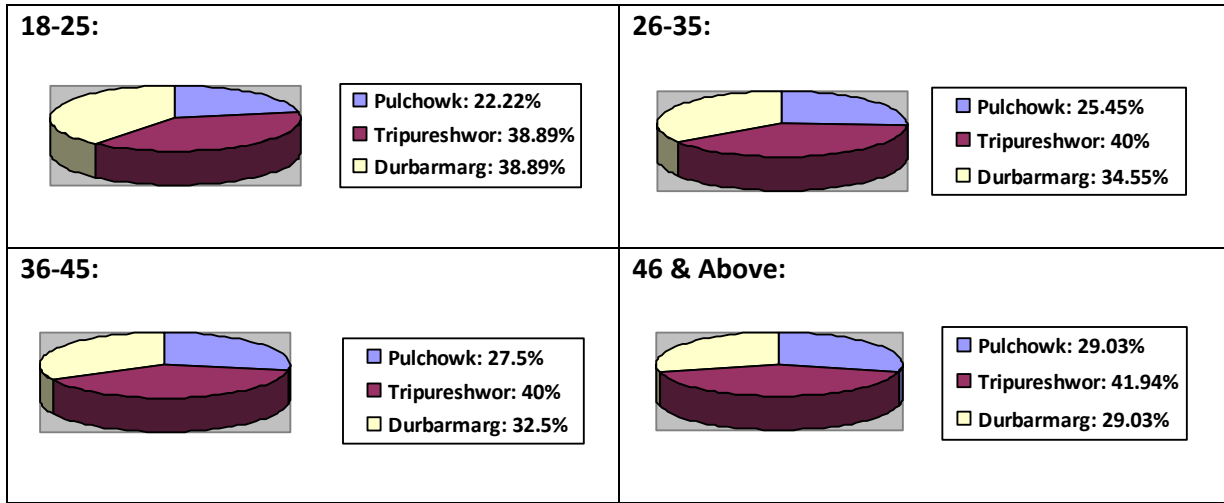
Most of the 36-45 age group responders (65%) prefer travel time up to the movie theatre to be less than 30 min. and the least (5%) prefer travel time up to the movie theatre to be 45 min. and above.

Most of the 46 & Above age group responders (61.29%) prefer travel time up to the movie theatre to be less than 30 min. and the least (3.23%) prefer travel time up to the movie theatre to be 45 min. and above.

As a whole, most of the responders (61.11%) prefer travel time up to the movie theatre to be less than 30 min. and the least (9.88%) prefer travel time up to the movie theatre to be 45 min. and above.

2.2.9. Ideal Location for movie theatre:

Age Group	Location			Total
	Pulchowk	Tripureshwor	Durbarmarg	
18-25	8	14	14	36
26-35	14	22	19	55
36-45	11	16	13	40
46 & Above	9	13	9	31
Total	42	65	55	162



As presented above,

Most of the 18-25 age group responders (38.89% / 38.89%) prefer Tripureshwor/Durbarmarg to be the best suitable location for movie theatre and the least (22.22%) prefer Pulchowk to be the best suitable location for movie theatre.

Most of the 26-35 age group responders (40%) prefer Tripureshwor to be the best suitable location for movie theatre and the least (25.45%) prefer Pulchowk to be the best suitable location for movie theatre.

Most of the 36-45 age group responders (40%) prefer Tripureshwor to be the best suitable location for movie theatre and the least (27.5%) prefer Pulchowk to be the best suitable location for movie theatre.

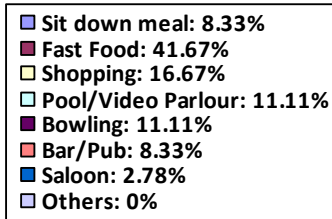
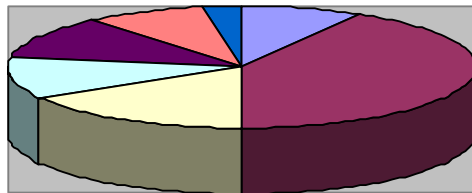
Most of the 46 & Above age group responders (41.94%) prefer Tripureshwor to be the best suitable location for movie theatre and the least (29.03% / 29.03%) prefer Pulchowk / Durbarmarg to be the best suitable location for movie theatre.

As a whole, most of the responders (40.12%) prefer Tripureshwor to be the best suitable location for movie theatre and the least (27.5%) prefer Pulchowk to be the best suitable location for movie theatre.

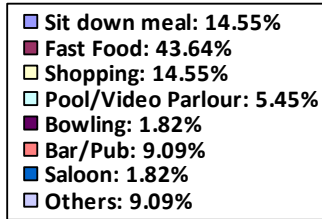
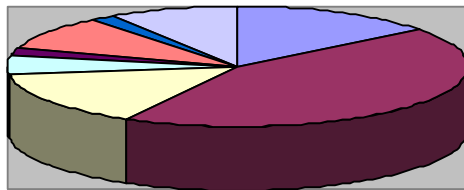
2.2.10. Complimentary activities to movie watching:

Age Group	Complimentary activities								Total
	Sit down meal	Fast Food	Shopping	Pool/Video Parlor	Bowling	Bar/Pub	Saloon	Others	
18-25	3	15	6	4	4	3	1	0	36
26-35	8	24	8	3	1	5	1	5	55
36-45	9	16	6	0	0	1	2	6	40
46 & Above	6	15	1	0	0	4	1	4	31
Total	26	70	21	7	5	13	5	15	162

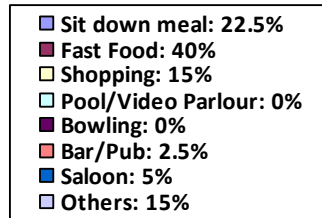
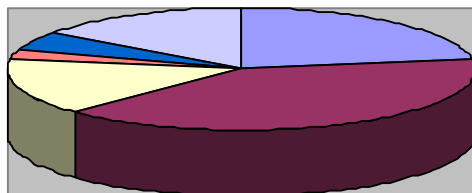
18-25:



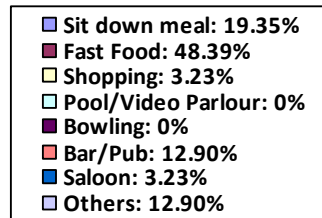
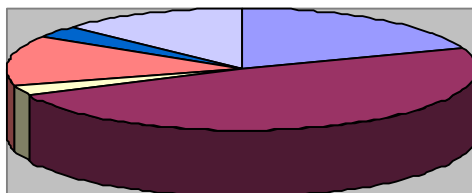
26-35:



36-45:



46 & Above:



As presented above,

Most of the 18-25 age group responders (41.67%) prefer Fast Food as complementary activity to watching movie and least (2.78%) prefer Saloon.

Most of the 26-35 age group responders (43.64%) prefer Fast Food as complementary activity to watching movie and least (1.82% / 1.82%) prefers Bowling/Saloon.

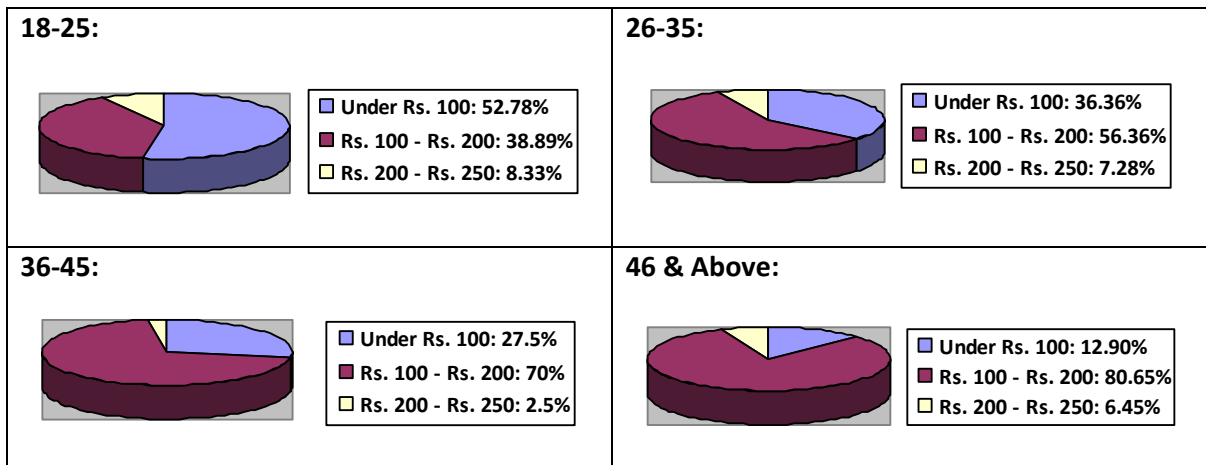
Most of the 36-45 age group responders (40%) prefer Fast Food as complementary activity to watching movie and least (0% / 0%) prefers Pool/Video Parlor/Bowling.

Most of the 46 & Above age group responders (48.39%) prefer Fast Food as complementary activity to watching movie and least (0% / 0%) prefers Pool/Video Parlor/Bowling.

As a whole, most of the responders (43.21%) prefer Fast Food as complementary activity to watching movie and least (3.09% / 3.09%) prefers Bowling/Saloon.

2.2.11. Ticket Price for a movie:

Age Group	Ticket Price			Total
	Under Rs. 100	Rs. 100 – Rs. 200	Rs. 200 – Rs. 250	
18-25	19	14	3	36
26-35	20	31	4	55
36-45	11	28	1	40
46 & Above	4	25	2	31
Total	54	98	10	162



As presented above,

Most of the 18-25 age group responders (52.78%) prefer ticket price to be Under Rs. 100 and the least (8.33%) prefer ticket price to be Rs. 200 – Rs. 250.

Most of the 26-35 age group responders (53.36%) prefer ticket price to be Rs. 100 – Rs. 200 and the least (7.28%) prefer ticket price to be Rs. 200 – Rs. 250.

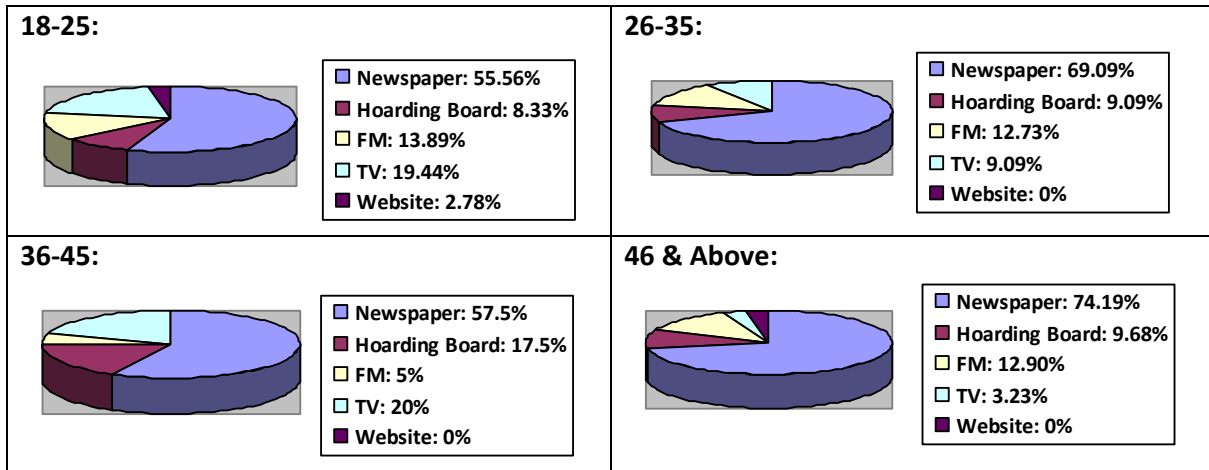
Most of the 36-45 age group responders (70%) prefer ticket price to be Rs. 100 – Rs. 200 and the least (2.5%) prefer ticket price to be Rs. 200 – Rs. 250.

Most of the 46 & Above age group responders (80.65%) prefer ticket price to be Rs. 100 – Rs. 200 and the least (6.45%) prefer ticket price to be Rs. 200 – Rs. 250.

As a whole, most of the responders (60.49%) prefer ticket price to be Rs. 100 – Rs. 200 and the least (6.17%) prefer ticket price to be Rs. 200 – Rs. 250.

2.2.12. Movie Change Notifier:

Age Group	Notifiers					Total
	Newspaper	Hoarding Boards	FM	TV	Website	
18-25	20	3	5	7	1	36
26-35	38	5	7	5	0	55
36-45	23	7	2	8	0	40
46 & Above	23	3	4	1	0	31
Total	104	18	18	21	1	162



As presented above,

Most of the 18-25 age group responders (55.56%) know movie change by reading newspaper and least (2.78%) knows movie change from websites.

Most of the 26-35 age group responders (69.09%) know movie change by reading newspaper and least (0%) knows movie change from websites.

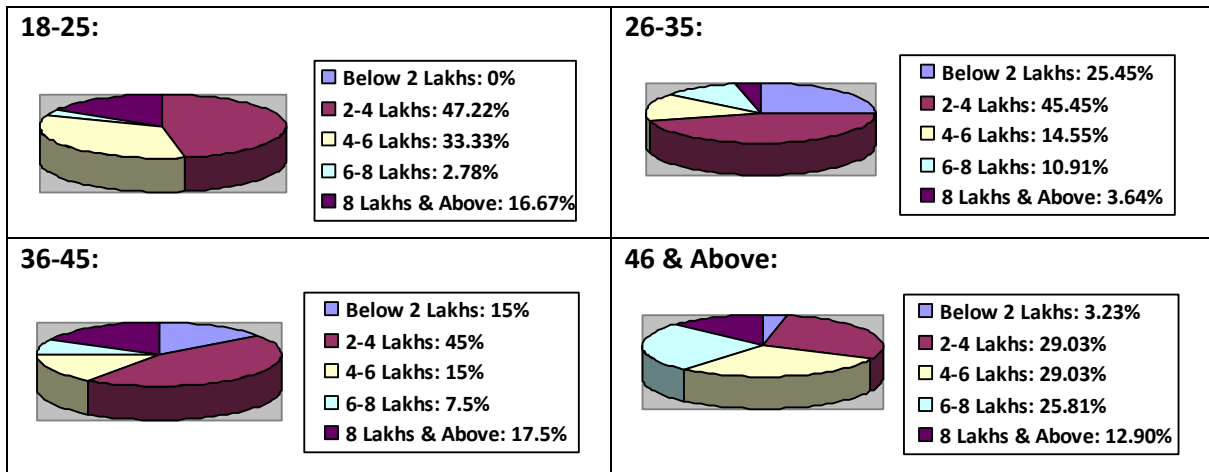
Most of the 36-45 age group responders (57.5%) know movie change by reading newspaper and least (0%) knows movie change from websites.

Most of the 46 & Above age group responders (74.19%) know movie change by reading newspaper and least (0%) knows movie change from websites.

As a whole, most of the responders (64.20%) know movie change by reading newspaper and least (0.62%) knows movie change from websites.

2.2.13. Income Level of people:

Age Group	Income Level					Total
	Below 2 Lakhs	2-4 Lakhs	4-6 Lakhs	6-8 Lakhs	8 Lakhs & above	
18-25	0	17	12	1	6	36
26-35	14	25	8	6	2	55
36-45	6	18	6	3	7	40
46 & Above	1	9	9	8	4	31
Total	21	69	35	18	19	162



As presented above,

Most of the 18-25 age group responders (47.22%) fall in the income bracket of 2-4 Lakhs per annum and the least (0%) falls in the income bracket Below 2 Lakhs per annum.

Most of the 26-35 age group responders (45.45%) fall in the income bracket of 2-4 Lakhs per annum and the least (6.64%) falls in the income bracket 8 Lakhs & Above per annum.

Most of the 36-45 age group responders (45%) fall in the income bracket of 2-4 Lakhs per annum and the least (7.5%) falls in the income bracket 6-8 Lakhs per annum.

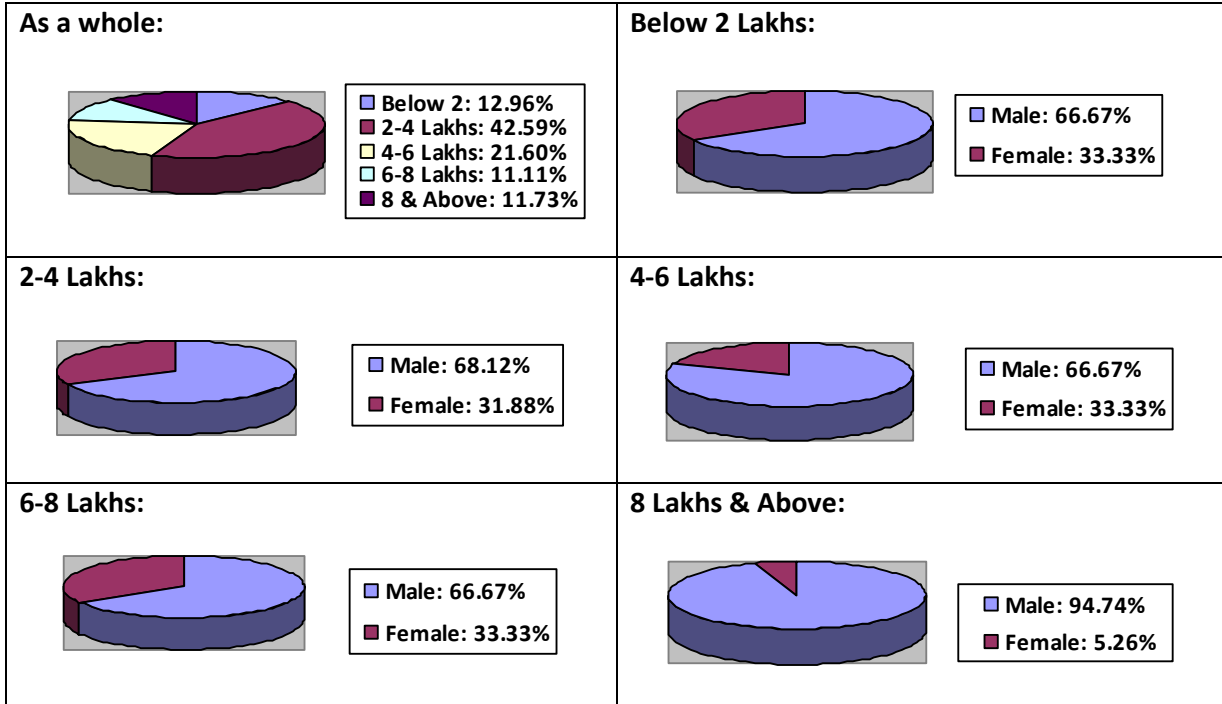
Most of the 46 & Above age group responders (29.03% / 29.03%) fall in the income bracket of 2-4 Lakhs per annum / 4-6 Lakhs per annum and the least (3.23%) falls in the income bracket Below 2 Lakhs per annum.

As a whole, most of the responders (42.59%) fall in the income bracket of 2-4 Lakhs per annum and the least (11.11%) falls in the income bracket 6-8 Lakhs per annum.

2.3 BY INCOME LEVEL

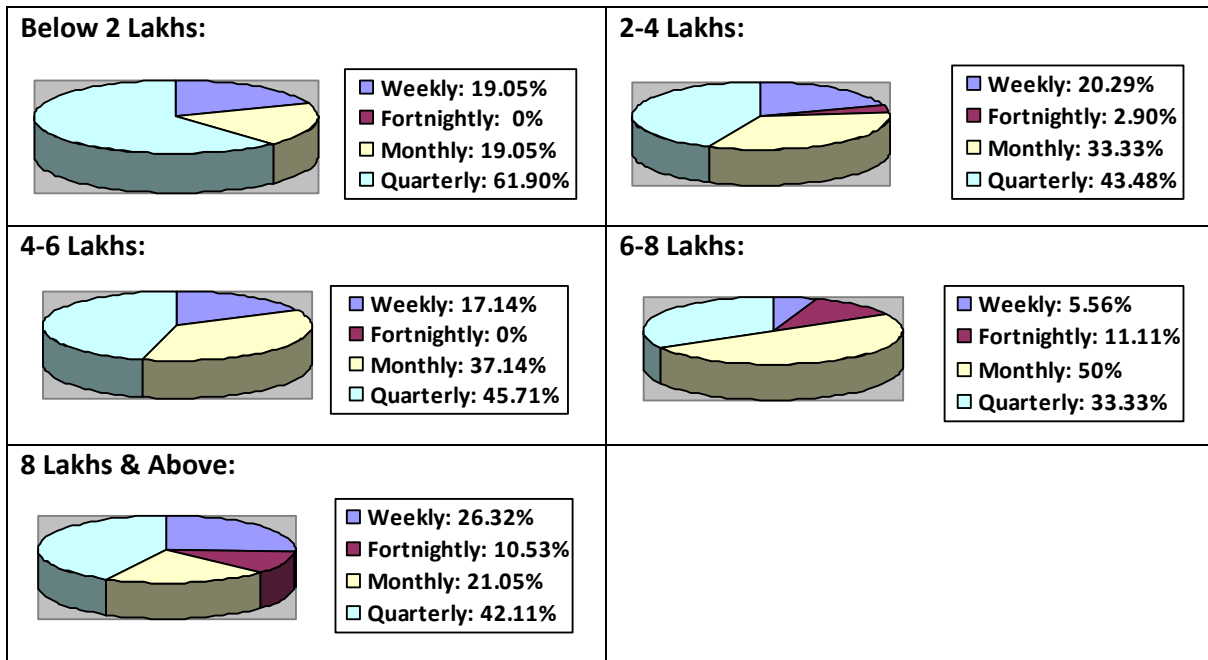
No of Respondents:

Income Level (in Lakhs)	Gender		Total
	Male	Female	
Below 2	14	7	21
2-4	47	22	69
4-6	28	7	35
6-8	12	6	18
8 & Above	18	1	19
Total	119	43	162



2.3.1. Frequency of movie visit:

Income Level (in Lakhs)	Frequency of movie visit				Total
	Weekly	Fortnightly	Monthly	Quarterly	
Below 2	4	0	4	13	21
2-4	14	2	23	30	69
4-6	6	0	13	16	35
6-8	1	2	9	6	18
8 & Above	5	2	4	8	19
Total	30	6	53	73	162



As presented above,

Most of the responders (61.90%) with annual income Below 2 Lakhs prefer to go for movie on Quarterly basis and the least (0%) prefer to go for movie on Fortnightly basis.

Most of the responders (43.48%) with annual income 2-4 Lakhs prefer to go for movie on Quarterly basis and the least (2.90%) prefer to go for movie on Fortnightly basis.

Most of the responders (45.71%) with annual income 4-6 Lakhs prefer to go for movie on Quarterly basis and the least (0%) prefer to go for movie on Fortnightly basis.

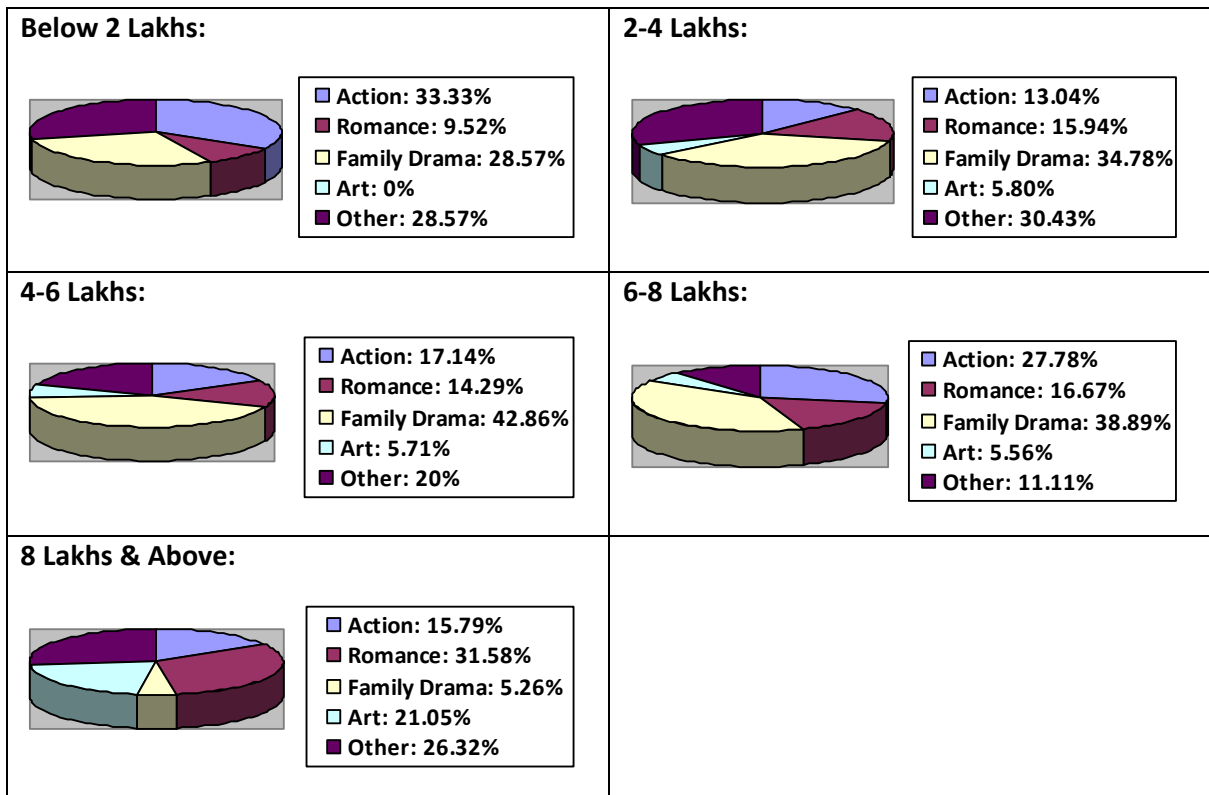
Most of the responders (50%) with annual income 6-8 Lakhs prefer to go for movie on Monthly basis and the least (5.56%) prefer to go for movie on Weekly basis.

Most of the responders (42.11%) with annual income 8 Lakhs & Above prefer to go for movie on Quarterly basis and the least (10.53%) prefer to go for movie on Fortnightly basis.

As a whole, most of the responders (45.06%) prefer to go for a movie on quarterly basis and the least (3.70%) prefer to go for a movie on fortnightly basis.

2.3.2. Type of movie liked:

Income Level (in Lakhs)	Type of Movie					Total
	Action	Romance	Family drama	Art	Other	
Below 2	7	2	6	0	6	21
2-4	9	11	24	4	21	69
4-6	6	5	15	2	7	35
6-8	5	3	7	1	2	18
8 & Above	3	6	1	4	5	19
Total	30	27	53	11	41	162



As presented above,

Most of the responders (33.33%) with annual income Below 2 Lakhs like Action movies and the least (0%) like Art movies.

Most of the responders (34.78%) with annual income 2-4 Lakhs like Family Drama Movies and the least (5.80%) like Art movies.

Most of the responders (42.86%) with annual income 4-6 Lakhs like Family Drama Movies and the least (5.71%) like Art movies.

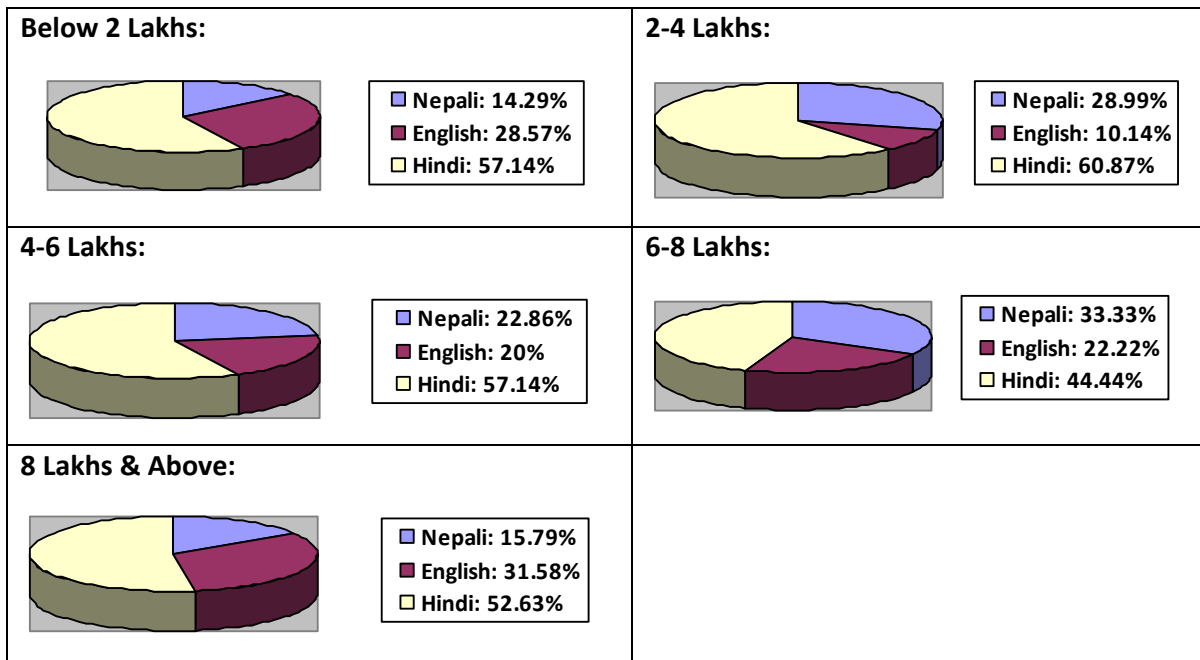
Most of the responders (38.89%) with annual income 6-8 Lakhs like Family Drama Movies and the least (5.56%) like Art movies.

Most of the responders (31.58%) with annual income 8 Lakhs & Above like Romance Movies and the least (5.26%) like Family Drama Movies.

As a whole, most of the responders (32.72%) like Family Drama Movies and the least (6.79%) like Family Drama Movies.

2.3.3. Language Preferred:

Income Level (in Lakhs)	Language			Total
	Nepali	English	Hindi	
Below 2	3	6	12	21
2-4	20	7	42	69
4-6	8	7	20	35
6-8	6	4	8	18
8 & Above	3	6	10	19
Total	40	30	92	162



As presented above,

Most of the responders (57.14%) with annual income Below 2 Lakhs like Hindi movies and the least (14.29%) like Nepali movies.

Most of the responders (60.87%) with annual income 2-4 Lakhs like Hindi movies and the least (10.14%) like English movies.

Most of the responders (57.14%) with annual income 4-6 Lakhs like Hindi movies and the least (20%) like English movies.

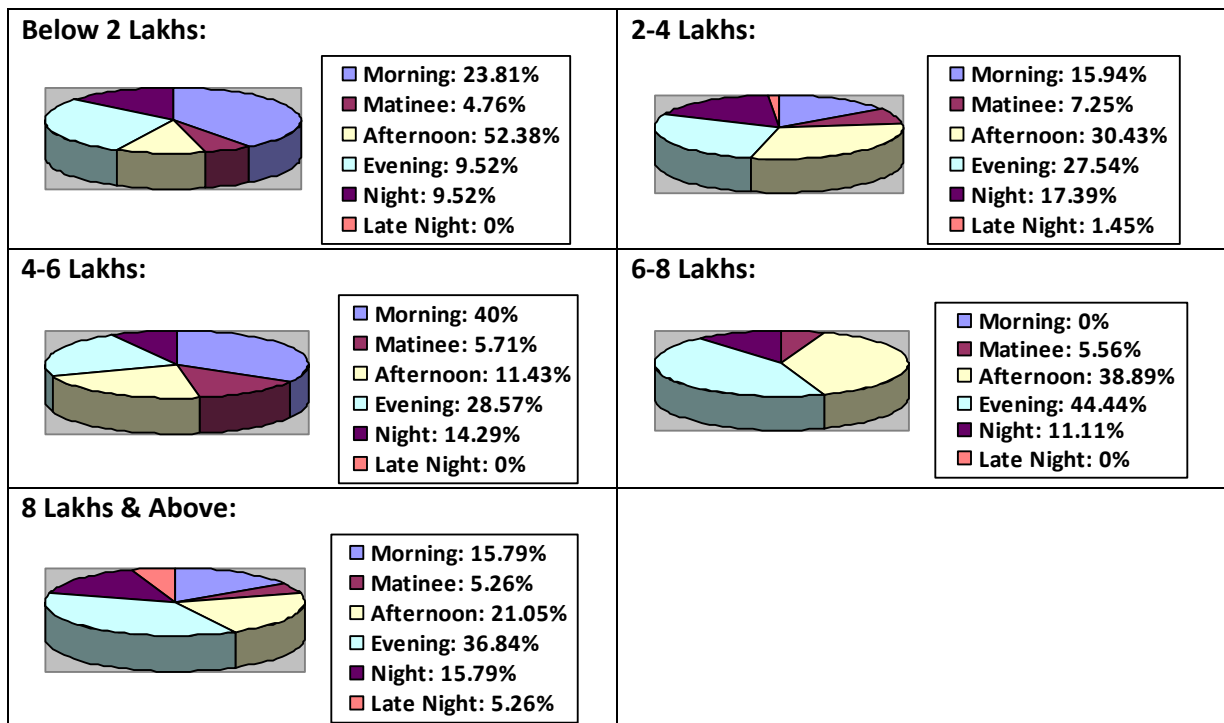
Most of the responders (44.44%) with annual income 6-8 Lakhs like Hindi movies and the least (22.22%) like English movies.

Most of the responders (52.63%) with annual income 8 Lakhs & Above like Hindi movies and the least (15.79%) like Nepali movies.

As a whole, most of the responders (56.79%) like Hindi movies and the least (18.52%) like English movies.

2.3.4. Show Time Preferred:

Income Level (in Lakhs)	Showtime						Total
	Morning	Matinee	Afternoon	Evening	Night	Late Night	
Below 2	5	1	11	2	2	0	21
2-4	11	5	21	19	12	1	69
4-6	14	2	4	10	5	0	35
6-8	0	1	7	8	2	0	18
8 & Above	3	1	4	7	3	1	19
Total	33	10	47	46	24	2	162



As presented above,

Most of the responders (52.38%) with annual income Below 2 Lakhs prefer afternoon show and least (0%) prefer late night show.

Most of the responders (30.43%) with annual income 2-4 Lakhs prefer afternoon show and least (1.45%) prefer late night show.

Most of the responders (40%) with annual income 4-6 Lakhs prefer morning show and least (0%) prefer late night show.

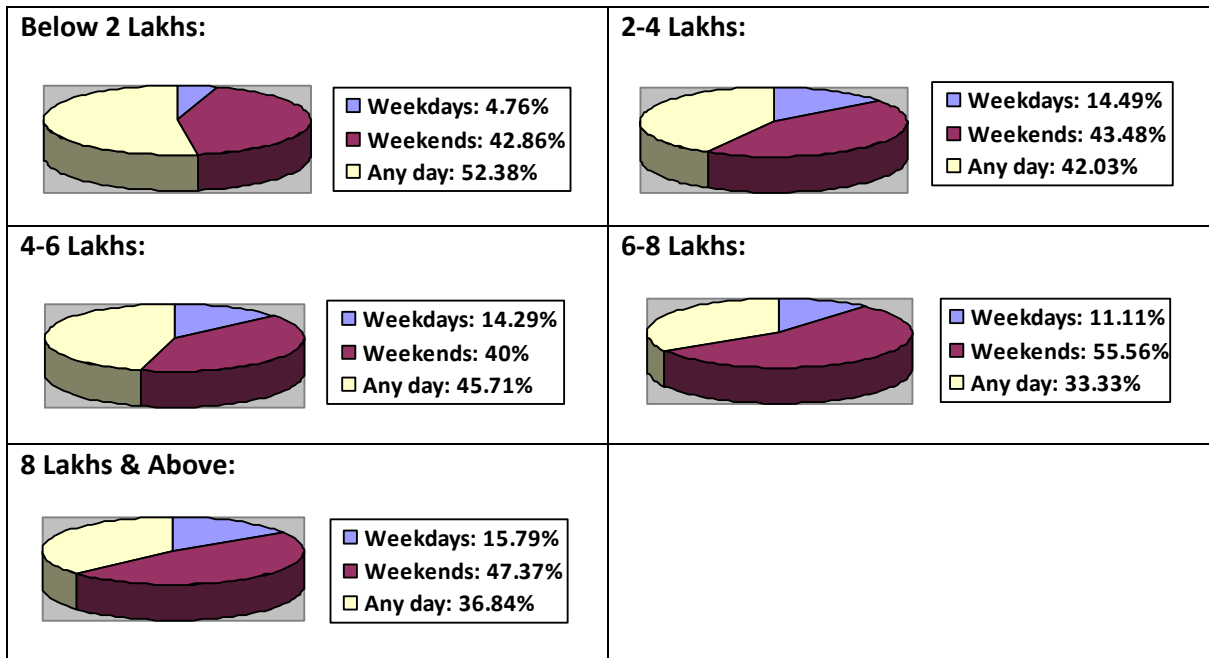
Most of the responders (44.44%) with annual income 6-8 Lakhs prefer evening show and least (0%) prefer late night / morning show.

Most of the responders (36.84%) with annual income 8 Lakhs & Above prefer evening show and least (5.26%) prefer matinee show.

As a whole, most of the responders (29.01%) prefer afternoon show and least (1.23%) prefer late night show.

2.3.5. Day Preferred:

Income Level (in Lakhs)	Day preferred			Total
	Weekdays	Weekends	Any day	
Below 2	1	9	11	21
2-4	10	30	29	69
4-6	5	14	16	35
6-8	2	10	6	18
8 & Above	3	9	7	19
Total	21	72	69	162



As presented above,

Most of the responders (52.38%) with annual income Below 2 Lakhs prefer to go for a movie any day and least (4.76%) prefer to go for a movie on weekdays.

Most of the responders (43.48%) with annual income 2-4 Lakhs prefer to go for a movie on weekends and least (14.49%) prefer to go for a movie on weekdays.

Most of the responders (45.71%) with annual income 4-6 Lakhs prefer to go for a movie any day and least (14.29%) prefer to go for a movie on weekdays.

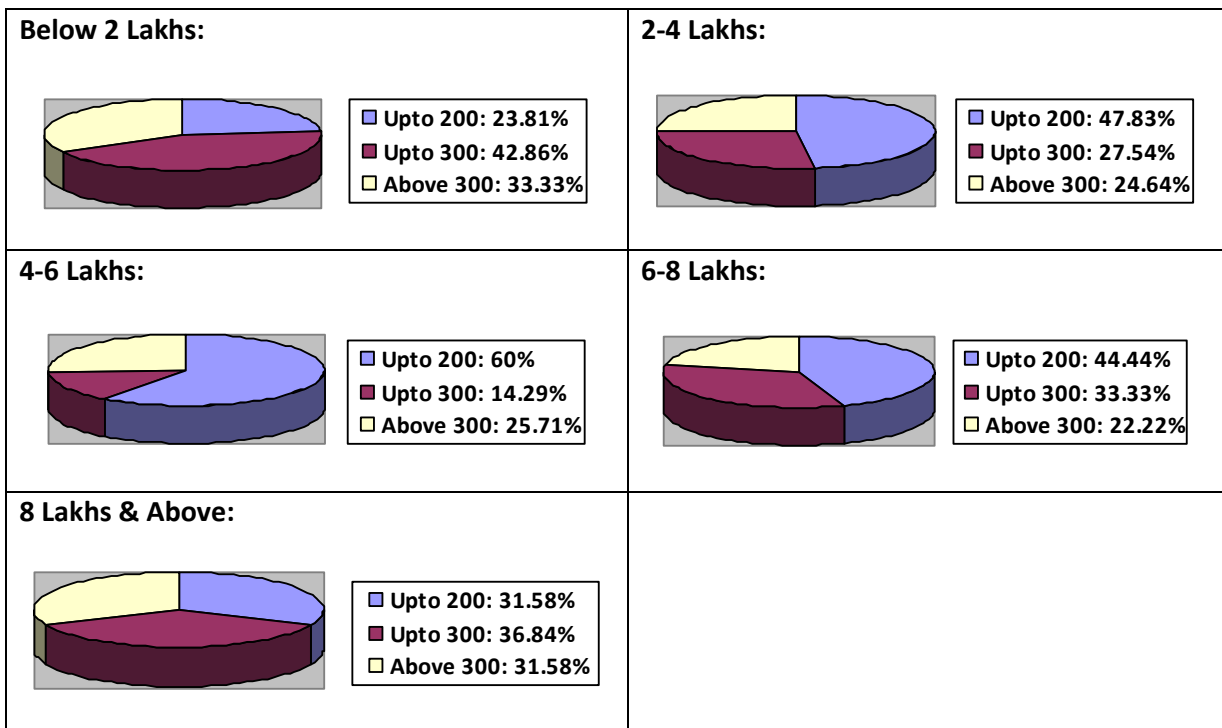
Most of the responders (55.56%) with annual income 6-8 Lakhs prefer to go for a movie on weekends and least (11.11%) prefer to go for a movie on weekdays.

Most of the responders (47.37%) with annual income 8 Lakhs & Above prefer to go for a movie on weekends and least (15.79%) prefer to go for a movie on weekdays.

As a whole, most of the responders (44.44%) prefer to go for a movie on weekends and least (12.96%) prefer to go for a movie on weekdays.

2.3.6. Seat Capacity Preferred:

Income Level (in Lakhs)	Seat Capacity			Total
	Up to 200	Up to 300	Above 300	
Below 2	5	9	7	21
2-4	33	19	17	69
4-6	21	5	9	35
6-8	8	6	4	18
8 & Above	6	7	6	19
Total	73	46	43	162



As presented above,

Most of the responders (42.86%) with annual income Below 2 Lakhs prefer seat capacity to be Up to 300 and least (23.81%) prefer seat capacity to be Up to 200.

Most of the responders (47.83%) with annual income 2-4 Lakhs prefer seat capacity to be Up to 200 and least (24.64%) prefer seat capacity to be Above 300.

Most of the responders (60%) with annual income 4-6 Lakhs prefer seat capacity to be Up to 200 and least (14.29%) prefer seat capacity to be Up to 300.

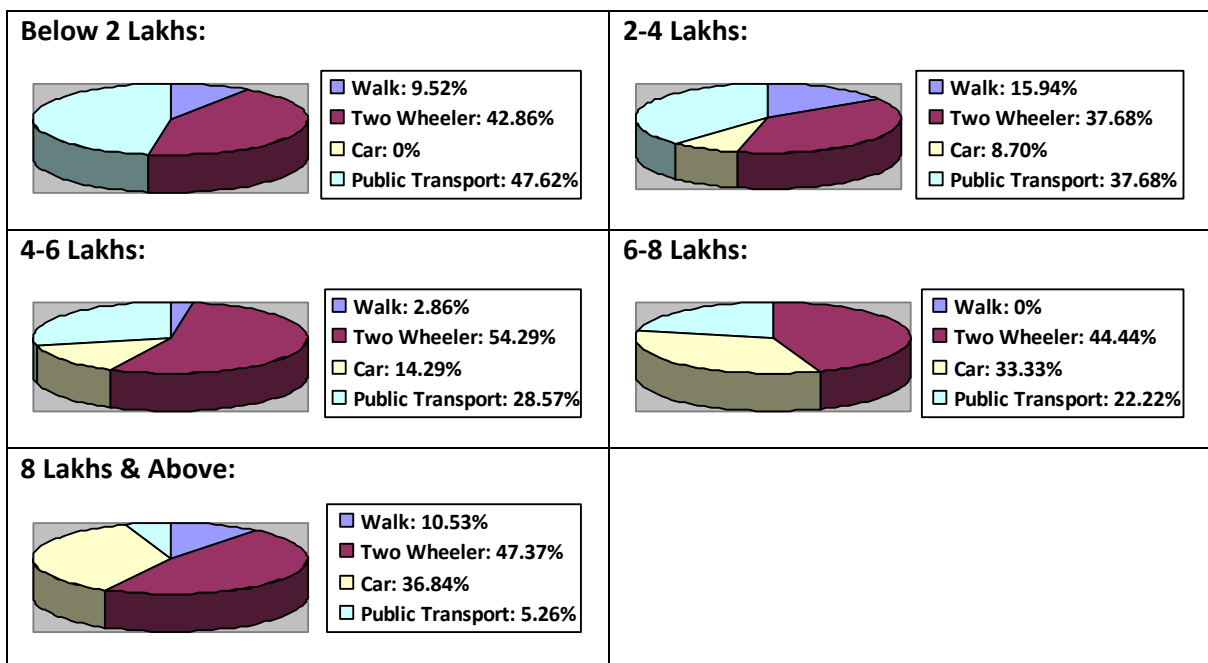
Most of the responders (44.44%) with annual income 6-8 Lakhs prefer seat capacity to be Up to 200 and least (22.22%) prefer seat capacity to be Above 300.

Most of the responders (36.84%) with annual income 8 Lakhs & Above prefer seat capacity to be Up to 300 and least (31.58% / 31.58%) prefer seat capacity to be Up to 200 / Above 300.

As a whole, most of the responders (45.06%) prefer seat capacity to be Up to 200 and least (26.54%) prefer seat capacity to be Above 300.

2.3.7. Mode of Transportation:

Income Level (in Lakhs)	Mode of transportation				Total
	Walk	Two wheeler	Car	Public Transport	
Below 2	2	9	0	10	21
2-4	11	26	6	26	69
4-6	1	19	5	10	35
6-8	0	8	6	4	18
8 & Above	2	9	7	1	19
Total	16	71	24	51	162



As presented above,

Most of the responders (47.62%) with annual income Below 2 Lakhs prefer to go for a movie by public transport and least (0%) prefer to go for a movie by car.

Most of the responders (37.68% / 37.68%) with annual income 2-4 Lakhs prefer to go for a movie by two wheeler / public transport and least (8.70%) prefer to go for a movie by car.

Most of the responders (54.29%) with annual income 4-6 Lakhs prefer to go for a movie by two wheeler and least (2.86%) prefer to go for a movie by walk.

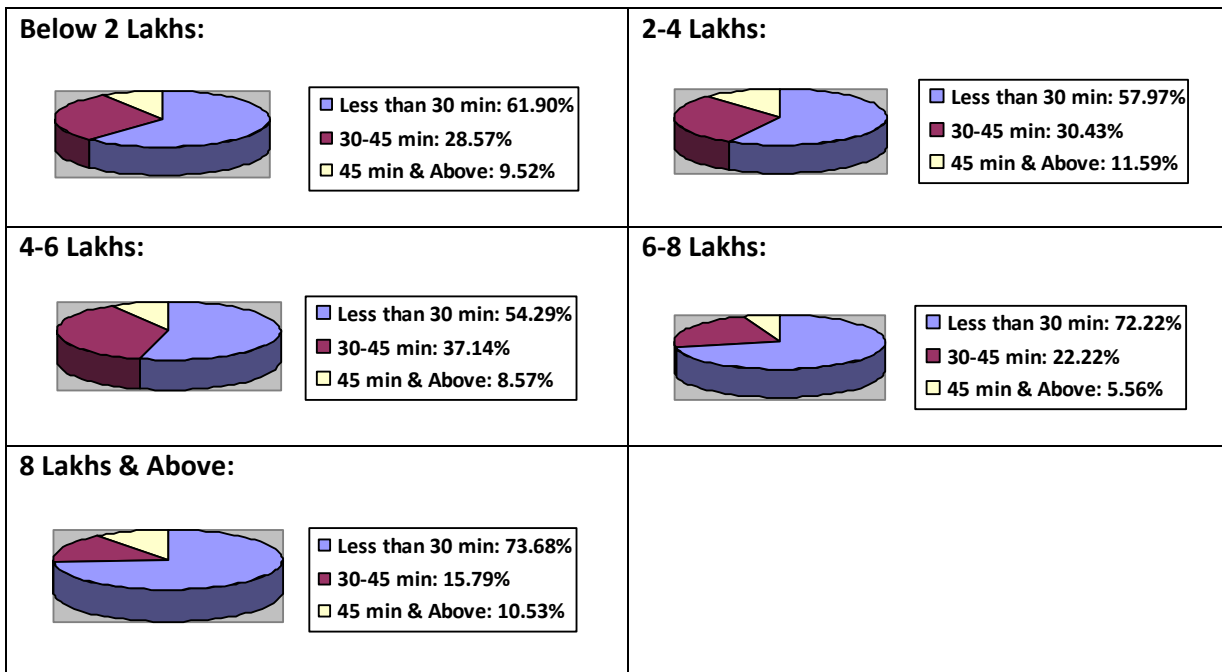
Most of the responders (44.44%) with annual income 6-8 Lakhs prefer to go for a movie by two wheeler and least (0%) prefer to go for a by walk.

Most of the responders (47.37%) with annual income 8 Lakhs & Above prefer to go for a movie by two wheeler and least (5.26%) prefer to go for a movie by public transport.

As a whole, most of the responders (43.83%) prefer to go for a movie by two wheeler and least (9.88%) prefer to go for a by walk.

2.3.8. Average Travel Time Preferred:

Income Level (in Lakhs)	Average Travel Time			Total
	Less than 30 min	30-45 min	45 & above	
Below 2	13	6	2	21
2-4	40	21	8	69
4-6	19	13	3	35
6-8	13	4	1	18
8 & Above	14	3	2	19
Total	99	47	16	162



As presented above,

Most of the responders (61.90%) with annual income Below 2 Lakhs prefer average travel time up to movie theatre to be less than 30 min and the least (9.52%) prefer 45 min. & Above.

Most of the responders (57.97%) with annual income 2-4 Lakhs prefer average travel time up to movie theatre to be less than 30 min and the least (11.59%) prefer 45 min. & Above.

Most of the responders (54.29%) with annual income 4-6 Lakhs prefer average travel time up to movie theatre to be less than 30 min and the least (8.57%) prefer 45 min. & Above.

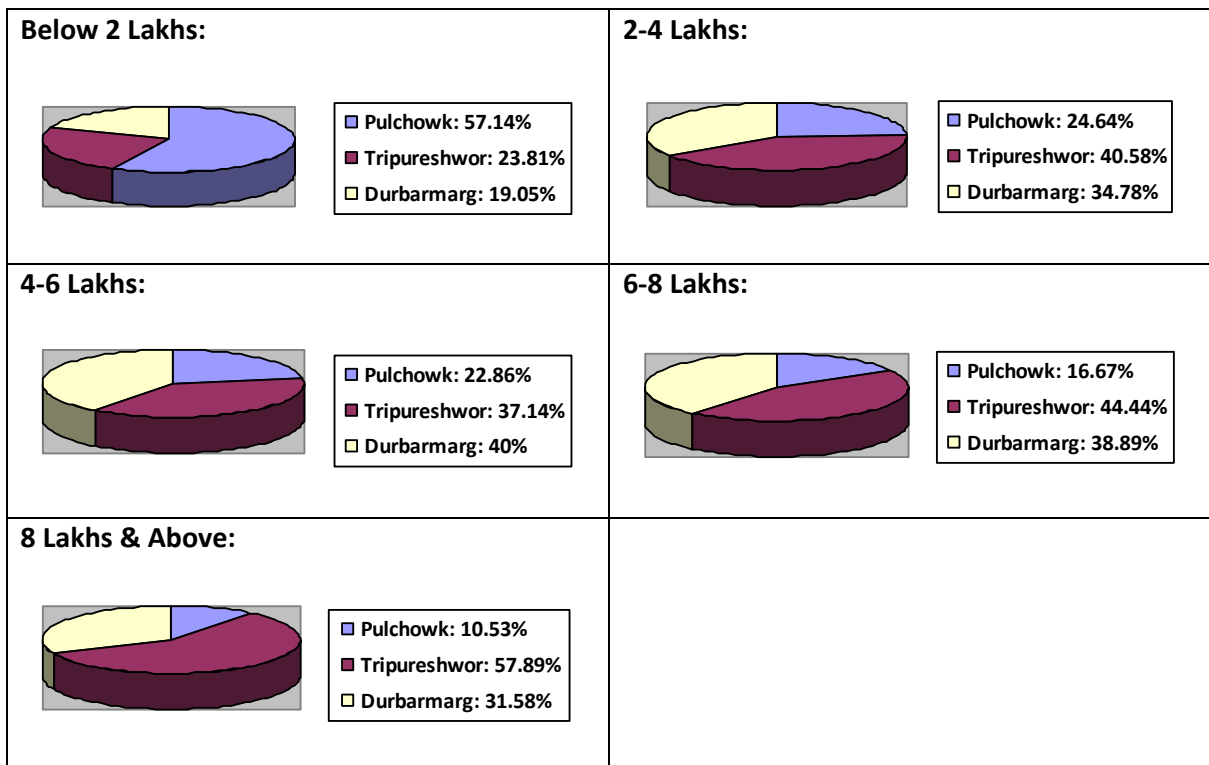
Most of the responders (72.22%) with annual income 6-8 Lakhs prefer average travel time up to movie theatre to be less than 30 min and the least (5.56%) prefer 45 min. & Above.

Most of the responders (73.68%) with annual income 8 Lakhs & Above prefer average travel time up to movie theatre to be less than 30 min and the least (10.53%) prefer 45 min. & Above.

As a whole, most of the responders (61.11%) prefer average travel time up to movie theatre to be less than 30 min and the least (9.88%) prefer 45 min. & Above.

2.3.9. Ideal Location for movie theatre:

Income Level (in Lakhs)	Location			Total
	Pulchowk	Tripureshwor	Durbarmarg	
Below 2	12	5	4	21
2-4	17	28	24	69
4-6	8	13	14	35
6-8	3	8	7	18
8 & Above	2	11	6	19
Total	42	65	55	162



As presented above,

Most of the responders (57.14%) with annual income Below 2 Lakhs prefer Pulchowk to be the best suitable location for movie theatre and the least (19.05%) prefer Durbarmarg for the same.

Most of the responders (40.58%) with annual income 2-4 Lakhs prefer Tripureshwor to be the best suitable location for movie theatre and the least (24.64%) prefer Pulchowk for the same.

Most of the responders (40%) with annual income 4-6 Lakhs prefer Durbarmarg to be the best suitable location for movie theatre and the least (22.86%) prefer Pulchowk for the same.

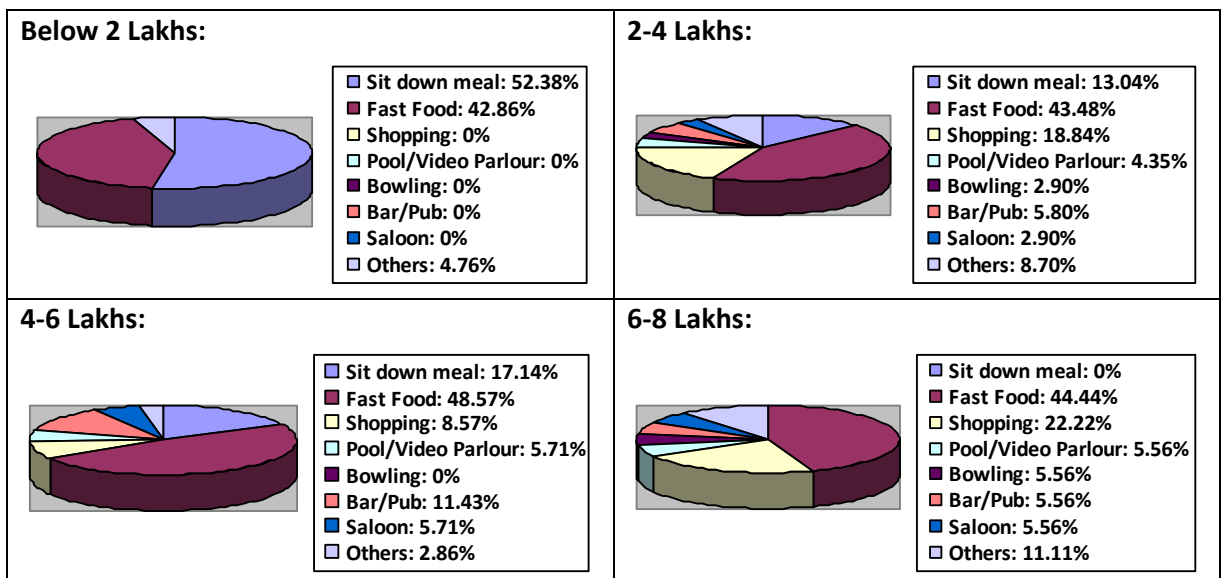
Most of the responders (44.44%) with annual income 6-8 Lakhs prefer Tripureshwor to be the best suitable location for movie theatre and the least (16.67%) prefer Pulchowk for the same.

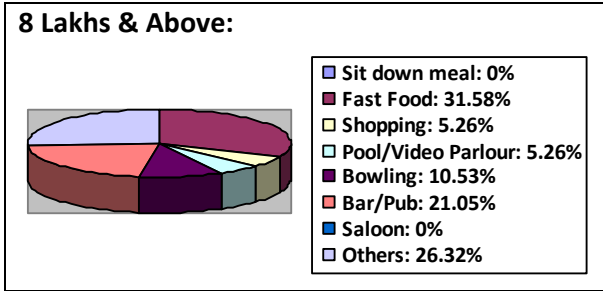
Most of the responders (57.89%) with annual income 8 Lakhs & Above prefer Tripureshwor to be the best suitable location for movie theatre and the least (10.53%) prefer Pulchowk for the same.

As a whole, most of the responders (40.12%) prefer Tripureshwor to be the best suitable location for movie theatre and the least (25.93%) prefer Pulchowk for the same.

2.3.10. Complimentary activities to movie watching:

Income Level (in Lakhs)	Complimentary activities								Total
	Sit down meal	Fast Food	Shopping	Pool/Video Parlour	Bowling	Bar/Pub	Saloon	Others	
Below 2	11	9	0	0	0	0	0	1	21
2-4	9	30	13	3	2	4	2	6	69
4-6	6	17	3	2	0	4	2	1	35
6-8	0	8	4	1	1	1	1	2	18
8 & Above	0	6	1	1	2	4	0	5	19
Total	26	70	21	7	5	13	5	15	162





As presented above,

Most of the responders (52.38%) with annual income Below 2 Lakhs prefer sit down meal as a complimentary activity to watching movie and the least (0%) prefer Pool/Video Parlor / Bowling / Bar/Pub / Saloon.

Most of the responders (43.48%) with annual income 2-4 Lakhs prefer Fast Food as a complimentary activity to watching movie and the least (2.90% / 2.90%) prefer Bowling / Saloon.

Most of the responders (48.57%) with annual income 4-6 Lakhs prefer Fast Food as a complimentary activity to watching movie and the least (0%) prefer Bowling.

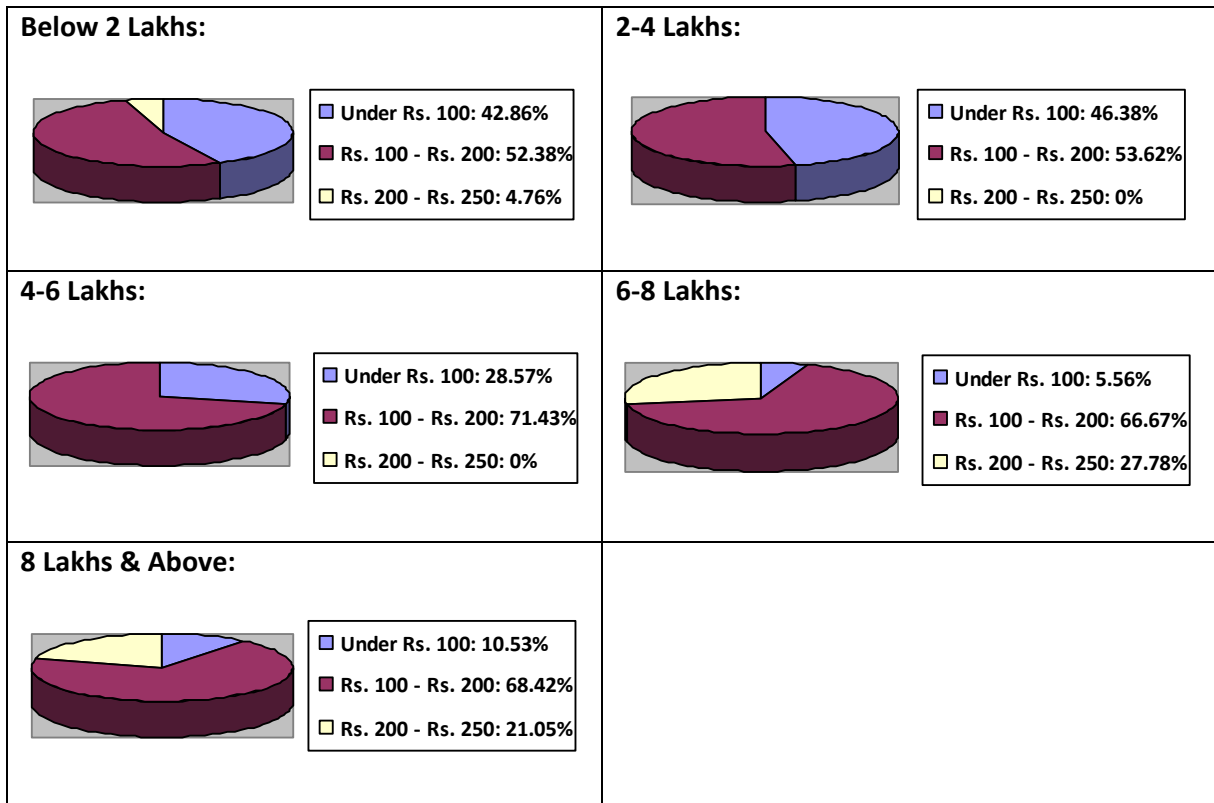
Most of the responders (44.44%) with annual income 6-8 Lakhs prefer Fast Food as a complimentary activity to watching movie and the least (0%) prefer Sit down meal.

Most of the responders (31.58%) with annual income 8 Lakhs & Above prefer Fast Food as a complimentary activity to watching movie and the least (0%) prefer Sit down meal / Saloon.

As a whole, most of the responders (43.21%) prefer Fast Food as a complimentary activity to watching movie and the least (3.09% / 3.09%) prefer Bowling / Saloon.

2.3.11. Ticket Price for a movie:

Income Level (in Lakhs)	Ticket Price			Total
	Under Rs. 100	Rs. 100 – Rs. 200	Rs. 200 – Rs. 250	
Below 2	9	11	1	21
2-4	32	37	0	69
4-6	10	25	0	35
6-8	1	12	5	18
8 & Above	2	13	4	19
Total	54	98	10	162



As presented above,

Most of the responders (52.38%) with annual income Below 2 Lakhs prefer ticket price to be Rs. 100 – Rs. 200 and the least (0%) prefer ticket price to be Rs. 200 – Rs. 250.

Most of the responders (53.62%) with annual income 2-4 Lakhs prefer ticket price to be Rs. 100 – Rs. 200 and the least (0%) prefer ticket price to be Rs. 200 – Rs. 250.

Most of the responders (71.43%) with annual income 4-6 Lakhs prefer ticket price to be Rs. 100 – Rs. 200 and the least (0%) prefer ticket price to be Rs. 200 – Rs. 250.

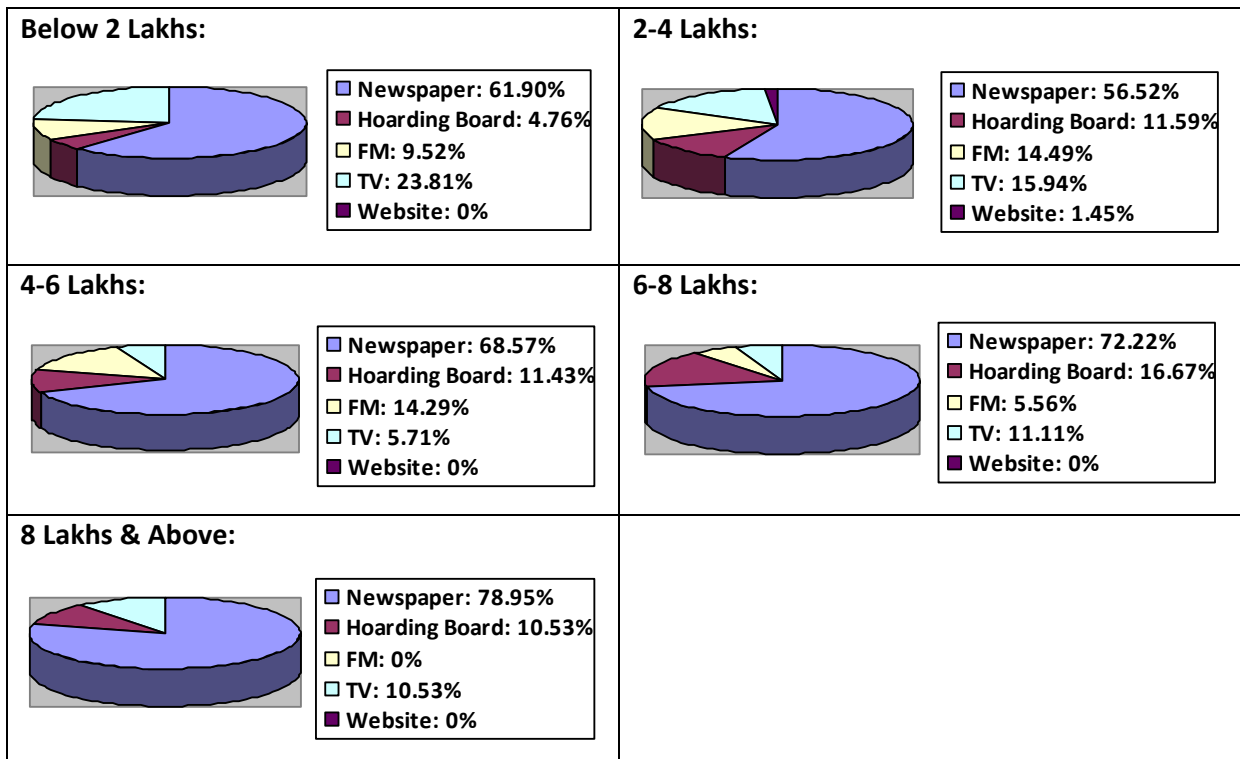
Most of the responders (66.67%) with annual income 6-8 Lakhs prefer ticket price to be Rs. 100 – Rs. 200 and the least (5.56%) prefer ticket price to be Under Rs. 200.

Most of the responders (68.42%) with annual income 8 Lakhs & Above prefer ticket price to be Rs. 100 – Rs. 200 and the least (10.53%) prefer ticket price to be Under Rs. 200.

As a whole, most of the responders (60.49%) prefer ticket price to be Rs. 100 – Rs. 200 and the least (6.79%) prefer ticket price to be Rs. 200 – Rs. 250.

2.3.12. Movie Change Notifier:

Income Level (in Lakhs)	Notifiers					Total
	Newspaper	Hoarding Boards	FM	TV	Website	
Below 2	13	1	2	5	0	21
2-4	39	8	10	11	1	69
4-6	24	4	5	2	0	35
6-8	13	3	1	1	0	18
8 & Above	15	2	0	2	0	19
Total	104	18	18	21	1	162



As presented above,

Most of the responders (61.90%) with annual income Below 2 Lakhs know movie change by reading newspaper and the least (0%) know movie change from website.

Most of the responders (56.52%) with annual income 2-4 Lakhs know movie change by reading newspaper and the least (1.45%) know movie change from website.

Most of the responders (68.57%) with annual income 4-6 Lakhs know movie change by reading newspaper and the least (0%) know movie change from website.

Most of the responders (72.22%) with annual income 6-8 Lakhs know movie change by reading newspaper and the least (0%) know movie change from website.

Most of the responders (78.95%) with annual income 8 Lakhs & Above know movie change by reading newspaper and the least (0%) know movie change from website.

As a whole, most of the responders (64.20%) know movie change by reading newspaper and the least (0.62%) know movie change from website.

FAVORITE MOVIE THEATRE:

Preferred Movie Theatres by the people as a whole:
(Listed on the basis of priority)

Jai Nepal
Kumari
Gopi Krishna / Guna Cinema

3. SUMMARY CONCLUSION AND RECOMMENDATION

3.1 Summary & conclusion

Movie theatres are coming in focus as a means of entertaining us. The definition of movie theatres has changed these days. They are not just the place for watching movies; they are being shaped as multiplexes, which will be providing all in one service of malls, supermarkets, restaurants, bar/pub, etc.

In this fieldwork report we study about the consumer movie going behavior. Side by side we too study the requirements of the consumer regarding the facilities and services in the movie theatres.

In compliance with analysis, the following findings are made:

- I. Most of the people (45.06%) like to watch movie on a quarterly basis.
- II. Most of the people (32.72%) prefer Family Drama Movie.
- III. Hindi is the most preferred (56.79%) language of movie; people on the other hand are turning towards English movies (18.52%) slowly.
- IV. Most preferred show time is Afternoon (29.01%).
- V. Most of the people (44.44%) prefer weekends for watching movies, may be because people are freer from their work these days.
- VI. Most preferred (45.06%) seat capacity for the movie hall is Up to 200 seats.
- VII. Most of the people (43.83%) travel by two wheeler to go for a movie.
- VIII. The most preferred (61.11%) average travel time is less than 30 min.
- IX. The best suitable location preferred by 40.12% people is Tripureshwor; next suitable location preferred by 33.95% people is Durbarmarg.
- X. Most of the people (43.21%) prefer Fast Food as a complimentary activity to watching movie.
- XI. Most of the people (60.49%) suppose ticket price to be Rs. 100 – Rs. 200.
- XII. Most of the people (64.20%) get informed about movie change through newspaper; websites are not yet good source of informations to the Nepalese people.
- XIII. Most of the people (42.59%) fall under the income bracket of 2-4 Lakhs per annum.
- XIV. Though all can't afford for a movie at Jai Nepal, it is supposed to be the most favorite movie theatre of the people within Kathmandu Valley.

3.2 Recommendation

Based on the analysis and finding of the study, the following recommendation can be made.

- 3.2.1** The consumer responses to the survey suggest Tripureshwor to be the ideal location for the movie theatre, hence it is beneficial to have a movie theatre or multiplex in that area.
- 3.2.2** The Print Media are emerging as a reliable source of information; hence we should focus our ads towards the Print Medias too. Spending on websites does not sound much interesting.

Thank You!