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CAUSES OF FAILURE OF MOVIE THEATRE INDUSTRY IN JANAKPURDHAM

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Abstract

Information technology created revolution in the utilization of internet technology. People have been persuading to use internet by replacing newspaper and television. Nowadays, mobile, laptop and other types of gadget are used to watch film. It has been creating challenges day by day to the movie theatre industry. This study aimed to help in formulation of policy at different period for survival of the movie theatre industry in the gradual snowballing phase of internet technology. This research highlighted the causes of decline in watching the film in movie theatre. The public attraction towards movie theatres down falling day by day in Janakpurdham due to cheaper availability of internet as well as flexibility to watch movie at home. These conditions have been forcing the movie theatre industry towards failure in Janakpurdham.

Keywords: Internet technology, Cinema quality, Film quality, Behavior of movie-goers, Flexibility, Over-the-top, Movie Theatres, Entertainment

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Introduction

The world of entertainment is exciting. Videos and movies are one of popular and cheaper modes of entertainment. In the context of Nepal and India, Hollywood and Indian movies are most popular to visit. Television and Over-the-top (OTT) platform are available for enjoying movies. However, the level of entertainment may not be satisfied in the limited size screens of Television. Movie theatres are providing big screen to watch movies.

Movie-theatres are commercial place which established to show new release movies in big screen. It is well facilitated auditorium having capacity of large number of movie audience in which movie projected by different technology and network. In the present context, movie theatres are digital cinemas which have been operating using internet technology with Dolby digital sound. Movie-lovers are deep interested to watch cinema in movie theatres. Nowadays, there is availability of Two dimension (2D) movies, Three dimension (3D) movies and many more. Movie-goers visit cinema in large screen in the pleasant environment by purchasing ticket. They can enjoy the excitement with the noise of mass public in large auditorium as seen creates kick in the movie theatre.

Movie-theatres are operated as single screen theatres and Multiplex. Single screens are choice of small town in which single movie operated. Multiplex are giant building with verities of facilities which operates number of movie-theatres in single complex.

Profile of Movie theatres in Janakpurdham:

There were five movie theatres established in Janakpurdham among which only three theatres are under operation in the town. The profile of these cinema halls are presented as:

1. Hanuman Talkies:

Hanuman Talkies was first movie theatre established in Janakpurdham. It was established in 2029 B.S. by Bajrang Billa. It was established south-east corner of Dhanush Sagar pond, Ram chowk, Janakpurdham, Dhanusha, Nepal. It was one of modern place for entertainment. People were very excited to get movie theatre in town. It was established with the capital of Rs. 2700000. It was located in the land area of almost 3.5 kattha. The capacity of cinema hall was around 650 seats for movies theatre-goers. Initially, it was operating with better earning capacity. Gradually, movie theatres increased in town with more facilities, it business down turned. Presently, Hanuman Talkies is closed forever.

2. Neelam Talkies:

Neelam Talkies established in 2042 B.S, after thirteen years of Hanuman Talkies. It was established with capital of Rs. 4600000 in the land area 4.5 kattha. It was established at Kadam Chowk. First move run in theatre was Ganga Dham. The owner of Neelam Talkies is Mr. Ram Pukar Bachhar. Actually movie theatre was established by his father. When it was established in town, it was established considered as finest movie theatre in town. It has capacity of 726 seats. Presently, it has been operating with 2D and 3D movie shows. However, it is almost in critical condition of operation due lack of movie-goers.

3. Asha Talkies:

Asha Talkies established in 2058 B.S. with capital of Rs. 7500000 in the land area of 4 kattha. It was established at Mills area, Janakpurdham. It was established by Mr. Arjun Giri. It has capacity of 800 seats. Presently, it is under operating condition with 2D movie shows. Its present condition is very critical. It is almost in the condition of being closed due to lack of movie-goers.

4. Girija Talkies:

Girija Talkies established in 2056 B.S. with capital of Rs. 9000000 in the land area on 4.5 kattha. It was established at Kadam Chowk, Kapileshwor road, Janakpurdham. It was established by Mr. Raj Kishore Sah. It has capacity of 693 seats including 24 air conditioned seats. It is well maintained and modern movie theatre in town. It is well managed, disciplined and favorable for family movie-goers. It is under better operating condition with 2D and 3D movie shows. Even in the lack of movie-goers, Girija Talkies is first preference for watching movie due to its well maintained environment.

5. Ram Janaki Picture Palace:

Ram Janaki picture palace was latest cinema hall established in town with innovative concept of multiplex and mall. It was established with huge investment in the town as shopping mall cum movie theatres. Two movie halls operated in the single complex with incomplete mall. This theatre has almost huge cinema presenter in town and other mini hall with 2D movie shows. Presently, it is almost closed due to not having proper maintenance and lack of movie-goers.

Problem Statement

The present condition of single screen movie theatres is very chronic. It is very difficult to survive single screen movie theatre in the town Janakpurdham and nearby town Birgunj, Jaynagar, Darbhanga, Biratnagar etc. The present study highlighted the problem of movie theatres failure in the Towns with special reference to Janakpurdham. The problem statements can be presented as:

- What are major causes of decline in movie theatre-goers in Janakpurdham?
- How does revolution in internet technology effect failure of movie-theatres in Janakpurdham?
- How do movie quality effect on movie theatre-goers?
- What are substitutes which effecting decline in movie theatre-goers?
- How flexibility to watch movie at home effect on movie-theatre goers?

Objectives of the Study:

The aim of this research paper was to evaluate the factors affecting decline in movie-goers which resulting in the failure of movie-theatres in Janakpurdham. The objectives of this paper can be highlighted as follows:

- To evaluate causes of decline in movie theatre-goers in Janakpurdham.
- To evaluate effect of revolution in internet technology on failure of movie-theatres in Janakpurdham.
- To evaluate the effect of movie quality on movie theatre-goers.
- To evaluate substitutes which effecting decline in movie theatre-goers.
- To evaluate effect of flexibility to watch movie at home on movie theatre-goers.

Significance of the Study:

This study is significant for future research scholars for their study in the field of cinema industry as well as movie theatre owners to protect from the failure of Theatres. The significance of the present research study can be presented as follows:

- It will help to know the movie theatre owners of Janakpurdham that how various factors affecting their cinema-goers.

- It will help to make strategy to attract the movie-goers towards theatre by addressing the cause of failure.
- It will help researchers and scholars for further analysis and finding solution for movie theatre industry failure.
- It will provide strong conceptual foundation about cause and affect relationship between factors affecting failure of movie-theatres.

Limitations of the Study:

As it is study of movie-theatres of Janakpurdham only, there are several limitation of present research study. Some major limitation can be presented as follows:

- This is study of single-screen movie-theatres of Janakpurdham only which cannot generalize to whole industry.
- This study is solely based on the questionnaire which administered only on 100 people of Janakpurdham.
- This study is conducted in limited time period of two months due to which results may not be enhanced.
- This study is incomplete as it only analyses cause of failure of movie-theatres in Janakpurdham but not remedial action for its survival.

Review of literature:

The movie theatres in Janakpurdham which are presently under existence are single screens. So, related previous research articles in the field of cinema industry reviewed for giving light to the present study.

In the article *"The End' Looms for single screens but some say 'Picture abhi baaki hai"* by Sharmila Ganesan Ram and Priyanka Das Gupta published Times of India dated December 8, 2020, authors explained concern over depressed condition of single screeen movie theatres in metropolis which are at the end of its business during COVID pandemic. There had been reasonable decline to all theatres owing to COVID restrictions and fear of contacting corona virus. The fragile talkies of the town required needed to elevate, but in the absence of fund, revival remained distant hope. The prospect of better seats, well functioning air conditioner and feel inside hall remained dimmed as revenue reduced acutely with passage of time. Turnout of viewers declined sharply over time on account of assault from TV

versatility and pervasive piracy of motion pictures. The assistance by diehard theatre enthusiasts in the form of sponsoring community viewing so far salvaged undynamic halls for some time. All theatres waited for big release from Hollywood or Bollywood to lift them a fresh life.

According to K. Shiva Shanka and K. Raja Ram's study article, "Changing movie viewing patterns of movie-goers and the rise of multiplex theatres in India: is it end of the show for single screen theatres?" In their September 2019 article in the Parisodh Journal, the writers highlighted how India lacks enough screens to watch movies compared to the US. The shutdown of single-screen theatres in India,however, despite the fact that there aren't enough screens for every million people, is a contradiction. The authors emphasized how the promise of a resurrection for fragile talkies was dashed by the absence of a competent renovation plan for single-screen theaters.

There is concern over the ongoing closure of single-screen cinemas in India, according to the study article "For single screen theaters, it's still a no show" that was published in the Hindu on February 07, 2021. Due to the massive loss of money, lockdown brought the halls to their knees. The movie theater industry was severely impacted by the low number of patrons during the unlock. The efficiency of paying movie theater staff their full salary was lacking. Therefore, workers suffered the most since their income drastically decreased and it became more difficult for them to handle their home bills. The issue arises greater when they are elderly and have little chance of finding employment in another industry. Talkies ran empty mostly even after reopening post lockdown but fixed operating expenses continued to be same.

In the study conducted by Arvind Rajagopal(1999) interpreted that the era of watching just the movies for entertainment has changed a lot. The scenario totally different now, the economy of the people is improving at a faster rate. As most of the family members contribute economically through professional means, they are unable to find time to sit at theatre, and more over easily available of films CD's, DVD's. Also, the television reality shows, soap operas and era of globalization made everything easily to explore, non-up gradation of cinema halls has gradually reduces occupancy rate in cinema theatre.

Theoretical Framework:

The literatures used in this study are mostly journals that convey concepts related to consumer motivation in deciding to watch movies in theatres or better known as movie-goers. Most of literature emphases that single screens theatres in cities had decaling movie-goers which has resulted very hard condition for survival of movie theatre business.

The mains aspects which considered as independent variables affecting decline in movie-goers i.e. dependent variable are revolution in internet technology, over the top (OTT) platform, high cost, availability of HD Television and cinema quality. The hypothesis developed in the research study that all independent variables influence the dependent variable i.e. move-goers. Framework of research can be presented as:

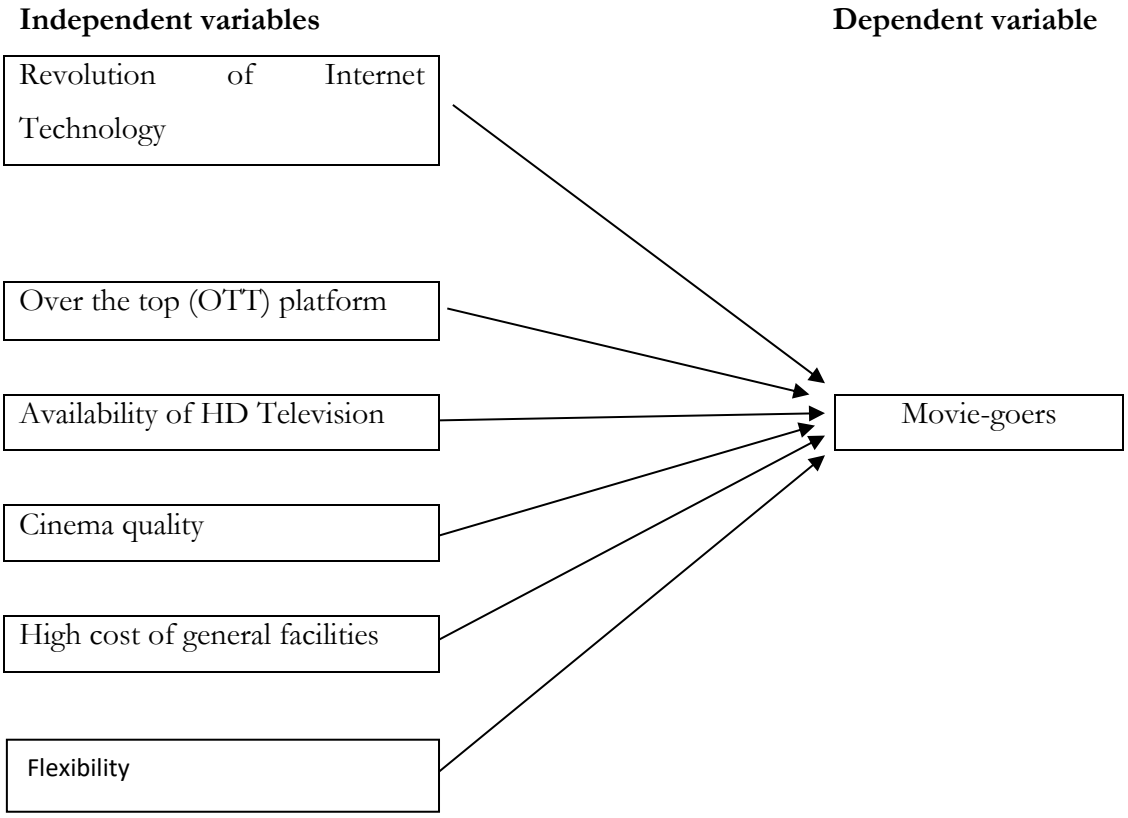


Figure-1: Framework of the Study

Research Methodology:

1. Research Design:

The present study is based on survey for analyzing causes of failure of movie theatres in the Town. The research design used for study is descriptive, analytical and qualitative.

2. Sample of the study:

The survey was based on 100 participants from different areas of Janakpurdham for collecting responses regarding potential causes of failure of movie theatres.

3. Data collection and analysis Procedure:

For the purpose of in-depth study, the contents have been taken from relevant articles, websites, journals, books etc. Primary and secondary methods of data collection used to find out the cause affecting the movie-goers. Primary data was collected using questionnaire containing 15 objective questions and two subjective questions related to movie theatre industry influencing factors. The secondary data was collected from numerous research reports, articles and publications on the factors affecting move-goers for Indian films.

Data analysis involved creating, examining and interpreting data collected from questionnaires. Qualitative data were analyzed using thematic analysis.

Results and Analysis:

For analysis purpose, data collected using questionnaire containing several questions regarding condition of use of internet and mobile technology, use of OTT platform, use of facilitated televisions, movie visit to cinema hall, their preference of movies and cinema hall etc. Such questionnaire administered on 100 people of Janakpudham including young, old, educated, uneducated, male, female and from various areas. On the basis of their responses, analysis can be presented as follows:

1. Demographic profile of respondents for Questionnaire:

Data collected from questionnaire administration dated 2024-06-01 to 2024-06-10, which included following demographic profile regarding respondents:

Table-1: Demographic profile of Respondents

Elements	Description
Gender of the respondents	Total male respondents :75 Total female respondents : 25
Age of the respondents	Below 20:25 respondents 21- 30 : 25 respondents 31- 40 : 25 respondents 41-50 : 25 respondents
Profession of the respondents	Students : 35 respondents Businessmen : 30 respondents Government employee : 10 respondents Private employee : 25 respondents
Literacy of the respondents	Literate : 80 respondents Non literate : 20 respondents

2. Use of Internet and mobile technology:

As questionnaire administered on 100 respondents which reveals the wondering facts that all 100 people using smart mobile with 4-G technology with Wi-Fi connection in home as well as mobile data connection. It reveals that either people educated or not, male or female, younger or aged all are using internet and mobile technology. Some utilize for work purpose as well as for entertainment. But, uneducated people are using mostly for entertainment purpose through social media and U-Tube. As per their response their children are also using mobile Technology social media for entertainment.

The situation of facts from questionnaire indicates that people are getting entertainment using internet technology. Their children and family are also entertaining using social media by internet. So, the condition indicates that they are not highly interested to visit movie theatre for entertainment. This emphasizes that the people of Janakpurdham are not keen interested to go movie-theatre which resulting decline in the movie-goers to the cinema hall. It is indicating one major cause of failure of movie theatre in Janakpurdham.

3. Use of over the top (OTT) platform:

Over the top (OTT) platform is video or audio content that is played over the internet. There are two types of OTT streaming pay to access and free to access. Many OTT

services now operate on a paid subscription basis. Over-the-top (OTT) platforms are available for Nepali and Indian movies in Nepal. Most popular OTT platform available in Nepal as well as in Janakpurdham is Netflix, Amazon Prime Video, Zee5 etc. The strengths of OTT platforms in Nepal are varied. Netflix offers a vast array of international Block Busters and ad-free experience but at a premium cost that may not be accessible to all.

As questions related to use of OTT platform by respondents administered which reveals very low attraction of OTT in Janakpurdham. Among 100 respondents, 68 peoples respond no any ideas about OTT platform. Twenty respondents shared that they know about OTT but not used as it is very costly. Twelve people expressed that they are using occasionally to some favorite Block Buster movies only. The scenarios show that OTT platform is still not popular in Janakpurdham for viewing videos and movies. So, it is not influencing factor for decline in movie-goers in Janakpurdham cinema hall.

4. Use of HD Television in home:

In Janakpurdham various televisions are available from price rupees 17,000 to all most rupees 400,000 in different size and quality. Televisions are available up to 85 inches size with digital sound and HD picture. Questionnaire included questions regarding use of television, types, size and quality used by respondents in home. The response resulted was that all 100 respondents had television at home. General size used by respondents 32 inches LED TV. Fifteen respondents who were businessmen using luxurious television of above 55 inches. Respondents reacted that TV is common sources of entertainment with family in home. However, most of them responded that use of television is less due to internet availability in mobile. They are also enjoying movie in Television at home.

The response indicated that TV is most commonly used by every respondent for entertainment. So, it is also influencing the movie-goers decline in the cinema hall. However, it has less impact in comparison to internet and mobile technology.

5. Cinema Quality Impact on Movie-goers:

Cinema quality represented by the facilities provided in movie theatre. Presently, Neelam Talkies, Asha Talkies and Girija Talkies are under operation with digital Cinema. Questionnaire also included questions regarding cinema quality on which respondents responded. Most of respondents answered that the quality of cinema hall is very worst in Janakpurdham. Comparatively, Girija Talkies have better cinema quality in Janakpurdham

due to better cleanliness, latest 2D and 3D movies, food stands as well as air-conditioned seats availability at limited level. Most respondents negatively reacted about Asha Talkies.

The response regarding cinema quality from respondents are negative which is affecting the movie-goers to visit cinema in movie theatre of Janakpurdham.

6. High cost for general facilities:

Questionnaire also administered to respondents with questions regarding cost of ticket for movies show. Girija Talkies charges highest movie ticket price maximum up to Rs. 250. However, it provides better facilities as per price, respondents responded. Asha Talkies charges rupees Rs. 120 for 2D cinema, but the facilities are worst as per respondents. The responses indicate that respondents are not satisfied with the cost of movie ticket as per available facilities. It is causes of decline in movie-goers in Janakpurdham. Such decline is forcing movie theatre business towards failure in the town.

7. Flexibility to watch movie at Home:

Questionnaire also administrated with questions regarding flexibility to watch movie. Most of respondents reacted that they can watch movie at home as they require. There no time bound but movie theatre is restricted to time.

Discussions

The study indicates that ray of hope for movie theatre business in Janakpurdham is almost at the condition of disappearing. It is just showing sun is setting on single screens cinema hall of Janakpurdham.

Movie-goers are highly declining due to revolution in internet and mobile technology, availability of modern HD Television, not having quality cinema hall. Glorious movement is over and no one finds before ticket counter. It is very difficult to maintain operating expenses of movies. Hanuman Talkies and Ram Janaki Picture Palace, already, closed among five movie theatres in the town. Asha talkies is operating under heavy loss due to lack of movie-goers. There is high chance of its shut down in near future. Neelam Talkies and Girija talkies are in process of survival. Girija Talkies is first preference of the movie-goes in comparison to other talkies. So, it seems that Girija Talkies will survive in such critical declining condition of movie-goers due to better maintenance. Neelam Talkies is also struggling for survival with better possible facilities, but it is very difficult for its

survival. In overall, movie-theatre industry in Janakpurdham is under condition of failure. Study emphasizes revolution in internet, mobile technology and flexibility to watch movie at home as main causes of decline in movie-goers which resulting failure of movie-theatre industry in Janakpurdham.

Conclusion

Revolution of internet technology and mobile technology resulted decline in movie-goers in theaters, OTT platform availability for latest movies resulted decline in movie-goers, but it has least effect in the context of Janakpurdham. Modern HD Television which provides entertainment as movie-theatres resulted declined in movie-goers. Quality cinema which only released, occasionally, resulted decline in movie-goers. High cost of general facilities in the cinema of Janakpurdham also resulted decline in movie-goers. Flexibility to watch movie at home resulted decline in movie-goers. Such decline in movie-goers is cause of failure of movie-theatres in Janakpurdham.

The scenario shows that single screen theatres business is down falling. Neighboring Towns, also, has been facing same problems. Single screen movie theatres of Biratnagar, Birgunj, Jaynagar, Darbhanga etc. are almost in the condition of failure. There is requirement of making dynamic change in movie theatres to attract movie-goers in theatres.

Conflict of interest:

The present study is conducted for own purpose as well as generalization of knowledge. It is not conducted for specific organization for their organizational purpose. So, there is no conflict of interest to any parties for the investigation conducted under study.

Data availability:

Various data used under study is my own works which collected primarily involving own self. The information regarding profile of cinema halls collected from interaction with owners and in charge of cinema halls. Similarly, questionnaire administrated on 100 respondents to collect information regarding causes influencing the reduction of movie-goers. So, data made available for study is my original work.

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