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STATISTICAL ANALYSIS OF SUPPLY AND DEMAND OF MARKETING SERVICES FOR STUDENTS IN ALMATY MOVIE INDUSTRY

Nowadays because of globalization young people have got a lot of different kinds of places where they can spend their free time. Also because of it, entertainment sphere developed rapidly. There are a huge amount of places for amusement such as Lounge Bars, Cafes, Cinemas and so on. One of the most popular place to get some rest is a cinema. You can go to the cinema alone or with your family (friends). If you are at the cinema, you can see a huge option of movies: for children, for teenagers, for young people, who are in love with each other or who want to find their significant other, for someone, who loves adventures, or thrillers, or dramas. The modern movie industry is a very big organization, in which involved a lot of people of different professions from a film director, actors to IT specialists and cashiers. For me, as for a student, it is very a interesting sphere. Almaty is the biggest city in the Republic of Kazakhstan, that is why we have got 20 cinemas here including in the Table 1 [1].

Table 1. Set of Cinemas in Almaty to 2014

#	Cinemas	Address	Date of Foundation
1	Bekmambetov Cinema 3D	Republican Square, 2	2012
2	Chaplin ADK 3D	Satpaev str., 90	2012
3	Chaplin Mango RealD 3D	Seifullin ave., 9a	2011
4	Chaplin Mega RealD 3D	Seifullin ave., 248	2014
5	Cinema Towers 3D	Baizakov str., 280	2009
6	Cinemax Dolby Atmos 3D	Samar-2, 111	2014
7	Kinopark 4 Globus 3D	Abay ave., 109c	2010
8	Kinopark 11 Esentai IMAX3D	Al-Farabi ave., 77/8	2012
9	Kinopark 6 Sputnik 3D	Mamyr-1, 8a	2009
10	Kinoplexx Sary Arka 3D	Altynsarin ave., 24a	1966
11	Promenade Cinema 3D	Abay ave., 44a	2006
12	Silk Way City 3D	Tole bi str., 71	2004
13	Star Cinema 3D Aport	Raimbek ave., 17	2010
14	Star Cinema 3D Mega	Rozabakiev str., 247a	2006
15	Star Cinema 3D Praim Plaza	Raimbek ave., 514a	2009
16	Arman 3D Dostyk	Dostyk ave., 104	1968
17	Arman 3D MART	Richard Sorge str., 18	2013
18	Illusion 3D Atrium	Nauryzbai batyr str., 7b	2012
19	Illusion 3D Maxima	Raimbek ave., 239	2007
20	Cesar 3D	Furmanov str., 50	2003

I am interested in learning about the prices for tickets for student in different cinemas of the city. So, I made a statistical research by questionnaire among 100 students of five different universities of Almaty: Almaty Management University, University of International Business, KIMEP, Kazakh – British Technical University and Kaspisky Public University. I asked them four questions.

1. How often do you go to the cinema?

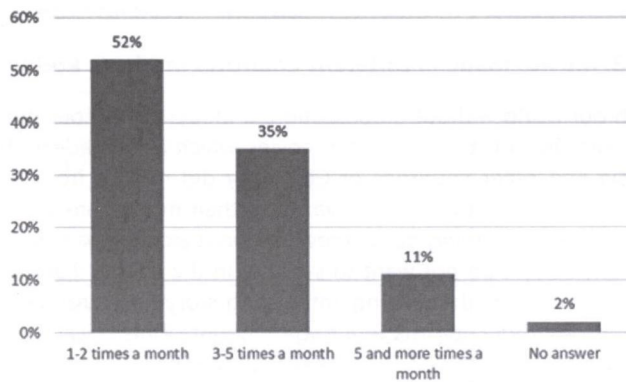


Figure 1. How Often Students Go to the Cinema Each Month

As we can see on the Figure 1, 52% of students go to the cinema usually 1-2 times in a month, 35% - 3-5 times, 11% - 5 and more times and 2% of asked students found hard to answer the questions. In my opinion, it is because students do not have a lot of free time.

2. What do you prefer at the cinema more: proximity to home / university, price of a ticket, time of a session, comfort of the cinema halls?

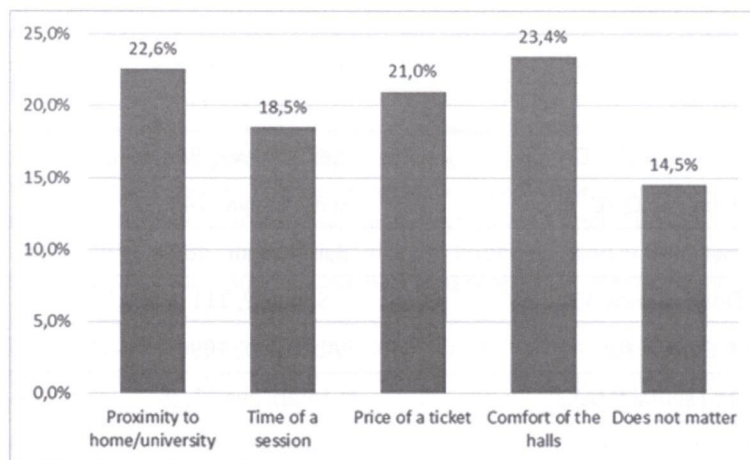


Figure 2. Preferences of Students to Choose the Cinema

As we can see on the Figure 2, there is no such big difference between features. The leaders are Comfort and Proximity. Nowadays it is very important because sitting during a movie (usually duration of the modern movie is about 120 minutes and more) is very difficult if seats are not comfortable. Also in Almaty's big problem is traffic jams. Therefore, proximity is also very important, in order not to waste time.

3. What movies do you prefer? (made in the USA and Europe, Russia or other countries of CIS, made in Kazakhstan)

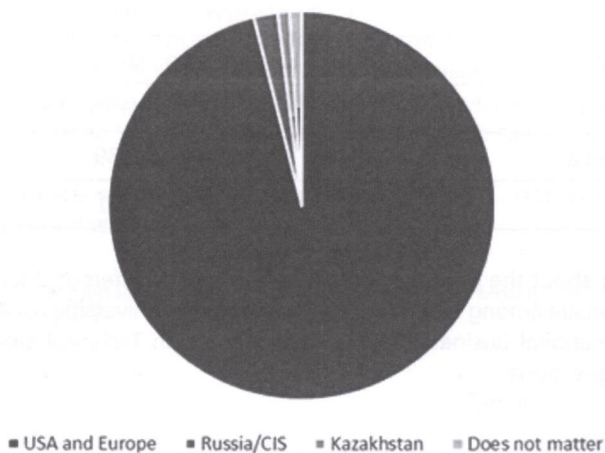


Figure 3. Movies Made in Different Countries Students Prefer More

I do not know anything in our world without globalization. It influences on our hobbies and interests. Such as showed in Figure 3. As we can see, 96% of students prefer movies, which were made in the USA, Europe and another foreign country (except Russia and other countries of CIS). Why did movies from Russia lose their popularity? Everybody knows classic soviet movies by Gaidai and Ryazanov, their movies are still well known. However, many modern movies in Russia usually tell us nothing good, they are about alcohol, parties and sex. In addition, they are not very interesting, without any story. I do not want to say that in the USA or Europe there are not such kind of movie, they are. However, many movies with meaning, interesting story and strong characters. During the period of 2012-2014 the USA and Europe production made a huge amount of historical movies about different famous people, such as "La Vie en Rose" about Edith Piaf, "My Week with Marilyn" about Marilyn Monroe, "The Iron Lady" about Margaret Thatcher and so on.

4. Choose three favorite cinemas of yours (answers you may find in Table 2).

Table 2. 20 Cinemas of Almaty with Popularity among Students

#	Cinemas	Percentage of Students
1	Bekmambetov Cinema 3D	11.93
2	Chaplin ADK 3D	8.64
3	Chaplin Mango RealD 3D	0
4	Chaplin Mega RealD 3D	5.76
5	Cinema Towers 3D	12.75
6	Cinemax Dolby Atmos 3D	5.34
7	Kinopark 4 Globus 3D	10.28
8	Kinopark 11 Esentai IMAX3D	20.16
9	Kinopark 6 Sputnik 3D	6.58
10	Kinoplexx Sary Arka 3D	2.46
11	Promenade Cinema 3D	0
12	Silk Way City 3D	2.46
13	Star Cinema 3D Aport	0.41
14	Star Cinema 3D Mega	5.76
15	Star Cinema 3D Praim Plaza	0.41
16	Arman 3D Dostyk	6.58
17	Arman 3D MART	0
18	Illusion 3D Atrium	0
19	Illusion 3D Maxima	0
20	Cesar 3D	0.82

On the base of this statistical research I found out 10 most popular cinemas among students.

Table 3. 10 Most Popular Cinemas among Students in Almaty

#	Cinemas	Percentage of Students
1	Bekmambetov Cinema 3D	12.5
2	Chaplin ADK 3D	9.38
3	Arman 3D Dostyk	6.69
4	Chaplin Mega RealD 3D	6.25
5	Cinema Towers 3D	13.84
6	Cinemax Dolby Atmos 3D	5.36
7	Kinopark 4 Globus 3D	11.16
8	Kinopark 11 Esentai IMAX3D	21.88
9	Kinopark 6 Sputnik 3D	7.14
10	Star Cinema 3D Mega	5.8
Total		100

Show on Figure 4 the distribution students' answers about the popularity of the cinemas in Almaty.

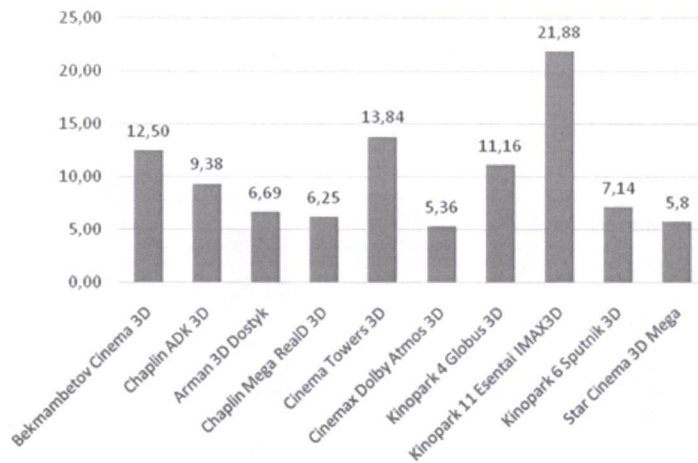


Figure 4. 10 Most Popular Cinemas among Students in Almaty

On Figure 4 we can see that the most popular cinema is the Kinopark 11 3D, which is located in the Essentai Mall. After statistical research, I tried to learn more about prices of 10 most popular cinemas among students of five universities in Almaty. Therefore, I collect information from web sites [2-5], where we can find schedule of cinemas in Almaty. I have made an analysis by the prices of tickets for students.

The prices are made on the base of several features such as novelty of the movie, memorandum of the movie, format of the movie (2D or 3D).

Nowadays at the cinemas we can see new movies every Thursday, because it is a day after a student's day and before a weekend.

The student's day is a special day for young people with discounts for tickets. Almost all cinemas in Almaty have the student's days.

Each movie has a memorandum. The memorandum is a limit for discounts and promotions on the movie, which is established by a distributor. There is no any movie without the memorandum.

The memorandum can be one day or from one to three weeks. It depends on a film – distributor. The price of a ticket also depends on the location of a cinema, comfort of the cinema halls and the presence of a bar, or a cafe inside the cinema.

By marketing research of prices of the students' tickets, I found out the average prices in 10 most popular cinemas in Almaty. The result of this research you can see in Table 4.

Table 5. Average Prices of Tickets for Students in Cinemas in Almaty

	Average Prices, tenge	Average Prices for Students' Days, tenge	Average Prices for Weekends, tenge	Average Prices for Weekdays, tenge
Bekmambetov Cinema 3D	2,115	2,125	2,090	2,114
Chaplin ADK 3D	855	835	953	824
Arman 3D Dostyk	762	-	779	757
Chaplin Mega RealD 3D	974	933	1,089	943
Cinema Towers 3D	812	836	875	753
Cinemax Dolby Atmos 3D	1,431	-	1,649	1,644
Kinopark 4 Globus 3D	790	699	784	757
Kinopark 11 Esentai IMAX3D	1,346	1,122	1,314	1,337
Kinopark 6 Sputnik 3D	853	736	927	895
Star Cinema 3D Mega	1,595	-	1,465	1,700

To make it easy to understand Table 4, it is necessary to draw the graph (Figure 5).

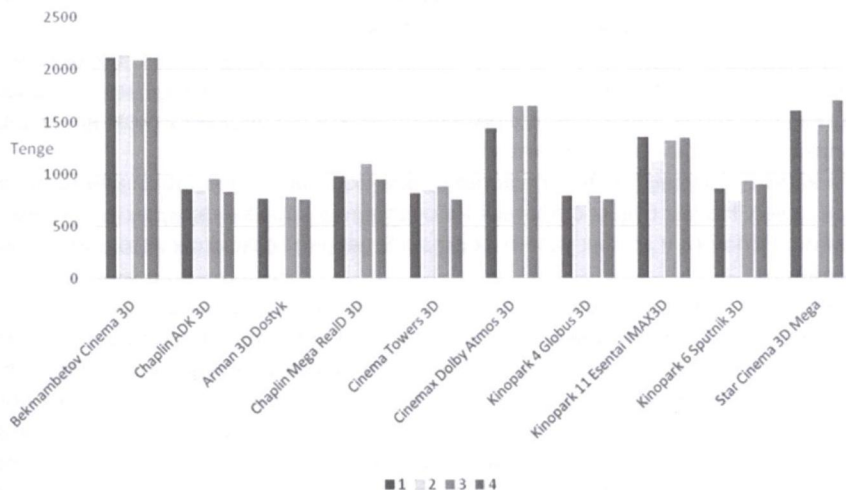


Figure 5. Average Prices of Tickets for Students in Cinemas in Almaty

On Figure 5 we see that the most expensive tickets for students is in the Bekmambetov Cinema 3D, and the cheapest is in the Kinopark 4 3D Globus. Prices do not have a big difference in each cinema, they are close enough, but among 10 cinemas there are 4 most expensive for students. Usually it is because those cinemas have VIP sessions, which cost more than 2,000 tenge (for example, in the Bekmambetov Cinema 3D VIP session in the morning hours costs 2,000 – 2,500 tenge). In addition, three of the most expensive cinemas do not have a special student's day, as we can see on the graph. The other seven cinemas have nearly the same prices.

Linear coefficient of correlation between tickets' prices and number of cinema halls equals 0.9 and between tickets' prices and number of new films is equal 0.8.

After this research I found out that the entertainment market, especially the film industry, developed in Kazakhstan not so bad. And also I have noticed a significant increase in the price of movie tickets, just a couple of years. Prices in all cinemas increased by 20-30%. Although, I do not think that the rise in prices of movie tickets is such a problem, but at the moment the movie is one of the most affordable entertainment for the young people. I would like to recommend to all those involved in this industry try to send it to the mainstream of development for young people.

Also, we recommend that it will be topical to create a mobile application, where people can choose the cinema according to the prices, proximity, sessions and comfortable.

Sources:

1. <http://www.kino.kz/>
2. <http://www.kinopark.kz/>
3. <http://bcinema.kz/>
4. <http://www.star-cinema.ru/>
5. <http://afisha.kz/>