

Understanding Service Convenience of Multiplex Amongst Youth

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Consumer convenience in buying and using services is not well understood (Berry et al, 2002). Service convenience scale is a multi-dimensional construct developed by Berry et al, (2002). Service convenience scale has been adopted in Indian context by only few researchers. There is a dearth of research especially in the context of youth in India. Service convenience has been thought as a means of adding value to consumers, by decreasing the amount of time and effort which a consumer must expend on the service (Aagja, 2011). The present research attempts to measure service convenience of multiplex amongst youth.

Key Words: Convenience, Service Convenience, Multiplex, Youth, Pune

INTRODUCTION

Consumer convenience in buying and using services is not well understood (Berry et al, 2002). Since customer retention has increased in its meaning in new competitive environment, some researchers have made attempts to evolve and link the service convenience construct to customer satisfaction (Aagja, 2011). Service convenience scale is a multi-dimensional construct developed by Berry et al, (2002). Service convenience scale has been adopted in Indian context by only few researchers. There is a dearth of research especially in the context of youth in India. Service convenience has been thought as a means of adding value to the consumers, by decreasing the amount of time and effort which a consumer must expend on the service (Aagja, 2011). The present research tries to measure service convenience of multiplex amongst youth.

LITERATURE REVIEW

The concept of convenience is more frequently used in service context. Due to its importance, there is a call from researchers to understand the concept of convenience in its totality (Berry et al, 2002). The concept of convenience first appeared in the marketing literature in relation to categories of products (Berry et al, 2002). In the earlier part, a number of researchers focused on classification of goods based on convenience by describing goods as convenience goods. In other words, the focus was on time and efforts made in purchasing the product. According to Etgar (1978); Kelley (1958); Kotler and

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Zaltman (1971) convenience can be viewed as an attribute that reduces the nonmonetary price of the product.

There is an interesting issue in convenience literature, wherein nonmonetary cost is central to the convenience concept. The researcher is focusing on the time and energy related to convenience for the present research. The literature is comprehensive and substantial and multidisciplinary in nature; the literature on effort is smaller and limited primarily to cognitive effort (Berry et al, (2002).

There are two areas in the literature used in research related to convenience. They are a) consuming waiting and b) consumer convenience orientation. Consumer waiting studies are one where the consumers responds to waiting and the firms manage the waiting processes. Consumer waiting studies can be described in terms of reallocating time across activities to achieve efficiency (Feldman and Hornik 1981). Since time cannot be expanded like money (Berry 1979; Gross 1987) consumer waiting has been viewed through opportunity cost that is forgone income or participation in other activities (Bivens and Volker 1986). Jacoby, Szybillo, and Berning (1976) have classified consumer activities to understand the significance of non-economic variables and reasons why consumers increases rather than decreasing time expenditures.

Consumer convenience orientation explores the reasons behind the likelihood of purchasing convenience related goods and services (Berry et al, 2002). Consumer convenience orientation, first studied by Anderson (1972). Morganosky (1986, p. 37) defines a convenience- oriented consumer as one who seeks to "accomplish a task in the shortest time with the least expenditure of human energy." (cited by Berry et al, 2002)

Convenience literature explains consumers' energy expenditures, or effort. It further influences perceived convenience (Seiders, Berry, and Gresham 2000) and satisfaction (Lovelock 1994). Physical

effort has received less attention as compared to the emotional effort in consumer research (Berry et al, 2002). One of the interesting finding is about the conservation of cognitive resource during decision making (Fennema and Kleinmuntz 1995; Fiske and Taylor 1984).

Literature discusses service convenience and its types as decision convenience, access convenience, transaction convenience, benefit convenience and post benefit convenience. The researcher has chosen benefit convenience for the research to study the influence on product variants purchases. Benefit convenience is consumers' perceived time and effort expenditures to experience product variants benefits getting benefits with minimal efforts and the time required to receive the benefits of the product variants.

Decision convenience: Consumers who desire a particular performance, devote time and effort to decide how to obtain it. According to Berry et al, (2002), decision convenience involves consumers' perceived time and effort expenditures to make service purchase or use decisions.

Access Convenience: It involves consumers' perceived time and effort expenditures to initiate service delivery. Access convenience plays a more complex role for inseparable services (Berry et al, (2002)

Transaction Convenience: Transaction convenience involves consumers' perceived expenditures of time and effort to effect a transaction. According to Berry et al, (2002), transaction convenience inherently falls within the domain of service convenience.

Benefit Convenience: Benefit convenience is consumers' perceived time and effort expenditure to experience the service's core benefits (Berry et al, (2002).

The construct of service convenience is basically developed by (Berry et al, (2002) in the domain of service industry.

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OBJECTIVE

- To identify variables influencing viewers' service perception for Indian multiplex.
- Measuring the reliability of service convenience scale in Indian multiplex context.

METHODOLOGY

The researchers conducted a survey based on the theory of reasoned action perspective. The researchers have followed the process stated by Ajzen and Fishbein (1975 & 1980) in the 'theory of reasoned action'. The components of 'Theory of Reasoned Action' have three general constructs.

- Behavioral intentions
- Attitude
- Subjective norm

Further, the researchers listed variables by conducting interviews by asking the following questions:

- What are the possible benefits or gains of watching movies in multiplex?
- What are the possible costs or loss of watching movies in multiplex?
- Which are the things that you liked about multiplex?

The survey was stopped when the researchers observed that there were no additions in the variables and there was a stage of saturation. The researchers observed that a large number of variables were directing towards service convenience construct. The researchers therefore decided to use service convenience construct developed by Berry et al (2002).

Twelve item statements were used in the questionnaire.

- It took minimal time to get the information needed to choose a multiplex

- Making up my mind about what I wanted to choose amongst different multiplex was easy
- It did not take much time to reach the multiplex
- I was able to get to the multiplex's location quickly
- I did not have to make much of an effort to pay for the service in multiplex
- Multiplex staff made it easy for me in my decision to view movies
- I was able to complete my purchase movie tickets quickly.
- I was able to get the benefits of the multiplex with minimal effort
- The multiplex service was easy to use.
- The time required to receive the benefits of the service was appropriate
- The multiplex staff resolved my problem quickly
- The multiplex made it easy for me to resolve my problem

The structured questionnaire was used to measure the service convenience for multiplex at Pune. The respondents were youth. The age groups of respondents were between 16 - 25 years of age. Confidentiality of the data was assured to the respondents. One of the researchers was present while conducting the survey.

Reliability

The reliability score were satisfactory. Most of items statements were more than .9 which indicates that the convenience scale is highly reliable for measuring service convenience for multiplex.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.882	12

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Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
It took minimal time to get the information needed to choose a multiplex.	43.8980	33.969	.579	.873
Making up my mind about what I wanted to choose amongst different multiplex was easy	44.0816	33.827	.542	.875
It did not take much time to reach the multiplex	44.1837	33.278	.570	.873
I was able to get to the multiplex's location quickly.	43.8571	33.125	.588	.872
I did not have to make much of an effort to pay for the service in multiplex	44.3061	34.259	.425	.882
Multiplex staff made it easy for me in my decision to view movies	44.3878	32.159	.458	.885
I was able to complete my purchase movie tickets quickly.	44.1020	31.135	.701	.865
I was able to get the benefits of the multiplex with minimal effort	44.0000	33.292	.694	.868
The multiplex service was easy to use	43.8980	34.260	.656	.871
The time required to receive the benefits of the service was appropriate	44.1837	33.111	.648	.870
The multiplex staff resolved my problem quickly	44.4286	31.917	.657	.868
The multiplex made it easy for me to resolve my problem	44.2449	31.855	.615	.871

Descriptive Statistics:				
	Mean	Standard Error of Mean	Mode	Standard Deviation
It took minimal time to get the information needed to choose a multiplex.	4.31	.08	4.00	.65
Making up my mind about what I wanted to choose amongst different multiplex was easy	4.16	.10	4.00	.75
It did not take much time to reach the multiplex	4.05	.10	4.00	.78
I was able to get to the multiplex's location quickly.	4.33	.10	5.00	.75
I did not have to make much of an effort to pay for the service in multiplex	3.91	.11	4.00	.80
Multiplex staff made it easy for me in my decision to view movies	3.86	.14	5.00	1.08
I was able to complete my purchase movie tickets quickly.	4.14	.11	4.00	.87
I was able to get the benefits of the multiplex with minimal effort	4.23	.09	4.00	.66
The multiplex service was easy to use	4.32	.08	4.00	.57
The time required to receive the benefits of the service was appropriate	4.09	.10	4.00	.73
The multiplex staff resolved my problem quickly	3.77	.12	4.00	.87
The multiplex made it easy for me to resolve my problem	3.97	.12	4.00	.92

FINDINGS AND DISCUSSION

As discussed earlier, the purpose of the research was to study the applicability of service convenience scale in the Indian context. The researchers have used the scale in the context of multiplex in Pune. It has been observed that there are a high number of agreements for the items of service convenience. The youth are satisfied with the service offered by the multiplex in Pune. One of the reasons for the high level of agreement towards the service convenience is the present of organized format in multiplex. It has been observed that the frequency of visiting the new multiplex is influenced by distance of multiplex from home. It has been observed that the youth prefers multiplex that are closer to their house and the frequency of visiting such multiplex is high. As multiplexes have been providing technology enabled services to their viewers, there is more frequency to visit multiplexes that are closer to their workplace and residence. The ecosystem is all supportive to the consumers. The consumers do not have to face any hurdle in booking a ticket as there are online portal and mobile applications. A large number of multiplexes in Pune are located in the shopping mall. It further enhances their convenience in booking, viewing and shopping at multiplex. There is no significant difference between male and female responses. The researchers believe that it is the ecosystem around the service that enhances the service convenience of the consumer. At multiplexes, the ecosystem is well structured and well organized. The infrastructure facilities are leveraged with number of related touch points for the consumer.

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BRIEF PROFILE OF THE AUTHORS

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