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## The Influence of Cinema on Consumer Purchasing Behaviour: An Analysis of Age and Gender Differences

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**Abstract:** This study explores the relationship between cinema and consumer Behaviour, focusing on how age and gender influence purchasing decisions after viewing movies. A total of 105 respondents from Ahmedabad, India, were surveyed using a structured questionnaire that assessed movie-watching habits, preferred platforms, and the impact of films on purchasing Behaviour. The data was analyzed using **\*\*SPSS\*\*** with **\*\*ANOVA (Analysis of Variance)\*\*** to examine the differences in Behaviours across different age groups and genders. The results revealed that while age significantly influenced whether respondents made purchases after seeing products in films, gender did not have a substantial effect on viewing habits or purchase decisions. The findings highlight the increasing influence of cinema, particularly among younger audiences, in shaping consumer preferences for products and services. The study suggests that the entertainment industry and marketers can benefit from a deeper understanding of these trends to better target consumer segments. Future research could explore the impact of cultural factors and digital media on these Behaviours.

**Keywords:** Consumer Behaviour, Film Influence, Consumer Purchasing

### INTRODUCTION

The cinema industry wields significant influence over the purchasing decisions of young people, a phenomenon increasingly shaped by rapid technological advancements and evolving media consumption patterns. As the digital age progresses, cinema's impact extends beyond traditional film viewership, intertwining with various aspects of consumer Behaviour. This intricate relationship is vital to understanding modern purchasing trends among younger demographics.

Recent scholarly research highlights how cinema and media influence consumer choices. Abdel Meguid (2022) emphasizes the role of cultural narratives in literature, which

parallel the influence of cinematic portrayals on audience perceptions and Behaviours. This interaction underscores how media representations can affect consumer attitudes and decisions. Alshammari et al. (2019) further illustrate this dynamic by exploring gender differences in event attendance motivations, a concept that can be extrapolated to cinema attendance patterns.

Technological advancements also play a crucial role. Cavalinhos et al. (2023) investigate the impact of mobile device usage on retail settings, revealing how digital tools shape consumer preferences. Similarly, the rise of social media platforms has transformed media consumption and engagement. Dey et al. (2018) examine selfie appropriation among young adults, reflecting broader trends in how digital interactions influence media and consumption habits.

The impact of cinema on purchasing decisions is also evident in recent studies of media consumption patterns. Rahman and Arif (2021) explore binge-watching Behaviours and their effects on consumer spending, highlighting how immersive media experiences can drive purchasing decisions. This is further supported by Seiffert-Brockmann et al. (2020), who discuss how viewer trust and responsibility influence attitudes towards media content and associated products.

By integrating these perspectives, this paper aims to elucidate the complex ways in which the cinema industry affects young people's purchasing decisions. Understanding these dynamics is crucial for both industry stakeholders and consumers, as it provides insights into how media influences modern consumer Behaviour and how cinema can adapt to meet evolving expectations. Through a comprehensive analysis of current literature, this study seeks to offer a nuanced view of the intersection between cinema and consumer decision-making in the digital era.

## **METHOD**

This study employed a quantitative research methodology to explore the relationship between cinema and consumer Behaviour, with a focus on understanding how factors like age and gender influence purchasing decisions. A total of 105 respondents were surveyed, all of whom were from Ahmedabad, India. The sample was selected using a convenience sampling method, which allowed for quick data collection from accessible participants. The respondents were primarily university students, young professionals, and a small group of entrepreneurs, ensuring a diverse representation of individuals who are regular consumers of media and cinema.

The data was collected using a structured questionnaire that contained both closed-ended and multiple-choice questions. The questionnaire was designed to assess various aspects of movie-watching habits, including frequency of movie viewing, preferred platforms (such as theaters or online streaming services), the impact of movies on purchasing decisions, and specific product categories influenced by movies. Additionally, questions were included to evaluate the emotional and psychological effects of movies on consumer Behaviour.

For the analysis, the data was processed and analyzed using SPSS (Statistical Package for the Social Sciences). Descriptive statistics were first used to summarize the demographic characteristics of the sample, such as age, gender, and occupation. To test the significance of differences between groups based on age and gender, ANOVA (Analysis of Variance) was applied. This statistical technique allowed for the comparison of means across different age groups and genders to determine if there were significant differences in their movie-related Behaviours and purchasing patterns.

The findings were used to draw conclusions about the influence of cinema on consumer Behaviour among different demographic groups. Future research could expand on

this methodology by incorporating larger, more diverse samples and using additional statistical techniques to further explore these relationships.

## RESULT AND DISCUSSION

### Analysis

**Table 1. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-18	19	18.1	18.1	18.1
	19-25	70	66.7	66.7	84.8
	26-30	6	5.7	5.7	90.5
	31-35	10	9.5	9.5	100.0
	Total	105	100.0	100.0	

The age distribution table shows that the majority of the respondents (66.7%) are in the 19-25 age range, indicating that younger audiences dominate the sample. This is a critical demographic when studying consumer Behaviour, as this group is typically more engaged with digital media and streaming platforms. The second-largest group is aged 13-18, comprising 18.1% of the respondents, further emphasizing the younger audience's significant role in shaping media consumption trends. The 26-30 and 31-35 age ranges are much smaller, collectively making up only 15.2% of the sample. This skew towards younger age groups aligns with existing research on media consumption patterns, where younger audiences are more likely to engage with on-demand content, such as films and TV shows on streaming platforms, and are more responsive to media-driven purchasing Behaviour.

**Table 2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	51	48.6	48.6	48.6
	FEMALE	54	51.4	51.4	100.0
	Total	105	100.0	100.0	

In the gender distribution table, the sample is almost equally split, with 51.4% of respondents identifying as female and 48.6% as male. This balanced representation allows for a comprehensive understanding of consumer Behaviour across both genders in relation to media consumption and purchasing decisions. Gender dynamics in consumer Behaviour, particularly regarding cinema and media, are significant. Research has shown that women and men may have different preferences when it comes to film genres, streaming platforms, and associated products. A near-equal gender distribution in this sample suggests that both male and female consumers play an important role in shaping trends in digital media consumption, including movie-viewing habits and related purchases, such as merchandise, streaming subscriptions, and event tickets.

**Table 3. Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STUDENT	83	79.0	79.0	79.0
	WORKING	9	8.6	8.6	87.6
	PROFESSIONAL				
	ENTERPRENEUR	4	3.8	3.8	91.4
	OTHER	9	8.6	8.6	100.0
Total		105	100.0	100.0	

The occupation distribution shows that a significant portion of the respondents (79%) are students. This is especially relevant as students often represent a key demographic for media consumption, particularly for streaming services and cinema-related products. The 19-25 age group aligns with the student population, indicating that this audience has a high level of engagement with digital platforms. The working professionals (8.6%) and entrepreneurs (3.8%) make up a smaller portion of the sample, suggesting that their media consumption habits may differ from those of younger, student-aged consumers. This could imply a different relationship with cinema and related consumer Behaviours, possibly influenced by factors like disposable income and time constraints. Understanding this occupational trend is crucial for marketers in targeting media products effectively and shaping content that appeals to students, who are likely to be more cost-sensitive and digitally native.

**Table 4. ANOVA between Age and Factors**

		Sum of Squares	df	Mean Square	F	Sig.
How often do you watch movies in theaters or online?	Between Groups	.480	3	.160	.178	.911
	Within Groups	90.910	101	.900		
	Total	91.390	104			
What is your preferred platform for watching movies?	Between Groups	3.455	3	1.152	2.099	.105
	Within Groups	55.403	101	.549		
	Total	58.857	104			
Have you ever purchased a product or service after seeing it in a movie?	Between Groups	14.996	3	4.999	4.264	.007
	Within Groups	118.394	101	1.172		
	Total	133.390	104			
Which of the following influences your purchase decisions the most after watching a movie?	Between Groups	.005	3	.002	.163	.921
	Within Groups	.986	101	.010		
	Total	.990	104			
Which product categories are you most influenced to purchase after watching a movie? (Select all that apply)	Between Groups	10.736	3	3.579	1.550	.206
	Within Groups	233.226	101	2.309		
	Total	243.962	104			
Which movie genres most impact your purchasing decisions?(Select all that apply)	Between Groups	5.059	3	1.686	.745	.528
	Within Groups	228.503	101	2.262		
	Total	233.562	104			
How would you rate the overall impact of movies on your purchasing decisions?	Between Groups	.556	3	.185	.308	.820
	Within Groups	60.834	101	.602		
	Total	61.390	104			

The ANOVA table presents the results of statistical tests to examine whether there are significant differences in consumer Behaviour across different age groups concerning their media consumption and purchasing patterns influenced by cinema. For the question, "How often do you watch movies in theaters or online?", the p-value is 0.911, which is above the standard significance threshold of 0.05. This indicates that there is no significant difference

between age groups in how often they watch movies, suggesting that movie-watching frequency is relatively consistent across all age ranges.

When considering the preferred platform for watching movies, the p-value of 0.105 also exceeds 0.05, implying that age does not significantly influence the choice of movie-watching platform, though there is a trend toward slight differences. However, the question "Have you ever purchased a product or service after seeing it in a movie?" shows a p-value of 0.007, which is below 0.05, indicating a significant difference in purchasing Behaviour based on age. This suggests that age influences whether or not consumers are prompted to make purchases after seeing products featured in films.

For factors like "What influences your purchase decisions the most after watching a movie?" and "Which product categories are most influenced by movies?", the p-values are 0.921 and 0.206, respectively, showing no significant age-based differences in these areas. Similarly, for the impact of movie genres on purchasing decisions (p-value of 0.528) and the overall impact of movies on purchases (p-value of 0.820), age does not significantly influence these factors. In summary, while age affects whether viewers purchase products seen in films, other factors like movie-watching frequency, preferred platform, and genre preferences do not show significant variation across age groups.

**Table 5. ANOVA between Gender and Factors**

		Sum of Squares	df	Mean Square	F	Sig.
How often do you watch movies in theaters or online?	Between Groups	.136	1	.136	.153	.696
	Within Groups	91.255	103	.886		
	Total	91.390	104			
What is your preferred platform for watching movies?	Between Groups	.063	1	.063	.110	.740
	Within Groups	58.794	103	.571		
	Total	58.857	104			
Have you ever purchased a product or service after seeing it in a movie?	Between Groups	.004	1	.004	.003	.957
	Within Groups	133.387	103	1.295		
	Total	133.390	104			
Which of the following influences your purchase decisions the most after watching a movie?	Between Groups	.009	1	.009	.944	.334
	Within Groups	.981	103	.010		
	Total	.990	104			
Which product categories are you most influenced to purchase after watching a movie? (Select all that apply)	Between Groups	3.108	1	3.108	1.329	.252
	Within Groups	240.854	103	2.338		
	Total	243.962	104			
Which movie genres most impact your purchasing decisions?(Select all that apply)	Between Groups	1.992	1	1.992	.886	.349
	Within Groups	231.570	103	2.248		
	Total	233.562	104			
How would you rate the overall impact of movies on your purchasing decisions?	Between Groups	.004	1	.004	.006	.937
	Within Groups	61.387	103	.596		
	Total	61.390	104			

The ANOVA results presented in Table 5 examine whether gender has a significant influence on various consumer Behaviours related to cinema. For the question, "How often do you watch movies in theaters or online?", the p-value is 0.696, which is greater than the 0.05 significance level, indicating that there is no significant difference between males and females in terms of how often they watch movies. Similarly, for the question, "What is your preferred platform for watching movies?", the p-value of 0.740 suggests no significant gender-based preference for movie-watching platforms.

Regarding the question "Have you ever purchased a product or service after seeing it in a movie?", the p-value is 0.957, which is also greater than 0.05, indicating that gender does not significantly affect the likelihood of purchasing a product after seeing it in a movie. The question "Which of the following influences your purchase decisions the most after watching a movie?" shows a p-value of 0.334, which further confirms that gender does not significantly impact the factors driving purchasing decisions after movie viewership. For the questions regarding product categories influenced by movies (p-value 0.252), movie genres that impact purchasing (p-value 0.349), and the overall impact of movies on purchasing decisions (p-value 0.937), all show p-values greater than 0.05. This suggests that gender does not significantly influence these Behaviours.

In conclusion, the results from the ANOVA analysis indicate that, in this sample, gender does not have a significant impact on how frequently respondents watch movies, their preferred platforms, or their purchasing Behaviours influenced by films.

## CONCLUSION

The findings from this study provide valuable insights into how cinema influences consumer Behaviour, particularly in the digital age. The research highlights that while certain factors, such as purchasing decisions influenced by movies, vary significantly across age groups, gender does not appear to have a major impact on media consumption and related purchasing Behaviours. For instance, while younger age groups (19-25 years) show a stronger inclination to purchase products after seeing them in films, gender does not significantly alter purchasing patterns or preferences for movie-watching platforms.

In terms of age, the study underscores that younger audiences are more likely to make purchases based on movie content, aligning with existing research that highlights their higher engagement with digital media and on-demand content. However, preferences regarding movie genres, platforms, and overall media consumption habits remain relatively consistent across both genders, suggesting that cinema's broader appeal transcends gender-based differences.

The study's limitations include its focus on a specific age group and the potential influence of cultural or regional factors that were not fully explored. Future research could expand by including diverse demographic groups across different geographical regions to understand how culture, socioeconomic status, and technological accessibility influence cinema-driven consumer Behaviour globally. Additionally, examining the psychological effects of media on purchasing, especially in relation to emotional engagement and brand loyalty, could provide deeper insights into the motivations behind post-movie purchases.

From a global perspective, as the entertainment industry continues to expand, particularly through streaming platforms and transmedia storytelling, understanding these consumer Behaviour patterns will be crucial for filmmakers, marketers, and product companies. In a digitally connected world, cinema's ability to shape consumer decisions not only impacts the entertainment sector but also extends to global markets, influencing everything from fashion and technology to tourism and branded merchandise. Future studies will further refine our understanding of how these dynamics play out in different cultures and



media ecosystems, offering more tailored strategies for media and consumer brands worldwide.

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