

Competitive Advantage of Movie Theatres: A Myth or Reality?

*The Effect of Home Theatre Technology on the Market
Share of Cinemas in Rawalpindi/ Islamabad.*

A Descriptive Study

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Abstract

This thesis is written by Sheikh Hamza Qaiser of MBA 4 (F) under the supervision of Mr. Zafar Ullah Siddiqui, a visiting faculty member at Bahria Institute of Management and Engineering Sciences. It is contained in fifty three pages and is the final year thesis for Masters in Business Administration Degree. The research is intended to find out the potential effect of Home Theatre Systems on the market share of Cinemas in Rawalpindi and Islamabad region. Cinemas in Pakistan in general and the twin cities in particular have seen a decline for decades mainly because of poor conditions of the theatres as well as the Pakistani film industry alike. The Recent opening of Cinepax in Rawalpindi rejuvenated the cinema going audience in the city. However the global trend of Home Theatre Systems had an intense effect on the local target audience. The falling prices of Home Theatre Systems have encouraged people to let go off cinemas because movies in great picture and sound quality are now getting available to people in their living rooms. The information is gathered through the most widely used instrument i.e. the questionnaire. The research has shown mixed results and thus concluded that so far cinemas have restored their competitive advantage.

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Dedication

The author would like to dedicate this piece of writing to the art of film-making. A film is a unique creation that incorporates just about every form of art. From writing to performing to art direction to sound engineering to make-up to costume designing and decorating a set. It's an art form that recreates reality and is capable of transferring the viewer to new world of imagination.

We all have our own little worlds, don't we?

Table of Contents

Chapter 01 Introduction.....	6
Broad Problem Area/Background:	6
Rational of the study:.....	10
Problem Statement:.....	12
Theoretical Framework:.....	13
Objectives of the study:.....	14
Definition of terms:.....	15
Chapter 02 Literature Review.....	16
Chapter 03 Method.....	20
Population and Sample:.....	20
Geography:	20
Gender:	21
Age:	21
Occupation:.....	22
Language:.....	22
Sample:.....	23
Sampling Method:.....	24
Limitations of the Study:.....	24
Instruments and Measures/Sources of Data:	25
Procedure:	25
Chapter 04 Results and Discussions.....	27
Frequency:	28
Perception:.....	30
Financial Ease:.....	32
Picture and Sound Quality:.....	38
Choice:	39
Social Liberty:.....	43
Chapter 05 Conclusions and Recommendations.....	49
Bibliography.....	55