

**CHAPTER III**

**RESEARCH DESIGN**

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##### A. INTRODUCTION -

We find in our country the theatre business since ages which is one of the means of entertainment for the public at large. This theatre business has flourished in our country. While managing this business we come across various challenges being thrown which requires to be handled very stratagically. The introduction of Video houses and invasion of television had their impact on this business. Where we find some problems creeping in which needs to be looked into and analysed.

##### B. OBJECTIVES OF THE STUDY -

This study has been taken up with the basic objective to identify the problems and prospects in this business. The following are some of the objectives of the present study undertaken.

- I) To trace out the history of this business.
- II) To examine the impact of video houses and Television on theatre business.
- III) To identify the problems faced by the distributors.
- IV) To identify the problems faced by the owner of the different theatres.
- V) To identify the problems of the employees in the cinema theatres.

VI) To suggest remedial measures.

METHODOLOGY OF THE STUDY -

The present study has been completed with the help of survey method. During the survey structured interview method was adopted.

For collecting information from general public, employees of theatre, owners of the theatres and distributors structured interview method was adopted. The interview is undertaken to have more insight to elicit the information quickly.

Here, number and nature of questions, order of asking them, wording of questions, recording system is standardised.

Questions were mostly close ended.

C) SOURCES OF DATA COLLECTION -

The data for the study was collected with the help of primary as well as secondary source.

The collection of information through primary source comprised of structured interview method. Personal interviews of general public, employees of the theatres, owners of the theatre and distributors are taken.

Informal discussions with employees and owners too has thrown light on some important aspects.

For collecting data through secondary source the use of Cine Exhibitors Journals, Annual Reports of 88 - 89 of Indian Motion Pictures Exhibitors Associations, annual meeting, Articles of Association, and Memorandum of Association of

Indian Motion Pictures Exhibitors Association, books and magazines and office records.

Figures of annual net receipts, Entertainment Tax and maintenance cost are collected from office records of the theatres.

D) SCOPE OF THE STUDY -

The study is confined only to the area of Satara City. The problems pertaining to the theatre business reflects the theatres existing in Satara City.

E) SAMPLE DESIGN -

As the information has been gathered from the general public, employees of the various theatres, owners of the theatres and the film distributors to achieve the objectives mentioned earlier, each of the group constitute of the following sample size.

General Public	1200
Employees of the theatre	48
Theatre Owners	6
Film Distributors	10

With regard to the theatre owners and the film distributors census survey was adopted. In selecting the sample of general public and employees at the theatres, stratified random sampling and simple random sampling technique respectively was adopted.

STRATIFIED RANDOM SAMPLING -

To have a representative sample of the general public,

Satara City was divided into 40 wards ( each ward was considered as one strata ), from each of the ward 30 respondents were selected on simple random basis.

SIMPLE RANDOM SAMPLING -

Having invited each of the theatre eight employees from each theatre who first came in contact at the time of survey were selected for interview to the sample size with regard to the employees at theatre is 48 responses.

F) OUTLINE OF THE STUDY -

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| Chapter | I   | Consists of profile of Satara City and introduction to conceptual frame work.  |
| Chapter | II  | Consists of historical development of theatre business and present position of this business with special refrence to Satara City. |
| Chapter | III | Consists of research design  |
| Chapter | IV  | Consists of findings and analysis of collected data.   |
| Chapter | V   | Consists of conclusions drawn and suggestions recommended.   |