BEHAVIOUR OF CONSUMERS TOWARDS SPENDING TIME ON ENTERTAINMENT

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Abstract

Entertainment can be distinguished from other activities such as education and marketing even though they have learned how to use the appeal of entertainment to achieve their different goals. The importance and impact of entertainment is recognized by scholars and its increasing sophistication has influenced practices in other fields such as museology. It can be concluded from the research that people in general have positive attitudes towards spending time on entertainment. From the discussion mentioned above it can be concluded in the present study that demographic factors have significant impact on the behavior of consumers. Following correlations made between different socio-demographic characteristics of individuals and attitudes towards consumers it was outlined the following profile of people with a favorable attitude: aged between 26 and 35 years, with regard to entertainment as time spending component, people who have a favorable attitude towards spending time on entertainment possess following characteristics: aged between 18 and 25 years, have an income of 1-2 lacs.

INTRODUCTION

Entertainment is a form of activity that holds the attention and interest of a person, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. Although people's attention is held by different things, because individuals have different preferences in entertainment, most forms are recognizable and familiar. The world without entertainment would be a very boring place. Entertainment industry does not limit only to movies and television shows. It includes theatre, music, standup comedy and music too. Today the meaning and means of entertainment have changed considerably. Television to a certain extent is responsible for this amazing change.

It has brought plenty of options for entertainment ranging from sports, drama, commercials as well as home shopping. Reality show is another form of entertainment that has generated lot of interest over a period of time. The experience of being entertained has come to be strongly associated with amusement, so that one common understanding of the idea is fun and laughter. This covers the activities which enables the people to have joyful time particularly in their free times, helps them relax and forget especially the current situation. All kinds of the activities that people do in their leisure time except for working, and the activities that people love.

There are so many things people spend time for entertainment but in this research paper we are specifying only few things. Such as watching movies, playing sports, watching TV series and other activity that people love to spend time on them.
KEYWORDS
Behavior, entertainment, movies, sports, income, gender.

RESEARCH OBJECTIVE
The main objective of the research paper is to analyses the attitude of consumers towards time spending on entertainment. The objective of entertainment is to have fun, laughter and feel relaxed. To understand the current entertainment according to the people. There are some factors such as age, gender, income, qualification which affects the attitude of consumers towards entertainment.

From the above research work following hypothesis have been developed:
H1o: Less than 80% of respondent spends their time on movies for entertainment.
H1a: More than 80% of respondent spends their time on movies for entertainment.
H2o: More than 20% of respondent spends their time on sports for entertainment.
H2a: Less than 20% of respondent spends their time on sports for entertainment.
H3o: An average age of respondent spends their time on sports for entertainment is more than 25.
H3a: An average age of respondent spends their time on sports for entertainment is less than 25.
H4o: An average income of respondent spends 2hours on entertainment is less than 100000.
H4a: An average income of respondent spends 2hours on entertainment is more than 100000.
H5o: Respondent spending time on entertainment is independent on qualification.
H5a: Respondent spending time on entertainment is Not independent on qualification.
H6o: Respondent spending time on entertainment is independent across gender.
H6a: Respondent spending time on entertainment is Not independent across gender.

LITERATURE REVIEW
A study conducted by Wann, Mel nick, Russell and Pease (2001) used the term 'fan', often popularly used and derived from the word 'fanatic', to describe individuals who willingly invest resources - either emotional or financial - in supporting their favorite professional sports. In this research paper they have considered as entertainment activity. 'Fans' do not represent mere spectators to or watchers of sport, but rather a fraternity of people who diligently and over a prolonged period of time display their allegiance to a specific sport team of which they are fervent supporters.
A study conducted by Donovan & Rossiter in 1982 shows the influence of music used as entertainment in relation to consumer behavior. For obtaining the information, we based this research on a literature review in national and international journals, by 4 databases including: ProQuest, EBSCO Host, CAPES periódicos and Mendeley, in the period of 2008 and 2012. The use of music has been applied in traditional areas such as psychology, through the discipline of environmental psychology marketers uses this tool as a motivator. This paper shows that there is an influence of music in entertainment activity, but it’s still needs an explanation of some variables. At the end this paper will present some suggestions for future research.

A study conducted by Jones & Martin in 1997 they examine Different households have different way of living and similarly different spending time on entertainment. In the western culture, the young individual is more independent at the age of 18 and start individually spending their time on entertainment than their parents home and this is known as the transitional nature of the young individual.

Furaiji, Łatuszyńska and Wawrzyniak (2012) conducted a study of factors that online shopping is considered as entertainment based on consumers in Iraq (without inclusion of online context). Their findings showed that social factors, psychological factors and marketing mix have the strongest influence of online shopping. (Furaiji et al. 2012).

**RESEARCH METHODOLOGY:**

A research methodology does not set out to provide solutions it is therefore, not the same as a method. Instead, a methodology offers the theoretical underpinning for understanding which method, set of methods, or best practices can be applied to a specific case, for example, to calculate a specific result. The study aims to analyze the attitude of consumers towards time spending on entertainment and the study is basically a descriptive research and it has made use of such research design. Both primary data and secondary data are used in the study. Primary data were collected by a sample survey conducted with the help of a standard questionnaire. The structured questionnaire contains 7-8 questions from which some of the questions deal with demographic and economic variables. We also referred other research paper to collect the data. Most of the respondent have favorable response towards time spending on entertainment.
**Observation:** From the above pie chart we say that respondent between 18-25 age group play sports more as compared to other age group. In this research paper playing sports is considered as entertainment activity.

**Observation:** We observed that 52% of respondent spends 1-2 lacs on entertainment a year. It depends on the income of people and how much time people spends on entertainment.
**Observation:** From above diagram we observed that 80% of female spends more time on entertainment as compared to male. The entertainment activities can be anything that people like to do in their leisure time.
HYPOTHESIS TESTING

Hypothesis 1 Test of Proportion (z-test)

H1o: Less than 80% of respondent spends their time on movies for entertainment.
H1a: More than 80% of respondent spends their time on movies for entertainment.

<table>
<thead>
<tr>
<th>N</th>
<th>Ho: p ≤ 80</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Ha: p &gt; 80</td>
</tr>
<tr>
<td>T</td>
<td>p-test</td>
</tr>
</tbody>
</table>

T | right tail |
---|------------|
A | 10%        |
P | 90%        |

<table>
<thead>
<tr>
<th>C</th>
<th>1.28</th>
</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>45</td>
</tr>
<tr>
<td>x</td>
<td>20</td>
</tr>
<tr>
<td>p'</td>
<td>2.25</td>
</tr>
<tr>
<td>p</td>
<td>0.8</td>
</tr>
<tr>
<td>q</td>
<td>0.2</td>
</tr>
<tr>
<td>p'-p</td>
<td>1.45</td>
</tr>
<tr>
<td>(p*q)</td>
<td>0.16</td>
</tr>
<tr>
<td>sqrt(p*q)/n</td>
<td>0.06</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>O</th>
<th>2.68</th>
</tr>
</thead>
<tbody>
<tr>
<td>P</td>
<td>0.00</td>
</tr>
</tbody>
</table>

A | 10% |
D |     |

Zo>Zc Reject the null
p<alpha Reject the null

Observation: We reject the null because more than 80% of respondent spends time on movies for entertainment.

Insight: Now a day’s people do various things for entertainment but most of the people go to watch movie for entertainment. This activity people do in their leisure time to feel relaxed except
work. This activity people love do and sometimes they watch movie at their home for entertainment. Therefore, most of the people prefer to watch a movie to spend their time.

**Hypothesis 2 Test of Proportion (z-test)**

H20: More than 20% of respondent spends their time on sports for entertainment.

H2a: Less than 20% of respondent spends their time on sports for entertainment.

<table>
<thead>
<tr>
<th>N</th>
<th>Ho: ≥20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Ha: &lt;20%</td>
</tr>
<tr>
<td>T</td>
<td>p-test</td>
</tr>
</tbody>
</table>

T left tail

A Assumed

P 10%

C -1.28

n 45
x 12
p' 3.75
p 0.2
q 0.8
p'-p 3.55
(p*q) 0.16
sqrt(p*q)/n 0.06
O 2.68
P 1.00

A 10%

D

Zo > Zc Reject the null
p < alpha Reject the null

**Observation:** We reject the null because less than 20% of respondent spends time on sports for entertainment.

**Insight:** Many of the activities are considered entertaining and they connected to different kinds of media. Sport is as activity which is also connected to media but still less people play sports for entertainment. Some of the people prefer playing sports physically and other people play sports on video games. Thus less than 20% of respondent play sports.
Hypothesis 3 Test of Mean (t-test)

H3o: An average age of respondent spends their time on sports for entertainment is more than 25.

H3a: An average age of respondent spends their time on sports for entertainment is less than 25.

<table>
<thead>
<tr>
<th>Age</th>
<th>F</th>
<th>M</th>
<th>F*M</th>
<th>M-x'</th>
<th>(M-x')^2</th>
<th>F*(M-x')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 year</td>
<td>8</td>
<td>31</td>
<td>244</td>
<td>-4.33</td>
<td>18.78</td>
<td>150.22</td>
</tr>
<tr>
<td>26-35 year</td>
<td>4</td>
<td>44</td>
<td>174</td>
<td>8.67</td>
<td>75.11</td>
<td>300.44</td>
</tr>
<tr>
<td>Grand Total</td>
<td>12</td>
<td>418</td>
<td>450.67</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mean 34.83
Variance 37.56
SD 6.13
N 12

N Ho:>25
A Ha:<25
T t-test

T Left tail
A 10% Assumed
P 10%

C 1.363
O
x' 34.83
µ 25
x'-µ 9.83
s 6.13
n 12
s/sqrt(n) 1.77
O 5.56
P

A 10%
D
p<alpha Reject the null
to>tc Reject the null

Observation: We reject the null because average age of respondent who play sports is less than 25.
**Insight:** It means average age of respondent playing sports is between 18-25 years who still like to play sport in their leisure time where they feel relaxed and still thinks is an entertaining activity for entertainment. For them entertainment is centered on play and is significant for their growth.

**Hypothesis 4 Test of Mean (t-test)**

<table>
<thead>
<tr>
<th>Income</th>
<th>F</th>
<th>M</th>
<th>F*M</th>
<th>M-x'</th>
<th>(M-x')^2</th>
<th>F*(M-x')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 lacs to 2 lacs</td>
<td>14</td>
<td>2</td>
<td>28</td>
<td>0.15</td>
<td>0.02</td>
<td>0.31</td>
</tr>
<tr>
<td>2 lacs to 3 lacs</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>3.50</td>
<td>12.25</td>
<td>24.50</td>
</tr>
<tr>
<td>Less than 1 lacs</td>
<td>9</td>
<td>1</td>
<td>9</td>
<td>1.00</td>
<td>1.00</td>
<td>9.00</td>
</tr>
<tr>
<td>More than 3 lacs</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>3.00</td>
<td>9.00</td>
<td>18.00</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>27</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td><strong>51.81</strong></td>
</tr>
</tbody>
</table>

**Mean** 1.85
**Variance** 1.92
**SD** 1.39
**N** 27

N Ho:µ<100000
A Ha:µ>100000
T t test
T right tail
A 10% Assumed
P 10%

C 1.315
O 1.85
x' 1
µ 1
x'-µ 0.85
s 1.39
n 27
s/sqrt(n) 0.27
O 3.20
P

A 10%
D p<alpha Reject the null
   to>tc Reject the null
**Observation:** we reject the null because average age of respondent who spends 2 hours on entertainment is more than 1 lac.

**Insight:** All entertainment activity has cost as we have to spends money to enjoy these activities. As some people thinks before spending money on theses activity but some people do not think of money for entertainment.

**Hypothesis 5 Test of Independent (chi-squared test)**

H5o: Respondent spending time on entertainment is independent on qualification.

H5a: Respondent spending time on entertainment is Not independent on qualification.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Observed</th>
<th>expected</th>
<th>(fo-fe)</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th Pass</td>
<td>1</td>
<td>15</td>
<td>-14</td>
<td>187</td>
<td>13</td>
</tr>
<tr>
<td>12th Pass</td>
<td>4</td>
<td>15</td>
<td>-11</td>
<td>114</td>
<td>8</td>
</tr>
<tr>
<td>Graduate</td>
<td>39</td>
<td>15</td>
<td>24</td>
<td>592</td>
<td>40</td>
</tr>
<tr>
<td>Grand Total</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td>61</td>
</tr>
</tbody>
</table>

T  Right tail

\[ T \]  Chi squared

{\text{A} 10\% \text{ Assumed}}

P  10\%

{\text{C} 4.61}

{\text{O} 60.86}

P  0.00

{\text{A} 10\%}

D

pvalue<\alpha  Reject the null

fo>fc  Reject the null

**Observation:** we reject the null because respondent spends time on entertainment is not independent on qualification.

**Insight:** All the activities of entertainment is depending on qualification. As people who are less qualified do not spends time on entertainment and they are happy with their daily work. On the other hand, highly qualified people wants to spends time on entertainment from their work.
Hypothesis 6 Test of Independent (chi-squared test)

H6o: Respondent spending time on entertainment is independent across gender.
H6a: Respondent spending time on entertainment is Not independent across gender.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Observed</th>
<th>Expected</th>
<th>(fo-fe)</th>
<th>(fe-fo)^2</th>
<th>(fe-fo)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>24</td>
<td>22</td>
<td>2</td>
<td>4</td>
<td>0.18</td>
</tr>
<tr>
<td>Male</td>
<td>20</td>
<td>22</td>
<td>-2</td>
<td>4</td>
<td>0.18</td>
</tr>
<tr>
<td>Grand Total</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td>0.36</td>
</tr>
</tbody>
</table>

T Right tail

Chi squared

\[ A \] 10% assumed

\[ P \] 10%

\[ C \] 2.71

\[ O \] 0.36

\[ P \] 0.55

\[ A \] 10%

\[ D \] Failed to reject the null

pvalue>alpha Failed to reject the null

fo<fc Failed to reject the null

**Observation:** We failed to reject the null because respondent spending time on entertainment is independent across gender.

**Insight:** It is people’s choice that what they choose for entertainment. It can be anything as mentioned in the research paper most of the female watch movies, TV series, other things and male also prefer watching movies, playing sports etc. it means people do different activity in their leisure time and it is independent across gender from the above test.
CONCLUSION

From above research we can say that without entertainment world is boring place. It can be concluded from the research that people in general have positive attitudes towards spending time on entertainment. watching a movie TV series playing sports people like to spend time on entertainment. From the discussion mentioned above it can be concluded in the present study that demographic factors have significant impact on the behavior of consumers. Following correlations made between different socio-demographic characteristics of individuals and attitudes towards consumers it was outlined the following profile of people with a favorable attitude: aged between 26 and 35 years, with regard to entertainment as time spending component, people who have a favorable attitude towards spending time on entertainment possess following characteristics: aged between 18 and 25 years, have an income of 1-2 lacs. One conclusion we can draw is that the people like spend time on entertainment with engaging in different activity.

LIMITATION

We conducted the survey within Mumbai city. we circulate google forms through different social media forms such as what’s app, emails. We prepare a standard questionnaire and converted into google form. We took sample of peoples as cannot conduct on whole population.

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