CINEMA INDUSTRY IN KAZAKHSTAN

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CINEMA INDUSTRY IN KAZAKHSTAN

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1 CINEMA INDUSTRY IN KAZAKHSTAN SURVEY

Modern history of Kazakhstan cinema industry starts from 1991th after getting independence. Film producers created huge amount of movies for domestic market, during this period.

Last 3 years this segment of entertainment became extremely attractive for cinemagoers and especially for production companies. In average companies produce from 40 to 60 films per year. Current situation had changed compared to last decade, when production of films was only 5 to 10 films per year. Therefore, this segment of economic is competitive due to presence of audience of 18 mln population and increasing interest of Kazakhstani films among citizens.

This research is aimed to determine and asses current market situation in this sector of economic. In order to conduct research special questionnaire was created. 200 people took part in this survey through filling in Google Forms questionnaire.

1) What is your age and gender?
2) What is the average price of your ticket in cinema?
3) What is the most comfortable day for going cinema?
4) How many times per month do you usually go in cinema?
5) Please asses the quality of Kazakhstani films by 5-point scale
    1. Very poor
    2. Poor
    3. Fair
    4. Good
    5. Excellent
6) Please asses the level of service in Kazakhstani cinema theatres by 5-point scale
    1. No
    2. Low
    3. Medium
    4. High
    5. Maximum

2 ORIGINAL DATA SET

Database is reflected on the Appendix 1. 200 people took part in this research in order to help analyse current citation on the cinema market in Kazakhstan.

3 CALCULATIONS

	Age	Price	Number of visits	Quality of film	Level of service
Mean	21	800	2	4	3
Median	27	1200	2	3	4
Mode	30	1000	1	3	4
Minimum	12	500	1	1	1
Maximum	70	11000	10	5	5
1st Quartile	12	500	1	1	1
3rd Quartile	32	1500	3	4	4
Range	58	10500	9	4	4
Std. Deviation	9,8	1172,4	1,9	1,1	0,9

Survey has been posted in social networks as Facebook and Vkontakte. This sample can be recognized as random sample, due to the people, which took part in this research, participated without direct messages to fill in the form. If they wanted to take part, they had equal access to the link. Therefore, equal probability of participation in the research demonstrates representative function of this survey. As a result, respondents were from different cities and different ages.

Respondents from 12 to 70 years old took part in the research. The average age of 200 participants is 21, while median is 27. Therefore, average cinema viewer is young person who are interested in modern genres of films. The youth in Kazakhstan is considered among people who are under 29 years old. 75% of all participants are under 32 years, according to 3rd quartile value.

Second question was about average price of ticket in cinema. Average price of the ticket is 800 tenge, while the most popular price in Kazakhstan is 1000 tenge per one person. 3 quarters of respondents pay in average below 1500 tenge. Other 25% consists of prices depending on time of visiting and VIP tariff. I consider that range of 10500 tenge between lower and higher price is conditioned by range of average income in country. In addition, average price also interrelated with the city, where the respondents are living. If city has lower average salaries among citizens and not big population, then tickets will be also below average value. It can be proved by minimal price of 500 tenge.

Average number of visits per single Kazakhstan's citizen is 2 visits per months. 50% of respondents are visiting cinema at least 3 times in a month. However, standard deviation is bounded in the interval +/- 1,9 interval from average. According to 3rd quartile 25% of cinemagoers are watching films 3 or more than 3 times in a months. Also frequency of visiting depends on day of weeks, basically most common days are Saturday and Sunday. However, Tuesday is more attractive for students, because of high discounts for students provide only in this day by most of networks of cinema.

4 CHARTS

4.1 Pie chart

Figure 1: Please indicate your gender
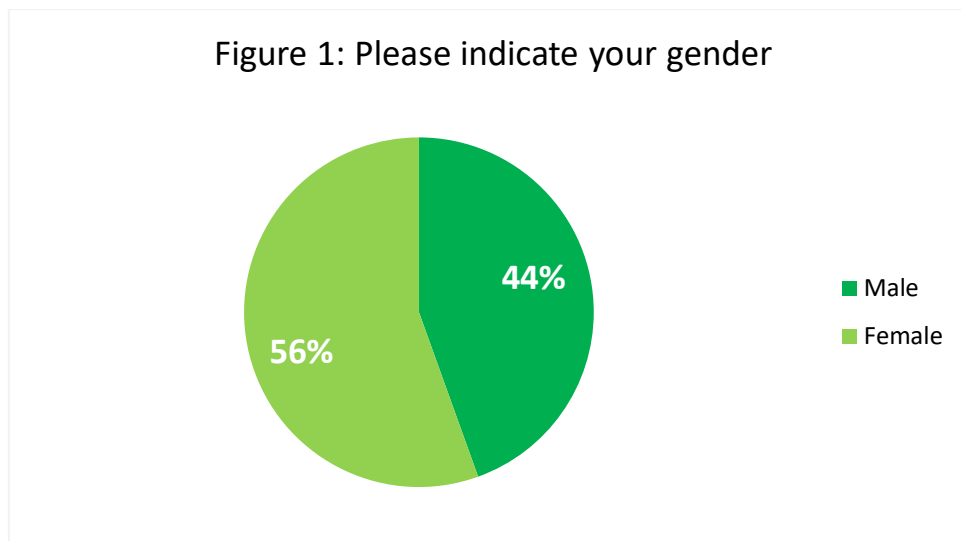
Gender	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency %
Female	111	55,50%	111	55,50%
Male	89	44,50%	200	100,00%
Total	200	100,00%		

As we can see on the Figure 1 number of men and women is represented as 44% and 56% respectively. It means 111 respondents out of 200 people in sample are females, while 89 are men. Therefore, women are more interested in cinema in Kazakhstan, rather than men. It can also affects to genres of films which more preferable for women.

4.2 Bar chart

Figure2: Please asses the quality of Kazakhstani films by 5-point scale
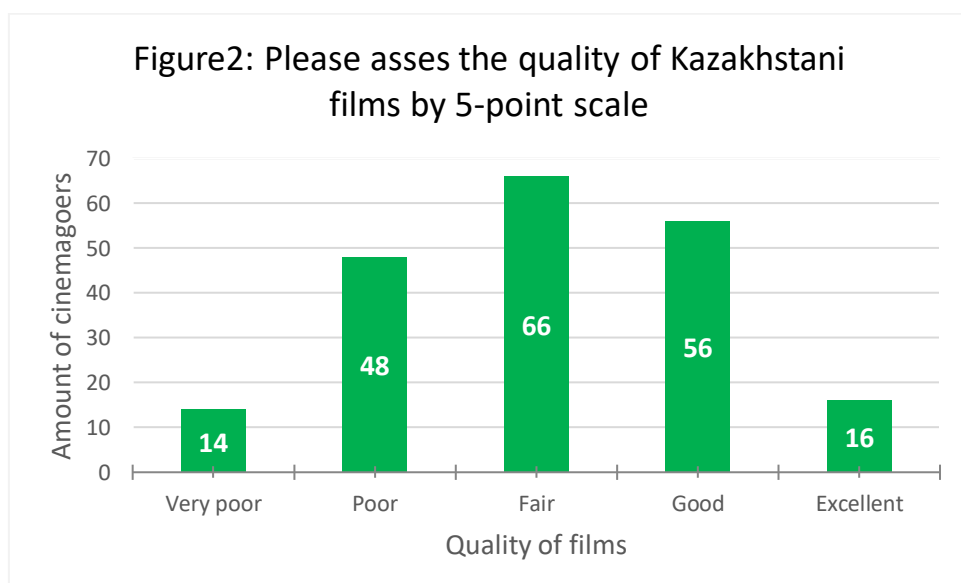
This chart explain assessment scale of cinema industry in Kazakhstan, especially quality of films has been already produced. Figure 2 demonstrates respondents' preferences about quality of Kazakhstani films. 66 respondents claim that quality of the films is fair. Only 14 people think about very poor quality. However, 69% of respondents asses quality as fair, good and excellent. If this research was conducted 10 years ago, it would have more negative opinion rather nowadays.

Table 1. Table of quality of Kazakhstani films

Quality of Kazakhstani films	
Very poor	14
Poor	48
Fair	66
Good	56
Excellent	16

Table is more visible and it gives opportunities to understand numbers and make assessment. 31% of respondents gave negative mark for quality of films. Only 16 people are completely satisfied with quality of production. In my view, number of satisfied cinemagoers will increase with development of new technologies for producing best quality films.

5   FREQUENCY TABLE

5.1   First question: Age

Table 2. Age groups of respondents

Age	Frequency	Frequency %	Cumulative Frequency	Cumulative Frequency %
10-19	28	14,00%	28	14,00%
20-29	94	47,00%	122	61,00%
30-39	55	27,50%	177	88,50%
40-49	15	7,50%	192	96,00%
50-59	6	3,00%	198	99,00%
60-69	0	0,00%	198	99,00%
70-more	2	1,00%	200	100,00%
Total	200	100%		

Table 1 illustrates groups of ages from 10 to 70 or more. This research captured cinemagoers with different ages. The biggest age group from 20 to 29. It means that film industry in Kazakhstan is extremely interesting for youth. People aged from 60 to 69 are not represented in this research. Despite on this 2 retired cinemagoers still visit cinema centers. Our citizens are recognized as employable until retirement in ages of 58 and 63 for men and women respectively. In most cases only for 96% of respondents

cinema is attractive kind of entertainment. Therefore, if the age increases, then cinema is becoming less attractive for aged persons.

5.2 Second question: What is the average price of your ticket in cinema?

Table 3. Prices of average ticket

Price intervals	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency (%)
500-999	40	20,00%	40	20,00%
1000-1499	104	52,00%	144	72,00%
1500-1999	41	20,50%	185	92,50%
2000-2499	10	5,00%	195	97,50%
2500-11000	5	2,50%	200	100,00%
Total	200	100,00%		

As has shown on the Table 3, prices of the average ticket are represented in different intervals. 52% of all respondents are paying form 1000 tenge up to 1500 tenge as common price within the country. However, 97,5% out of all sample spend up to 2500 tenge per single ticket. Only 5 people are spending between 2500 and 11000 tenge, it is related to VIP tariffs. It has to be taken into account that expensive tariffs are not attractive for cinema viewers.

5.3 Third question: What is the most comfortable day for going cinema?

Table 4. Days of the week more attractive for cinemagoers

Day of the week	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency (%)
Monday	7	3,50%	7	3,50%
Tuesday	26	13,00%	33	16,50%
Wednesday	11	5,50%	44	22,00%
Thursday	17	8,50%	61	30,50%
Friday	38	19,00%	99	49,50%
Saturday	81	40,50%	180	90,00%
Sunday	20	10,00%	200	100,00%
Total	200	100,00%		

This question is based on the preferences of respondents, especially the day of the week, which they choose to go. As we can see the most popular day is Saturday 40% of respondents prefer to go cinema on this day. As a result weekends are more comfortable days for visiting, while Tuesday also attractive especially for students, because of student's discounts day.

5.4 Fourth question: How many times per month, do you usually go in cinema?

Table 5.   Number of monthly visits among respondents

# of visits per month	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency (%)
1	80	40,00%	80	40,00%
2	51	25,50%	131	65,50%
3	32	16,00%	163	81,50%
4	20	10,00%	183	91,50%
5	8	4,00%	191	95,50%
6	2	1,00%	193	96,50%
7	0	0,00%	193	96,50%
8	0	0,00%	193	96,50%
9	1	0,50%	194	97,00%
> 10	6	3,00%	200	100,00%
Total	**200**	**100,00%**		

As we can see on the Table 5 there are 40% of respondents visit cinema once per month. It has to be taken into account that 95,5% of cinemagoers are watching movies in the cinema centres 5 or less times in a months. In addition, there are not people who visit cinema 7 or 8 times per months. Only 3% have keen interest in Kazakhstani cinema industry and they are going more than 10 times during the period given.

5.5 Fifths question: Please asses the quality of Kazakhstani films by 5-point scale

Table 6.   Quality of Kazakhstani films

Quality of films	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency (%)
Very poor	14	2,29%	14	2,29%
Poor	48	15,69%	62	17,97%
Fair	66	32,35%	128	50,33%
Good	56	36,60%	184	86,93%
Excellent	16	13,07%	200	100,00%
Total	**200**	**100,00%**		

This table of frequency shows assessment scale of quality of Kazakhstani movies. According to Table 6 there are 17,97% who gave negative assessment. Despite on this 49,67% of respondents have given positive grade. Only 66 people consider that quality of films in country on the fair level and objectively assessed.

5.6 Sixth question: Please asses the level of service in Kazakhstani cinema theatres by 5-point scale

Table 7.   Level of service in cinema centres

Level of service	Frequency	Frequency (%)	Cumulative Frequency	Cumulative Frequency (%)
No	3	0,40%	3	1,50%
Low	10	2,65%	13	6,50%
Medium	55	21,83%	68	34,00%
High	92	48,68%	160	80,00%
Maximum	40	26,46%	200	100,00%
Total	**200**	**100,00%**		

Level of service in cinema plays important role for providing qualitative entertaining services for client. I could include different supplementary services as buying drinks, food, pop-corns, also comfortability of seats and cleaning conditions. Only 6,5% of cinemagoers assessed level of services as negative. While most of people give positive assessment, especially 132 viewers. If we will asses common imagination about services in cinema centres, it can be accepted by visitors on the satisfied level.

6   CROSS TABULATION

Table 8.   Cross tabulation between variables: Quality of films vs Level of service in cinema

Quality of films	Level of service in cinema					
	No	Low	Medium	High	Maximum	Total
Very poor	1,00%	1,00%	3,00%	1,50%	0,50%	7,00%
Poor	0,00%	2,00%	9,00%	9,50%	3,50%	24,00%
Good	0,50%	1,00%	9,00%	17,00%	5,50%	33,00%
Very good	0,00%	1,00%	6,50%	14,50%	6,00%	28,00%
Excellent	0,00%	0,00%	0,00%	3,50%	4,50%	8,00%
Total	**1,50%**	**5,00%**	**27,50%**	**46,00%**	**20,00%**	**100,00%**

Cross tabulation tables gives opportunity to understand accurate percentage of people who has chosen the same answer category. 17% of grand total, thought that quality of films is good and level of service is high. Only 1% thinks that quality and level of service on the very low level. Nobody, who thinks that quality of films is excellent didn't respond negatively about level of services.

7   CORRELATION

Table 9.   Correlation

Variables	Correlation coefficient
Age/Price	0,22
Number of visits / Quality of service	-0,01
Number of visits / Price	0,13

Correlation table, which were created, reflects interrelation between two variables. Age and price have positive correlation 32%, it can be considered as if person is getting older, then opportunity to spend more money increases. Alternatively, if the number of old cinemagoers will reduce, then reduction in ticket prices might be observed. There is no correlation (-0,01) between number of visits and quality of service. Therefore increasing in frequency of visits doesn't have any effect for improving services if it's even on the negative level. Correlation coefficient between number of visits and price is 0,13. It is weak positive interdependence between two variables. If number of visits increases, then price will increase regarding to the law of demand.

8   SCATTERPLOT
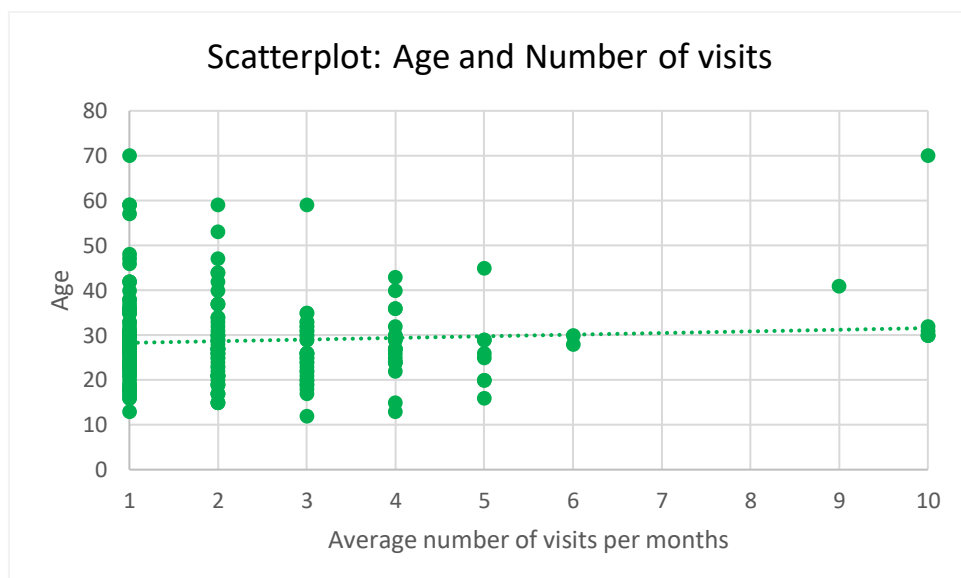
The scatterplot demonstrates two variables as average number of visits per month on the X-axis and age on the Y-axis.   We are able to see density of plots more expanded on the lines against certain value. As we can see the most plotted line against 1 visit per months. It can be explained that cinemagoers aged between 10 and 70 years old go to cinema once in a month. After we can observe decreasing age and frequency of visiting. As a result viewers aged in the interval of 20 and 30 years are most likely to go at least 6 times per month.

9   CONSLUSION

The research allowed to understand current situation on the Kazakhstani cinema market. In the reason of highly growing and developing sector of entertainment, films producer could take the result of this research into account. Data obtained allows to do narrow work for certain target groups. In addition, price policy should be reconsidered, especially VIP tariff is not beneficial due to little amount of clients. Basically, all cinema industry will based on targeting to young generation.

This research helped to analyse cinemagoers' preferences and expectations. Quality of films produced and services provided require improvements. Nowadays quality of films and level of services on the good level, but there is much things to change and enhance.

In conclusion, gathered data might be used in subsequent researches or for market forecasts. Even cinema networks are able to predict and manage all risks. Strategic planning will lead to sustainable development and constant interest from viewers sight.

DATA BASE

#	age	price	visits	quality of film	level of service	gender	day of the week
1	25	1000	3	3	3	Male	Saturday
2	36	1000	1	3	4	Female	Tuesday
3	21	800	2	4	3	Male	Saturday
4	23	700	2	2	5	Female	Wednesday
5	24	800	1	3	5	Female	Saturday
6	27	1200	1	3	3	Male	Friday
7	26	800	1	3	4	Male	Tuesday
8	24	2000	3	4	5	Female	Friday
9	21	1050	2	3	4	Female	Friday
10	22	1500	1	3	3	Female	Tuesday
11	36	1500	4	2	2	Female	Friday
12	23	900	1	2	3	Female	Tuesday
13	21	1000	2	4	3	Female	Tuesday
14	24	1600	3	3	5	Female	Thursday
15	21	1200	3	3	4	Female	Friday
16	23	1800	2	3	4	Female	Saturday
17	21	1500	1	4	3	Female	Friday
18	24	1200	1	3	4	Male	Friday
19	57	1100	1	4	4	Female	Saturday
20	37	1000	2	3	4	Female	Wednesday
21	28	1500	1	3	4	Female	Tuesday
22	37	1600	1	3	4	Female	Thursday
23	25	1300	3	2	4	Male	Thursday
24	30	1000	1	4	5	Female	Tuesday
25	20	800	5	3	4	Female	Friday
26	36	1500	1	4	3	Male	Sunday
27	37	1000	2	4	5	Female	Saturday
28	19	900	3	5	5	Male	Friday
29	30	1200	4	2	3	Male	Wednesday
30	26	1200	2	3	4	Female	Saturday
31	29	1000	1	4	4	Male	Saturday
32	17	1100	3	4	5	Female	Friday
33	41	1300	9	1	1	Female	Saturday
34	32	1500	4	4	4	Female	Saturday
35	29	1800	1	4	4	Male	Thursday
36	27	900	2	4	4	Male	Monday
37	26	1000	1	3	4	Female	Saturday
38	70	8000	10	5	5	Male	Sunday
39	20	850	3	2	5	Female	Saturday
40	31	700	1	1	4	Female	Monday
41	35	2300	3	4	5	Male	Tuesday
42	29	1500	2	2	3	Female	Saturday
43	18	600	3	4	3	Female	Tuesday
44	27	1000	2	2	4	Female	Tuesday
45	46	1500	1	4	4	Female	Saturday
46	28	2000	1	3	4	Female	Saturday
47	28	1400	1	3	4	Female	Saturday
48	17	800	1	5	5	Female	Friday
49	33	1500	1	3	4	Male	Thursday
50	15	700	2	5	4	Male	Saturday
51	29	1450	1	2	3	Female	Friday
52	28	1200	2	3	3	Female	Saturday
53	17	600	2	4	4	Female	Sunday
54	19	800	1	4	3	Female	Saturday
55	27	900	1	4	5	Female	Sunday
56	20	800	3	3	3	Female	Tuesday
57	24	800	2	3	4	Male	Tuesday
58	24	1000	4	4	4	Female	Saturday
59	31	2000	10	2	4	Male	Thursday
60	25	1200	2	4	4	Female	Saturday
61	30	1500	2	4	4	Male	Saturday
62	34	1100	2	3	1	Male	Wednesday
63	30	1300	3	2	5	Male	Saturday
64	30	1200	1	3	4	Male	Friday
65	26	1000	1	2	3	Female	Saturday
66	37	800	2	3	2	Female	Saturday
67	27	1000	2	4	4	Female	Tuesday
68	31	1500	1	4	4	Male	Saturday

69	22	1350	4	3	4	Male	Wednesday
70	30	2000	6	4	4	Male	Sunday
71	31	2000	1	3	4	Male	Saturday
72	15	800	4	4	3	Female	Tuesday
73	33	1500	3	3	5	Male	Friday
74	22	1500	3	5	4	Female	Tuesday
75	23	500	1	4	3	Female	Saturday
76	20	1200	5	4	3	Female	Saturday
77	28	2000	6	2	5	Male	Thursday
78	30	1000	4	2	2	Female	Saturday
79	32	1900	3	4	4	Male	Tuesday
80	33	1500	3	3	4	Male	Sunday
81	29	1800	3	2	4	Female	Saturday
82	30	1500	2	4	5	Male	Saturday
83	26	1100	3	2	5	Male	Tuesday
84	27	1000	4	2	3	Female	Friday
85	19	800	2	3	3	Male	Saturday
86	28	1700	1	5	4	Male	Friday
87	25	1000	1	3	4	Male	Tuesday
88	25	1000	2	4	2	Female	Tuesday
89	36	1200	1	5	5	Male	Sunday
90	27	1300	2	3	4	Female	Friday
91	29	1400	5	2	4	Female	Wednesday
92	31	1500	3	2	3	Male	Saturday
93	21	900	2	2	3	Male	Friday
94	29	1500	4	2	3	Male	Friday
95	27	1200	1	3	5	Female	Friday
96	20	1000	2	3	3	Female	Friday
97	30	1200	1	4	4	Male	Saturday
98	33	1100	2	2	4	Male	Saturday
99	32	1000	10	3	5	Male	Monday
100	25	1700	1	4	4	Female	Saturday
101	19	1000	3	3	4	Male	Sunday
102	40	1200	4	2	4	Female	Saturday
103	47	900	2	4	4	Male	Saturday
104	40	1100	1	4	4	Male	Friday
105	24	1600	4	3	4	Female	Thursday
106	35	1300	1	2	3	Female	Friday
107	22	1000	2	1	3	Female	Saturday
108	26	1000	3	3	5	Male	Monday
109	42	1300	1	2	2	Male	Saturday
110	35	1600	1	3	4	Female	Sunday
111	53	1200	2	2	4	Male	Sunday
112	23	1000	3	4	5	Male	Tuesday
113	36	1500	4	3	4	Male	Wednesday
114	38	1300	1	3	3	Male	Wednesday
115	47	800	1	2	4	Female	Saturday
116	32	1100	1	1	2	Female	Tuesday
117	28	900	1	3	2	Male	Saturday
118	29	1500	1	4	3	Male	Saturday
119	25	1200	4	3	4	Male	Tuesday
120	59	1400	2	1	2	Female	Saturday
121	59	1000	1	2	3	Male	Friday
122	30	2000	10	3	3	Female	Monday
123	36	2500	1	4	4	Male	Saturday
124	23	1000	1	5	5	Female	Tuesday
125	27	1100	1	2	3	Female	Thursday
126	30	1700	10	1	3	Male	Thursday
127	26	1200	2	4	4	Female	Thursday
128	26	1200	3	4	4	Male	Saturday
129	16	600	1	4	4	Female	Monday
130	29	1000	5	3	3	Female	Friday
131	26	1500	2	5	4	Male	Sunday
132	59	1200	1	2	4	Female	Friday
133	22	1700	1	3	3	Female	Saturday
134	31	1000	1	2	4	Female	Friday
135	40	1500	2	4	4	Male	Saturday
136	24	1200	1	2	4	Male	Saturday
137	21	1200	2	5	4	Female	Saturday
138	21	1200	2	5	4	Female	Saturday
139	31	1200	3	3	4	Male	Saturday
140	27	1200	1	1	4	Male	Saturday
141	17	1000	2	4	5	Female	Sunday
142	27	11000	2	3	5	Female	Thursday
143	23	1300	1	3	4	Female	Tuesday

144	26	1300	4	2	5	Female	Saturday
145	27	1300	4	4	4	Male	Monday
146	35	1000	3	3	3	Female	Friday
147	48	1500	1	2	4	Female	Saturday
148	30	1200	10	4	4	Male	Saturday
149	43	1600	4	3	3	Male	Tuesday
150	26	1800	5	3	5	Female	Thursday
151	42	1000	2	3	5	Female	Saturday
152	29	1500	4	4	4	Female	Saturday
153	45	1150	5	5	5	Male	Friday
154	44	1400	2	3	5	Female	Saturday
155	42	1000	1	3	4	Female	Friday
156	25	1000	5	2	3	Female	Tuesday
157	59	500	3	3	3	Female	Friday
158	31	2000	2	1	3	Male	Saturday
159	32	2000	3	2	3	Female	Wednesday
160	24	900	4	3	3	Female	Friday
161	30	5000	2	5	5	Female	Saturday
162	29	1000	3	3	5	Female	Thursday
163	44	1000	2	2	4	Female	Friday
164	34	1500	2	4	5	Female	Saturday
165	19	1000	2	4	5	Male	Friday
166	38	11000	1	4	3	Female	Saturday
167	27	1200	4	2	2	Female	Friday
168	35	1500	1	2	4	Female	Wednesday
169	32	1500	2	5	5	Female	Saturday
170	30	700	1	3	4	Male	Saturday
171	27	600	1	1	3	Male	Friday
172	19	1200	1	5	5	Female	Wednesday
173	24	1100	1	2	4	Female	Friday
174	30	900	1	3	3	Male	Saturday
175	19	1200	2	3	3	Female	Saturday
176	21	1200	1	4	4	Male	Saturday
177	13	600	4	4	2	Female	Saturday
178	26	1100	3	3	3	Male	Saturday
179	29	1100	2	4	4	Male	Saturday
180	18	1500	1	1	1	Male	Saturday
181	23	1200	1	2	3	Male	Saturday
182	33	800	1	3	4	Male	Saturday
183	13	700	1	2	3	Female	Sunday
184	17	1000	2	1	4	Male	Sunday
185	70	1200	1	4	3	Male	Sunday
186	30	1100	3	2	4	Male	Sunday
187	18	1200	1	2	5	Male	Sunday
188	16	800	5	1	3	Male	Friday
189	24	1000	1	1	3	Male	Thursday
190	22	1000	3	4	4	Male	Saturday
191	15	900	2	2	4	Female	Saturday
192	18	1000	1	3	4	Male	Sunday
193	30	1000	1	4	3	Male	Thursday
194	27	800	1	2	4	Female	Thursday
195	15	1000	2	1	5	Male	Saturday
196	17	600	1	3	4	Female	Saturday
197	18	1100	1	2	3	Female	Saturday
198	16	1000	1	2	3	Male	Sunday
199	20	1200	1	4	5	Female	Saturday
200	12	500	3	5	4	Female	Sunday