ENHANCE WALK-IN MOVIE-GOERS' CINEMA EXPERIENCE IN PENANG

by

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MERANGSANG PENGALAMAN PENONTON DI PANGGUNG WAYANG PULAU PINANG

ABSTRAK

Projek penyelidikan ini bertujuan untuk mengkaji permasalahan yang dihadapi oleh para penonton filem panggung wayang di Pulau Pinang. Setelah itu, penyelesaian terhadap masalah yang dikenalpasti akan dicadangkan agar dapat meningkatkan keberkesanan interaksi antara penonton dengan pihak pengurusan panggung wayang. Teras kajian ini ialah mengenalpasti permasalahan dan keperluan para penonton wayang serta cadangan penambahbaikan untuk meningkatkan persekitaran dan perkhidmatan yang dapat memuaskan para penonton. Penyelesaian yang dicadangkan dapat membantu meningkatkan keberkesanan perkhidmatan di panggung wayang dengan memberikan perkhidmatan kaunter yang lebih efisien serta dapat merangsang kepuasan para penonton terhadap suasana perkhidmatan yang lebih baik. Penonton dapat membeli tiket wayang, makanan dan minuman dengan mudah serta menikmati suasana yang lebih baik semasa menonton wayang. Hasil reka bentuk yang dicadangkan menerusi kajian ini akan membantu melancarkan perkhidmatan dan merangsang kepuasan para penonton semasa membeli tiket, dapat mengurangkan masa beratur, membeli makanan, minuman dan seterusnya mereka dapat menikmati tayangan wayang dalam keadaan yang selesa. Dalam proses menghasilkan rekabentuk sebagai hasil kajian, terma user-centered digunapakai dengan menitikberatkan aspek interaksi dan reka bentuk perkhidmatan. Matlamat kajian ini ialah untuk merekabentuk produk interaksi atau perkhidmatan yang intuitif dan membolehkan para penonton membeli tiket wayang dalam masa yang singkat serta memuaskan. Ini menunjukkan bahawa cadangan penyelesaian kajian ini bukan hanya memberi kebaikan atau manfaat kepada para penonton tetapi ia juga dapat melahirkan satu interaksi yang baik dan mesra antara pihak pengurusan panggung wayang dengan para penonton dan ini boleh menjadi sebagai satu strategi pemasaran kepada pihak pengurusan panggung wayang.

ENHANCE WALK-IN MOVIE-GOERS' CINEMA EXPERIENCE IN PENANG

ABSTRACT

This topic is about to study on problems faced by movie-goers in the cinema in Penang. The purpose of this project is to propose a solution to improve interaction between customer and Cinema Management. Core value of this project is to identify the walk-in movie-goers' need and provide a better cinema experience for them. Aspiration of the proposed solutions will be more efficient and service encounter will be useful, usable, and desirable from the walk-in movie goer's perspective. This aspiration is important so that customers will have better experience and on the other hand, service provider can serve the customer more efficiently. Besides, customer should able to purchase tickets and beverages easily and enjoy better experience through their time inside the cinema. It will be able to minimize learning curve for both the customers and the cinema management staff to understand - how product works. The design outcome will help to improve cinema experience for customers to purchase tickets, reduce queue waiting time, order food and beverages and provides better experience to enjoy movie. The solution will be easy to use interaction and user-centered design is considered. The goal of this study is to design a highly intuitive and easy interaction product or service that allow movie-goers make the task of purchasing movie ticket in a short time and create immersive experiences that help the movie-goers feel a connection with the cinema, while facilitating a better customer experience. Both, the cinema industry and movie-goers can gain benefits from this service.

Chapter 1

INTRODUCTION

1.1 Introduction

"*A visit to a cinema is a little outing itself. It breaks the monotony of an afternoon or evening; it gives a change from the surroundings of home, however pleasant*," quoted from Ivor Novello, a Welsh composer and actor who became one of the most popular British entertainers of the first half of the 20th. It's the fact that watching movie in Cinema is one of the best ways of recreation in this electronic era modernized world. Cinema nowadays provided so much entertainment that few people fail to visit it and it is part of movie-goers' daily life. Movies have always been about the social experience of "going out" to the movies and having a good time. Just as people still go out to eat at restaurants even though they can eat for much less at home, people will always go for cinema if the experience is enjoyable. Therefore, cinema management plays an important role to provide a better cinema experience for all ages, different culture and background movie goers.

This topic is about research on ticketing, food and beverages counter reflected to walk in movie-goers at the cinema in Penang. The purpose of this research is to evaluate the effectiveness of existing ticketing, food and beverages counter services and after that to propose a solution to improve interaction between customer and Cinema Management. Core value of this research is to identify the user's need and provide a better cinema experience for walk-in movie-goers. Aspiration of the proposed solutions will be more efficient and service encounter will be useful, usable, and desirable from the walk-in movie goer's perspective. Servicescape dimension is a cue and user-centered design is considered. This aspiration is important so that walk in

movie-goers will have better cinema experience. Besides, they should able to purchase tickets, food and beverages easily and enjoy their moment inside the cinema. It will be able to minimize learning curve for both the walk in movie-goers and the cinema management staff to understand - how product and system works.

To achieve an effective outcome, preliminary research such as literature review will be done to set up a problem statement. Survey and interviews will be conducted towards walk in movie-goers. Observation also will be implemented to identify the problem facing by walk in movie-goers through scenario. It also helps to understand the overall cinema flow. All the data and information collected could be used to analyze the strength and weakness of the existing ticketing, food and beverage counter.

The goal of this study is to propose a highly intuitive and easy interaction product or service that allow walk in movie-goers make an easy task in purchasing ticket and create immersive experiences that help them feel the connection with the cinema, while facilitating a better customer experience. Both, the cinema industry and movie-goers can gain benefits by improving the existing servicescape.

1.2 Background study

“Cinema will always have an important role to play in society”, quoted from Leslie Caron, a French and American film famous actress and dancer. In the early part of the 20th Century access and forms of media were quite limited. There is no internet or television and no access to 24 hour news therefore the cinema played an important role in society by not only being a social outlet offering entertainment but also by the way in which information and advertising could be disseminated to the masses. Cinema is a changed of expression and communication. It was invented by Edison, an

American scientists. It is one of the cheapest means of entertainment and education. Even an economically weak people can have access to the cinema. In this age of science when every house has a television set along with other sources of recreation, cinema has its own craze. Hence, visiting a cinema show, especially in the company of friends or family is very interesting and exciting in itself.

The purpose of this research is to evaluate the effectiveness of existing ticketing, food and beverages counter services and after that to propose a solution to improve interaction between walk-in movie goers and Cinema Management.

A cinema, traditionally like a designated stage theater, consists of few auditorium with large projection screens and rows of comfortable seats, as well as a lobby area containing a box office for buying movie tickets, a concession for buying food and beverages and entrances hall for movie goers waiting to enter the auditorium. In the cinema lobby, there are film posters, banners, 3D posters, LCD screen showing the trailers and movie schedules. Nowadays, most of the cinema used digital signage solution in the lobby. It is a smart and easy way to get their message out to movie-goers. It helps to keep their patrons engaged while they line up to purchase their tickets and popcorn with concession stand information and box office movie trailers.

Alternate content is something that most mainstream cinema are now looking at, because of the way in which people now watch things at home. Movie-goers are increasingly searching for a unique experience, rather than going to the cinema just to see a film. Nowadays, there are more and more features releases by the cinema as to provide movie-goers an authentic cinema experience. From twin seats to premiere class, gold class, 3D cinema, 5D cinema, Beanieplex, LUXE, IMAX, Dolby Atmos and D-box.

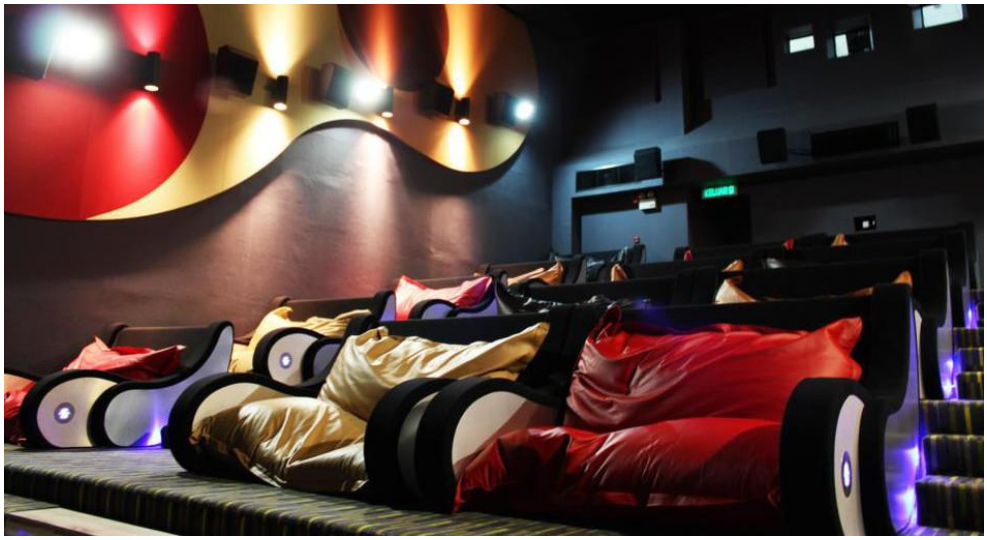

Plate 1.1 Beanieplex in TGV Cinemas (Photo Source: TGV Cinemas)

Beanieplex also known as the bean bag hall which replaced the standard cinema seating with adjustable comfy beanbags.

Plate 1.2 D-box hall in GSC Cinemas (Photo Source: GSC Cinemas)

D-box hall offer seats with motion. The hall's chair is synchronized to the film and mimics movements and vibrations on screen. D-Box seats can vibrate, pitch back and forth, roll from side to side and heave up and down.

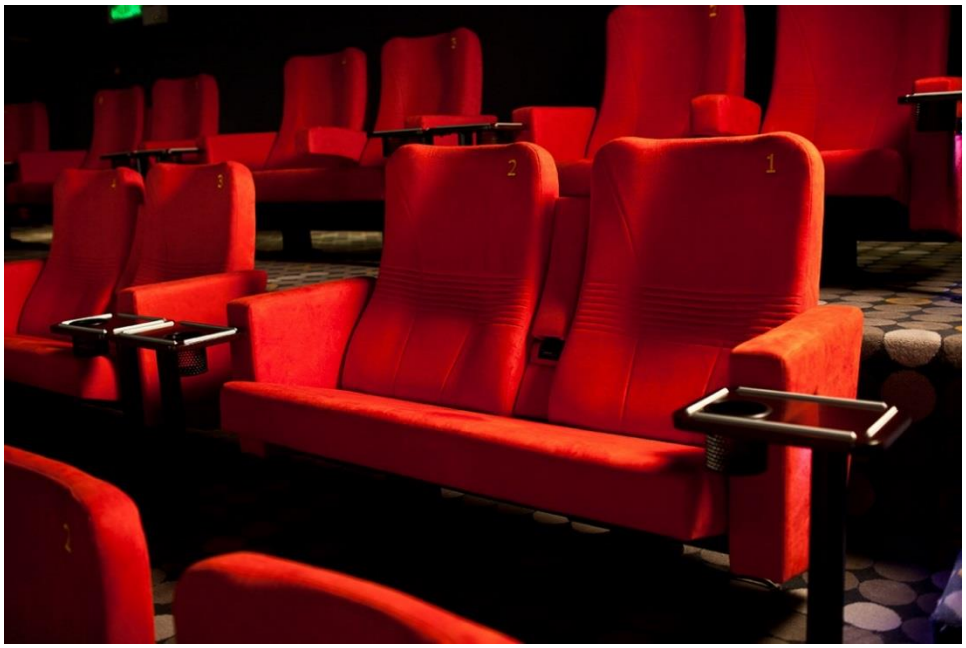

Plate 1.3 LUXE hall in TGV Cinemas which means Exclusive, Luxury and Comfort. (Photo Source: TGV Cinemas)

Luxe hall provided spacious and comfortable seats with wider leg room and added plush twin seats equipped with privacy wings for movie-goers who value their space.

Plate 1.4 Gold Class in TGV Cinemas (Photo Source: TGV Cinemas)

Gold Class seats can be reclined and are in the form of highly comfortable and spacious armchairs. Each patron is provided with a complimentary blanket and pillow for extra comfort. Patron will get a complimentary drink and a service call button is

available if they want to order extra food. Gold Class cinemas also have a lounge area connected to the cinema halls for the exclusive usage of Gold Class patrons. The lounge area is equipped with sofas, a bar selling drinks and tidbits, free WIFI and a restroom. It is opened for usage 30 minutes before show time.

According to Cinema Online website, there are 134 cinemas operating in Malaysia which 11 cinemas fall on Penang. The largest cinema operator is Golden Screen Cinemas followed by TGV Cinemas, MBO Cinemas, Lotus Five Star and Big Cinemas. Other than these operators, there are smaller operators who does screening in a small scale. And that's not all; there is also a new player in town – CGV Cinemas, which slogan reads "Evolving Beyond Movies", sourced from The Star Online, March 26, 2015.

Plate 1.5 1st CGV cinema in Malaysia that set to open at Empire City Damansara at Damansara Perdana sometime in the middle of 2015, (Photo source: ScreenX CGV Facebook page).

Different cinema operators have different ticket pricing. Most of the ticket prices are divided by the timing with movies before 6pm and movies after 6pm, weekdays, weekends, and public holidays, Blockbuster movies, student, OKU, senior citizen and

Wednesdays which is known for being movie days where tickets are generally cheaper. For those cinema with special features such as 3D, Gold Class, premiere hall, IMAX and so on definitely will on the pricier side. Most of the cinema nowadays provided e-ticketing service which movie-goers can purchase their movie tickets through the website or using their mobile device. They just need to pay the additional charge up to rm1 for each transaction.

Although most of the cinema management embraced different technologies for movie-goers to purchase movie ticket, food and beverages, there still a long queue in the cinema especially during weekend or peak season. Lots of walk in movie-goers need to queue for their movie tickets at the box office and then queue again for food and beverages at the concession. Sometimes the movies tickets sold out and walk in movie-goers cannot watch their favorite movies on time.

For movie buffs, a fun movie going experience comes from catching a great flick in the cinema. Thus, in order to let every movie-goers that visit to the cinema to be spectacular, solutions will be proposed to help walk in movie-goers create a cinema experience that's both innovative and beautiful.

1.3 Research Framework

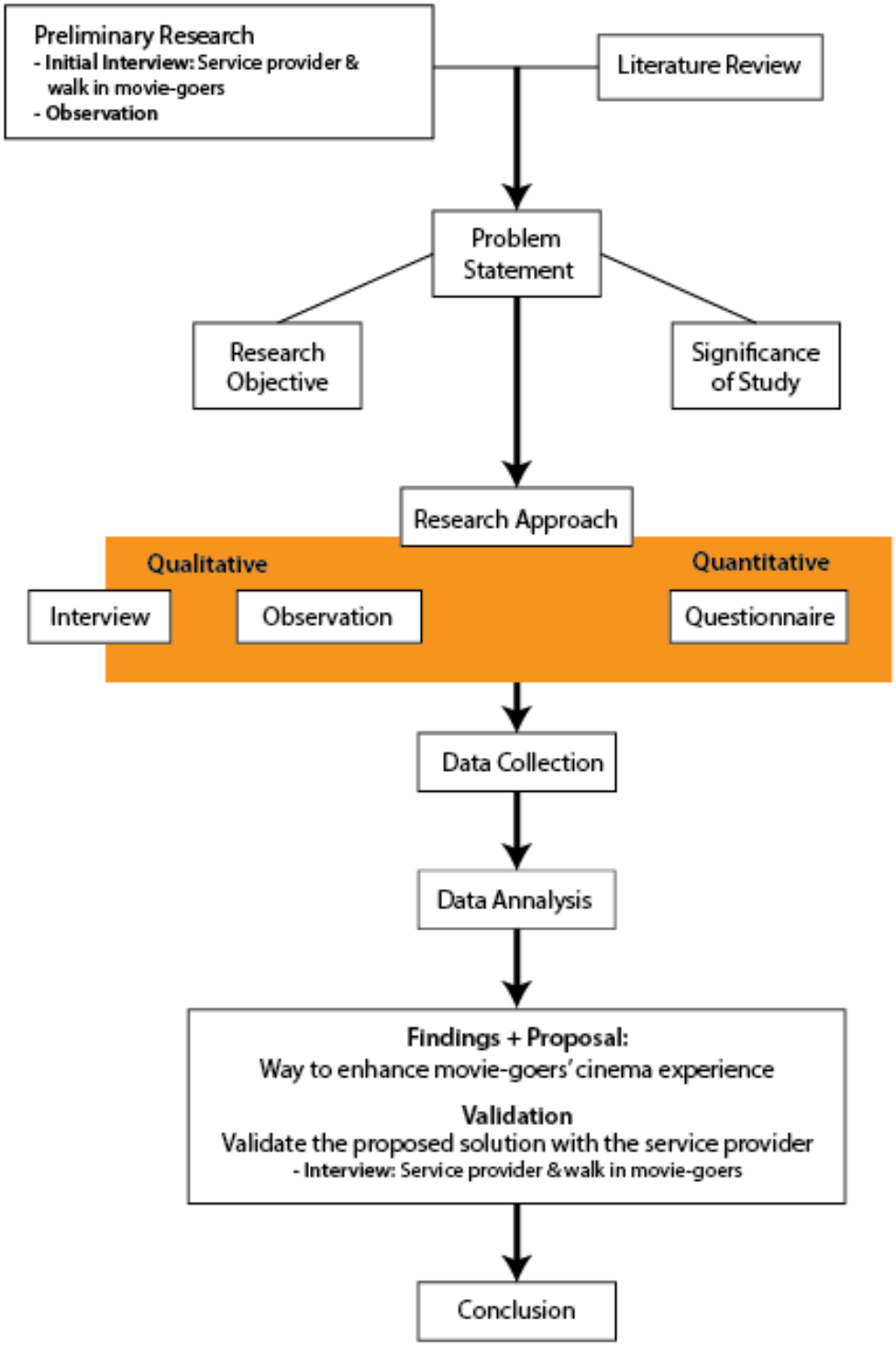

Figure 1.1 Research Framework

According to Latham (2014), research framework helps to align the "DNA" of researcher's study to deliver the insights that researcher need. It helps researchers of all types design a custom research methodology for their particular project. From **Figure 1.1**, literature review and preliminary research will be done through initial interview and observation to identify the problem statement. Research objective and significance of study will be built on the knowledge gap in the problem statement. After that, research approach, qualitative and quantitative approach will be selected based on research objective and significance of study. Data will be collected and analysis before proposed solutions for the research. Validation will be done to improve the accuracy, credibility and applicability of the proposed solution. Lastly, the final step in the research process is to put all the pieces together in a cogent discussion of key findings and their implications for theory and practice, the limitations associated with those conclusions, and recommended the future research questions and studies.

1.4 Research Gap

According to MPAA (Motion Picture Assn. of America) annual statistics, More than 170 million African-Americans took a trip to the cinema in 2013, a 13 percent gain compared to roughly 150 million in 2012. The number of frequent moviegoers in the all-important 18-24 age group plunged an unprecedented 17% in 2013.

"We need to keep exploring fresh ways of leveraging our new technology to drive traffic to your theaters, we can embrace technology, and use it to complement our offerings." Chris Dodd, head of the Motion Picture Assn. of America, sought to reassure theater owners that technology is no foe to the movie industry.

In a world of wide-spread technology usage, standing in a queue for half-an-hour or more is what any customer would hate. There really isn't any enjoyment in waiting in a queue for hours on end. Eventually customers become irritable of all that waiting they decide to leave the cinema.

E-Ticketing is a paperless revolution, which has shown dramatic transformation in ticketing systems. The consumer book tickets over the Internet, which delivered to them through emails (or at home, in case they require paper tickets). E-Ticketing has been launched with the aim of making booking of the tickets an easier and a quicker task. Consumers are no more required to visit a physical outlet and carry paper tickets. (Alok Bansal, Vanita Joshi and Ankit Jain, 2008)

In Malaysia, many cinema chains such as Tanjung Golden Village Cinema (TGV) and Golden Screen Cinema (GSC) provide e-ticketing service, which is purchasing movie ticket through their website online. This service had developed into mobile ticketing as nowadays movie-goers can use their mobile device to purchase tickets by installing the Cinema's apps. The only concern is they need to print out the ticket or use the 2D barcodes scan.

According to Cybersource UK Online Fraud Report (2009), 78% of UK consumer claimed that they would never use their mobile devices to purchase online. As a result of lack of trust and consumer understanding in this concept, most of the consumer do not shop online.

Most of the researches are more focus on new technologies such as e-ticketing. However, according to Beatson, Coote, and Rudd (2007), interpersonal service play an important role in enhancing and maintaining customer relationships and customers' satisfaction as it influenced customer repetitive buying experience. Kotler and Armstrong (2010) defined servicescape as "the environment in which the service is assembled in which spectators interact with tangibles commodities that facilitate

performance or communication of the service offering". It also explained that customer and service provided encapsulated in a consumption setting. This statement shows that interpersonal service and servicescape is still significant to be develop.

1.5 Problem Statement

Through the preliminary research, these are problems that has been found out:

a) Researcher Observation

Long queue when purchasing ticket, food and beverages in the cinema.

Plate 1.6 Walk in movie-goers queue for movie tickets in Golden Screen Cinema Queensbay mall, Penang during weekend.

Plate 1.6 shows that there are a lot of walk-in movie-goers queue till the end of the Box Office Counter for movie tickets in Golden Screen Cinema Queensbay mall, Penang during the weekend. Cinema is crowded with people during the peak season which is when new movie releases, festival season, weekend and etc. Some of the walk-in movie-goers came in a group and queue together to purchase tickets. They

took longer time to purchase ticket because they need to decide which movie, movie time and seat number.

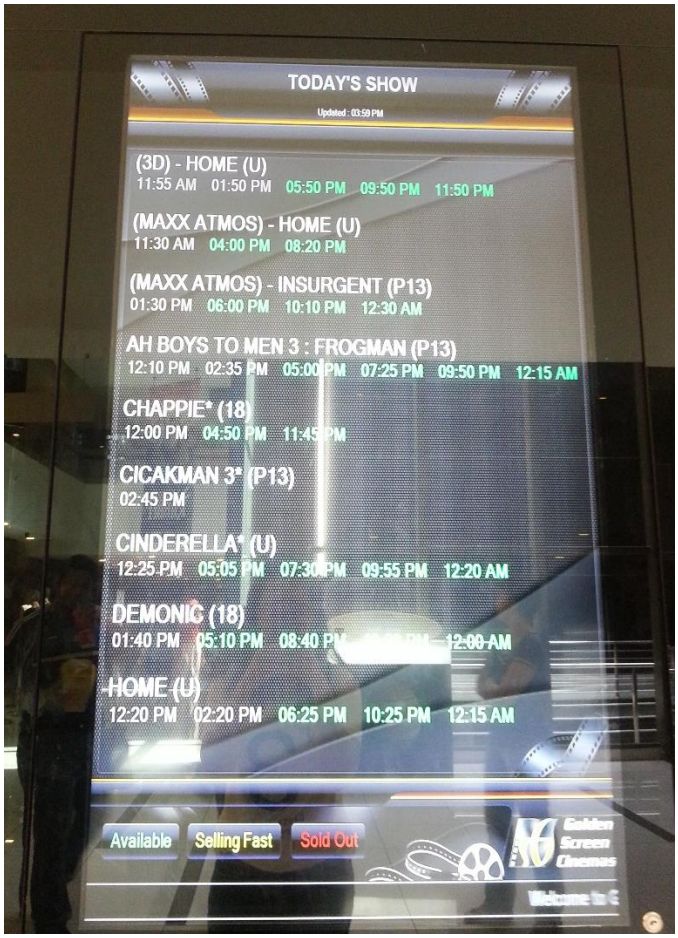

Plate 1.7 Show time on the display screen in the Cinema.

Plate 1.7 shows the show time display screen in the Cinema. There are color indicator showing whether the movie tickets are still available, selling fast and sold out. However when movie-goers planning for a movie which the show time indicate selling fast, movie ticket might be already sold out after they queue and reach the counter. This will cause them need to take some times to decide whether need to go for another movie, choose another time or cancel their movie plan. This will also cause them spend much time at the counter and increase the queue waiting time for others movie-goers. Besides, research also find out that movie-goers and cinema operator

also take much during transaction. Movie-goers spend much time to prepare the cash as they did not know how much those ticket cost. This will affect the heavy traffic at the box office counter.

Interview

Initial interview has been done with few walk in movie-goers regarding the situation in the cinema box office and concession area. Many of them raised out the same statement saying that they need to queue during the peak season to purchase movie tickets, food and beverages. It is really frustration for them to queue for a long time but no more seat for them. Some of the interviewers did mentioned that they need to go to the cinema few hours earlier to purchase their movie ticket to avoid queuing during the peak season.

b) Literature Review

"…Some customers took to social networking sites Facebook and Twitter to express their dismay at waiting times to buy tickets.

One customer said: "The new cinema in the Quays is dreadful. I started queuing for tickets at 3pm, the film started at 3.30pm and I finally got to the front of the queue at 3.40pm and almost missed the start.

"Really bad service in there with slow, miserable staff…"

According to an article from Cineworld Group Plc on the 1st July 2014, a new cinema in US has hit by long queue. Long queues at Gloucester's new Cineworld cinema have been blamed on technical faults with tills. (Cineworld Group Plc, 2014)

There is another article by Elizabeth Law (The New Paper, 2014) about police called in over long queue for movie tickets.

"It was the foreign workers' day off because of Deepavali and the queue for a hit movie was so long, the cops were called in yesterday…"

Plate 1.8 The crowds queueing to buy tickets to see the movie Kaththi at Rex Cinemas on Mackenzie Road (above) and the Golden Cinema at Golden Mile Tower.

Retrieved from: http://www.tnp.sg/news/police-called-over-long-queue-movie-tickets#sthash.1lV4EC1G.dpuf

Plate 1.8 shows that Rex Cinema on Mackenzie Road is crowded with walk-in Movie-goers. Police has been called over to handle the situation.

1.6 Objectives of Research

This research is based on the three following objectives:

i. To investigate the problem faced by walk in movie-goers.
ii. To identify the needs of walk in movie-goers.
iii. To analysis the data collected through qualitative and quantitative research.
iv. To proposed a solution to enhance movie-goers cinema experience and to improve the service provider's (cinema) management & service.
v. To validate the proposed solution(s).

1.7 Significance of Research

This research will be a significance endeavor in improving the efficiency of cinema operations. Cinema operations will be able to efficiently handle scheduling, pricing, seating, theatre configuration, and promotions and discounts. This research will also be beneficial to Cinema Management to manage and configure Point of Sale workstation. It helps Cinema Management to deploy their business processes across their cinema circuit.

Moreover, this research will help walk-in movie-goers to reduce waiting time when purchasing movie ticket, food and beverages. It will create an immersive cinema experience to them.

"Theaters do almost no marketing of themselves and yet they're shocked they're becoming irrelevant. Note to theater owners: There's very little brand loyalty your multiplexes enjoy. People are there because you're the closest/cheapest house playing

the film they want to see. Either make yourselves into a more pleasant experience or prepare to file for bankruptcy."

According to the article by Chris Thilk, (2007) the writer of Movie Marketing Madness, brand loyalty is everything. This research will offer competitive and creative loyalty schemes that will make movie-goers choose the cinema over another. The quick and exceptional proposed solutions will simplify movie-goers experience, makes them feel special and rewards their loyalty. Thus, it is beneficial for both cinema management and walk-in movie-goers.

1.8 Limitation of Research

Malaysia has numbers of cinemas operating throughout the country. To narrow down the research area, Cinema in Penang has been selected as the target location as researcher found out most of the cinema with the same operators have the almost same interior design. It depends on the size of the area. The main cinema operators in Penang is Golden Screen Cinema and TGV cinema which is also the largest cinema operators in Malaysia.

Due to the copy protection issue, photo and video shooting are strictly prohibited inside the cinema. Photo can only be taken secretly using smart garget. Besides, environment inside the cinema is dark when movie on show, camera flash are not allowed. Thus they are difficulty in capture photo during observation. Observation are mostly done outside the cinema.

Since the study is to improve the cinema experience for walk in movie-goers, they will be targeted as respondent for this research. This will help to focus on finding the problem that affect movie-goers' experience.

1.9 Research Scope

a) Research focus on the environment and artifact at the cinema in Penang.

b) Research on the interaction between services provider and walk in movie-goers.

1.10 Research Question

a) What is the problem and needs faced by walk in movie-goers in the cinema?

b) Does the service provider provide a better cinema experience for walk in movie-goers to purchase ticket, food and beverages?

c) Any solutions can help to improve the interaction between cinema management and walk in movie-goers?

1.11 Desired Results and Outcomes

From this research, it will be able to solve the existing problem of purchasing movie tickets and help to improve interaction between walk in movie-goers and Cinema Management. The result of this research will improve the overall environment of servicescape. Favorable cinema experience at customers' end will evolve.

1.12 Conclusion

The study is about research on ticketing, food and beverages counter reflected to walk in movie-goers at the cinema in Penang. Research will be done through observation, interview and questionnaire. After analysis and finding, the main problem statement will be identified and solution will proposed to solve the problem. Through this study, researcher will learn how to conduct a research related to servicescape environment. Besides, researcher will also learn a lot of knowledge on latest trend, technologies, interactive design, human factors and etc. It will also make researcher understand how to do research and run a project in a fixed time.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

According to USC Libraries, a literature review surveys books, scholarly papers, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources researchers have explored while researching a particular topic and to demonstrate how the research fits within a larger field of study. In this chapter, research scope will included environment, information technology, usability, service design, servicescape and customer behavior. These research scopes outline, discuss, and analyze the existing research findings.

2.2 Research Scope – Environment

2.2.1 Definition of Cinema

In British English, Cinema is a building in which films or movies are shown. In North American English, Cinema is known as Movie Theater or Theater. (Oxford Advanced Learner's Dictionary, 2010)

Cinema is known as films or movies. It is also known as cinematograph. It is a form of art and entertainment designates primarily the mechanism by which moving pictures or graphics projected on a screen.

Cinema is a space defined by excess: big screen, big speakers, and big food. On offer are massive sodas, tubs of popcorn, and enough snacks to keep movie goers hyper through the movie.

2.2.2 Definition of Box Office

Box Office is the place at a theatre, cinema/movie theatre, etc. where the tickets are sold. Customer can purchase tickets, select seat and perform the transaction through the counter served by ushers.

Plate 2.1 Box Office Counter

Retrieved from: http://www.tupai.com.my/2010/07/temubual-bersama-coo-mbo.html

Box Office is one of the core modules that make up a cinema. It is designed to create order and simplicity out of the various scenarios that cinema exhibition presents. Cinema management able to efficiently handle scheduling, pricing, seating, theatre configuration, and promotions and discounts at Box Office. Movie goers can check for movie, show times and purchase their movie tickets at Box Office counter.

2.2.2 (a) Priority Ticketing Lane

Some of the cinema owned a priority ticketing lane for those credit card holders, senior citizen and those movie-goers that using e-ticketing system to purchase their ticket to collect their tickets.

2.2.3 Definition of Concession Stand

Concession stand is refer to a place or a counter where customers can purchase junk food or beverage at a cinema, theatre, conventional centers, zoo stadium, theme park or other entertainment venue. In America, people named it as concession stand while in England it is named as snack kiosk or snack bar. Concession stand is originally from moving way beyond popcorn and candy outside the theatre. To increase revenue in the economically stagnant times during the Great Depression, Movie theatre built up concession stands in their facilities. They cooperated with the manufacturers and vendors on concession information, food and beverage and promotions.

Plate 2.2 Concession Stand

Retrieved from: http://www.libertytheater.com/pictures

2.3 Research Scope – Information Technology

2.3.1 Definition of Information Technology

According to Behan & Holmes, (1990) "Information technology refers to the technology that involves in record, store, process, create, manipulate, retrieve, secure, send, and receive data…It encompasses modern technologies such as computers, facsimile transmission micrographics, telecommunications and microelectronics". Information Technology known as IT is the study and use of any computers, storage, networking and other physical devices, infrastructure and processes to store, send information of all kinds, including words, pictures and numbers and exchange all forms of electronic data.

The term information technology was originally from the *Harvard Business Review*, which authors Harold J. Leavitt and Thomas L. Whisler (1985) commented that *"...the new technology does not yet have a single established name. We shall call it information technology (IT)."* Therefore, the term Information Technology (IT) was first used by Leavitt and Whisler (1958) to emphasize the role of computers to support decision making and organizational information processing. This term integrates not only the data processing capabilities of the computer, but also the human and managerial abilities involved in their use. It is formed by the application of statistical and mathematical methods in order to design multipurpose computing program that able to solve various tasks. It created opportunities for people and organizations to become more effective, productive and generally successful without being separated.

Information Technology (IT) as any other technology can be also defined as the interaction between artifacts (hardware, software, and networks) and the practices or possibilities –praxis– to be realized through these artifacts. (Raquel B., 2002)

Another author by the name E.W. Martin et al., (1994) mentioned that "*Information technology consists of all forms of technology involved in the collection, manipulation, communication, presentation and utilization of data which are transformed into information*." It involved the acquisition, processing, storage and dissemination of vocal, pictorial, textual and numerical information by a microelectronics-based combination of computing and telecommunications. (Longley, Dennis; Shain, Michael, 1985).

2.3.2 Internet

Internet is a worldwide system and global communication network that connects computer networks and organizational computer facilities anywhere in the world via dedicated routers and servers. The conceptual foundation of Internet was originally written by J.C.R. Licklider in 1962 in a series of memos discussing about his "Galactic Network" concept. In 1969, it conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government and known as the ARPANet.

"*The Internet has become impossible to ignore in the past two years. Even people who do not own a computer and have no opportunity to "surf the net" could not have missed the news stories about the Internet, many of which speculate about its effects on the ever-increasing number of people who are on line…*" (Merrill M. & Christine O., 2006). Internet is becoming increasingly important as it is one of the most forward-looking media of the future. Since inception internet world has been revolutionizing at a constant appreciation rate. According to Internet Live Stats, as of May 24, 2016 there was an estimated 3,376,226,900 of global Internet users. The number of internet user represents around 40 percent of internet world population today.

Robert E. and Vinton G., (1999) mentioned that Internet is an infinitely flexible system, not only the underlying communications technology, but also end-user applications and related infrastructure, the associated data structures and the means by which the information may be generated, manifested, or otherwise used.

2.3.3 Interactive Kiosk

Interactive kiosks are self-contained computing terminals as well as free-standing pavilions featuring specialized hardware and software designed that provide access to on-demand information and transactions within a public exhibit. They are typically placed in high-foot traffic settings such as airport self-check-in site, retails, and parking lots. Interactive kiosks integrated the advance technology that utilize a touch screen HD display, along with a multi touch on-screen keyboard and other peripherals, such as card readers, bill acceptors and barcode scanners. The most common output device is the thermal printer and money retrieval. Interactive kiosks may have a customized, hardened enclosure, or may simply be a standard PC that has been repurposed for interactive kiosk duties. Some interactive kiosks provide wide range of functions. For example, self-service kiosks at the retail. They used as the self-service computing that connecting with consumers at retail. They help consumer to access information, interactive building directories and consumer behavior tracking.

2.3.3 (a) Kiosk in Cinema

Nowadays, kiosk is an engaging touchscreen device that sets a new standard for customer self-service ticketing in some of the cinema. Kiosk streamlines ticket purchase and collection, and provides movie goers a wide range of options for