

Marketing Mix Model in Iranian cinema industry

Ali Sabaghian^a, Abdolhamid Ebrahimi^b & Aliakbar farhangi^a

^a Media Management Department, Science and Research Branch, Islamic Azad University, Tehran, Iran

^b Business Management Department, Aliabad Katool Branch, Islamic Azad University, Aliabad Katool, Iran. E-mail: ali_sabaghian@iau-naragh.ac.ir

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Abstract

The present study, first, is aimed at identifying the important and effective elements in the service marketing and finally investigates the effect priority of these elements and its features in terms of the cinema experts and professionals. For this purpose, the theories of marketing, especially collecting services marketing was analyzed and by using known models as 4P and 7P, the important elements in the cinema marketing was listed and a questionnaire was formed based on it that after the evaluation of reliability and validity of the instrument, the questionnaire was distributed among the research sample (preparation and cinema producers) and was analyzed by using the statistical software of the social sciences. The main results showed that all the identified elements had a significant relationship with the sale of film and all of the research hypotheses were confirmed in this study. Also, the ranking of the internal components of each of the components or influencing factors on the cinema sale revealed that the promotion element have had most important in the seven elements of the research model and physical assets element is in the second rank of important. Price element is allocated the least important between the seven components of the marketing mix model. In conclusion, based on each of the seven elements of the research marketing some recommendations were presented, including increasing of competition in the premiere, increasing the quality of film production, increasing the ease and accessibility to cinema, increasing the cinemas facilities, improving the quality and quantity of infrastructure, facilities, cinema equipment and film.

Keywords: Marketing, Marketing services, Marketing elements, Cinema marketing

1. Introduction

Currently, the main part of Iranian cinema activity almost dependent on the government, as an art _media _industry. Contemporary Iranian cinema run by overt and covert support of the state or institutions and the most important part of the allocated budget to the film production and financing facilities related to it, policies, guides, supports and controls by the government. In other words, it can be argued that the main part and most of all activities related to the film industry in Iran depends on the level of government intervention in the cinema and in the event that for any reason, the government decided to diminish the role in this field, severe shock will be to the film supply and its production inputs. The created structure and overreliance on all those involved in film production in Iran to government has created a situation in which large parts of the group believe that cinema won't have a meaning

without government. On the other hand, because in the most important part of film production, namely, mobilizing the financial resources, government supports reduce the investment risk greatly, many producers and filmmakers don't attempt to close the audience request, but beyond it essentially believes that there is no need to move to satisfy the desires of a general audience, and this approach has led to exist a significant gap between the demand and supply side of the film. In this condition without that the transmitted signals from the market follow certain concepts for the producers and filmmakers, these groups are doing their work and in other words, regardless of the economic status of the film market every year produce more than sixty films on the basis of government support that from this point of view, Iran country in terms of film production is in the remarkable position among the countries of cinema industry owner.

Marketing phenomenon in our country still does not follow the principle and compatible mechanism. There isn't still a correct and knowledgeable understanding about the phenomenon of marketing. Filmmakers, producers and distributors of Iranian cinema still don't have a clear understanding of the marketing phenomenon as a specialty; they know film markets and the importance and functions of it superficially, they are not aware of the film sales worldwide legal issues correctly, and they won't implement their work based on the collective wisdom in sale of films. The few who were engaged in film marketing in public centers for years and had achieved experiences, after they were separated from the centers where had experience of working with them, they took these experiences and did not leave any known and accurate mechanism from themselves; The result was that others came instead of them, they had to start from zero level, and once again began a process of "trial and error". Therefore it is necessary to form related specialties to this professional systematically in the private sector with special attention to film marketing, and important centers of government practice (eg of foreign trade part, the Ministry of Culture and Islamic Guidance and FCF) as a sponsor of scientific courses, and collect the acquired experience and give to the private sector in the form of oral and written. Done of such a process requires research and applied research to provide orientation to those involved in Iranian cinema in the film marketing area. Cinema is a language to express and a laboratory for thought; in the sense that a thought is produced in the country, in the initial state is content and this content should be markdown. The cinema can help to the full development of a country by playing a key role. Thoughts which produce in a country, in a cultural geography and the geographical area, after transferred from the mind of a thinker to the paper, soon reach to cinema. Cinema portrays written thoughts. In fact, cinema is an experimental laboratory or visual thinking. The book isn't a good laboratory for testing new ideas and thoughts, because it cannot be investigated an error or accurate of a thought, but these ideas through cinema will be as well as picture-in-charge, and they will be modular and realized. The necessity of such a structure is felt heavily in Iranian cinema, because there are great ideas in our country that don't reach to the experimental stage.

This mechanism isn't similar to the mechanism of production and supply of a drug to the society that drug initially test in the laboratory step on such as mice and monkeys. Cinema is intellectual and knowledge laboratory of society. If thought enter into the society without cinema, the society being severely decline or crisis and damage to the society, but cinema is the best way to enter a thought to a society, it means that cinema is the national system of knowledge frameworks or National Laboratory of country's thoughts. If look at cinema as a strategic tool, cinema helps the national security improvement. Cinema mechanism is that scholars can watch their thoughts on the image. So instead of creating a crisis or problem,

thinkers see the result of their thinking in cinema. In this mechanism, the imagination of film-makers is extremely important and can do this work through the explained structure means conception, the cinema dimension and the reality dimension or society. By this theory we can form the Iranian identity.

This, in fact, has a deep connection with research in future, because it can be claimed that cinema focus on the present and future. Cinema isn't retrospective, even if historical cinema is proposed and historical films are made, it is for the future direction not to return to the past. Despite the significance of cinema in Iran, because Iranian cinema hasn't found an industry structure and cannot speak about Iranian cinema industry yet, most films that made in the country aren't faced with audience luck and many of them are only made to improve the records of their creators from the quantity and the number of films, but they don't play an important role in the totality of Iranian cinema. As mentioned, it seems that a part of this problem goes back to the inability of Iranian cinema in creating of demand for films and internal and international marketing. The problem is that most filmmakers plan the cinema phenomena between themselves and act based on the results that they conclude. But, in interdisciplinary look at this phenomenon in terms of media management can present practical strategies in the field of film marketing and marketing mix model of Iranian cinema to remove cinema from the status quo. In this article, tried to increase cinema sale level by using experts and actors in Iranian cinema after the model of study, to determine and correct the marketing methods to attract more customers and more suitable welcoming of cinema.

2. Research hypotheses

According to studies and conducted surveys on conducted research in the field, the hypotheses of this paper is as follows:

1. Marketing mix model has significant importance for Iranian cinema industry.
2. The product element in the marketing mix model is important for Iranian cinema industry.
3. Price element and other costs in the marketing mix model are important for the Iranian cinema industry.
4. Upgrade and education element in the marketing mix model is important for Iranian cinema industry.
5. The element of time and place in the marketing mix model is important for Iranian cinema industry.
6. The element of working human resources in the marketing mix model is important for Iranian cinema industry.
7. Process element in the marketing mix model is important for Iranian cinema industry.
8. The element of physical assets in the marketing mix model is important for Iranian cinema industry.

3. Research background

On the previous scientific research in connection with the research and therefore its theme, can point to the following cases:

*Investigating the consumption level of cultural goods among citizens of Tehran and Tabriz, P. Ghafouri, Culture institute, Art and Communication, Ministry of Culture and Islamic Guidance, 2010. The study is a conducted research project in Culture institute, Art and

Communication, Ministry of Culture Islamic and includes five chapters respectively. The obtained results, investigating the preferences and priorities of goods consumption and cultural services in two cities has been this the use of television in both cities has been the highest priority among cultural goods. Internet and radio were the next rank of media consumption in the city of Tehran, respectively, while the priorities have been reversed in Tabriz, in terms of media consumption (three TV goods, Internet and radio). In other words, the radio in Tabriz was in the second priority and Internet was in the third ranks which according to social and cultural differences between the two cities and spread of new technologies are discussed. Among the total cultural goods after consumption of TV, use the book (free Study) had the highest percentage in both Tehran and Tabriz, but film consumption statistics (watching film in cinema) in Tabriz is much higher than in Tehran. Percent Of music consumption is high in both cities, but the consumption of music has been higher in the form of a concert in Tehran. Percent of consumption or use of satellites in both cities has been high. The last section of results also investigates the reasons of the existed differences between different groups. For example, proportionality and congruence of the goods culture or cultural products with culture and consumers values affects directly on the choice of their consumption level; So that the greater congruence and appropriateness, the greater acceptability and choice, and therefore the consumption of individuals in cultural goods will increase. Also part of the differences related to the willing, interests and different needs of individuals and groups.

The results of the multivariate analysis in this research also show that 22 percent of the benefit variations in cinema by the benefit evaluation indices explain of the mass media and cinema facilities. In the end, the writer after the findings from this study suggests that the management of the General Directorate of Culture and Islamic Guidance in collaboration with relevant apparatus has acted to control and monitor the function of all the video clubs in city to prevent the recording and distribution of unauthorized screened films of cinema and also due to the losses of most of cinemas to the advertisements of screened films with very low cost and with implemented supports of ticket sale schemes with special discount to schools and offices and receive low-interest loans and long-term in order to increase cinema growth in Ardabil carry out the necessary assistance.

The results with combined data method show that demand of cinema film has a direct relationship with real income of individuals and has an inverse relationship with the actual price of a cinema ticket. Also, increase of the number of television sets, computers and apparatus of playback DVD, VCD has reduced impact in the number of cinema film spectators. The results using time series data showed that demand of foreign cinema film compared to the demand of Iranian film watching has showed more sensitivity to changes of ticket price and also changes of the literacy rate. On the other hand, using time series data for the years 1971- 2008 showed that film watching sensitivity to changes of ticket prices isn't so high, but watching film to the the habit of going to cinema with a standstill and the interference effect of literacy and urbanization has shown high sensitivity and their increase have had a direct impact on the rising of demand for going to cinema. The results of the dummy variable coefficient shows that the government's reform policies, including the removal of severe controls on film, incentive policies and support policies (subsidies, low-interest bank loans, eliminating heavy tax from internal films) that from the beginning of the sixties decade to the early seventies decade imposed on Iranian cinema, has had a significant positive impact on Iranian cinema growth. Also in contrast to watching Iranian films, foreign films have shown more sensitivity to changes of ticket prices and on the other hand,

increasing the amount of interference variables (consolidation of literacy rate impact in urban areas) has raised the demand of foreign film watching more than the demand of Iranian film.

*Abdol Rahim Rahimi and colleagues in their paper titled Estimated cinema demand and its influencing factors analysis, case study; Tehran, study the decrease of cinema demand and analysis the affecting factors on it. For this purpose, Rahimi and colleagues chose the metropolis of Tehran and investigate this issue. The results of this study showed that the cinema demand in Tehran economically influenced by four main factors: the ticket price of cinema, income of customers or cinema audience, the price of goods or replaced services and supplement. As income elasticity of cinema demand in this article is estimated more than the unit, so cinema among the cultural goods and services is known as a luxury item. This means that the sensitivity of cinema audience in Tehran is very high due to the changes in revenue. If the income of cinema applicants increases one unit, (provided in fixing all other conditions) the mean of demand for cinema will increase more than one unit.

The findings also indicate that the entertainment is known as substitute goods of cinema in Tehran and was the type of quite stretch, so the sensitivity of the applicants of cinema is very high according to the change of goods price or cinema alternative services such as recreation and outing and this shows that there is a significant relationship between cinema applicants in Tehran and going them to fun and entertainment. Thus, according to recent government policymakers in travel subsidies to state employees, follow the decision of demand reduction for cinema. Therefore, in this study has been suggested that the government pay cinema ticket subsidies (like subsidies for travel) in order to encourage employees to watch cinema films and improving the demand for cinema.

Also, the results about the coefficients of Tehran cinemas ticket prices indicate the low value elasticity of demand due to the price, ie, if the average price of cinemas ticket increase or decrease for a percentage in the country (provided in fixing all other factors), the demand for cinema will increase or decrease less than one percent. The inelasticity of demand shows that cinema demand level is not correlated with the prices change. Due to this, the government can increase the price of cinemas ticket proportionally and gradually in its policy to encourage the investors of the cinema industry. This will gradually cause to increase the income of producers of cinema films and further encourage of them to expand their activities and as a result, revives cinema industry in the future. Also, based on the findings of cinema demand model in this research, one of the factors and affecting variables on it, is the price index of cinema supplement goods in Tehran that is estimated quite with a stretch and absolute value at about 2. This means that if a unit of supplement goods price of cinema change (which in this study, cassettes and CDs price index as an introduced complementary good), then the demand for cinema will change twice means two units.

*Abdollah Bičharānlu and Mohammad Hossein Saei in their study investigated the opinion of activists and cinema critics about 28th Fajr International Film Festival and have investigated the opinion of 32 experts and cinema activists in specialized interview. Cinema activists give advantages for the festival are: competitive environment of motivate to filmmakers for producing more mature works, understanding the weakness of films and relative reform before the public showing; identification of interest topics of audiences and critics, annual opportunity to interact and exchange of views about developments in Iranian cinema. Interview results showed that most filmmakers believe that at the present time supply of holding costs and organizing of festival by the government can be useful for Iranian cinema.

Most participants acknowledged that the chosen and appreciation of a film or its agents in the Fajr International Film Festival makes its accreditation.

The study, based on expert opinion in cinema, concluded that the Fajr International Film Festival is the most important film festivals in the country and has a high reputation among filmmakers and people, but after holding 28 course also has important weaknesses that should plan for fixing them. In all these mentioned, cinema is living in activists youth course and officials and serious problem that is still ahead of the festival, strong films production, deep, effective and diverse in festival that dates back to the macro policy of Iranian cinema because Iranian cinema production is dependent on people and we are not witness of film production boom regularly and largely. However, it seems that implementation process of holding the Fajr Film Festival after many years has been gradually easing.

*Jale Memari et al in an article as the modeling and performance investigation of marketing mix four factors model of sport services industry to modeling based on marketing mix in sport services industry. Totally also based on the results can say; four factors model, has sufficient fit with Iran market data. Pricing management is the major axis and only manipulable factor for CEOs in this model. Location management share with product management in the exploitation of cost energy in the market and therefore has posed significant results and has also created obstacles. Based on this model, managers benefit from the promotion management factor as a tool for management location control and production.

*Gordon in his article as Rethinking and Reshaping of the social marketing mix investigates the role of Marketing Mix Model 4p in the social marketing and the author argues that according to the new configuration of marketing mix in the marketing branch triangle and characteristics of social Marketing, need to a revamped marketing mix that its tools is identified again, and after investigating the criticisms of the 4p model, argue that the marketing mix 4p that is a dominant model, is not consistent with the goals of today social marketing and the update model of the marketing mix that has been invented and its application has been expired in the social marketing. Therefore, social marketing should understand the changes and developments in relation to the marketing mix and welcoming them, actually social marketing should develop a new marketing mix perforce that is perhaps more prominent than the commercial marketing. So, the author considers more appropriate the alternative of a developed approach with an emphasis on strategies such as social marketing activities and logical thinking in the elite and support the new social marketing mix. In other words, the author of this article believes that scientists should pay attention to participate and debate with regard to the specifications of the new marketing mix and its fitness with the related cases of 21st century and choose an intellectual approach, however, such a plan didn't have solstice case and simply common sense says that should create the chemicals in it. Welcoming of the same process to determine the re-tool in the new marketing mix will be useful and important for the social marketing.

*Chay Li Guy in an article entitled Review on the marketing mix: 4 p or more? Review the current marketing mix that is more applicable in marketing. This article help to marketing as a tool to achieve their goals, the author continues that the more marketing mix has been useful in the early days of marketing concept, when physical products devoted a large share of the economy to themselves. But today, despite the diversity of products and markets, some authors have tried to show its inefficiency with presenting 5p, such as packaging and processing, though still, 4 p concept remains yet, despite the limitations and maybe because

of its simplicity and has remained as a main and basic framework of the marketing mix. Other P still requires approving by experts to qualification and the practical application. So, the author believes that in addition to the weaknesses of this model within 4 p, still known as the marketing mix and framework of many marketing books are around it research analytical model.

Literature review and the results of previous studies indicated that the impact of different marketing elements, along with factors such as age, sex, education and income will followed an effective role in increasing of welcome of cinema and economic prosperity; and this will lead to the development of cinema and, consequently, the development of culture. It is one of the pillars of development in modern societies and in other words, the development balance is in increasing and balance progress in all aspects of cultural, social and economic. The analytical model and research hypothesis would then be that these factors (marketing elements, etc.) will cause to increase the prosperity and development of cinema and cultural development and, ultimately, sustainable development. Pointed cases have been shown in the figure below.

3.1 The theoretical framework and research indicators

As previously mentioned and assessed, mix of 7P Booms and Bates are the most effective and powerful marketing mix framework for services. They suggested that not only should modified the traditional 4p for the quantitative services, but the 3 elements should be added, personnel (employees), objective evidence (physical), processes (operations). In T model of research turn out that the above elements will have a major role in the analysis, therefore, it is necessary to investigate and present the indices of each of the elements. In the following table has been presented the seven elements of the marketing mix and its indices.

Table 1: Indicators services marketing mix elements

Product	Price	Location	promotion	Personnel or employees	Objective evidence (physical)	Process (policy)
*Quality	* Level	*Location	* Advertising	*Education	*Baggage	*Procedures
*Brand	* Discounts and rewards	*Availability	* Private sales	* Diagnosis	* Color	*Mechanisms
*Service line	* Payment terms	*Distribution of	* Promotion of sales	*Commitment	* Volume	* Insight of staff
*Guarantee	* Perceived value by the customer	*Channels	* Public announcement	* Bonus	*Facilitating goods	* Engage of Customers
*Capabilities	* Engage of price Quality	* Cover of distribution	* Personnel	*Appearance	*Tangible indications	• Conduct of customer
* Facilitating goods	*Differentiation		* Environment objectives	*Interpersonal behavior		* Activities Stream
* Tangible indications			* Facilitating goods	* Attitude		
* Price			* Tangible indications	* Conduct		
* Personnel			* Service delivery process	*Involvement		
*Environment objectives				* The client's relationship with the customer		
* Service delivery process						

4. Method

The nature of the study is applied researches and based on how data collection and analysis is descriptive and survey. Survey is a method to obtain information on attitudes, beliefs, opinions, attitudes, motivations with characteristics of members of a community group. Also, the survey can be considered as a scientific method in social researches, which include regular and standard methods for collecting information about individuals, families or larger collections of different groups of society. In fact, the survey can also be considered as the used tool to collect data and also used processes when using the tool.

Organizational surveys or research projects in the field of public opinion recognition in the form of public opinion surveys and opinion polls was done for the first time since World War II uniform and science as a means to measure the employee morale. In the current situation because of the organizations emphasis on customer-oriented and for customer satisfaction, enhance product quality and optimizing the production methods, distribution of goods and

services and also acquisition of appropriate ways to provide after-sales service to the consumers and the organizational surveys have more interest and popularity.

All organizations communicate in different ways with their audience and also provide the information to them, try to identify and introduce the organization and also promote their goods and services. Do these research activities, particularly in the identification of public opinion has been established often on the responsibility of public relations of the organization. Because by doing the research in two-way process and mutual can recognize the needs and interests of customers and measures the success rate and effectiveness of organizational communication in both internal and external parts. In this study, it has tried to by using a questionnaire tool that has been completed from experts of Iranian cinema; evaluate the marketing mix model in Iranian cinema.

4.1 Data collection method

There are many ways to collect data. The methods such as observation, interview and questionnaire can be mentioned. The research documentation has been collected from library resources and the Internet and journals and publications and pay attention to the analysis of collected content. Also, some information by the researcher directly collected from the involved in the production and distribution of films through a questionnaire.

4.2 Instrument to collect the information

in this research, questionnaire was used as the main tool for data collection and consists of two parts: the first part, investigate the demographic characteristics and the second part, investigate Iranian cinema's marketing mix model. The second part of the questionnaire is devoted to the investigation of Iranian cinema marketing mix model that has been designed based on a Likert scale of 5 choices.

4.3 The population

The population implies to the entire group of people, events or things that the researcher wants to study about them (Sakaran, 2002). Also, it could be said that the studied population is a population that researcher wants to study about the characteristic (attributes) of its units variable (Bazargan, 2003). In this study, the population is cinema producers, directors, cinema owners and film broadcast and production and film distribution.

4.4 The sample and the sampling method

in this study, the sampling method of purposive or judgment has been used. In a way that about 40 people of more experience and more expert people in the field of film production have been purposefully selected. Purposive or judgment sampling method is the non likely sampling methods. The non likely sampling methods are used when access to randomly sampling with preparing frame of sampling is not possible. Purposive sampling method is a method that is based on the selection of sample by the statist according to personal judgment and study objectives and the nature of the research. Low cost and easy access to samples is the strengths points of this sampling method.

5. The validity of research

The purpose of the validity is relevance, meaning and usefulness of the specific inferences that is obtained from the test score. In other words it means that if an assessment tool measures what it intends to or not? In this study, to determine the validity of the research instrument (questionnaire), the formal validity that is a kind of content validity, will be used. The formal validity means the experts agreement level in relation to an index or standard. For this purpose, the sociology experts' views has been used in the field of being consistent of the questions content with desired properties that the questionnaire was approved after the honorable teachers tips and suggestions.

6. The reliability of research

Reliability is whether any particular method when applied several times about the same issue gives the same results each time? (Boby, 2005, 275). Therefore, we want to investigate whether the measurement tool has the repeated characterizes? This means that it can be reached to the similar results in case of repeated study, research tool once has the validity when it has high coefficient, and it means that in the case of repeating, obtained similar results. So, standards must be achieved as compatible, it means that in research, any action taken at different times in the same manner also, as far as possible in the course of the research, use fewer researchers to achieve the homogeneity of human dimension and the number of researchers trained so exactly to apply each index over the work equally, it means that minimize the aberration caused by the questioner.

Besides the test methods and test-retest and also classification method in the investigation of research reliability, Cronbach's alpha test studies the reliability of the research by analyzing the internal consistency of items. In this study, Cronbach's alpha test was used to assess the internal consistency of items. This coefficient is calculated as follows:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum S_i^2}{S^2} \right)$$

Which:

S_i^2 =Variance of question i

S^2 =Variance of all the questions

K=Number of questions

Cronbach's alpha test results in investigation of observed variables internal consistency of the seven marketing mix model shows that in all aspects of the study , Cronbach's alpha coefficient is in high level that indicate the acceptable reliability of the measurement device. Cronbach's alpha is in the product dimension 0.806, in the location dimension 0.747, in the promotion dimension (information and publicity) 0.895, in the price dimension 0.83, in the process dimension 0.795, in terms of physical evidence dimension 0.9 and in human resources dimension 0.94, indicating high internal consistency of each variables of the seven dimensions.

7. The extraction and data analysis methods

Upon completion of the data collection by research measuring instruments, data were revised according to the items measurement, data were coded and extracted and then the hypotheses test and descriptive analysis was performed on the data. It should be noted that all stages of data processing and other statistical data was done by SPSS software. In this study, analysis of data collected in both descriptive and inferential statistics is provided. In the descriptive statistics part, mean, standard deviation, variance and frequency tables were used. In the inferential statistics part, research hypothesis have been analyzed by using the Chi-square test and ANOVA Friedman.

8. Research findings

8.1 The description of respondents profile

In this section, a description of the demographic characteristics of respondents are presented, characteristics such as respondents' gender, age, marital status, household size and level of education and income. About 90% of the respondents (89.5%) of study participants were men and the remaining 10.5% of which are women. Therefore, we can say that the number of men compared to women have been had a highly significant difference and according to the job profile of the respondents (that were often cinema producers and cinema production manager) is not unexpected. The age mean of the sample was between 45 and 46 years. The 27 years has been the minimum and 72 years has been the maximum age of the study. Age (SD) is 15 years, which indicate the age distribution of respondents is relatively low uniformity. The majority of respondents were married and a few of them were single. Accordingly, 85.7% of married and 14.3% of single people 14.3% have formed the investigated people the study. As it is clear, few people have answered to this question. The average of household dimension has been 3.3. The most of the households dimension has been 5 persons and a minimum has been 1 person in the household. Standard deviation has been equal to 1, and shows little difference in the household dimension. 16.7 percent of those have been with a high school diploma, 13.9% has been associate degree and 33.3% has been bachelor's degree. 27.8 percent have had a master's degree and 8.3 percent have been a doctorate. As it turns out, very few people have answered to this question. These are shown in the following table. The average of income has been 3 million and 880 thousand Tomans. It is worth noting that the majority of investigated people haven't answered to the question and have prevented from the amount of their income. More precisely, the following data is related to 18 out of 38 samples, and it is clear that missing values that are notable, will face the possibility of realistic analysis with error.

8.2 Professional characteristics of respondents

In this section has been tried to explore and describe cinema data of studied sample. Things like "Watching the screened films", "participation in the internal cinema festivals," "desirability of the internal cinema films watching ways", "the right time to watch the internal film ," "desire to cinema genres" and "The aim of watching film" that are presented in the form of frequency distribution tables and graphs.

16.2% of people "Several times a week", 37.8% of those "once a week" and 32.4 percent "once a month" go to cinema. Also, 10.8 percent of "few months" and 2.7 percent every year go to cinema or do not go to watch films. As it turns out, only one person hasn't answered to this question. All the people who responded to this question in the sample have participated at least once in the internal cinema festivals. However, distribution of the participation rate shows that about 32 percent less than five times has participated in the internal cinema festivals and about 68% more than 5 times. More specifically, 25% between 5 and 10 times and 42.9% more than 10 times have participated in cinema festivals. As it turns out, many people haven't answered to this question. The results show that regardless of the constant watching of films, "during the film festivals," have been the best time for watching the internal film in the event of the screened movie; so that 33.3% of the subjects have taken in this place. On the other hand, and unexpectedly, "summer", along with "other holidays", was in place the lowest frequency (2.8% each). "spring and New year holiday" 8.3 percent and "Autumn Winter" also accounted for 11.1 percent of the vote. As it is clear that, few people have answered to this question. Genres "social" and "comedy", with 51.4% and 25.7%, has been favorite genres of studied sample and "children" genres at least 2.9 percent of votes in its place. As it turns out, very few people have answered to this question. 81.1% of them have said that consider watching film as a cultural and artistic activity and by this aim, go to watch film. Therefore it can be concluded that watching film in cinema among the studied sample were less with the purpose of entertainment and spending leisure time and engage to this action from the professional perspective. "Because of family and togetherness" is in second place, and 10.8 per cent of votes in its place. As it turns out, very few people have answered to this question.

8.3 Research hypotheses test

In this study for determining marketing mix model, 7 main components are used. These elements are: product, promotion, process, section, human resources, location and physical assets. Finally, the importance of each of these components presents in the form of research hypotheses.

First hypothesis: The product element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the product element importance in the marketing mix model of Iranian cinema industry

H1: Important of product element in the marketing mix model of Iranian cinema industry

Product element as one of the components of the marketing mix model in cinema has been formed of 9 components in this study that have been measured by total scores. Results of Table 2 show that 65% of the studied sample has evaluated the product component role in the decision to watch film as "high" and "very high". 27.8% of sample considers this component importance in the decision making to watch cinema film "average" and about 8 percent "very low" and "low". As it turns out, very few people have answered to this question. The above items are presented in the following table.

Table 2: Frequency distribution of the product component importance from the marketing mix model in cinema

Line	Title	Frequency	Percent	Valid Percent
1	Very low	2	5.3	5.6
2	low	1	2.6	2.8
3	Medium	10	26.3	27.8
4	High	14	36.8	38.9
5	Very high	9	23.7	25.9
6	Without answer	2	5.3	----
Total		38	100	100

The chi-square statistic: 17.05, p value: 0.002

In order to rank the components, Friedman variance test was used. As can be seen, the director of the film, film issue and awards from prestigious festivals have had the highest important and producer, music and film budget have had the least important in decision making for watching films. Pearson chi-square value and significance level indicate the significant of this ranking. (The chi-square statistic: 97.2, p value: 0.00)

Second hypothesis: The time and location element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the time and location element importance in the marketing mix model of Iranian cinema industry

H1: Important of time and location element in the marketing mix model of Iranian cinema industry

Location component is from other components of the marketing mix model. In this study the role of these factors in the decision making is investigated for watching film. This component is comprised of 6 components that have been measured from the total score of the location components. The shows that the importance of these components is relatively high (The chi-square statistic: 12.05 p value: 0.017). In total, about 70% of the studied sample has evaluated the importance of these components for watching film, average and above average. The easy access to cinema and location of cinema in terms of social and cultural environment respectively are the most important component parts of location that have been effective in decision making for watching the internal film. Significant low level of acceptance significance level (0.05) in the Friedman variance test shows the significant of the ranking.

Third hypothesis: The promotion element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the promotion element importance in the marketing mix model of Iranian cinema industry

H1: Important of promotion element in the marketing mix model of Iranian cinema industry

Promotion is the other components of the marketing mix model. In order to measure the components, 15 elements has been used that after evaluation of the components reliability in the form of internal consistency , the sub-components have been evaluated with the value of promotion components in the distance measured level. Results (The chi-square statistic: 13.81, p value: 0.008) show the components have relatively low importance in making decisions to watch film.

Word of mouth advertising, TV advertising, spread interviews and news are the most important method for informing and advertising that plays an important role in decision making of target population for watching the internal film. Significant low level of acceptance significance level (0.05) in the Friedman variance test shows the significant of the ranking.

Fourth hypothesis: The price element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the price element importance in the marketing mix model of Iranian cinema industry

H1: Important of price element in the marketing mix model of Iranian cinema industry

Price is the components of the marketing mix model. In order to measure the components, 6 elements have been used that after evaluation of the components reliability in the form of internal consistency, the sub-components have been evaluated with the value of price components in the distance measured level. The results show the components have relatively high importance in making decisions to watch film. About 47% of importance have evaluated in the decision making for watching film in cinema as "high" and "very high".

The proportion of ticket price with the quality of video playback and the proportion of ticket price with the quality of cinema saloon respectively are the most important sub-components of price that plays an important role in decision making of target population for watching the internal film. Significant low level of acceptance significance level (0.05) in the Friedman variance test shows the significant of the ranking.

Fifth hypothesis: The process element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the process element importance in the marketing mix model of Iranian cinema industry

H1: Important of process element in the marketing mix model of Iranian cinema industry

Process is the components of the marketing mix model. In order to measure the components, 7 elements have been used that after evaluation of the components reliability in the form of internal consistency, the sub-components have been evaluated with the value of process components in the distance measured level. Results of investigation (The chi-square statistic: 14.27 p value: 0.006) show the component has relatively low importance in making decisions to watch film. So that only about 22% of the investigated sample have confirmed on the importance of these components in making decisions for watching film in cinema.

Sixth hypothesis: The physical assets element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the physical assets element importance in the marketing mix model of Iranian cinema industry

H1: Important of physical assets element in the marketing mix model of Iranian cinema industry

In this research, physical assets have been defined as the components of the marketing mix model in cinema. In order to measure the components, 11 elements have been used that after evaluation of the components reliability in the form of internal consistency, the sub-components have been evaluated with the value of physical assets components in the distance measured level. Results of investigation (The chi-square statistic: 15.39 p value: 0.004) show the component has relatively high importance in making decisions to watch film. So that only about 55% of the investigated sample, have considered important this components in making decisions for watching film in cinema.

Seventh hypothesis: The human resources element in the marketing mix model is important for Iranian cinema industry.

H0: The absence of the human resources element importance in the marketing mix model of Iranian cinema industry

H1: Important of human resources element in the marketing mix model of Iranian cinema industry

In this research, human resources have been defined as the components of the marketing mix model in cinema. In order to measure the components, 5 elements have been used that after evaluation of the components reliability in the form of internal consistency, the sub-components have been evaluated with the value of human resources components in the distance measured level (The chi-square statistic: 20.43 p value: 0.000).

The main research hypothesis: The marketing mix model has a significant importance for Iranian cinema industry.

H0: The absence of importance in the marketing mix model of Iranian cinema industry

H1: Importance in the marketing mix model of Iranian cinema industry

As previously referred, the marketing mix model in Iranian cinema industry had been evaluated based on 7 main components. Each of the seven components had been formed of the sub-components that after the total scores, the sub-components of these components were measured. After doing the confirmatory factor analysis, factor scores that derived from a linear combination of the seven components has been used in order to measure the marketing mix model. The importance of marketing mix model in the Iranian cinema has very acceptable importance (The chi-square statistic: 13.66, p value: 0.008), so that the total of about 54% of the studied sample have evaluated the importance of this model as moderate and moderate to high degree. The chi-square statistic and significant of test indicates a significant difference between the expected and observed values.

The Friedman ANOVA test results in ranking show the importance of the components of the marketing mix model in Iranian cinema industry. The promotion components (6.5) has the highest important among the seven components of the mentioned model and component of physical assets (6.36) is in the second rank of importance. Product component with an average of 4.38 is in the third rank of important and the least important has been allocated to the price component with the mean of 1.8 among the seven components of the marketing mix model.

9. Conclusion

Noted that the main part and most of all activities related to the film industry in Iran depends on the level of government intervention in cinema and therefore in the most important part of producing film which is, mobilizing the financial resources, public supports, has reduced the risk of capital considerably, many producers and filmmakers not only attempt to close the request of audience, but also beyond that basically says that it doesn't need to move to satisfy the desires of general audience, and this approach has been led to create a significant gap between the demand of film and the supply side of the film and in simple terms, produced films won't have had need to marketing part and related activities to it.

In this regard, it was found that marketing phenomenon in our country still does not follow the mechanism and the correct mechanism and doesn't still exist scientific and correct understanding about the phenomenon of marketing. Filmmakers, producers and distributors of Iranian cinema doesn't have a clear understanding of the marketing phenomenon as a specialty, they know film markets and the importance and functions as surface, they aren't aware from the international legal issues of the film selling properly and don't implement their work in the film selling based on the collective wisdom, but in all countries of the world and related texts mentioned repeatedly that in the film industry, marketing has the basic role to increase margins of the profit and marketing in the film industry has been started since the inception of the idea of the film (New Product Development) and have arisen in the phases of production, distribution and film screening.

It can be said that part of the problem turns back (low sales of films and lack of welcoming to cinema) to the inability of Iranian cinema in the creation of demand for films and internal and international marketing of the film and basically it was found that by taking seriously the film marketing, should be formed the specialties related to this professional systematically and principally in the private sector and it would be desirable that the major centers of government (such as foreign trade department, Farabi Cinema Foundation and the Ministry of Culture and Islamic Guidance) to act as an advocate for holding the scientific courses and summing up the achieved experiences and to provide as oral and written to the private sector. It was noted that since the completion of this process, need the applied research to be able to provide the necessary orientations to authorities of Iranian cinema in the film marketing field, this research is intended to step in this regard and solve a part even slight of marketing problems and sales in Iranian cinema. The claim was that, in view of the interdisciplinary from the media management perspective to this phenomenon can provide applied strategies in film marketing field and marketing mix model of Iranian cinema to come out cinema from the current situation.

Accordingly, the main objectives and secondary of research was, provide the marketing mix modeling of Iranian cinema, and identify and correct the marketing methods in order to

attract customer attention and more suitable welcoming as of cinema and increase of its sales. First, was paid attention to experimental literature and carried out researches in this regard and it was found that previous scientific researches related to research and the topics of interest can be divided to three categories that due to the approach of this study, the third researches that investigate Iranian cinema and its sales, especially on the model of marketing mix, received more attention. As it was described in the empirical literature, only one study (thesis of MA) was done by using marketing model for Iranian cinema and other researches related to these areas (marketing and sales of cinema films) had investigated the study variables such as age, gender and education with sales of film or welcoming of cinema and with the above cases, reasons such as playing unauthorized film or presence of the image media were enumerated the reason of low sales of films and lack of boom in Iranian cinema. The population of the study with marketing approach in cinema were public audience of cinema and in this study, it was tried by using the opinions of experts (producers and cinema active producers) , prepared an approach about the marketing mix for cinema to explore different aspects of this issue and guide the work of those involved in this field as well.

In order to provide a snapshot of cinema, it was paid to marketing and the different types of it and by using the theories of service marketing, marketing mix model of Cinema was designed which includes 7 element of "product", "price", "location", "promotion", "process management", "objective evidence" and employees ", and was considered smaller components for each element. Then the importance of each element were made in the form of hypotheses in connection with cinema and the sale of cinema films and based on the obtained results was put on the test. Finally, the importance and priority of each element as well as the importance and priority of components were investigated from the view of cinema experts (study sample) and were prioritization.

The demographic results in the descriptive part showed that the respondents (90 percent) are male, middle-aged (age average about 46 years), 85% married, with the average of household size 3.3 and the average of income 3.880 thousand Tomans. The majority of them (about 36 percent) had higher education. The next section of descriptive findings were dedicated to the professional characteristics of respondents which indicated that the screened films level among the studied sample was in high level and the extent of their participation in internal cinema festivals has been high; The obtained results, given that all the investigated persons has been from cinema field activists, has not been expected. Also watching films through the Fajr International Film Festival and theatrical release has been the most desirable way of watching them and "during cinema festival" has been the best time for watching an internal cinema film in the event of cinema film release. Genres of "social" and "comedy" has had the most interest and the genre of "children" has had the least interest, and may be based on "doing the cultural and artistic activities" has been the most important purpose of people to go to cinema and watch cinema film.

The research results of the analysis showed that all the research hypotheses (major and minor) in the studied sample were significant and were confirmed. Accordingly, in the main hypothesis was found that the "marketing mix model for Iranian cinema industry has significant importance" and this significant has been acceptable; because approximately 54 percent of the studied sample had investigated the importance of this model "middle "and" upper-middle ".

Accordingly, in the first hypothesis was determined that product component in the marketing mix model is important for the Iranian cinema industry and about 65 respondents have assessed the role of product component in the decision-making for watching cinema film as "high" and "very high". Friedman ANOVA test on the component elements of the "product" indicated that elements of the "film director", "film theme and won awards from the prestigious festivals" have had the highest important and the "producer of the film", "film music" and "budget of film " have had the least important in their decision making to watching films.

The second hypothesis showed that the location element in the marketing mix model for the Iranian cinema industry has the average importance and about 30 respondents have assessed the role of product components in the decision making to watch cinema film "high" and "very high" and about 40 percent of "average". Friedman ANOVA test on the component elements of "location" showed that elements of "easy access to cinema" and "cinema location in terms of social and cultural environment" has been the most important components and "access to public transport for going to cinema " has been the least important components that has had effect in decision making of the target population to watch the internal cinema film.

In the third hypothesis was turned out that promotion component in the marketing mix model for the Iranian cinema industry has little importance and only about 12% of the respondents have assessed the role of this component in the decision making to watch the film "high" and "very high". Friedman ANOVA test on the component elements of the "promotion" showed that of word of mouth, TV advertisements and television programs about the film are the most important method for informing and advertising that have had an important role in deciding of the target population to watch the internal film and "selling the film side goods" "radio advertising" and "presence advertising of film stars and directors" have had the least importance in this regard.

The fourth hypothesis showed that the price element in the marketing mix model for the Iranian cinema industry has a relatively high importance, and about 47 respondents have assessed the product component role in the decision making to watch the film "high" and "very high". Friedman ANOVA test on the component elements of the "Price" showed that of "proportionality of ticket price with the quality of video playback" and "proportionality of ticket price with the quality of cinema saloon" have been the most important components and "free ticket or companies and corporate gifts" and " tickets at half price " have been the least important components of the target population in the decision making to watch internal film.

Based on the obtained data in the fifth hypothesis was found that the process component in the marketing mix model for Iranian cinema industry has relatively little importance and only about 22 percent of respondents have assessed the role of this components in the decision making to watch film "high" and "very high". Friedman ANOVA test on the component elements of the "process" showed that the start time of the film and to reserve tickets in importance in deciding to watch film in cinema are in the first and second rank, and "special occasions such as the celebration or holidays "with" simultaneous release of films and competition "have had the least importance in this regard.

Sixth hypothesis showed that physical assets element in the marketing mix model for the Iranian cinema industry has a great importance and about 55 respondents have assessed the role of product component in the decision making for watching film "high" and "very high".

Friedman ANOVA test on the component elements of "physical assets" showed that elements of film sound quality and Movie Theater, comfort seat of Movie Theater and parking have been the most important components of physical assets and "quality, variety and suitable price of food and restaurant buffet "with the size and dimensions of movie theater" have been the least important component that have had effect in the decision making of the target population.

Finally, the seventh hypothesis found that human resource element in the marketing mix model has a great importance for the Iranian cinema industry and about 65 respondents have assessed the role of product components in the decision making for watching film "high" and "very high". Friedman ANOVA test on the component elements of "human resources" indicated that elements of the "proper and respectful treatment of employees and managers of cinema" and "the loyal staff committed to the movie" have been the most important components of human resources although the two elements "guidance and accountability of staff and managers of cinema" and "the appearance of the employees and managers of cinema" are at the bottom of this section, but shortly with others, and we can say that all elements related to human resources for the respondents has the relative importance.

But beside to determine whether or not significant of hypotheses and also ranking within each of the component parts or affecting elements on the sale of cinema, the overall ranking of each of the elements was determined that the component of the promotion (6.5) has had the most importance between the seven components of the research model and physical assets (6.36) component was in the second rank. The product component with an average of 4.38, process component with a mean of 3.78, location with a mean of 3, human resources with an average of 2.12 in ranking from third to sixth, and price components with average of 1.8 has had the least importance among the seven components of the marketing mix model.

The results, with only research using marketing mixed model that was described in the empirical literature, is somewhat different. As in the mentioned research, marketing mix variables other than "Price" and "employees" were effective in attracting of audience, in the research, the relationship between all the elements with attracting of the audience has been significant have had effect on it. While also in mentioned research, cinema audience believed that "place" and "process" variables has had the highest priority in welcoming of cinema and selling of films, in the present study, film experts believed that the elements or variables of "promotion" and "physical assets" has the highest priority in welcoming of cinema and selling of films, and "place" and "process" variables are ranked in the fourth and fifth.

In general it can be said that based on the findings and the results, it is determined which elements and variables of the marketing in terms of audience and actors and producers of the film is important, but not a proper place in the process of preparation and film production and distribution of film. It can be easily said that in this situation without transmitted signals from the market have followed a special concepts for producers and filmmakers, they do their work in other words, regardless of the economic status of the film market, every year produce more than sixty films by the support of government that from the perspective, Iran is in the remarkable position in terms of film production among the countries of cinema industry owner.

On the other hand, when we realize the situation of produced films we understand that there isn't the least proportional between films sale level and production costs of the film, in other

words every year, we must expect the bankrupt of the greatest number of producers in cinema, but a very interesting point is that with these conditions, the number of produced films increases every year. A producer who wasn't successful to its first film and probably two other films are in time for release, the back to support of government financial and equipment supports start a new project. In such a situation cannot be expected the market signals determine the optimum production and consumption. We hope that the authorities in the field of culture and art and cinema according to the results of such research and like with it, give more important to marketing and the various elements in the Iranian cinema and more and better promotion.

10. References

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