

**A STUDY ON CUSTOMER PERCEPTION TOWARDS THEME
PARSKS IN CHENNAI**

Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration

by

S. VIGNESH

Register No. 38280096



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MARCH 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S. VIGNESH (38280096)** who have done the Project work entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS THEME PARSKS IN CHENNAI**” under my supervision from January 2021 to March 202

Dr. M. ILANKADHIR
(Internal Guide)

(Dr. G. Bhuvaneswari)
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **S.VIGNESH (38280096)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS THEME PARSKS IN CHENNAI**” was done by me under the guidance of **Dr.M. ILANKADHIR** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

S. VIGNESH

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari** M.B.A., Ph.D., Dean – School of Management Studies and **Dr. A. Palani** M.Com., M.Phil., M.B.A., Ph.D., Head of the Department studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide DR. **M. ILANKADHIR** for her guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching Non-teaching staff members of the Department of **Business Administration** who were helpful in many ways for the completion of the project.

S. VIGNESH

ABSTRACT

The theme park industry has experienced steady growth for many years, and it has developed into a global phenomenon. Monitoring visitor satisfaction is critical to help ensure a satisfying overall experience, customer value, and repeat visits. Here, we examine the interest of people on rides of theme park, to examine the effectiveness of money.

The study focuses on identifying significant factors influencing customer evaluation of and satisfaction with the overall theme park experience. The key findings reveal that visitors evaluate the theme park primarily on overall park experience and value, park food quality, value, and variety, and park cleanliness and atmosphere. Satisfaction with the total cost of the park visit is primarily predicted by perceptions of the admission price/value, general enjoyment, and customer expectations of the experience. Additional findings concerning the important role of expectations and prior park experiences in visitor satisfaction are detailed.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

An amusement park is the park that feature various attraction, such as rides and games, as well as other event for entertainment purposes. A theme park is a type of amusement park that bases its structure and attraction around a central theme, often featuring multiple areas with different themes. Unlike temporary and mobile funfairs and carnivals, amusement is stationary and built for long lasting. .

Introduction Place marketing focuses on marketing an individual location in order to affect a city's brand image. Especially, recent trends of well-being and green marketing make place marketing a more relevant. Place branding makes an individual place as a brand of a city. In this process, destinations are designed to be attractive to tourists and to be a valuable brand for residents. City managers want to brand and market their city to such target audiences as residents and tourists. Customers' perceived images of a destination city are critical in city branding. Place managers can build their city images through various communication tools, including commercial advertising PR and physical properties. Among city properties, theme parks can have significant implications for city branding as one of the representative assets of the city. For example, recent city branding research demonstrates that the Olympic Park of Montreal has played a significant role in improving the city's brand image. Specifically, consumers' experiences with theme park visits positively influenced their perceived image of the city by transferring favourable images of a theme park to its positive city images, when common consumer associations are shared. Likewise, as an important communication medium to consumers, a theme park can play a significant role in city branding. It is important to understand the influences of theme parks on city branding. The number of people visiting theme parks is increasing over time. Approximately 186 million people visited the top 25 parks worldwide in 2008. In spite of the significant effects of a theme park on city branding, there is little empirical research to show the connection of theme parks to branding the city, destination marketing, and tourism literature. To fill this

research gap, we highlight the role of a theme park in strengthening a city's brand image and making the city sustainable. Then, we empirically show how a city's brand image can be enhanced by measuring customers perceived brand image toward the city. For doing this, we focus on how consumers' three attitudinal aspects (i.e., cognition, affect, and conation) of a theme park influence its city image to see the linkage between the favorable images from the theme park and perceived image toward the host city.

Famous Ten Amusement parks in India (in alphabetical order):

- Adventure Island (Delhi)
- Essel World (Mumbai)
- Fun n food Village(Delhi)
- Nicco Park (Kolkata)
- Ocean Park (Hyderabad)
- Veegaland (Kochi)
- VGP Universal Kingdom (Chennai)
- Vismaya (Kannur, Kerela)
- Wonderla (Bangalore)
- Worlds of Wonder (Entertainment City, Noida)

1.2 INDUSTRY PROFILE

The amusement and theme park industry in India is about two decades old and it is relatively new when compared to its origin in USA & Europe. This industry found its roots in India during mid and late 1980s when a few innovative entrepreneurs took challenge of pioneering few amusement parks in Delhi, Kolkata, Mumbai and Chennai. The growth in this industry started only in the last decade and that happened possibly during the advent of globalization when economic potential of the social capital began to be perceived. The amusement industry in India is at a growing stage currently with more and more developments happening in this industry all across the country. The size of the Indian Amusement Park business is estimated to be around Rs 4000 crores and is estimated to grow by 10% per cent per annum in next couple of years. The amusement and theme park industry is deemed to be worth Rs. 10000 crores in India by 2020. Currently for a population of 1.15 billion in the country, there are only 120 amusement parks and 45 Family Entertainment Centers. This indicates that the growth potential of Indian amusement and theme park industry is substantial.

During the last decade domestic tourism had grown @ 14% on an average and currently it is estimated at 527 million. Out of this, the amusement park industry generated only 15 million footfall during last year. Globally, domestic and international tourists comprise more than 50% of the total footfall at popular amusement parks. We can, therefore, expect that there would be manifold increase in footfall in amusement parks in India as the large parks in India are gradually converting themselves to larger destination parks with additional investments following the foot steps of large global parks. Currently for a population of 1.1 billion in the country, there are only 120 amusement parks and 45 Family Entertainment Centres. This indicates that the growth potential of Indian amusement and theme.

1.3 NEED FOR STUDY

- To study the people attractions towards theme parks
- To study if the theme park are really entertaining the public
- To study if the money spent on theme parks are worth it.

1.4 OBJECTIVE OF STUDY

1.4.1 Primary Objective:

A study on customer perception towards theme parks in Chennai

1.4.2 Secondary Objective:

- To find the interest of people on rides of theme parks.
- To analyze satisfaction towards theme parks.
- To examine the effectiveness of money.

CHAPTER 2

REVIEW OF LITERATURE

2.1 LIST OF REVIEW

Parasuraman, Zeithaml et al. (1988) claimed that organizations able to ability to satisfying customers with their services can improve profitability. This fact raises a need for insights into service quality and the development of analysis tools that help companies or researchers understand how to improve their performance.

Lewis and Booms (1983) defined service quality as a measure of how well the service provided satisfies customer expectations. Therefore, a quality service must consistently meet customer expectations. However, it is not an easy task to evaluate service quality precisely.

Parasuraman, Zeithaml et al. (1985) suggested that there are three key characteristics of services that organizations and scholars need to take into consideration if they want to have a thorough measure of service quality. These characteristics are intangibility, heterogeneity and inseparability (Parasuraman, Zeithaml et al. 1985, Schneider and White 2004, Tsang, Lee et al. 2012). The role of managing service quality has become critical for theme parks because of the rapidly changing environment in which they operate.

Heo and Lee (2009) found a significant relationship between customer dissatisfaction and long waiting time and congestion. Importance-Performance Analysis (IPA) is also popular tool for service quality management which has been performed and studied by many scholars on theme parks and other types of parks (Tonge and Moore 2007, Coghlan 2012, Taplin 2012). Analyzing visitor behavior is another useful way to help theme park managers to understand how their customers use the various elements of park, such as rides, safes, restaurants, etc (Narayan and Prasad 2008) and also to know if the placement and combination of elements match visitors' expectation (Vassiliadis, Priporas et al. 2013).

Yalowitz and Bronnenkant (2009) suggested that theme parks can improve the resource allocation if staff are placed on activity of high demand to serve customers' demand in the shortest possible time. Park managers can also consider using different means to make visitors stay longer at profitmaking places and at the same time identify which activities are least engaging for visitors (Tsai and Chung 2012).

Kim and Park (1991) stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their online shopping Brassington & Pettitt (2000).

Wang and Emuian (2004) defined online shopping as buying stuff through the internet. The items are usually sent to the buyers door step that you have purchased online.

Sharma and Mittal (2009) said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires.

Bellman et. al. (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to

buy online, whereas the most important determinant of online shopping was previous behaviour, such as earlier online purchases.

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Bhattacharjee (2001) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Vrechopoulos et al. (2001) found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

ACNielsen (2007) explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.

Guda et. al (2007) in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online (vs. conventional) shopping environment's more risky and that an online shopping environment, by its risky nature, primes a prevention focus.

Vaitheesewaran (2013) examined the convenience of online shopping “With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model.”

Bhatt Ashish (2014) found that that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

Thakur Sonal and Aurora Rajinder (2015) found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of product therefore; e-companies should understand the internet users' perception towards the online shopping. The prospect of online marketing is increasing in India with the increasing internet literacy.

2.2 CONCLUSION

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research.

CHAPTER 3

RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology going to be most practical and yield the best results from the primary research. there are types of methodological approach that can be used. These two are qualitative and quant Quantitative research can be utilized as a research strategy if the emphasize of the rese quantification in the collection and analysis of the data. Quantitative analysis involves using deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilize research strategy, where the researcher is looking to emphasize words instead of trying to lo quantification in the collection and analysis of data.

3.1 RESEARCH DESIGN

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.2.1 Primary Data

Primary data is collected from people by using structured questionnaire.

3.2.2 Secondary Data

Secondary data was collected by company website, books, internet and Wikipedia

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

3.4 SAMPLING METHOD:

3.1.4 Convenience Sampling Method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.5 POPULATION:

The overall population size is infinite.

3.6 SAMPLE SIZE:

The sample of 153 responded was taken into consideration for my study and data was collected.

3.7 ANALYTICAL TOOLS:

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the following statistical tools for analyzing the collected data.

3.7.1 Percentage Analysis

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage

3.8 PERIOD OF STUDY

The duration of study is from March 2021 to May 2021 which is a three months of study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	16-21	104	67.97
2	21-25	23	15.03
3	26-30	17	11.11
4	31and above	9	5.88
TOTAL			100

Source : primary data

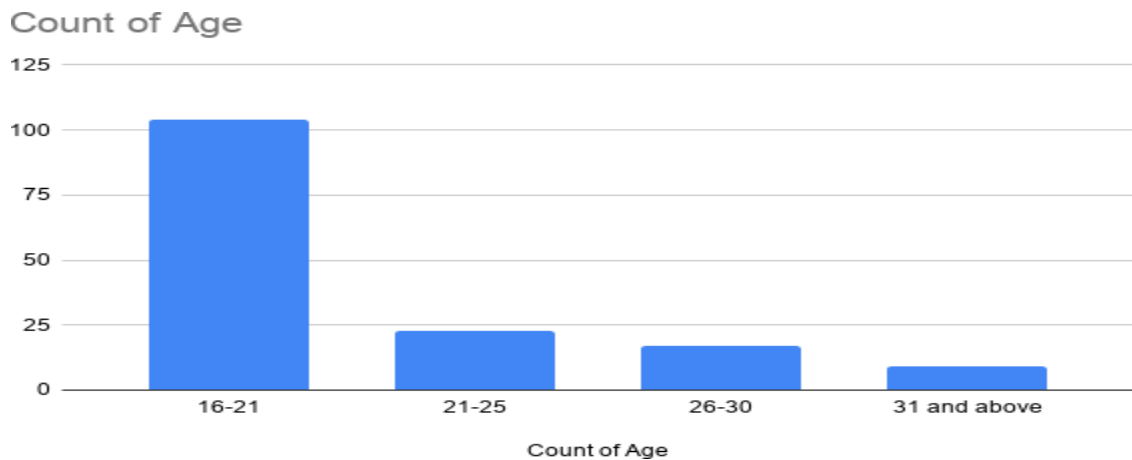


Chart 4.1.1: Age of respondents

Interpretation

From the above table it is interpreted that the number of respondents between 16to21 age of respondents are 68% ,between 21to25 age of respondents are 15%, between 26to30 age respondents are 12%,between 31and above age of respondents are 6%.

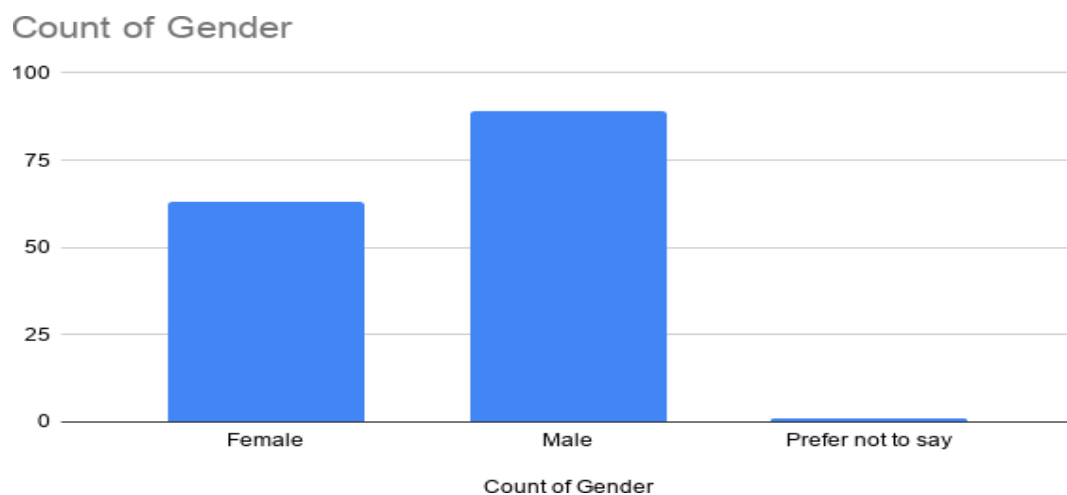
Inference Majority (68%) of the respondents are age between 16 to 21 years

Table 4.1.2: Gender of the respondents

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Female	63	41.17
2	Male	89	58.16
3	Prefer not to say	1	0.65
TOTAL			100

Source: Primary data

Chart 4.1.2: Gender of respondent



Interpretation

From the above table it is interpreted that number of Female of respondents are 41%, Number of male respondents are 58%, Number of respondents prefer not to say are 1%.

Inference

Majority (58%) of the respondents are male

Table4.1.3: Profession of the respondents

S.NO	PARTICULAR	NO.OF REPOENDENTS	PERCENTAGE
1	Student	83	54.24
2	Private employee	31	20.26
3	Govt employee	18	11.76
4	Business man	10	6.53
5	Home maker	11	7.18
TOTAL			100

Source: primary data

Count of profession

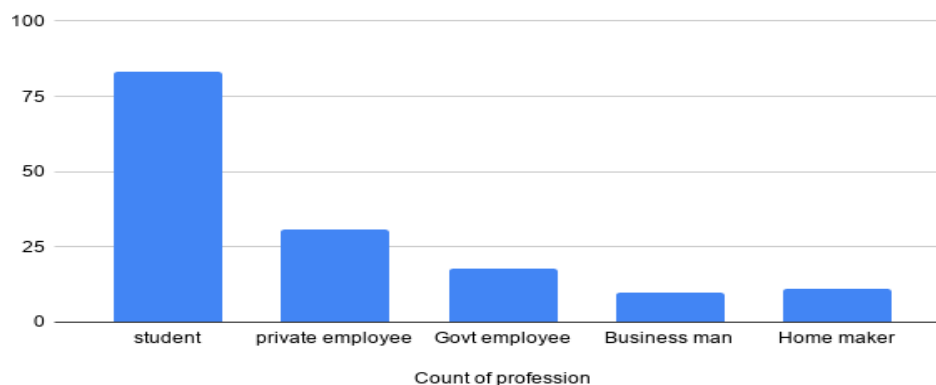


Chart 4.1.3: Profession of the respondents

Interpretation

From the above table it is interpreted that number of respondents students are 54%, Number of respondents private employee are 20%, number of respondents govt employee are 12%, number of respondents business man are 7%, number of respondents homemaker are 7%.

Inference

Majority (54%) of the respondents are student.

Table 4.1.4 Martial status of the respondents

S.NO	PARTICULAR	NO .OF RESPONDENTS	PERCENTAGE
1	Unmarried	111	72.54
2	Married	42	27.45
TOTAL			100

Source: Primary data.

Count of Martial status

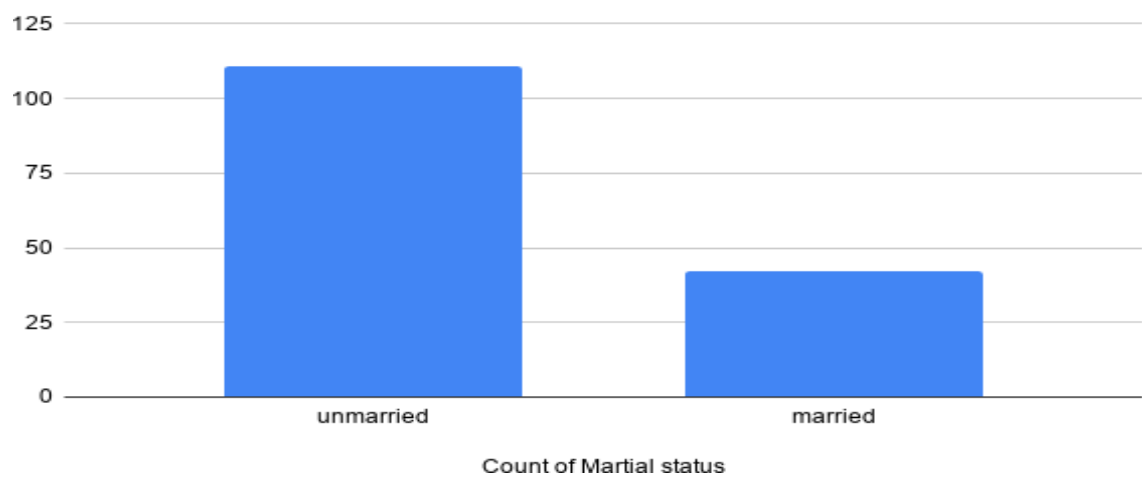


Chart 4.1.4: Martial status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 72% in unmarried ,28% in married

Inference

Majority (72%) of the respondents are unmarried.

Table 4.1.5: how often do they visit a theme park respondents

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Two months once	28	18.30
2	Yearly once	71	46.40
3	Rare	54	35.29
TOTAL			100

Source: primary data.

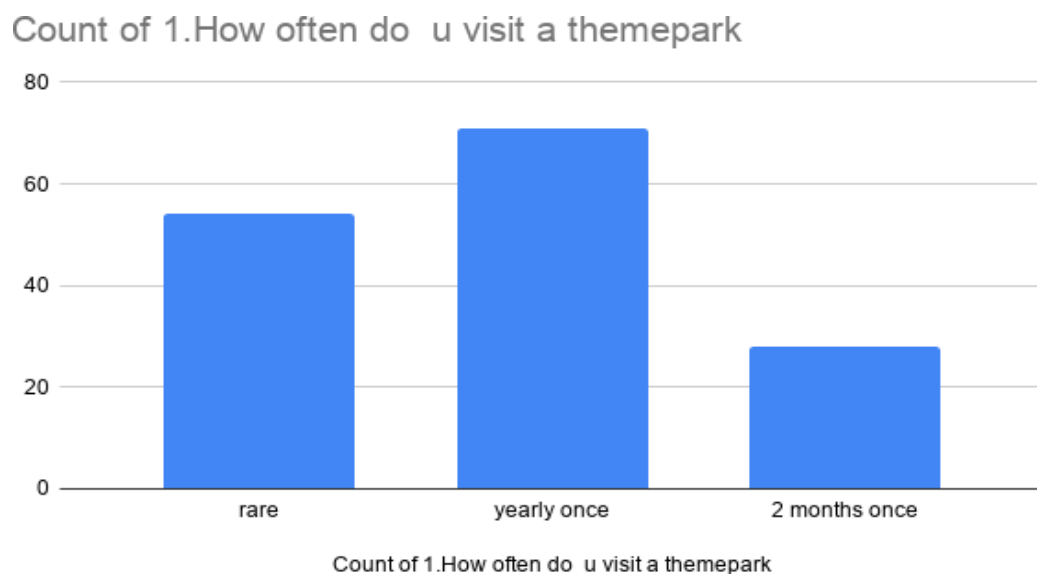


Chart 4.1.5: How often does the respondents visit a theme park

Interpretation

From the above table it is interpreted that the number of respondents visit two months once are 18%, number of respondents visit yearly once are 47%, number of respondents visit rare are 35%.

Inference

Majority (47%) of the respondents are yearly once.

Table 4.1.6: If the respondents think theme parks are expensive

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	69	45.09
2	No	84	54.90
TOTAL			100

Source :primary data.

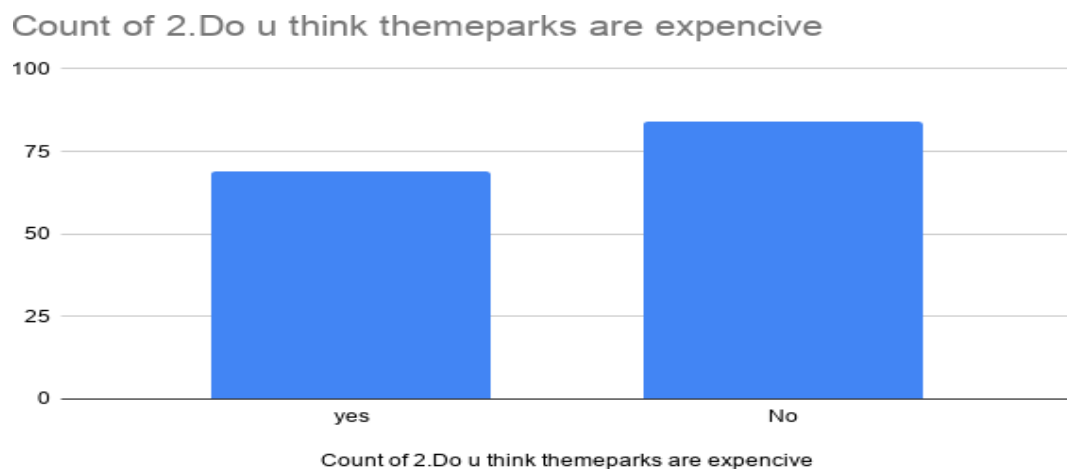


Chart 4.1.6: If the respondents think theme parks are expensive

Interpretation

From the above table it is interpreted that number of respondents YES are 45%, number of respondents NO are 55%

Inference

Majority (55%) of the respondents said NO.

Table 4.1.7: Favorite theme park of respondents

S.NO	Particulars	No. of Responses	Percentage
1	MGM	46	30
2	VGP	62	40.5
3	Black Thunder	45	29.4
Total			100

Source: primary data.

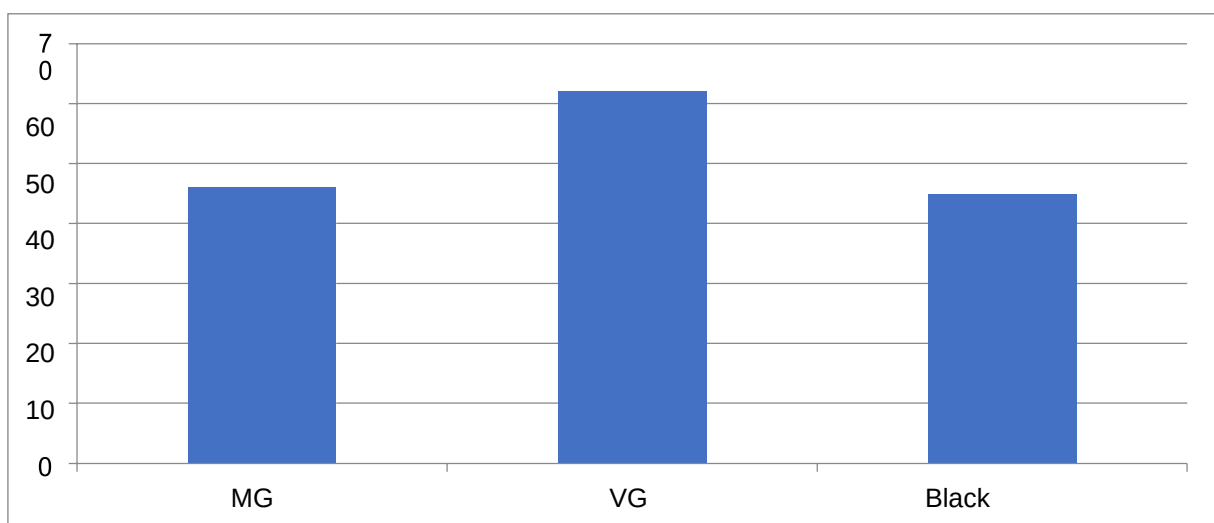


Chart 4.1.7 Favorite theme park of respondents

Interpretation

From the above table it is interpreted that the number of respondents said MGM 30%, VGP 40.5%, black thunder 29.4%

Inference

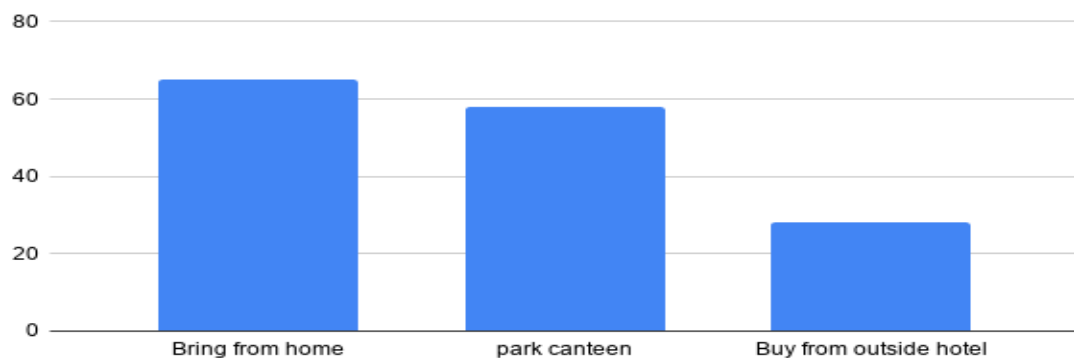
Majority (40.5%) of the responds are VGP

Table 4.1.8: If the respondents bring own food or buy from the canteen at the theme park

S.NO	PARTICULAR	NO .OF RESPONDENTS	PERCENTAGE
1	Park canteen	58	37.90
2	Bring from home	65	42.48
3	Buy from outside hotel	30	19.60
TOTAL			100

Source: Primary data

Count of 4. Would you prefer to bring your own food or buy from the canteen at the park



Count of 4. Would you prefer to bring your own food or buy from the canteen at the park

Chart 4.1.8: If the respondents bring own food or buy from the canteen at the theme park

Interpretation

From the above table it is interpreted that number of respondents buy from park canteen are 38%, number of respondents bring from home are 43%, number of respondents buy from outside hotel 20%.

Inference

Majority (43%) respondents bring from home

Table 4.1.9 Type of theme park respondents prefer

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Amusement park	28	18.30
2	Water amusement park	66	43.13
3	Conjoined park (mix of both)	59	38.56
TOTAL			100

Source :primary data

Count of 6.what type of park do you prefer

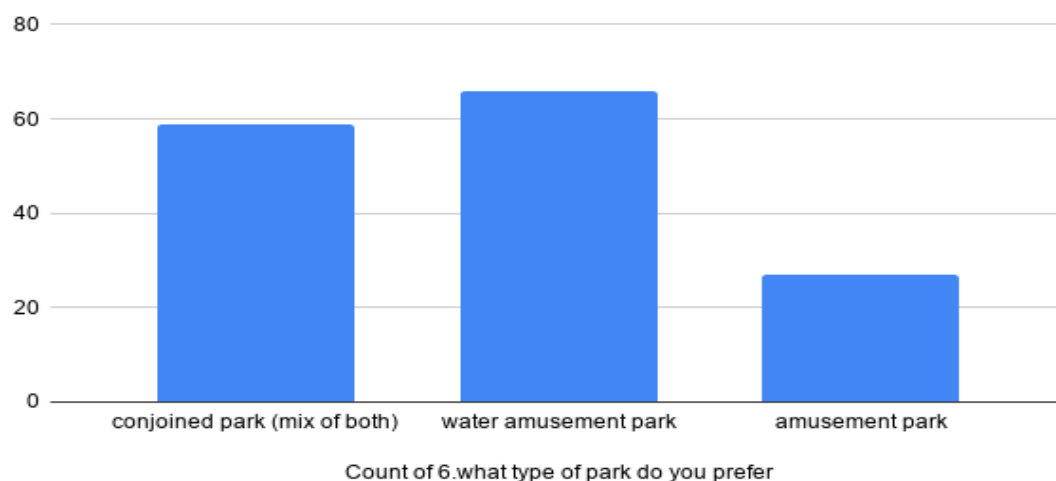


Chart 4.1.9: Type of theme park respondents prefer

Interpretation

From the above table it is interpreted that the number of respondents preferred amusement park 18%, number of respondents water amusement 43%, number of respondents conjoined park 39%

Inference

Majority (43%) number of respondent for water amusement park.

Table 4.1.10 Respondents use locker service

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	101	66.01
2	No	52	33.98
TOTAL			100

Source: primary data

Count of 7.Would you use locker service

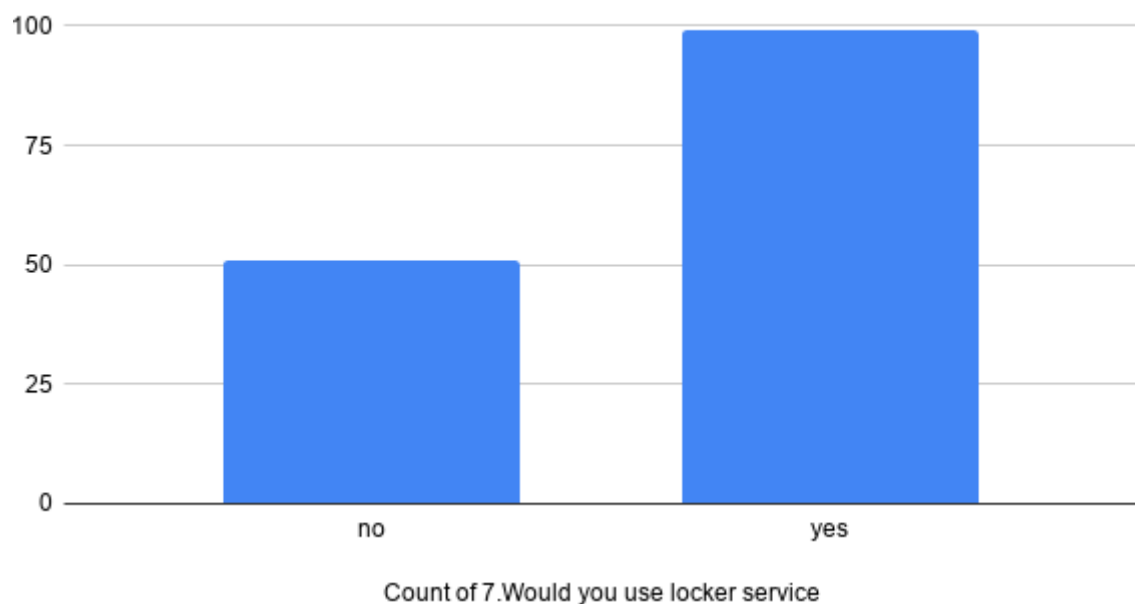


Chart 4.1.10 Respondents use locker service

Interpretation

From the above table it is interpreted that the number of respondents said yes 66% , number of respondents said no is 34%

Inference

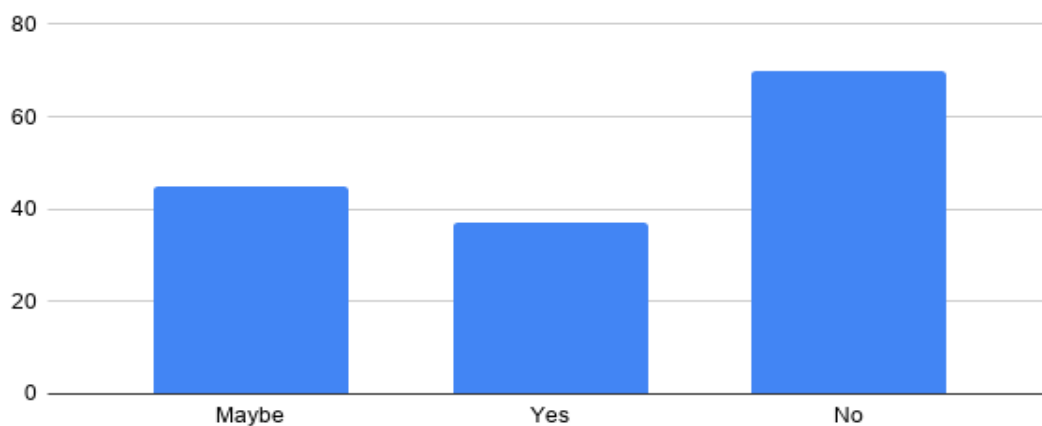
Majority (66%) of the respondents said yes.

Table 4.1.11 Respondents like to use transportation (facility provided by the park) inside the park

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	37	24.18
2	No	70	45.75
3	May be	45	29.41
TOTAL			100

Source: primary data.

Count of 8.Would you like to use transportation (facility provided by the park) inside the park



Count of 8.Would you like to use transportation (facility provided by the park) inside the park

Chart 4.1.11 respondents like to use transportation (facility provided by the park) in side the park

Interpretation

From the above table it is interpreted that the number of respondents said yes 24%, number of respondents said no 46%,number of respondents 30%.

Inference

Majority (46%) of the respondents said no

Table 4.1.12 The maximum time limit respondents would like to wait for a ride

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	<5 mins	42	27.45
2	<15mins	40	26.14
3	Depends the ride	71	46.40
TOTAL			100

Source: primary data

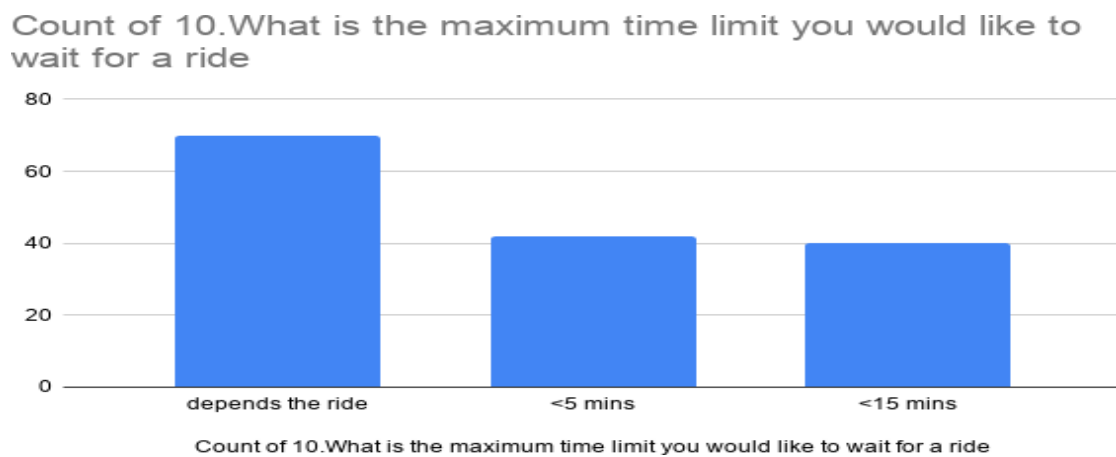


Chart 4.1.12 The maximum time limit respondents would like to wait for a ride

Interpretation

Form the above table it is interpreted that 27.45% respondents said <5mins, 26.14% respondents said <15mins, 46.40% respondents said depends on the ride

inference

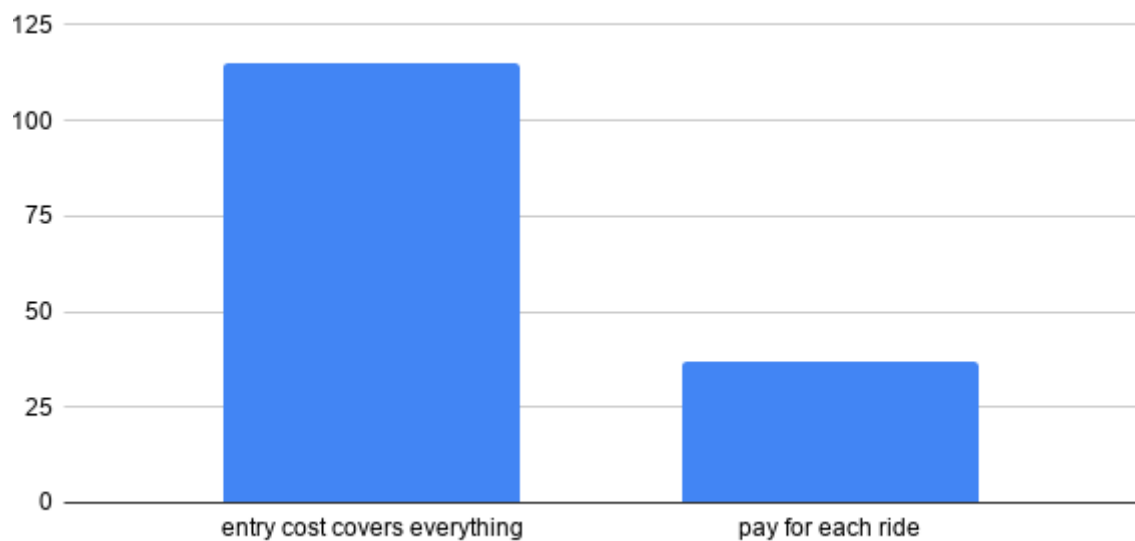
Majority (46%) of respondents choosed depends the ride

Table 4.1.13: How the respondents are willing to pay for the theme park

S.NO	PARTICULARS	NO .OF RESPONDENTS	PERCENTAGE
1	Pay for each ride	38	24.83
2	Entry cost covers everything	115	75.16
TOTAL			100

Source: Primary data

Count of 11.What do you like



Count of 11.What do you like

Chart 4.1.13: How the respondents are willing to pay for the theme park

Interpretation

From the above data it is interpreted that 24.83% of the respondents chose to pay for each ride and 75.16% of the respondents chose entry cost covers everything.

Inference

Majority (75.16%) of the respondents are entry cost covers everything

Table 4.1.14: If the respondents prefer going to virtual reality rides

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	97	63.39
2	No	56	36.60
TOTAL			100

Source: Primary data

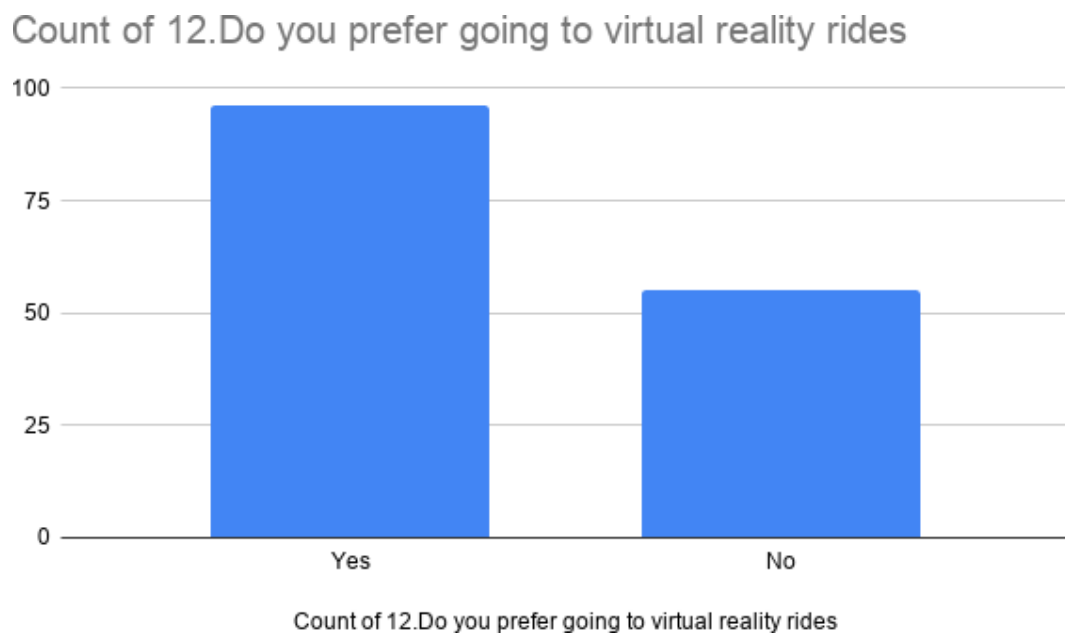


Chart 4.1.14: If the respondents prefer going to virtual reality ride

Interpretation

From the above table it is interpreted that the number of respondents willing to go virtual reality ride are 63.39% and 36.60% respondents are not willing to go to virtual reality ride

Inference

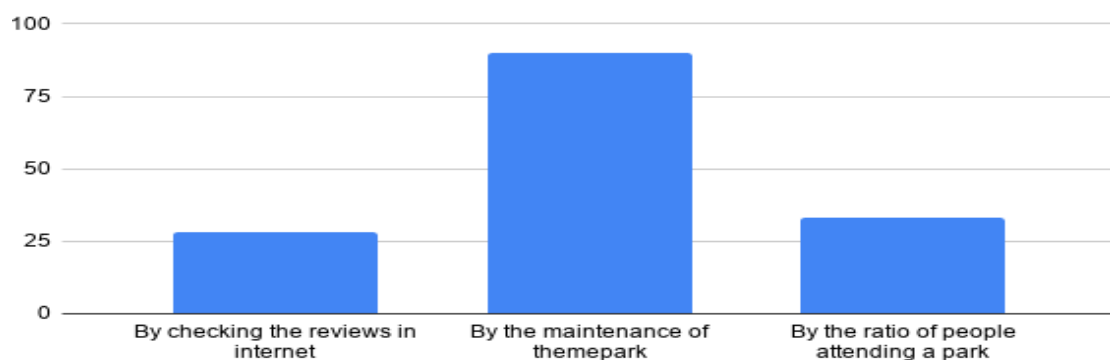
Majority (63.39%) of the respondents are yes

Table 4.1.15: Respondents measure safety sides of a theme park

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	By checking the reviews in internet	30	19.60
2	By the maintenance of theme park	90	58.82
3	By the ratio of people attending a park	33	21.56
TOTAL			100

Source: Primary data

Count of 13.How will you measure the safety sides of a theme park



Count of 13.How will you measure the safety sides of a theme park

Chart 4.1.15: Respondents measure safety sides of a theme park

Interpretation

From the above table it is interpreted that the number of respondents by checking the reviews in internet 20%, number of respondents by the maintenance of theme park 59, number of respondents by the ratio of people attending a park 21%

Inference

Majority (59%) of respondents by the maintenance of theme pa

Table 4.1.16 Respondents about making a theme park successful

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Feel safe and secure in their rides	68	44.44
2	Reasonable ticket price	49	32.02
3	Attracting rides	29	18.95
TOTAL			100

Source: Primary data

Count of 14.What makes a theme park successful

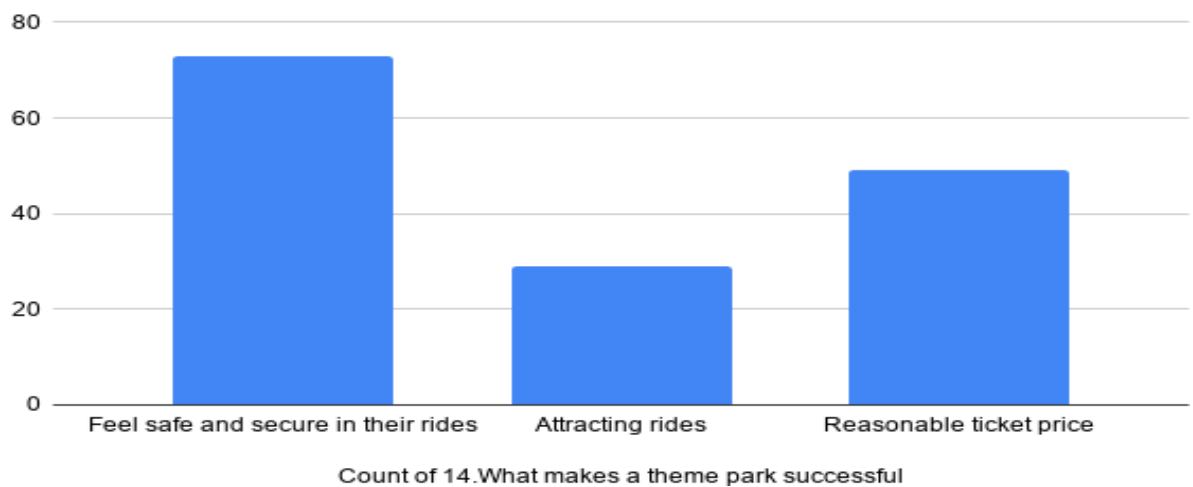


Chart 4.1.16 respondents about making a theme park successful

Interpretation

From the above table it is interpreted that the number of respondents said feel safe and secure in their rides 44%, number of respondents said reasonable tickets price 32%, number of respondents said attracting rides 19%

Inference

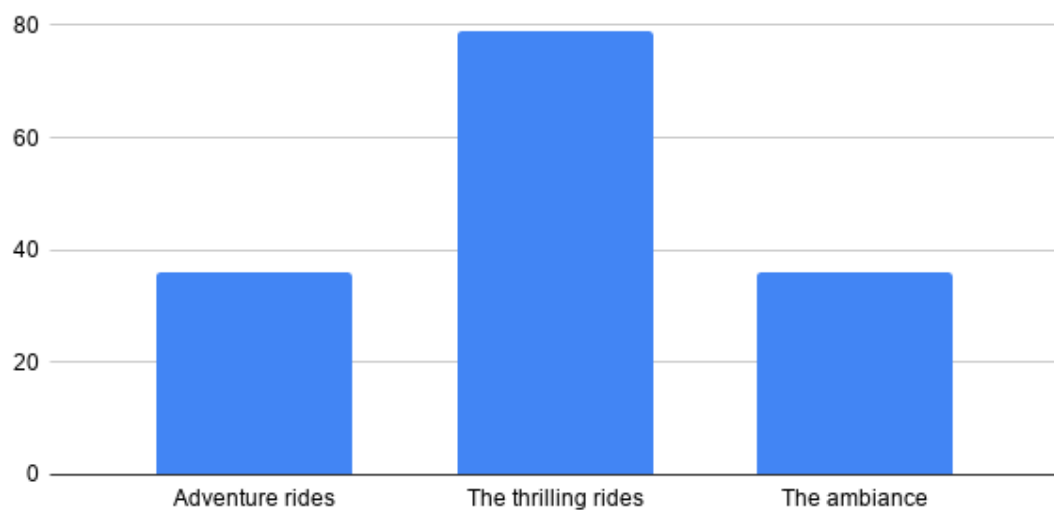
Majority (44%) feel safe and secure in their rides.

Table 1.4.17 Respondents “wow” factor inside the theme park

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	The ambiance	36	23.52
2	The thrilling rides	80	52.28
3	Adventure rides	37	24.18
TOTAL			100

Source: Primary data

Count of 15.What is the “wow” factor inside the theme park



Count of 15.What is the “wow” factor inside the theme park

Chart 1.4.17 Respondents “wow” factor inside the theme park

Interpretation

From the above table it is interpreted that the number of respondents of the ambiance 23%, number of respondents said thrilling rides 52%, number of respondents said adventures 24%.

Inference

Majority (52%) of the respondents thrilling rides

Table1.4.18 Respondents main reason to visit a theme Park

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	To have fun and play around	27	17.64
2	To experience something new	35	22.87
3	To entertain and to spend free time	38	24.83
4	All of these	53	34.64
TOTAL			100

Source: Primary data

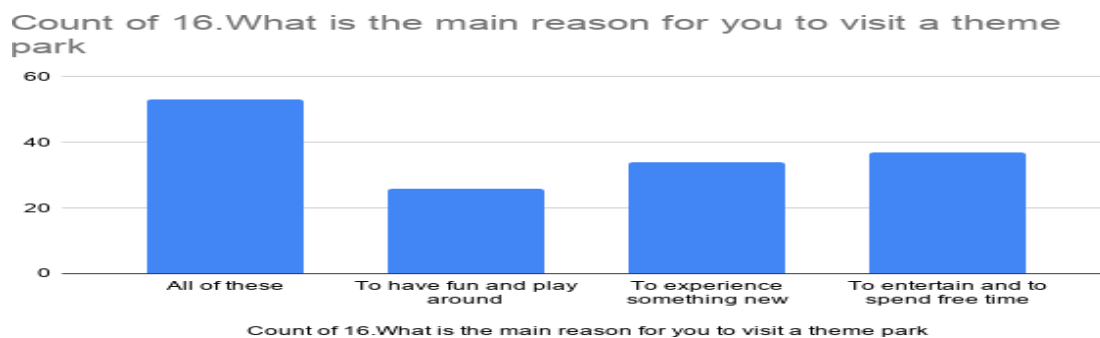


Chart 4.1.18 Respondents main reason to visit a theme park

Interpretation

From the above table it is interpreted that the number of respondents is to have fun and play around 18%, number of respondents is to experience something new 23%, number of respondents is to entertain and to spend free time 25%, number of respondents is all of these 34%

Inference

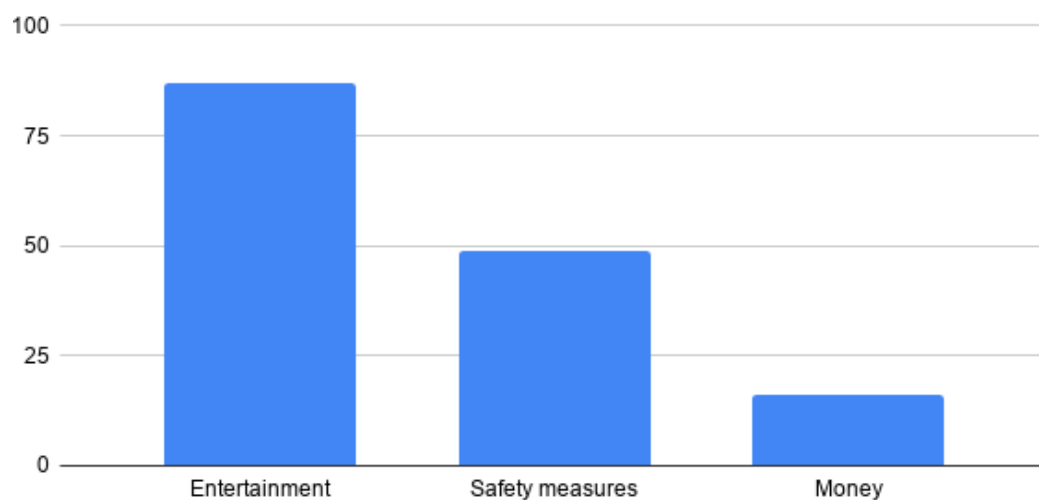
Majority (34%) respondents are all of these

Table 1.4.19 Respondents value the most in theme parks

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Money	16	10.45
2	Entertainment	87	56.86
3	Safety measures	50	32.67
TOTAL			100

Source: Primary data

Count of 17.What do you value the most in theme park



Count of 17.What do you value the most in theme park

Chart 1.4.19 Respondents value the most in theme park

Interpretation

From the above table it is interpreted that the number of respondents preferred money 10%, number of respondents preferred entertainment 57%, number of respondents preferred safety measures 32%.

Inference

Majority (57%) respondents value the most is entertainment

Table 1.4.20 on scale of 5 the respondents rate for virtual reality rides?

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	1 poor	5	3.26
2	2 bad	13	8.49
3	3 neutral	42	27.45
4	4 good	48	31.37
5	5 excellent	44	28.75
TOTAL			100

Source: Primary data

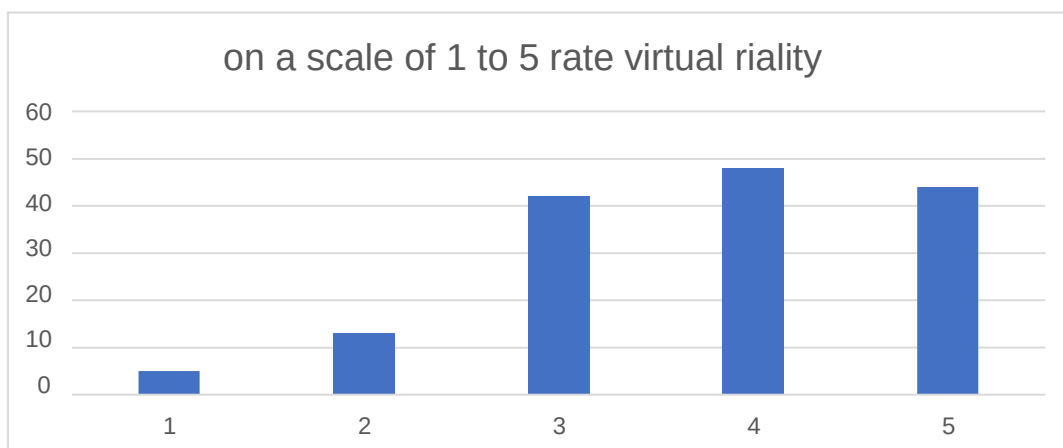


Chart 1.4.20 on scale of 5 the respondents rate for virtual reality rides

Interpretation

From the above table it is interpreted that the number of respondents gave 1poor is 3%, number of respondents gave 2bad is 8%, number of respondents gave 3neutral is 27% , number of respondents gave 4good is 31% , number of respondents gave 5excellent is 28%

Inference

Majority(31%) responndents reacted more on 4Good

Table 1.4.21 Respondents rated their experience for water ride

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	They are pretty fun	67	43.79
2	I don't hate them but they are not my first choice	70	45.75
3	Hate them	16	10.45
TOTAL			100

Source: Primary data



Chart 1.4.21 Respondents rated their experience for water ride

Interpretation

From the above table it is interpreted that the number of respondents they are pretty fun 44%, number of respondents I don't hate them but they are not my first choice 46% , number of respondents hate them 10%

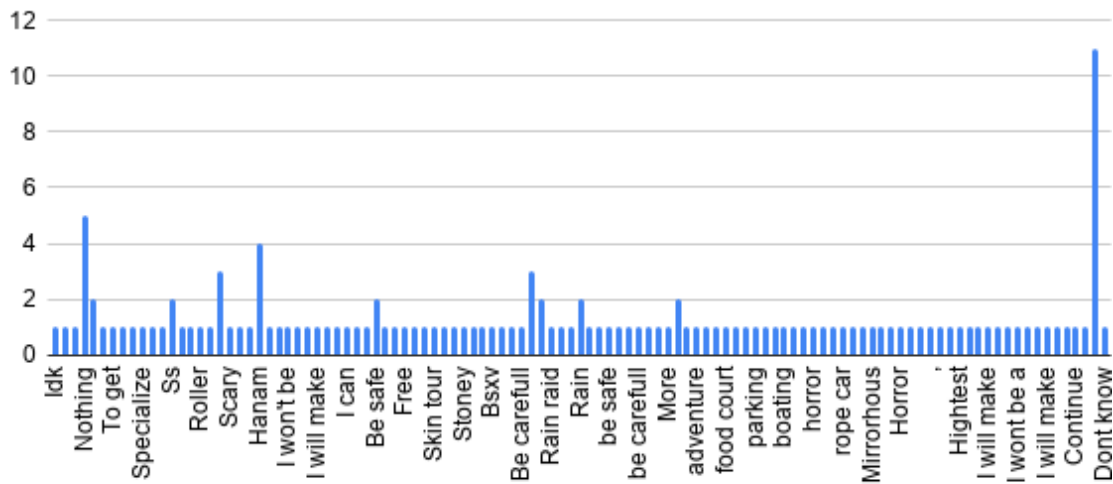
Inference

Majority (46%) respondents said I don't hate them but they are not my first choice.

Chart 4.1.22. If you were a theme park owner .What will be the uniqueness you create in your theme park?

MAJORITY ANSWER: Free Tickets and Discounts on special days.

Count of 20.If you were a theme park owner, what will be the uniqueness you create in your theme park?



Count of 20.If you were a theme park owner, what will be the uniqueness you create in your theme

CHAPTER 5

5.1 Findings

1. Majority (68%) of the respondents are age between 16 to 21 years.
2. Majority (58%) of the respondents are male
3. Majority (54%) of the respondents are student.
4. Majority (72%) of the respondents are unmarried.
5. Majority (47%) of the respondents are yearly once.
6. Majority (55%) of the respondents said NO.
7. Majority (40.5%) of the responds are VGP
8. Majority (43%) respondents bring from home
9. Majority (43%) number of respondent for water amusement park.
10. Majority (66%) of the respondents said yes.
11. Majority (46%)of the respondents said no
12. Majority (46%) of respondents chose depends the ride
13. Majority (75.16%) of the respondents are entry cost covers everything
14. Majority (63.39%) of the respondents are yes
15. Majority (59%) of respondents by the maintenance of theme park
16. Majority (44%) feel safe and secure in their rides.
17. Majority (52%) of the respondents thrilling rides
18. Majority (34%) respondents are all of these.
19. Majority (57%) respondents value the most is entertainment
20. Majority(31%) responndents reacted more on 4.
21. Majority (46%) respondents said I don't hate them but they are not my first choice.
22. Majority free tickets and discounts

5.2 SUGGESTION

From this study we have found that both adults and kids enjoy spending their quality time at Theme parks. So the only main suggestion is that, majority of the people prefer safety rather than entertainment.

5.3 CONCLUSION

From the above study it is derived that people enjoy spending their time in theme parks as its very vast and has many thrilling rides. From this study we can also be able get more suggestions to build the theme park in a new way and bringing innovative ideas.

APPENDIX (Questionnaire)

NAME:

AGE:

- a) 16 – 21
- b) 21 – 25
- c) 26 – 30
- d) 31 and above

GENDER:

- a) Male
- b) female

Profession:

- a) student
- b) private employee
- c) govt employee
- d) businessman
- e) home maker

Marital status:

- a. married
- b. single

1. How often do you visit a theme park?

- a) 2months once
- b) yearly once
- c) rare

2. Do you think theme parks are expensive.

- a) Yes
- b) no

3. Mention your favourite theme park? Fill up

4. Would you prefer to bring your own food or buy from the canteen at the park?

- a) Park canteen

- b) Bring from home
 - c) Buy from outside hotel
- 5. Is there any theme park you would like to visit? Fill up
- 6. What type of park do you prefer?
 - a) Water amusement park
 - b) Amusement park
 - c) conjoined park (mix of both)
- 7. Would you use locker service?
 - a) Yes
 - b) No
- 8. Would you like to use transportation (facility provided by the park) inside the park?
 - a) Yes
 - b) No
 - c) Maybe
- 9. Have you ever been scared for any ride?
 - a) Yes (mention what ride)
 - b) No
- 10. What is the maximum time limit you would like to wait for a ride?
 - a) <5mins
 - b) <15mins
 - c) Depends upon the ride
- 11. What do you like ?
 - a) Pay for each ride
 - b) Entry cost which cover everything
- 12. Do you prefer going to virtual reality rides?
 - a) Yes
 - b) No
- 13. How will you measure the safety sides of a theme park?
 - a) By checking the reviews in internet
 - b) By the maintenance of the rides
 - c) By the ratio of the people attending the park
- 14. What makes a theme park successful ? (check box)
 - a) Feel safe and secure in their rides

- b) Reasonable ticket price
 - c) Attracting rides
15. What is the “wow” factor inside the theme park?
- a) The ambiance
 - b) The thrilling rides
 - c) The attraction
16. What is the main reason for you to visit a theme park?
- a) To have fun and play around
 - b) To experience something new
 - c) To entertain and to spend free time
 - d) All of these
17. What do you value the most in theme park?
- a) Money
 - b) Entertainment
 - c) Safety measures
18. On a scale of 5 how much will you rate for virtual reality rides?
- a) 1 Poor
 - b) 2 Bad
 - c) 3 Neutral
 - d) 4 Good
 - e) 5 Excellent
19. How would you rate your experience for water ride?
- a) Hate them
 - b) They are pretty fun
 - c) I don't hate them but they are not my first choice.
20. If you were a theme park owner, what will be the uniqueness you create in your theme park? Fill up

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