

REVITALIZING TRADITIONAL THEATRES IN SRI LANKA: THE ROLE OF MARKETING MIX ELEMENTS AND COMPETITIVE PRESSURES

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ABSTRACT

Traditional theatres in Sri Lanka have seen a decline due to competition from multiplexes and streaming services. This study examines the factors influencing audience attraction to traditional theatres, focusing on marketing mix elements (product, price, place, and promotion) and competitive pressures from alternative entertainment platforms. The goal is to identify ways traditional theatres can remain competitive in the changing entertainment landscape. A quantitative survey was conducted with 496 respondents, using a structured online questionnaire. The data were analyzed using descriptive statistics, correlation analysis, and multiple regression to understand the influence of marketing mix on cinema attendance. The results show that product quality is the most critical factor driving audience attraction, with promotions playing a significant role, especially in reaching younger audiences. Price and place were found to be less influential but still relevant. The rise of multiplexes and streaming services has added pressure to traditional theatres by offering more convenient and affordable entertainment options. To remain competitive, traditional theatres must focus on improving film quality, adopting digital promotional strategies, and offering flexible pricing. Investments in theatre infrastructure, such as better seating and sound systems, are necessary to provide a superior viewing experience. While this study provides insights for theatre operators and marketers, its focus on Sri Lanka and the use of convenience sampling limit the generalizability of the findings. Future research should explore long-term audience behavior and the impact of new technologies on theatre attendance.

Keywords: Audience attraction, marketing mix, multiplexes, streaming services, traditional theater.