

## **Movie Enthusiasts versus Cinemagoers in Spain: A Latent Class Model Approach**

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The aim of this paper is to analyse the relationship between cinema interest and consumption in Spain. We want to discover if there is a group of movie enthusiasts that are not regular cinemagoers, to identify their particular socio-economic characteristics, to define what factors can explain their scarce assistance to cinemas and to find if they use other alternative windows -as video, DVD or TV- to satisfy their cinema interest or if they are an unsatisfied market share that could be supplied by a forthcoming audiovisual business.

At first sight, we cannot identify if a movie enthusiast can be considered as a usual cinemagoer. To solve this problem, we propose to apply a latent class model approach. This is a new technique to analyse cultural markets and it allow us to classify individuals –cinemagoers, non assistant movie enthusiasts and not interested people- in three exhaustive classes. In a latent class model, individual's behaviour function and the probability of particular group membership are estimated simultaneously, so we do not have to know *beforehand* which group produced an observation. Once estimation is carried out, the proposed model makes it possible to estimate which class generates each observation. Unlike other cluster techniques, our methodology uses the estimated differences in individual's behaviour function as additional information to split the sample. Moreover, it allows separating the sample into different groups of persons, even if we do not have information about what is their correspondent class. Besides, with this model we can estimate the parameters that evaluates the effect of a certain variable on each class. We will use this estimations to identify what kind of barriers (economic, family responsibilities, movies and other leisure activities supplies) move the enthusiasts away from the cinema screens. Finally, we will investigate the socio-economic factors that defines who are those not interested on movies.

To carry out this empirical research we will use the data coming from a new cultural survey, Encuesta sobre Hábitos de Consumo Cultural (Cultural Consumption Habits Survey), conducted in Spain during 1998. This Survey, which total sample size was 12,072 people, can be defined as an opinion survey dedicated to analyse the cultural behaviour in Spain. It covers the most important fields in cultural consumption: performing arts, cultural industries (music, publishing and audiovisual industry – including cinema, video and TV-) and other group of leisure activities such us cultural formation, attendance to museums, to natural parks, etc. And it combines all this information with a set of socio-economic characteristics of the individuals as age, level of studies, marital status, familiar responsibilities, and relationship with economic activity or family income

**Key words** : consumer's behaviour, tastes, cinema attendance, latent class models