

CONSUMPTION HABITS REGARDING MOVIES

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Abstract:

This paper aims to study the main characteristics of home cinema and the various influences on choices regarding watching movies at home. The goal is to expose the main theoretical correlations, while the primary research is not part of the paper. All the while the paper also seeks the opportunities that could be pursued to lead consumers back to the legal territory. Furthermore, to explore some possible alternative methods (that are appropriate to the habits of content consumption and modern expectations), that could prove to be viable even with users who commonly tend to use illegal methods to obtain movies.

Keywords: marketing, society, consumer behavior, culture, movie consumption, download