

# Working Paper Series in Marketing

## Exploring Art Film Audiences

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### Abstract

The question of whether art film lovers have different movie consumption patterns than commercial film audiences is examined in this study. Commitment to movie attendance, attitudes towards movies in general, tolerance towards movie theater conditions, and interest in movie-affiliated merchandise were compared with commercial movie lovers. Art film audiences warrant marketing attention because they are more committed to movie attendance, have a more favorable attitude towards movies in general, and are more tolerant towards movie theater conditions than commercial film audiences.

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