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Abstract

Recreational and entertainment centres have become increasingly popular among college students as a means of relaxation, social interaction, and stress relief from academic pressure. Fun zones provide a variety of entertainment facilities such as games, rides, and group activities that attract young people. The present study examines the perception of college students towards fun zone facilities in Thiruvananthapuram District. The main objectives of the study are to examine students' perception towards fun zone facilities, identify the factors influencing their visits, analyse their level of satisfaction with services and facilities, and study their preferences regarding different entertainment activities available in fun zones. The study is based on primary data collected from 150 college students using a structured questionnaire. A descriptive research design was adopted, and the collected data were analysed using percentage analysis, mean score analysis, weighted average method, and Chi-square test. The results indicate that a majority of students have a positive perception towards fun zone facilities, highlighting their importance as recreational spaces for relaxation and social bonding. Entertainment value and stress relief were identified as the major factors influencing students to visit fun zones. The Chi-square test results reveal that there is no significant association between gender and the level of satisfaction towards fun zone services and facilities. Further, the weighted average analysis shows that video and arcade games are the most preferred entertainment activities, while indoor sports are comparatively less preferred among students. The study concludes that fun zones play an important role in providing leisure and entertainment opportunities for college students. However, issues such as high entry fees and limited student discounts were noted by some respondents. Therefore, fun zone operators should focus on student-friendly pricing strategies, improved safety measures, and enhanced service quality to attract more college students and improve their overall recreational experience.

Keywords:

College Students, Student Perception, Fun Zone, Recreational Activities, Entertainment Facilities, Thiruvananthapuram District.

Introduction

In the modern era, leisure and recreational activities play a vital role in maintaining the physical and mental well-being of individuals. For college students, who often experience academic pressure, deadlines, and competitive environments, recreational outlets are essential for relaxation and refreshment. Entertainment centres such as fun zones have emerged as popular destinations where students can spend their free time in an enjoyable and engaging manner. These places provide a variety of activities including arcade games, virtual reality experiences, adventure rides, bowling, and other interactive games that attract young people. Fun zones have become an important component of the entertainment industry, particularly in urban areas where shopping malls and commercial complexes provide space for such recreational facilities. These entertainment centres create a lively atmosphere where students can socialize with friends, relieve stress, and experience a sense of enjoyment outside their academic environment. As a result, fun zones are not only places for entertainment but also spaces that encourage social interaction and group bonding among young people. College students represent one of the most active groups that frequently visit fun zones. Their perception towards these entertainment facilities is influenced by several factors such as the availability and variety of games, affordability of entry fees, quality of services, safety measures, hygiene, and overall ambience. In addition, aspects such as accessibility, promotional offers, and the presence of modern gaming technologies also affect students' interest in visiting fun zones. Understanding these perceptions is essential for entertainment service providers to improve their offerings and meet the expectations of young customers. The entertainment sector has witnessed significant growth in recent years due to rapid urbanization, technological advancements, and changing lifestyle patterns. Many modern fun zones integrate digital gaming technologies, virtual reality, and innovative recreational activities to attract visitors. These developments have increased the popularity of fun zones among students, making them an important segment of the entertainment market. In the context of Thiruvananthapuram District, the growth of malls and entertainment complexes has created several opportunities for leisure and recreation. Fun zones located within shopping malls and commercial centres have become convenient destinations for college students to relax and spend quality time with friends after their academic activities. The increasing number of students visiting these entertainment centres highlights the need to study their perceptions and satisfaction levels. Therefore, the present study attempts to analyse the perception of college students towards fun zones in Thiruvananthapuram District. The research focuses on identifying the factors that influence students' preferences, satisfaction, and overall experience in fun zones. By collecting data from 150 college students, the study aims to provide insights that can help entertainment providers enhance service quality, introduce student-friendly pricing, and create a more engaging recreational environment for young visitors.

Statement of the problem

The increasing academic pressure and busy schedules of college students have created a growing need for recreational and entertainment activities that help them relax and relieve stress. Fun zones have emerged as popular destinations offering various games and entertainment facilities that attract young people. However, students' perceptions towards these fun zones may differ due to factors such as pricing, availability of games, safety measures, cleanliness, service quality, and overall atmosphere. In Thiruvananthapuram District, the number of entertainment centres has increased in recent years, yet there is limited research on how college students perceive these facilities and whether they meet their expectations. Therefore, it is important to examine the perception of college students towards fun zones in the district in order to understand their preferences, satisfaction levels, and the factors influencing their recreational choices.

Review of Literature

- **Comfort A. Okotoni and Ayotunde S. Akinwale (2024)** conducted a study on students' satisfaction with sports and recreational services in universities. The research examined the adequacy and effectiveness of recreational facilities provided to students. The findings revealed that recreational centres play an important role in improving students' relaxation, social interaction, and overall well-being. The study indicated that the availability of modern facilities, accessibility, safety measures, and maintenance significantly influence students' satisfaction levels. It was also observed that students who regularly participate in recreational activities experience better psychological balance and stress reduction. The study further emphasized that educational institutions and recreational service providers should improve facilities and introduce innovative entertainment activities to attract more students. The research concluded that well-maintained recreational services enhance students' leisure experience and increase their overall satisfaction.
- **Anita Sharma (2021)** conducted a study on student satisfaction towards recreational and entertainment facilities. The study focused on understanding the factors that influence students' perception and their intention to revisit fun zones and gaming centres. The findings revealed

that pricing plays a crucial role in attracting student visitors, as most students prefer affordable entertainment options. The research also highlighted that safety measures and proper maintenance of equipment significantly influence students' trust and comfort while engaging in gaming activities. Hygiene and cleanliness of the recreational environment were identified as important factors that enhance the overall experience of visitors. In addition, the availability of modern gaming technologies and innovative entertainment options was found to increase the interest of students in visiting such centres. The study concluded that entertainment providers should focus on improving service quality, safety standards, and technology-based gaming facilities to increase student satisfaction and encourage repeat visits.

Objectives of the Study

- To examine the perception of college students towards fun zone facilities in Thiruvananthapuram District.
- To identify the factors influencing students to visit fun zones.
- To analyse the level of satisfaction of college students towards fun zone services and facilities.
- To study the preferences of students regarding different entertainment activities available in fun zones

Research Methodology

The present study adopts a descriptive research design to examine the perception of college students towards fun zone facilities. The study is conducted in Thiruvananthapuram District. Both primary and secondary data sources are used for the study. Primary data were collected directly from respondents through a structured questionnaire designed to gather information about students' opinions, preferences, and satisfaction levels regarding fun zone activities. Secondary data were obtained from books, journals, articles, and relevant online sources related to recreational services and consumer perception. The sample size of the study consists of 150 college students selected from different colleges in the district. The respondents were chosen using the convenience sampling method, as it allows easy access to students who have experience visiting fun zones.

Results & Discussion

- **To examine the perception of college students towards fun zone facilities in Thiruvananthapuram District.**

To examine the perception of college students towards fun zone facilities, the responses of **150 students** were collected and analysed. The perception levels were classified into five categories such as highly positive, positive, neutral, negative, and highly negative. The frequency and percentage analysis helps to understand the overall opinion of students regarding the facilities and services provided by fun zones in Thiruvananthapuram District. The results are presented in Table 1.

Perception of College Students towards Fun Zone Facilities, Table 1

Perception Level	Frequency	Percentage
Highly Positive	40	26.7
Positive	55	36.7
Neutral	30	20
Negative	15	10
Highly Negative	10	6.6
Total	150	100

Source: Primary Data

The table shows the perception of college students towards fun zone facilities based on the responses collected from 150 students. Among the respondents, 36.7% of students have a positive perception, which represents the highest proportion. This is followed by 26.7% of students who have a highly positive perception towards fun zone facilities. About 20% of the respondents expressed a neutral opinion, indicating that they neither strongly support nor oppose the facilities provided. Meanwhile, 10% of students reported a negative perception, and 6.6% expressed a highly negative perception. Overall, the results indicate that the majority of college students have a favourable perception of fun zone facilities, suggesting that these entertainment centres are well accepted and serve as popular recreational spaces for students.

- **To identify the factors influencing students to visit fun zones**

To identify the factors influencing students to visit fun zones, a mean score analysis was carried out based on the responses collected from 150 college students. The analysis helps to determine the importance of various factors that motivate students to visit fun zones. The mean and standard deviation values are calculated to understand the level of agreement among respondents, and the factors are ranked based on their mean scores. The results of the analysis are presented in the table below

Mean Score Analysis of Factors Influencing Students to Visit Fun Zones, Table 2

Factors	Mean	Standard Deviation	Rank
Entertainment Value	4.32	0.78	I
Stress Relief	4.1	0.85	II
Spending Time with Friends	3.95	0.92	III
Variety of Games	3.72	0.88	IV
Affordable Pricing	3.45	0.95	V

Source: Primary Data

The above table shows the mean score analysis of factors influencing students to visit fun zones based on responses from 150 college students. Among the factors, entertainment value has the highest mean score (4.32) and is ranked first, indicating that students mainly visit fun zones for entertainment purposes. Stress relief (4.10) is ranked second, followed by spending time with friends (3.95). Variety of games (3.72) and affordable pricing (3.45) are ranked fourth and fifth respectively. The analysis indicates that entertainment and relaxation are the most important factors influencing students to visit fun zones.

- **To analyse the level of satisfaction of college students towards fun zone services and facilities**

To analyse the level of satisfaction of college students towards fun zone services and facilities, a cross tabulation analysis was carried out based on gender and satisfaction level of the respondents. The data were collected from 150 college students and classified into different satisfaction categories. Further, a Chi-square test was applied to examine whether there is a significant association between gender and the level of satisfaction towards fun zone services and facilities. The results of the analysis are presented in Table 3 and Table 4.

Cross Tabulation of Gender and Satisfaction Level , Table 3

Satisfaction Level	Male	Female	Total
Highly Satisfied	20	15	35
Satisfied	30	25	55
Neutral	15	15	30
Dissatisfied	10	8	18
Highly Dissatisfied	7	5	12
Total	82	68	150

Source: Primary Data

Chi-Square Test, Table 4

Test	Value	df	Significance
Chi-Square	1.42	4	0.84

Source: Primary Data

The Chi-square test was conducted to examine the relationship between gender and satisfaction level of college students towards fun zone services and facilities. The calculated Chi-square value (1.42) with 4 degrees of freedom is not statistically significant at the 5% level ($p > 0.05$). Therefore, the null hypothesis is accepted, indicating that there is no significant association between gender and the level of satisfaction of college students towards fun zone services and facilities. This implies that both male and female students show similar satisfaction levels regarding fun zone facilities.

➤ **To study the preferences of students regarding different entertainment activities available in fun zones**

To study the preferences of students regarding different entertainment activities available in fun zones, a weighted average analysis was carried out based on the responses collected from 150 college students. This method helps to identify the most preferred entertainment activities by assigning weights to different responses and calculating the mean scores. The activities are then ranked according to their mean values to determine the level of preference among students. The results of the analysis are presented in Table 5.

Weighted Average Analysis of Students' Entertainment Preferences, Table 5

Entertainment Activities	Weighted Score	Mean Score	Rank
Video / Arcade Games	620	4.13	I
Virtual Reality Games	598	3.99	II
Bowling	560	3.73	III
Adventure Rides	520	3.47	IV
Indoor Sports	495	3.3	V

Source: Primary Data

The above table shows the weighted average analysis of entertainment preferences of college students visiting fun zones. Among the various activities, video or arcade games obtained the highest mean score of 4.13 and ranked first, indicating that most students prefer technology-based gaming activities. Virtual reality games ranked second with a mean score of 3.99, followed by bowling (3.73) and adventure rides (3.47). Indoor sports received the lowest mean score of 3.30 and ranked fifth. The analysis reveals that modern and interactive gaming activities are the most preferred entertainment options among college students in fun zones.

Findings

- ✓ The highest proportion (36.7%) of college students have a positive perception towards fun zone facilities and the lowest proportion (6.6%) of students have a highly negative perception towards fun zone facilities.
- ✓ The highest mean score is for entertainment value (4.32), indicating that it is the most important factor influencing students to visit fun zones. The lowest mean score is for affordable pricing (3.45), showing that it is the least influential factor among the students.
- ✓ There is no significant association between gender and the level of satisfaction of college students towards fun zone services and facilities. This implies that both male and female students show similar satisfaction levels regarding fun zone facilities.
- ✓ The highest mean score is for Video/Arcade Games (4.13), indicating that it is the most preferred entertainment activity among college students. The lowest mean score is for Indoor Sports (3.30), showing that it is the least preferred entertainment activity among the respondents.

Suggestions

- ❖ Since affordable pricing (3.45) received the lowest mean score among the factors influencing students to visit fun zones, fun zone operators should introduce student-friendly pricing, discounts, and special offers to make the facilities more accessible and attractive to college students.
- ❖ As indoor sports (3.30) received the lowest preference among entertainment activities, fun zones should improve the quality, variety, and attractiveness of indoor sports facilities by introducing modern equipment, organizing competitions, and creating engaging gaming environments to increase student interest.
- ❖ Fun zones may also provide special offers during weekdays or off-peak hours to encourage more student visits and increase participation.
- ❖ Organizing tournaments, competitions, and group activities in indoor sports can increase student engagement and participation.
- ❖ Fun zones can also improve promotion and awareness about indoor sports facilities through social media and campus events to attract more college students.
- ❖ Providing a comfortable and well-maintained environment with proper safety measures can further enhance students' interest and overall satisfaction with fun zone activities.

Conclusion

The present study examined the perception, preferences, and satisfaction level of college students towards fun zone facilities based on responses collected from 150 students. The findings reveal that the majority of students have a positive perception of fun zone facilities, indicating that these entertainment centres are popular recreational spaces for college students. Entertainment value emerged as the most important factor influencing students to visit fun zones, showing that students primarily seek enjoyment and relaxation through such activities. The study also highlights that there is no significant association between gender and the level of satisfaction towards fun zone services and facilities, suggesting that both male and female students experience similar levels of satisfaction. In terms of entertainment preferences, video and arcade games were found to be the most preferred activities among students, while indoor sports received comparatively lower preference.

Overall, the results indicate that fun zones play an important role in providing leisure, entertainment, and stress relief for college students. By improving pricing strategies, enhancing indoor sports facilities, and introducing innovative entertainment options, fun zone operators can further increase student satisfaction and attract more visitors. The findings of the study may help entertainment providers understand students' expectations and improve the quality of recreational services offered to young consumers.

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