

ABSTRACT

Nowadays, Movie Theater business is expanding both in Bangkok and provincial areas. Movie Theater business has been very competitive for the past few years ago. This business can reduce the unemployment problem and generate a revenue of more than billion Bahts. Movie Theater business is a part of entertainment industry that is not too expensive for every generation: unlimited gender, age and education. This research studies the attitudes and behavior of audience including the factors that effect the decision of audience, and also analyzes the strategies for the Movie Theater business that can make them stay competitive in the industry.

The target audience are students both from high schools and Universities, audience in Siam Square, department stores, Shopping Centers and young professionals who work along Siam-Sukhumvit BTS Route. This study aims to identify the strategy, appropriate for movie theater industry based upon the current competitive situation and economic conditions. The research tool in this study is the questionnaire with four hundred sampling population of Thai people who have different backgrounds along Siam-Sukhumvit BTS Route. The SPSS software program has been used to find out the customer's attitude of movie theater complex of respondents in statistical methods.

From the growing rate of Movie Theater business, we can analyze the business that an effect to Thai societies in terms of attitude and behavior of consumers who are satisfied with the high technology of theaters. Movie Theater business plays a big role in Thai society, so entrepreneurs have to realize the importance of the improved products, services and the environment of the theater in order to set marketing strategy and good management team to manage the best theater that is suitable for the Thai audience.