

## ABSTRACT

The research to further explore the field of customers' switching costs has been conducted in Bangkok with the case study in the service industry from the example of the Major Cineplex Company. The data collected is done by the survey method utilizing self-administered questionnaires, then the data has been processed and analyzed by using the SPSS program.

The result of the research suggested that financial switching costs are the most important as well as effective means to retain customers, followed closely by relational switching costs, and lastly by procedural switching costs. So in order to effectively retain customers, Major Cineplex should emphasize on raising financial switching costs, however, other costs should not be disregarded as these factors are closely related.

