CUSTOMER'S ATTITUDE TOWARDS A MOVIE THEATER COMPLEX

by

Ms. Sansanee Saegow

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

November, 2001

CUSTOMER'S ATTITUDE TOWARDS A MOVIE THEATER COMPLEX

by
Ms. Sansanee Saegow

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

November 2001

Project Title	Customer's Attitude towards a Movie Theater Complex
Name	Ms. Sansanee Saengow
Project Advisor	Asst.Prof.Dr. Boonmark Sirinaovakul
Academic Year	November 2001

The Graduate School of Assumption University has approved this final report of the three-credit course. CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

Approval Committee:

_____
(Asst.Prof.Dr. Boonmark Sirinaovakul)
Advisor

_____
(Prof.Dr. Srisakdi Charmonman)
Chairman

_____
(Dr. Chamnong Jungthirapanich)
Dean and Co-advisor

_____
(Assoc.Prof. Somchai Thayarnyong)
MUA Representative

November 2001

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.

ACKNOWLEDGEMENTS

I wish to express sincere gratitude to Asst.Prof.Dr. Boonmark Sirinaovakul my advisor, my major guide, who encouraged and recommend me everything. His invaluable guidance, advice, and support has molded this project into a presentable piece of work. I deem myself fortunate as I studied under his wings at Assumption University. I felt secure enough because of his kind help and moral support during my entire stay at ABAC.

I wish to special thank the entire faculty of the Graduate School, especially Prof.Dr. Srisakdi Charmonman, Chairman of CEM Board and Dr. Chamnong Junthirapanich, Dean of MS (CEM) for providing building blocks to this course and insights into the field of Computer and Engineering Management, which is of utmost importance for our academics.

I also would like to express my special thanks to Mr.Pongsak Siriwat, my friend for his time to teach and recommend me in using SPSS program. I would like to thank all my classmates for their kind help during my study in ABAC.

I owe an incalculable debt to all 400 people who spent their valuable time in answering the questionnaires. This study could not have been completed without their kindness.

Special appreciation is due to my family and my close friends for their fervent and continuous encouragement. Above all, I am forever grateful to my parents whose willingness to invest in my future has enabled me to achieve my educational goal.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

I.   INTRODUCTION

1.1   Background of the Project

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. The key factor is its markets size that still grows at 15-20 percent per year, 3,000 Million Bahts. This business can reduce the unemployment problem and it can generate revenues business of more than a billion Bahts. Movie Theater business is a part of the entertainment industry that is not too expensive for every generation: irrespective of gender, age and education. In 18th Century, King Rama VI, it had a first movie for Thai people. Most movies were imported from foreign countries. From the growing rate of Movie Theater business, we can see that the business is effective in Thai society in terms of attitude and the behavior of consumers who are satisfied with the high technology theaters.

As Movie Theater business plays the big role in Thai society, the entrepreneurs have to realize the importance of the improvement products, services and the environment of the theater in order to set marketing strategy and good management team to manage the best theaters that is suitable for Thai audience. In term of competition, Theaters have to compete with each other and substitute products such as free TV, cable TV, Video, Internet, VCD, etc. From the threat of the industry, the entrepreneur has to study the consumer behavior in order to give the best service to cover the audience's satisfaction.

The marketing plan of the Movie Theater industry consists of the four P's which are Products and Services strategies, Price of ticket, Place (location) and Promotion.

1

The theaters have to combine the four P's to motivate the audience to go to the theater to watch the movie.

1.2 Rational for the Study

Due to the 1997 economic crisis, a lot of enterprises collapsed but in the entertainment industry there was slower growth. The competitive movie theater industry is still growing though not as rapidly as in the past. This industry has become more competitive today. It is interesting to see how the entrepreneurs decide to invest large funds in this industry during economic downturn and how the entrepreneurs respond to each other in competition.

1.3 Objectives of the Project

(1) To study the behavior of audience

(2) To study the factors that effect the decision of audience.

(3) To analyze the strategies for the Movie Theater business that stay competitive in the industry.

(4) To utilize the questionnaire as a available tool for the data analysis towards audience.

1.4 Scope of the Project

After the objective had been thoroughly set up, we started looking the scope of study for carry out a survey. The researcher focused on the following factors.

(1) This study focuses on the theaters along Siam-Sukhumvit BTS Route. The Movie Theaters under study are Grand EGV at Discovery, Lido Multiplex at Siam Square, Siam Theater at Siam Square, SF Cinema at Maboonkrong Center, United Artists at the Emporium, Major Cineplex at Ekamai and World Trade Center.

2

(2) This study aims to identify the strategy, appropriate for movie theater industry based upon the current competitive situation and economic conditions.

(3) This study will provide information on consumer behavior affecting the revenues of the targeted theaters

1.5 Contribution

The study will acquire the consumer behavior and satisfy their needs for providing appropriate strategies to the entertainment industry that can support the theater operators to revamp the movie theater business to getting the suitable theater for Thai audiences.

1.6 Hypothesis of the Study

(1) The audiences, who go to see the movie at different theater, have different attitudes toward the movie theater.

(2) The movie theater that the audiences prefer to see the movie related with their behavior.

1.7 Variables of Study

(1) Dependent Variable is divided into two classifications: consumer attitude and consumer behavior.

(2) Independent Variable is divided into five classifications: gender, age, education, occupation and income of the audiences.

1.8 Definition Terms

Group of theater: Group of theater that join to projecting the movie and distributing the show time and the variety of movie such as Apex Group (Lido, Siam and Scala), Major Cineplex Group, Grand EGV Group, SF Cinema City Group and United Artist Group.

3

Audience: A person who goes to see movie at the theater.

Movie Theater: For this research, the meaning is the theaters that are situated along Siam-Sukhumvit BTS Route

II. LITERATURE REVIEW

2.1 Chronology of Major Historical Incidents of Thai Movie and Theater History

In 1897, there was the movie screening as form of entertainment in Thailand and in 1900, Prince Sanpasartsupakij was the first Siam cinematographer. In 1905, Japanese built the first theater in Thailand. There started Parbpayon Siam, which was the first Thai movie magazine and there was the founding of film distributing division of the State Railway Topical Film Service in 1922. Then, Bangkok Picture Company produced "Double Luck" which was the first Thai movie and run by Wasuwat brothers in 1927.

Furthermore, there was the opening of Chalermkrung Theater, which was the first movie house with air-conditioning in 1933 and then the Wasuwat brothers opened Srikrung Film Studio that was the first Thai studio for making sound films in 1935. "Muang Tong" was the first Thai 16 millimeters film and run by Luen Pongsopon in 1937. After the World War II, the first Thai Blockbuster film was 16 millimeters "Suparpburus Suathai" (Criminal without Sin) which was directed by Tae Prakas-wudhisarn in 1949. The first Thai three dimension film was "Man In The Dark" (Tai Ung Mue Jone) which was screened at Sala Chalerm Thai movie house in 1953 and "The Robe" (Apiniharn Suer Klum) was the first Thai Cinemascope film and was also screened at Sala Chalerm Thai movie house in 1954. Then in 1955, "Boton" was the first film with a revenue of over one million Bahtsss and the Thai Chamber of Commerce held the first Tukkstathong Awards in 1957. The first 70 millmeters film was on screened in 1959. In 1962, there was the founding of the Thai Super Movie Star, Mitr Chaibancha and Petchara Chaowarat starred together for the first time in the film "Buntukruk Pimchawe". However, Mitr Chaibancha, the most famous film star died

from accident during the shooying of "Insee Thong" in 1970, and that was the end of 16 millimeters film in 1972.

Then, in 1984, the National Film Archive was founded and there was the emergence of Mini-theater by Charoen Poolworaluk in. In 1986, the film "Butterfly and Flower" was awarded at an international film competition in Hawaii. In 1993 and 1994, there was the emergence of movie houses with Multiplex screening systems (EGV) and the emergence of Cineplex (Major Cineplex) in Thailand by Wichai Poolwaraluk. Then, in 1998, there was the emergence of three dimension system (IMAX in Thailand) by Wichai Poolworaluk and Cinema Plus from Australia. There was the emergence of SF Film Cinema City at 7th floor Mahboonkrong by Soomsak Taecharattanaprasert (known as Sia Chiang of Shamongkol Film) and Suvit Thaongrompo in 1999. (Refer to Appendix A)

2.2 Development of Theater in Thailand

Due to technological change, the movie theater business is also developing continuously. It has never been static, but has always reacted in one way or another to various conditions. In many industries, the business cannot grow or even survive without development. Development of Theater in Thailand can be classified into four standards. The type of Movie Theater is classified as follows:

2.2.1 Stand Alone

It is a theater that stands individually and has a lot of space. The capacity to handle audience should be over 1,000 seats. It is located in the area convenient for audience to visit. Each theater stays away for a distance. Some theaters show 2-3 movies at the same time for 2-3 months. Since, traffic jam was not a major problem in the past; theaters became a popular entertainment for everyone. Initially, the producer of movie owned most theaters. Theater business was in decline and finally closed during

World War II. Theater business recovered again after the World War II by foreigners, it was expanded to several places in Central Bangkok such as Ratchathewee and Siam Square. But, the business slowed down again in 1981-1988 because of several factors; Firstly, the cost of film was high due to high tax rate. In the mean time, the quality of Thai movie was not comparable to foreign movie. There were also other new developments in media, especially a VCR which could connect to a television. The audience can then avoid traffic jam by watching the movie at home instead of going to the theater. Besides the decline demand, the entrepreneurs were faced with high cost of land in some areas on the main road such as Scala Theater and Siam Theater.

2.2.2 Mini-Theater

Since 1990, mini-theater has played an important role in this market segment. It is located in the department stores. Faced with the problems of Stand Alone Theater, the entrepreneurs had to develop this Mini-Theater style in order to stay in the market.

The entrepreneurs adjusted the size of theater to have 100-300 seats only, however, the technology used in the Mini-Theater is stilling the same as in Stand Alone one. The major factor supporting the growth of mini theaters is the increasing number of department stores. The consumer behaviors also shift from Stand Alone to Mini-theater, which has the full service (one step shopping) that includes services for food, salon, and entertainment. Mini-theaters become one of the attractive businesses, which do not need high investment for new entry.

The demands of theater keep growing continuously. There are a lot of supports such as the increasing number of department stores, as well as the development of technology. Government also plays the major role in increasing the investment in theater by reducing the import tax of film, which has been reduced from 30% to be 10%. Subsequently, there is more investment in movie production. Both new and old

7

producers have more intention to produce quality film. The new comers who have a business in other media such as Grammy Entertainment Public Co., Ltd., RS Promotion (1992) Co., Ltd., etc. produced films by having their popular singers to act in their films. This can increase the consumption from teenagers who are those singers' fans which is a large market. The foreign movie's import tax has also been reduced so there is more import of famous foreign movies from the agency to support the market. Moreover, there is a very serious control of license protection law, which helps to eliminate the illegal video. Therefore, the theater business has grown up very fast such as Sahamongkol Film and Nontanund.

2.2.3 Multiplex

Multiplex theater is establishing in high by competitive situation when most theaters located in the department store. Therefore, entrepreneurs had developed their theaters that have strength in the decoration and technology of theater. The major factor is that there are six to ten theaters in the same location with a capacity of 200-800 seats or may be 1,000 seats. Multiplex emphasizes on the comfortable, booking of ticket by computer or television and membership in the form of smart card. The movie has its show time every 15-30 minutes; it is allows an audience to see movie continuously. The second major factor is sight and sound technology, they use the digital system that can make imagination, clear picture and correct sound track. Moreover, it has video-wall for audience to see the preview movie that is waiting for showing. In Conclusion the Multiplex Theater has the general features as follows:

(1)   It has many theaters in the same area.

(2)   Ticketing system is selling by computer.

(3)   One Room Projector for showing the film

(4)   High technology (correct and clear sound)

8

Such as EGV, Grand EGV, UA Emporium, UA Rama III, SF Cinema and Apex Group (Lido Multiplex).

2.2.4 Cineplex

Cineplex is a modern theater similar to the Multiplex but different in the policy (separate from department store, it is similar to Stand Alone). The style of this theater is Cinema and Entertainment Complex; it has the theaters, restaurant, souvenir shop, and bowling. Cineplex has seven to fifteen theaters that have a variety of movies for audience and Cineplex does not limit their closing time for the theater, therefore they have many show times. At present there are 4 Cineplex: Major Cineplex Sukhumvit, Pinklao, Ratchayothin, Ramkhamhaeng and World Trade Center.

2.3 Comparison of Each Theater

Table 2.1. The Feature of the Each Theater.

Comparison	Stand Alone	Mini theater	Multiplex	Cineplex
1. Size	One Theater	3-5 Theaters	6-10 Theaters	7-15 Theaters
2. Capacity	Capacity more than 1,000 seats	Capacity 100-300 seats	Capacity 200-1,000 seats	Capacity 200-1,000 seats
3. Location	Downtown	Department Store	Department Store or Complex	Downtown
4. Sound	DTS	DTS	SRD, DTS, SDDS and THX	DTS and THX
5. Price/ Ticket	80-100 Bahts	100 Bahts	100-120 Bahts	100 Bahts
6. Movie type	Thai and Foreign movie	Thai and Foreign movie	Thai and Foreign movie	Thai and Foreign movie
7. Type of Entrepreneur	One ownership in each place	One ownership in each theater	One ownership in each theater	One ownership in each theater

9

2.4 Growing Theater Business

After two years of financial turmoil and suffering, the economies finally began to show improvement. But the movie theater industry is still growing through it is not rapidly as the past. The stress from working and daily life is the force that makes the human have more stress. Therefore, relaxing is the important factor that can fulfill human life such as sporting, listening music, playing music, seeing a movie, etc. Going to see a movie is an easy way to escape briefly from the stress of daily life, because of the very human need for space in which to dream, theaters are growing steadily, despite the unfavorable national economy. Movie Theater business continues to make an attractive investment and are mushrooming everywhere in greater Bangkok Because of seeing movie is an entertainment and reduces stress, moreover some movies give knowledge for audience to think and use for daily life. In year 1999, this industry is growth about 10-15%.

These incentives have greatly induced numerous new entries into the business that has made the business more competitive both in Bangkok, as well as in other provinces. Improvements have seen the introduction of modern light and sound technology as well as computerized and online ticketing systems.

2.5 Factors to support Theater Business

The major factors to support theater business to boom again are:

(1) Multiplexes system

Theater's business in Thailand is aroused by the Multiplexes system. There were a lot of investments and adjustments made to face the competition. This change has created a new opportunity for customers to choose.

(2)   The reduction of tax for import film

Ministry of Finance of SOR-DOR 5/2536 launched this reduction. It was reduced from 30 Bahts/m to be 10 Bahts/m. This reduced the 67% of tax cost per movie.

(3)   Patent of movie

Due to the issue of movie's patent, it is hard find the illegal copy movie for service. Therefore, the consumers have to see the movies in the theater.

(4)   New life style

Going to the theater becomes a new life style in the era, especially with teenagers.

2.6   Structure of Capital and Revenue

2.6.1 Capital is divided into 2 classification:

(1)   Fix Capital

(a)   Stand Alone requires about 20 million Bahts or more of capital investment per theater. The invested capital emphasizes on area and construction. The break-even period is about five years or more.

(b)   Mini Theater requires between five to ten million Bahts of capital investment per theater. The break-even period is two to three years.

(c)   Multiplex Theater requires about 20-30 million Bahts or more of capital investment per theater. This is to emphasis on high technology of sound and system in the theater. The break-even period is about five years or longer.

(d)   Cineplex Theater requires about 20-30 million Bahts or more of capital investment per theater. This is to emphasis on high technology

11

of sound and system in the theater. It also emphasis on area, construction and the break-even period is about five years.

(e) Area Rental cost in department store is approximately 20-25 percent of Total expenditure.

(2) Variable Capital

(a) Movie film 25-30 percent of total expenditure.

(b) Employment 15-20 percent of total expenditure.

(c) Advertising 10 percent of total expenditure.

(d) Others such as maintenance 15-20 percent of total expenditure.

2.6.2 Revenue

(1) Revenue from selling tickets 60-70 percent of total income.

(2) Revenue from selling advertising in the theater 5-10 percent of total income.

(3) Revenue from selling and renting area around the theater (Cineplex Theater) 20-25 percent of total income.

2.7 Technology of Sound in the Theater

(1) Digital Theater Sound(DTS)

The DTS System brings premier quality discrete multi-channel digital sound to the movies. The uncompromising DTS digital process set the standard of quality for cinema sound by delivering an exact copy of the studio master recordings to neighborhood theaters. Operation of the DTS system is automatic and fail-safe. It is compatible with all existing cinema processors so its installation and operation is simple and foolproof. The system reads the time-code on the film and plays the correct sound for each frame of film projected, so the edits and non-digital trailers are automatically accommodated. The system even checks a keyed serial

12

number in the time-code and on the CD-ROM discs to assure that the correct sound track is being played with the movie being shown.

(2)   The Spectral Recording Digital System (SR-D)

Spectral Recording Digital System, intended to bring analog recording into the digital age by Dolby Laboratories Inc, by combing both the fixed and sliding band technologies to invent for the noise reduction systems.

(3)   Sony Dynamic Digital Sound (SDDS)

Sony Dynamic Digital Sound (SDDS) is the premier digital sound format for motion picture theaters. SDDS, with the purest sound and eight truly discrete channels, has become the preferred format for filmmakers and exhibitors alike.

(4)   Dolby

Dolby is the logo of Dolby Laboratories Inc. Dolby noise reduction – Complementary (record-play) signal processing systems developed by Dolby Laboratories to reduce the noise inherent in recording media without affecting the sound being recorded. Dolby A-type noise reduction is the original professional Dolby system and is used on Dolby movie soundtracks, while the Dolby B-type, C-type, and new S-type systems are for consumer formats such as the audiocassette.

Dolby Stereo – Dolby Laboratory's original motion picture system, wherein Dolby A-type noise reduction was reduction was used in the recording and playback of movie soundtrack. Dolby represents four channels of sounds with Dolby recording equipment used to combine the four channels used in the studio into two channels for placement on the film,

and then Dolby playback equipment used to convert the two tracks on the film back into four channels of sound in the cinema.

(5)   Tomlinson Holman Experiment (THX)

THX are the system that uses to control the sound in the modem cinema and it's the best in the world. Using THX performance specifications, THX conducts formal testing of professional equipment from top manufacturers to determine the acceptability of installation in THX certified theater. THX also develops and manufacturers special components for professional applications. There are currently more than 2000 THX certified theaters worldwide; each comprised of a unique combination of loudspeakers integrated with specific room acoustics that provide moviegoers with the best picture and sound experience available today.

2.8   Industry Analysis

2.8.1 Macro-Environment Analysis

During the past many years, Movie Theaters have improved and adapted the business through the various situations changing in Thai societal environment. Four factors in this environment which impact the business can be identified as:

(1)   Sociocultural

(a)   Age Distribution of Population

Movie Theater business is widely accepted for various audiences due to behavior emulation from the Western and American culture. The continually sharp increasing of population growth is 8% in Bangkok especially in the group of working people that indicate Movie Theater Industry still has high growth potential. Movie Theater business tries to serve all targets segments with various movies.

14

However, its core target group is the age between 15-35 years because this group is a potential audience and easily accessed by advertising and promotion.

(b) Life Style

For he past, Thai people like to see the movie at home but nowadays they change their behavior to see the movie at theater because they receive the Western cultures and Hollywood's. And the audiences think it is fashionable that many people like to do it. When Thai people have a stress, they can be relaxed by seeing the movie because it is cheaper.

(2) Economic

Since 1996 to present, Thailand faced with many problems. Thai economic situation was fluctuating in negative side in every sector. The greater impact for the Movie Theater business was when the government changed the exchange rate system when the Baht was floated on July 2, 1997. Baht value was uncertain, if forces businesses to reduce labor force and purchasing power of buyer have also reduced. It affected on the growth rate that does not increase sharply like the past, the Baht devaluation also has affected the price of ticket, and therefore entrepreneurs have been forced to increase the price of tickets.

(3) Technological

During past 15-20 years, new technology, computer, and information system has influenced Thai industry. For the operation system of the theater, they have already used the computer system for selling and booking tickets.

For the Sight and Sound, the entrepreneurs have to use high technology, which is bought, from foreign countries.

(4) Import Tax

Ministry of Finance had announced to reduce the import tax of film from 30 Bahts per meter to be 10 Bahts per meter; as a result it's reduce the cost of movie tax by 67%

2.8.2 Micro Environment Analysis

(1) Five-Forces Driving Industry Competition
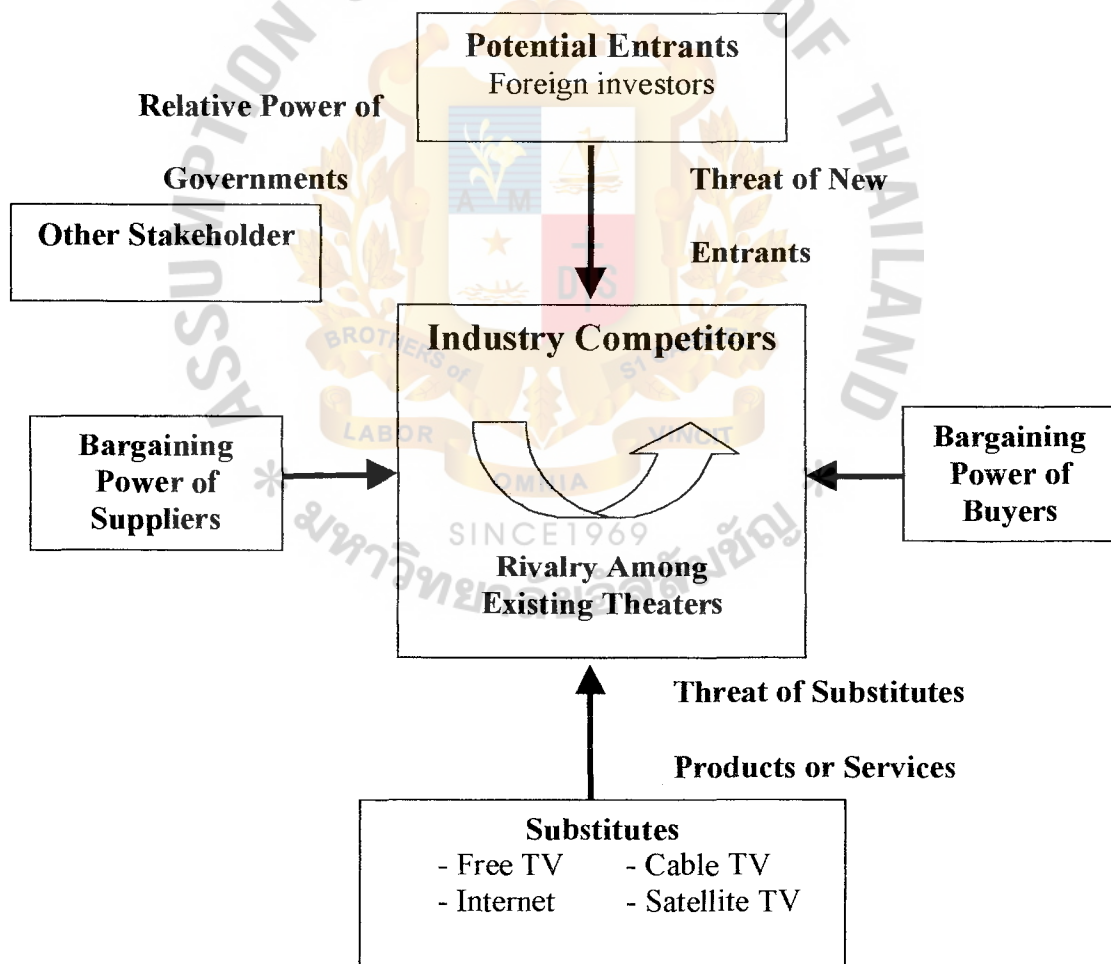
Figure 2.1. The Five-Force Model of Movie Theater Industry.

(a) Threat of New Entrants: Low

Movie Theater business has a high growth rate with impressive return. Many theaters are operated along Siam-Sukhumvit BTS Route, which has caused a barrier for new entrants in finding a good location.

(1) Capital Requirement

Relatively huge investment and large-size network is a barrier for new entrants while the entrepreneurs are able to survive in this market for long time.

(2) Economy of Scales

For this industry, entrepreneurs who need to invest, should have a large and strong financial background to compete with a major player in the industry. Movie Theater business not only provides movie shows for an audience but it also sells advertising, snack and renting area around the theaters which should control the operation cost of various services which are less than direct cost from suppliers.

(3) Technological

The major factor that the theater should consider is sight and sound technology that is used in the theater. In addition to compete with the others competitors, the theaters have to operate in full system.

(b) Bargaining Power of Suppliers: High

In the distribution channel of movies, there is an agency to sell the movie to theaters. Suppliers are a powerful force in an industry because they may be able to raise the price of movie or make a

package for the movie. In general, when suppliers are few, the suppliers are more powerful. A cut in the import tariff on foreign films has stimulated distributors to import a lot of high quality foreign films to support the movie theater business.

(c)   Bargaining Power of Buyers: High

The bargaining power of buyers is high because the audience can switch their needs from seeing movies to other substitute media because of its, availability at all times such as Free TV, radio, etc. The audience can select the theater that they are satisfied with for movie shows, considering convenience, quality of sight and sound, services, and good ventilation with low prices. They do not have a brand loyalty in the theater.

(d)   Threat of Substitute Products: Medium

The substitute product of the theater is Free TV, Cable TV, Satellite TV, Radio, Video, DVD, Internet, and etc. that can reach to audience easy than Theater. But some audiences still prefer to see the movie at the theater because it makes them feel enjoyable and exciting than watching a television.

(e)   Rivalry among Existing Competitors; Medium to High

Rivalries among competitors come closest to what they compete with each other. There are many entrepreneurs who operate on Siam-Sukhumvit BTS Route such as Grand EGV, Lido Multiplex, Major Cineplex, Scala, SF Cinema, Siam Multiplex and United Artists these theaters have already a good image, are well-known and have an effective market. These theaters have high experience in management

18

strategies and promotions change frequently depending on seasonal and special occasions. They use many channels of communication to inform an audience about alteration of new movie show in each month such as newspapers, television, magazines, radio, posters and leaflets. Considering aggressive competition, audience can gain benefits in terms of low cost of ticket that the others will offer better price, convenience and best quality of sight and sound.

2.8.3 SWOT Analysis for Movie Theater Industry

Table 2.2.   SWOT Analysis of Movie Theater Industry.

Theater Type	Strength	Weakness	Opportunity	Threat
Stand Alone	1. Size 2. Safety	1. No repeat customer 2. High construction cost 3. High cost for import film	1. Good location 2. Ease of modification	1. Not flexible time 2. Substitute product
Mini-Theater	1. Low construction cost	1. Low technology 2. Less safety for fire exit system	1. Located in department store	1. Law 2. Substitute product
Multiplex	1. High technology 2. Low cost of investment 3. Variety of program and show time	1. Less safety for fire exit system	1. Captive market 2. Bargaining power	1. Time constraint promotion 2. Substitute product
Cineplex	1. High technology 2. Entertainment complex	1. Less parking lots	1. Bargaining Power 2. Variety of program and show time	1. Few shops 2. Substitute product

In the past movie theater business always developed themselves all the time, in order to respond to the audience need. They developed formal pattern of theaters by

19

using the new technology to increase the quality of the movie component and use the location strategy to catch the target group of audience.

As we know that the movie theaters developed themselves in the terms of size and technology, therefore we can identify the type of movie theater into four types.

From the difference in each type of the Movie Theater, we can analyze the SWOT analysis for each type as following:

(1) Stand Alone

Strength

(a) Size

The theater has big size that can accommodate an audience of about 1,000. Most of the audience likes to see the movie in Stand Alone theaters because big size can create the convenience to audience in case they like the format of seating, and there no interruption when seeing the movie.

(b) Safety fine exit system

If there is an emergency, for example, the theater is on fire or there is a bomb, Stand Alone mostly has the perfect fire exit system. Because the decoration for Stand Alone is the real pattern of Movie Theater not modified from any building or department store.

Weakness

(a) No repeat customer

There is a little variety of programs to be the choice for the audience. Stand Alone has only one or two movie programs for audience selection so it cannot compete with the others who have variety programs and show timings.

(b)   High construction cost

For Stand Alone, the entrepreneur has to prepare a higher investment in the land to build the theater. Stand Alone is often located in the downtown that is the center point of business therefore the land price must be high and needs high investment amount of money.

(c)   High cost for import film

The entrepreneur of the Movie Theater has to pay for the imported film from the foreign country. It has a limited variety of program; therefore it has to find out the best movie to motivate the audience that leads to the high price for each film.

Opportunity

(a)   Good location

Stand Alone is the first type of theater in the world; the entrepreneur has to find out the best location in the downtown and near the main road to reach the target group of audience.

(b)   Ease of modification

It can be modified to be the multiplex in order to compete with the others. If Stand Alone cannot generate income anymore, it can be developed to be the upper class of Movie Theater.

Threat

(a)   Not flexible time

The other type of Movie Theater has a variety of programs and show timings to cover the audience needs while this is the weakest point of Stand Alone.

21

(b)   Substitute products

Nowadays, in the movie theater industry, there are the substitution products to be the competitive products that serve customers of home theater, for example home VDO, VCD and DVD.

(2)   Mini-Theater

Strength

(a)   Low construction cost

Mini-Theaters are often located in the department stores and therefore it does not need to buy the land and construct the theater, It can use the space in the department store and then modify and decorate it to be the movie theater. It differs from Stand Alone; it has to start to find out the land to reach the target group of audience.

Weakness

(a)   Lower Technology

Since it is located in the limited space in the department store, the entrepreneur does not use high technology equipment to show the film, sight and sound. Mini-theater has lower technology than the other type of Movie Theater.

(b)   Less safety fire exit system for audience

Mini-theater did not provide an appropriate fire exit for the audience in emergency case like fire and bomb.

Opportunity

(a)   Located in the department store

There are many consumers who like to go to shopping in department stores and also like to see movies.

22

Threat

(a)   Construction law

If there is the rewriting of the theater construction law, mini theaters will have problems about audience safety because mini-theater has very small size therefore some locations have not fire exits, there is low security in case of emergency for example fire.

(b)   Substitute products

Refer to Page 22 (b) Substitute products.

(3)   Multiplex

Strength

(a)   High Technology

It uses higher technology equipment than Stand Alone and Mini-Theater. For example, it has the computer to control seating reservation and installs the big screen as its competitive advantage.

(b)   Low cost of investment

Multiplex uses the financial support lower than Stand Alone and Cineplex because the multiplex has a policy to rent the whole floor for decorate Movie Theater, there is no need to find out a new location.

(c)   Variety of program and show time

Multiplex also has many choices of programs and show times to as its competitive advantage.

Weakness

(a)   Less safety fire exit system for audience

Multiplex does not provide an appropriate fire exit for the audience in Case of emergencies.

Opportunity

(a)   Captive market

As Multiplex Movie Theater located in department store there are no competitors located in the same department store.

(b)   Bargaining Power

The entrepreneur has to buy the package-imported films therefore he has to negotiate the lowest price. It has the better bargaining power than Stand Alone and Mini-Theater.

Threat

(a)   Time constraint

Multiplex located in department store therefore it has to set time corresponding with the opening/ closing time of department stores.

(b)   Substitution products

Refer to page 22 (b) Substitution products.

(4)   Cineplex

Strength

(a)   High Technology

It uses higher technology equipment than Stand Alone, Mini-Theater and Multiplex. For example, it has the computer to control seating reservation and installs the big screen and improves light and sound equipment as its competitive advantage.

(b)   Entertainment Complex

It has the policy to separate from the department store to decorate the format for cinema and entertainment complex. Cineplex

24

consist of food restaurants and souvenirs shop about the movie to cover the teenaged consumers.

Weakness

(a)   Less parking lots

Cineplex has fewer parking lots than Stand Alone, Mini-theater and Multiplex because the entrepreneurs often emphasize to invest in the theater only, not consider the parking lots and some have the problems of the lack of money to invest.

Opportunity

(a)   Bargaining Power

Refer to page 24 (a) Bargaining Power.

(b)   Variety of programs and show time for the audiences.

Cineplex has many choices of programs because it consists of 15-30 theaters in one Cineplex and among of them has difference program and show time.

Threat

(a)   Few shops

Cineplex was the entertainment complex style; it has the theaters, restaurants, souvenirs, bowling and etc. It has less shop for serving the audience than the theater in the department store. Therefore, the audiences who go to the department for shopping and if they have free time and the theater has the interesting program, they will prefer to pay attention to the multiplex theater on the department store, the traffic jam is the major problem for the audience to decide where they go.

(b)   Substitute products

Refer to Page 22 (b) Substitute products.

2.8.4 Market Research

In the period 1994-1996, the average market growth rate was more than 40%. But it started slow up in 1997. The market growth rate was decreased to 20-30%. In 1998 economic was shrinking 9% whereas the movie theater business was growing 15-20% of 3,000 million both stated in economic analysis journal of Bank of Ayudhya. The growth rate is quite high when it is compared with other business. In 1999, the market growth rate was 10-15%.

In 1998, there were 30 Multiplex theaters such as SF Cinema (Maboonkrong), EGV (Discovery) and Major Cineplex (Ramkhamhaeng). Multiplex theaters are more than just a number of cinemas located in one place. It is a complex of screening auditory equipped with state-of-the-art facilities to provide the ultimate cinematic experience.

Although the total market of Movie Theater is upward, some were closed also. For example, there are 242 movies theater in 1998. The number of theater was reduced from the last year 5% in view of the fact that there were 255 movie theaters in 1997. The closed theaters were Stand Alone and Mini-Theater generally.

Nowadays, people are serious and tense. People have to work hard and they have a little time to relax. Entertainment is a part of relaxation. Theater is one selection of entertainment alternation.

According to SCB research, age between 15-24 years always go to see the movie at the theater while groups of over 35 years like to watch cable TV and VDO at home. Target group of theater is 15-24 years, entrepreneurs have to focus on this group.

26

Table 2.3. The Percentage of Entertainment Industry.

Entertainment	Percentage
Television	37
Video	26
Theater	24
Cable TV	13

At present, multiplex cinemas have about 80% of the market. There are 242 cinemas in Bangkok, with some areas experiencing an oversupply, according to the researchers. As a result, the four major players in Bangkok-Major Cineplex, Entertain golden Village (EGV), UA and SF Cinema - are competing hard.

The good strategy of movie theater industry that is appropriate for current situation is being responds to the need of consumers. According to the SCB research, the factors that effect the audience are as follows:

Table 2.4. The Percentage of Factor That Theaters Have to Equip.

Factors	Percentage
Program	75
Location	66
Price	35
Advertising & Promotion	31
Friends and Relative	28
Parking	22
Booking Ticket	17
Others	2

27

Refer to the above table; programs are most important for making decisions. If there is a good movie, the demand will be high accordingly, location is also vital, entrepreneurs always select crowded areas, for example, it should be adjacent to schools, offices and university while some are in the department stores, moreover, these locations should have numerous restaurants and shopping center. There are many factors to attract the customers, entrepreneurs have to study and concentrate on the target groups.

Most of the movie theaters always provide an attractive place and high quality system to be a competitive advantage. So the theater construction emphasized installation of all equipment and architectural design, which are imported, however, there are other factors, which have to be considered.

Consumers also consider the facility of theaters. According to SCB research, there are many factors as follows:

Table 2.5.   Percentage of Capability in the Movie Theater.

Capability	Percentage
Sound System	81
Cleanliness	68
Comfortable Seat	66
Quality of Sight	65
Seat Arrangement	50
Ventilation	41
Safety of Parking	24
Services	22
Others	3

Audiences who are over 35 years will be more concerned with service and safety of parking.

The most commonly promoted number-one positioning is "best quality," "best service," "most convenient," and "most advanced technology." If a company hammers away at one of these positioning and convincing delivers on it, it will probably be best known and recalled for this strength. These are competitive edges for movie theater industry.

(1) Market

Poolworaluk family is the leader of the market. They have been running cinemas in Thailand for more than 40 years, they are leading the high technology, the Multiplex and Cineplex system in Thailand have been created by them. Given their relatively long experience in this field, Poolworaluk family looks likely to take the upper hand over the other group, they now have more than 60% of the total market stated as by Ayudhya research.

Competition is very aggressive, nowadays, most of the movie theaters are multiplex system. Movie operators have to compete more on their marketing tactics than technology, as most offer the same standards of sound and vision. They compete with strategy. They have to create their image to differ from others, some use the differentiation strategy, for example, Major Cineplex challenges to isolate itself from the department stores. They have to be confident and give impression for customers in order to reentry. Furthermore, they should add the film the show and the number of the theaters in order to encourage frequency of the audiences.
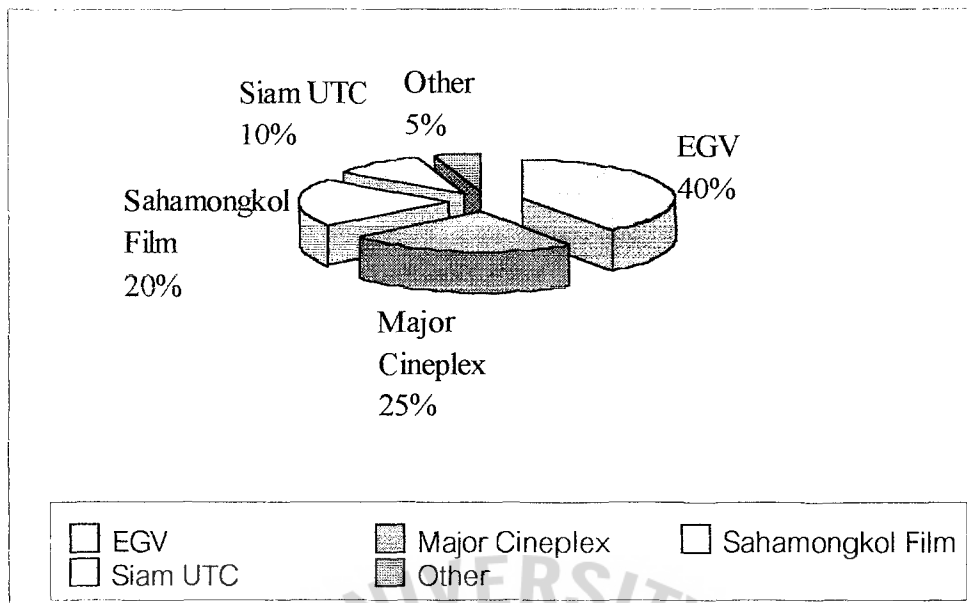
Figure 2.2.   Market Share of Movie Theater.

(2)   Competition

The competitors are few because the big groups have more advantage. There are four major players on Sukhumvit route, which are Major Cineplex, Grand EGV, United Artist Theater and SF Cinema City. They have a good location and finance. Their expansion could cover their target customers since they have a good resource. The major entry barriers are high capital requirements, patents and licensing requirements, scarce locations and reputation requirements. So the big groups gain more competitive advantage.

Although each of the Movie Theater has a different target group, it is quite difficult to separate one from the other. Since the bargaining power of buyers is quite high, they can switch to the others, as they do not have brand loyalty.

For example, target group of Grand EGV is people who go the department store and target on middle to high-class customers. They would like to differentiate their target group from EGV. Grand EGV provides the luxury, convenient and privacy. They have the class theaters. Their capacity is 40 seats for each theater. Their seats are very comfortable. The customers can also order the food while they are waiting for seeing the movie. The rest room is separated and is provided with Gold Class Areas, moreover, the customers can reserve to do the party and other activities.

SF Cinema City also provides Lunar six to offer VIP customers. Their capacity is 78 seats and their ticket price is 200 for each. When the ticket price is compared with the Gold class of Grand EGV, it is cheaper by 100 Bahts.

There is an oversupply when the location is worthy. These areas will compete aggressively such as Siam Square, Pinklao and Srinakarin. Most of them try to develop their system and decorate their theater to attract the customers. They have to provide their products and services to fit the customer's needs.

(3) Substitution

Apart from the competition among theaters, there are other competitors such as video, laser diskette, cable TV, and satellite TV, additionally, these are conveniences for customers because they provide services to consumers at home. It eliminates the problem of hard traffic, moreover, the video and the laser disk rental store have been developed from several oversea franchises. They serve as Home Entertainment with full service of audio: tape cassette, laser diskette and movie: - video, laser

diskette. These stores such Blockbuster from United States of America, Tsutaya from Japan, Grammy Network from Grammy have diversify of nationality and type: - concert, music video, karaoke. The services are for either sales or rent.

However, seeing movie at home is incomparable to watching a movie in the theater in the way of enjoyment because a theater has an investment in sound effects. Consequently, it creates more satisfaction for the audience.

2.8.4 Key Factors to Success

Marketing Mix

Marketing is essential. Movie theater industry is quite aggressive. It should have a good plan and adjust itself to changing world. The important roles consist of tree parts. The first one is hardware. Quality of theater is needed and they have to locate at the right place. Then, marketing has to be considered. To increase the number of customers, they should be given to the advertising, promotion and activity. The activities around theater's areas also play an important role. It could attract many audiences. This would reflect changes in consumer behaviors. The last one is software. They should provide a good movie. A number of consumers increase distinctly if it is a good one.

(1)   Product

Film is a part of key factors to success. Presently, most of the Movie Theaters can provide the high quality system. It depends on how to present it to the consumers. Management plays an important role in this field. Time is very vital to present this product. They should release it at the right time and have good arrangement of time show.

Selections of the films play an important role in this business. According to Thai Farmers Research Center, most Thai people like to see

foreign movies. They have various reasons, for instance, the foreign movies are more exciting and interesting than Thai movies, in addition, the audiences could guess the plot of stories and the end of Thai movies. For that reason they prefer to see the foreign movies. The market shares theater movie is divided as follows:
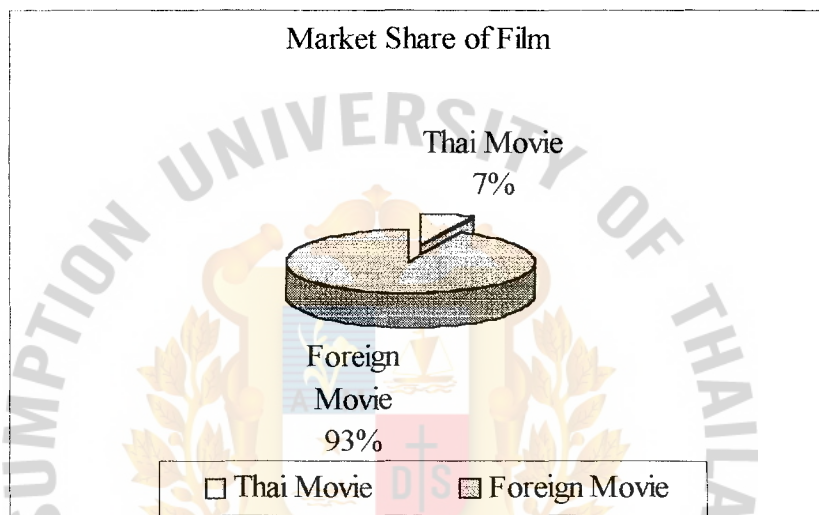
Figure 2.3.   Market Share of Film

So entrepreneurs should select the films that fit the customers' need in order to increase revisit. However, the sources of foreign movies are also essential. It is divided as follows:

Table 2.6.   Sources of Foreign Movie.

Sources of foreign movie	Percentage
Hollywood	64.6
Hong Kong	15
England	9.9
France	4
China	3.1
Italy	2.4
India	0.8
Others	0.2

Referring the above table, most Thai people like to see the Hollywood films. They think Hollywood films provide higher quality and technology than others, however, there are factors also play an important role; according to researchers, the main factors that the audience also consider for seeing the movies are as follows:

Table 2.7.   The Factors That Affect to the Decision Making of the Audiences.

Factors	Percentage
Quality of Movie	24.3
Movie Star	15.4
Friend's suggestion	11.7
Income	8.8
Medias	8.6
Award that guarantees the movie	7.4
Producer	5.4
Seeing in the movie	3.9
Others	3.5

Entrepreneurs should consider these factors and provide them for the customers in order to increase revisiting by them.

(2)   Pricing

Nowadays, price at each theater is not much differentiated from each other. However, they are competing with promotion that they can offer to the customers. Price is one of the most flexible elements of the marketing mix, in that it can be changed.

The target group of EGV are teenagers to workers. EGV has a good pricing strategy. Multi-price is produced for customers. It could reduce the audiences on weekend. So the consumers will go to see the movie on weekday due to lower price than weekends.

Among the discount promotions, both EGV and Major Cineplex have offered membership cards giving a discount of 30 Bahts on tickets during certain periods. SF Cinema City Co. offers a 30 Bahts reduction after 8.30 p.m. between Monday and Thursday.

According to Thai Farmers Research Center, most people think ticket price is expensive approximately 82.1% and they think it is suitable approximately 17.9%.

According to Ramkamhaeng University research in 1998, the attitude of the price is as follows: the price should be lower than 70 Bahts approximately 29% and between 70-80 Bahts approximately 71%. In 1999 according to Thai Farmers Research Center, the position is slightly changed. They think the reasonable price should be 60 Bahts approximately 27.2% and 70 Bahts approximately 23.3%, however, from our research the reasonable price should be 70-80 Bahts about 77.80%.

Table 2.8.   Reasonable Price of Ticket.

Ticket's Price	Ramkamhaeng University (Percentage)	Thai Farmers Researcher Center (Percentage)	Our Survey (Percentage)
Lower than 70 Bahts	29	27.2	7.19
70-80 Bahts	71	23.3	77.81

These researches cannot compare directly due to different target groups. However, these researches can identify that most of the consumers need the tickets to be priced between 70-80 Bahts.

Although they set the price the movie theater should have a good strategy to reduce the price such as discount cards, due to economic recession, the power of the buyer is lower, and consumers will select the best quality and reasonable price.

(3)   Price

Location is most essential. The metropolitan areas offer many opportunities to enjoy the arts and other types of entertainment. There are oversupplies in some place if it's a good location. For example, there are 3 major players of movie theaters that are strong competing at Siam Square. The first group is Grand EGV on 6th floor of Discovery. There are 6 theaters and 1,480 capacities. The second group is SF Cinema City on 7th Floor of Maboonkrong Center. There are 6 theaters and 1,680 seats of capacities. The last one is APEX, which has been there for a long time and there are both Stand Alone and Multiplex such as Siam, Scala and Lido multiplex. Though there are more than 1,000 seats, there are no varieties programs and high technology system in some theaters.

(4)   Promotion and Advertisement

The advertising and promotion also affect the image. The advertisement has an effect on the customers. They can get the information from many media such as free TV, newspapers, radio, magazine and so on. The advertisement before seeing the movie has the most effect on making

decision of the audiences and the advertising from radio and newspaper are the following factors, according to researchers.

Discount card and coupon, free souvenir, special show, lucky draw and multi-price are part of promotion today. For example, the tickets were sold in package. A package gets 10 tickets and discount. This is one promotion that can increase cash flow in their business. Moreover, they can arrange seminar program and activities to promote sale.

Major Cineplex has organized lucky prizes including gold, it has also earmarked one day for taxi drivers and their families. It will also link up with the BTS sky train, giving discounts on movie tickets for customers. The Major Cineplex can increase their customers. They want to expand their target to people who use the BTS sky train.

The continuous promotion by some groups sounded alarm bells for other groups when trying to protect their customers, moreover, innovative promotions are now most important.

37

III. RESEARCH METHODOLOGY

3.1 Introduction

This research on the topic "Customer's Attitude of Movie Theater Complex" uses a survey design and description. This research is based on the studies about customer behavior that effects the movie theater complex, which is located on Siam -Sukhumvit BTS Route. The steps of this study are as follows:

(1) Issue 400 sets of questionnaire in Thai and distribute to 400 respondents who are in many levels of different organizations and universities that are selected randomly along Siam-Sukhumvit BTS Route. The sample includes all ages, gender, education background, occupation and income in the government enterprise, business enterprise and university.

(2) Collect the questionnaire from respondents.

(3) Record code into the questionnaire.

(4) Summarize data in order to input them to the computer.

(5) Input data to the SPSS program to do the analysis.

(6) Conclude the results and present them both in the tabular and graphical format.

3.2 Research Design

The research includes 24 closed-ended questions that are divided into 3 parts. The questions are as follows:

Part 1: There are questions about attitude towards general idea and behavior of people who are interested in movie theater complex.

Part 2: It is general personal information of the correspondent. It includes gender, age, education, occupation and level of income. This information presents a good background of the respondents and is useful in interpreting the results.

3.3   Data Collection

3.3.1 Primary Data Analysis

Method: Survey by using questionnaires

3.3.2 Secondary Data Analysis

(1)   Review historical data

(2)   Learn and adopt situation what theater is suitable for each category of audience in Bangkok.

The data is collected from questionnaire's survey with the 400 samples. The researcher distributed the questionnaires to respondents and waited for helping when they did not understand. After they returned, the research checked for the errors and incomplete data and asked the respondents to complete it in order to get the correct data to analyze, the other data is collected from books, research reports and the Internet.

3.4   Sample Population

(1)   Population

The research focuses both male and female along Siam-Sukhumvit BTS Route.

(2)   Sample Size

(a)   Probability Sampling

The researcher used random without replacement to distribute 400 questionnaires and used quota sampling to select the areas along Siam-Sukhumvit BTS Route for distributing the questionnaire. Those areas are as follows:

39

(1)   Siam Station

(2)   Chidlom Station

(3)   Ploenchit Station

(4)   Nana Station

(5)   Asoke Station

(6)   Prompong Station

(7)   Thong-Lo Station

(8)   Ekamai Station

(b)   Non Probability Sampling

The researcher went to the BTS Route in those areas and used convenient sampling to distribute 50 questionnaires per station.

3.5   Data Analysis

The SPSS software program has been used to find out the consumer behavior in statistical methods such as table of frequencies, mean, standard deviation and chi-square. The steps in the analysis of data are as follows:

(1)   Set the variables and code for each question and choice in the program.

(2)   Respondent status and background data were collected and organized according to status and background factors. Frequency and percentage within these categories were calculated.

(3)   The scores of each question were derived and collated within the dimension of the instrument, mean and standard deviation calculated.

(4)   Level of importance that was ranked for traits was analyzed by SPSS program.

All statistical test used a 95% level of confidence standard ($p<0.05$) as a test for statistical significance.

The data of questionnaires were analyzed and classified into two groups, they are demographic data and findings of the study. The respondents of this study consisted of 151 male and 249 female. Background characteristics in terms of finding of the study and demographics' variables of the respondents from question no. 1 to no. 12 and no.13 to no. 17 respectively are summarized in next chapter.

Chi-square is a statistics test correlation between independent variables and dependent variables. Chi-square has the following model:

$$X^2 = \sum_{i=1}^{k} \frac{(O - E)^2}{E}$$

Where: X^2 =   Chi-square

O   =   Observed frequency

E   =   Expected frequency

k   =   Number of sample group

The question No. 2 is concerning on the theater factor which measures the importance in each factor as well as Rating Scale and Rating Score. The results of research survey are divided into 3 levels of rating scale and rating score as the table below:

Table 3.1.   Rating Scale.

Level of each factor	Scale
Most	3
Medium	2
Least	1

Table 3.2.   Rating Score.

Level of each factor	Score
Most effect on factor	2.56 – 3.00
Medium effect on factor	1.56 – 2.55
Least effect on factor	1.00 – 1.55

41

IV. DISCUSSION ON THE FINDINGS

For this research process, the questionnaires are educated about the attitudes and behavior of audience to select movie theaters. In this part, response answers have been extracted to get the results by using SPSS software in order to further discuss according to the objectives of this study. All of results are following as below:

(a) The Statistical Result

The Percentage of Gender (Appendix, Table C.1)

The results of 400 questionnaires are identified as: male 151 or 37.7% and female 249 or 62.3%.

The Percentage of Age (Appendix, Table C.2)

Ages of people are below 18 years for 14 or 3.5%, 18-24 years for 129 or 32.3%, 25-35 years for 231 or 57.7% and over 35 years for 26 or 6.5%.

The Percentage of Education (Appendix C, Table C.3)

The people who study lower than Bachelor Degree for 61 or 15.3%, Bachelor Degree for 250 or 62.5%, and higher than Bachelor Degree for 89 or 22.3%.

The Percentage of Occupation (Appendix C, Table C.4)

Occupations of audience are; students 73 or 18.3%, officers 44 or 11.0%, employees 241 or 60.3%, ownership 20 or 5.0%, housewives 7 or 1.8%, and freelances 15 or 3.8%.

The Percentage of Income (Appendix C, Table C.5)

Income of audiences is below 10,000 Bahts for 142 or 35.5%, 10,000-20,000 Bahts for 161 or 40.3%, 20,001-30,000 Bahts for 66 or 16.5%, and more than 30,000 Bahts for 31 or 7.8%.

The Percentage of the preferable type of theater(Appendix C,Table C.6)

Most of the audience in the sample likes to see the movie at Multiplex for 208 or 52.0% of total 400 audiences.

The Percentage of Theater's name (Appendix C, Table C.7)

Most of the audience prefers Stand Alone Theater like to see the movie at Scala for 21 or 53.8% and prefer Multiplex Theater like to see the movie at Grand EGV for 116 or 55.8%. For Cineplex Theater, they like to see the movie at Major Cineplex (World Trade Center) for 86 or 56.2%.

The Statistics of service (Appendix C, Table C.8)

All of the audience give rating scale in service factor for Mean 2.7435 and S.D. 0.3432, so service factor effects audience decision medium. In each components of this factor is presented in the rating below:

(1) Politeness of staff for Mean 2.38 and S.D.0.59, criteria medium.

(2) Reservation for Mean 2.49 and S.D. 0.58, criteria medium.

(3) Queuing for Mean 2.51 and S.D.0.57, criteria medium.

(4) Show time for Mean 2.59 and S.D.0.55, criteria most.

(5) Variety of the movie for Mean 2.41 and S.D.0.59, criteria medium.

The Statistics of location (Appendix C, Table C.9)

The people give rating scale for the location factor for Mean 2.6542 and S.D. 0.3979, so it effects on customer decision is important most. Each component of this factor is presented in the rating below:

(1) Traveling for Mean 2.79 and S.D. 0.44, criteria most.

(2) Parking for Mean 2.47 and S.D.0.71, criteria medium.

(3) Safety for Mean 2.71 and S.D.0.49, criteria most.

43

The Statistics of technology (Appendix C, Table C.10)

The audience gives rating scale for the technology factor for Mean 2.8238 and S.D. 0.3673, so technology factor effects on audience decided most. In each component of this factor is presented in the rating below:

(1)   Sound system for Mean 2.81 and S.D. 0.41, criteria most.

(2)   Sharpness system for Mean 2.83 and S.D.0.38, criteria most.

The Statistics of Components (Appendix C, Table C.11)

The audience gives rating scale in components factor for Mean 2.4856 and S.D. 0.3969, so components factor effects on audiences decided medium. In each component of this factor is presented in the rating below:

(1)   Convenient seat for Mean 2.77 and S.D.0.43, criteria most.

(2)   Rest Room for Mean 2.54 and S.D. 0.59, criteria medium.

(3)   Aisle for Mean 2.26 and S.D.0.57, criteria medium.

(4)   Fire exit for Mean 2.37 and S.D.0.60, criteria medium.

The Statistics of Ticket (Appendix C, Table C.12)

All of the audiences give rating scale in ticket factor for Mean 2.38 and S.D. 0.5478, so ticket factor effects on audiences decided medium. In each component of this factor is presented in the rating below:

(1)   Price for Mean 2.47 and S.D.0.58, criteria medium.

(2)   Discount for Mean 2.29 and S.D. 0.65, criteria medium.

The Statistics of circumstance (Appendix C, Table C.13)

The audiences give rating scale in circumstance factor for Mean 1.9496 and S.D. 0.4191, so circumstance factor effects on audiences decided medium. In each component of this factor is presented in the rating below:

(1)   Restaurant for Mean 2.40 and S.D.0.59, criteria medium.

(2)   Games for Mean 1.75 and S.D. 0.66, criteria medium.

(3)   Bowling for Mean 1.70 and S.D.0.64, criteria medium.

(4)   Bookstore for Mean 2.01 and S.D.0.60, criteria medium.

(5)   Media shop for Mean 1.94 and S.D. 0.62, criteria medium.

(6)   Snack bar for Mean 2.00 and S.D.0.67, criteria medium.

(7)   Apparel for Mean 1.85 and S.D.0.71, criteria medium.

The Percentage of thinking that theater should be improved or not (Appendix C, Table C.14)

Most of the respondent in the sample thinks that theater should be improved 306 or 76.5% of total 400 respondents.

The Percentage of something that the theater should be improved (Appendix C, Table C.15)

Most of the audience (from 306 aundiences) in the sample thinks that theater should be improved as suggested below:

(1)   The first is price of ticket for 165 or 53.9%.

(2)   The second is cleanliness for 135 or 44.1%.

(3)   The third is parking lot for 133 or 43.5%.

The Percentage of the best group of theater (Appendix C, Table C.16)

Most of the respondent thinks that group of the Grand EGV (Discovery) is the best theater for 175 or 43.8% of total 400 respondents.

The Percentage of Normal Seat ticket's price (Appendix C, Table C.17)

Most of the respondent in the sample thinks that price of Normal Seat Theater should be 80 Bahts for 192 or 48% of total 400 respondents.

45

The Percentage of Honey Moon Seat 's price (Appendix C, Table C.18)

Most of the respondent in the sample thinks that price of Honey Moon Seat Theater should be 120 Bahts for 314 or 78.5% of total 400 respondents.

The Percentage of Gold Class ticket's price (Appendix C, Table C.19)

Most of the people from research survey think that price of Gold Class Theater should be 200 Bahts for 304 or 76.0% of total 400 audiences.

The Percentage of person that the audiences prefer to go with (Appendix C, Table C.20)

Most of the people in the sample prefer to go to see the movie with friends for 188 or 47.0% of total 400 audiences.

The Percentage of frequency that the audiences go to see the movie (Appendix C, Table C.21)

Most of the people in research survey go to see the movie once in a while for 117 or 29.3% of total 400 audiences.

The Percentage of day that the audiences prefer to see the movie (Appendix C, Table C.22)

Most of the people from research survey prefer to see the movie on Saturday - Sunday for 248 or 62.0% of total 400 audiences.

The Percentage of time that the audiences prefer to see the movie (Appendix C, Table C.23)

Most of the people from research survey prefer to see the movie at 3.01 p.m. - 6.00 p.m. for 147 or 35.3% of total 400 audiences.

The Percentage of frequency that the audiences buy the snack (Appendix C, Table C.24)

Most of the respondent in the sample buys the snack sometimes for 244 or 61.0% of total 400 respondents.

The Percentage of activity that the audiences like to do before/ after they go to see the movie (Appendix C, Table C.25)

Most of the audience from research survey likes to eating for 324 or 81.0%, to shopping for 174 or 43.5% and to meeting for 145 or 36.3% of total 400 audiences before / after to see the movie.

The Percentage of information of movie theater (Appendix C, Table C.26)

Most of the people in the sample are informed the information from newspaper for 293 or 73.3%, from free TV for 269 or 67.3% and from theater for 218 or 54.5% of total 400 audiences.

The Percentage of others ways if the audiences cannot go to see the movie (Appendix C, Table C.27)

If they cannot go to see the movie, they prefer to see it from VCD for 259 or 64.8%, from VDO for 218 or 54.5% and from cable TV for 147 or 36.8% of total 400 audiences.

(b)   The Pearson Chi-square Result

The relationship between gender and type of theater (Appendix C, Table C.28)

Most of the people who are male and female like to see the movie at Multiplex for 83 or 20.8% and for 125 or 31.1% respectively. The result from Chi-square test is 0.521, which is more than significance 0.05.

47

Therefore, it presents that gender does not relate with type of theater that they like to see the movie.

The relationship between gender and group of the theater (Appendix C, Table C.29)

All of the people who are male and female think that the best group of theater is Grand EGV for 68 or 17.0% and for 107 or 26.8% respectively. The result from Chi-square test is 0.536, which is more than significance 0.05. So, it presents that gender does not relate with their opinion what group of the theater is the best one.

The relationship between gender and Normal Seat ticket's price (Appendix C, Table C.30)

Most of the people who are male and female think that price of Normal Seat Theater should be 80 Bahts for 80 or 20.0% and for 112 or 28.0% respectively. The result from Chi-square test is 0.167, which is more than significance 0.05. Therefore, it presents that gender does not relate with price of Normal Seat Theater.

The relationship between gender and Honey Moon Seat ticket's price (Appendix C, Table C.31)

Most of the people who are male and female think that price of Honey Moon Seat Theater should be 120 Bahts for 108 or 27.0% and for 206 or 51.5% respectively. The result from Chi-square test is 0.013, which is less than significance 0.05. Therefore, it presents that gender relates with price of Honey Moon Seat Theater.

The relationship between gender and Gold Class ticket's price (Appendix C, Table C.32)

Male and female think that price of Gold Class Theater should be 200 Bahts for 103 or 25.8% and for 201 or 50.3% respectively. The result from Chi-square test is 0.044, which is more than significance 0.05. So, it presents that gender relates with price of Gold Class Theater.

The relationship between gender and person that the audiences prefer to go with (Appendix C, Table C.33)

All of the people who are male and female prefer to see the movie with friend for 60 or 15.0% and for 128 or 32.0% respectively. The result from Chi-square test is 0.001, which is less than significance 0.05. So, it presents that gender relates with who they prefer to see the movie.

The relationship between gender and frequency that the audiences go to see the movie (Appendix C, Table C.34)

Male and female go to see the movie two times per month for 45 or 11.3% and once in a while for 79 or 19.8% respectively. The result from Chi-square test is 0.221, which is more than significance 0.05. Therefore, it presents that gender does not relate with how often they go to see the movie.

The relationship between gender and day that the audiences prefer to see the movie (Appendix C, Table C.35)

Male and female prefer to see the movie on Saturday –Sunday for 88 or 22.0% and for 160 or 40.0% respectively. The result from Chi-square test is 0.432, which is more than significance 0.05. So, it presents that gender does not relate with which day they prefer to see the movie.

The relationship between gender and time that the audiences prefer to see the movie (Appendix C, Table C.36)

Male and female prefer to see the movie at 6.01p.m. - 9.00p.m. for 56 or 14.0% and for 85 or 21.3% respectively. The result from Chi-square test is 0.696, which is more than significance 0.05. So, it presents that gender does not relate with the time that they prefer to see the movie.

The relationship between gender and frequency that the audiences buy the snack (Appendix C, Table C.37)

Most of the people who are male and female buy snack sometimes for 92 or 23.0% and for 152 or 38.0% respectively. The result from Chi-square test is 0.691, which is more than significance 0.05. So, it presents that gender does not relate with how often they buy the snack.

The relationship between gender and type of theater that the audiences like to see the movie (Appendix C, Table C.38)

Most of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years like to see the movie at Cineplex for 8 or 2.0%, at Multiplex for 70 or 17.5%, for 120 or 30.0% and for 13 or 3.3% respectively. The result from Chi-square test is 0.601, which is more than significance 0.05. So, it presents that age does not relate with what type of theater they like to see the movie.

The relationship between age and group of the theater (Appendix C, Table C.39)

Most of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years think that the best group of theater is Grand EGV for 7 or 1.8%, for 59 or 14.8%, for 102 or 25.5% and for 7 or 4.8% respectively. The

result from Chi-square test is 0.119, which is more than significance 0.05. So, it presents that age does not relate with their opinion what group of the theater is the best one.

The relationship between age and Normal Seat ticket's price (Appendix C, Table C.40)

All of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years think that price of Normal Seat Theater should be 80 Bahts for 8 or 2.0%, for 62 or 15.5%, for 111 or 27.8% and for 11 or 2.8% respectively. The result from Chi-square test is 0.338, which is more than significance 0.05. Therefore, it presents that age does not relate with price of Normal Seat Theater.

The relationship between age and Honey Moon Seat ticket's price (Appendix C, Table C.41)

Most of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years think that price of Honey Moon Seat should be 120 Bahts for 8 or 2.0%, for 105 or 26.3%, for 181 or 45.3% and for 20 or 5.1% respectively. The result from Chi-square test is 0.072, which is more than significance 0.05. So, it presents that age does not relate with price of Honey Moon Seat Theater.

The relationship between age and Gold Class ticket's price (Appendix C, Table C.42)

The people who age below 18 years, 18-24 years, 25-35 years and over 35 years think that price of Gold Class Theater should be 200 Bahts for 8 or 2.0%, for 99 or 24.8%, for 180 or 45.0% and for 17 or 4.3% respectively. The result from Chi-square test is 0.065, which is more than

significance 0.05. So, it presents that age does not relate with price of Gold Class Theater.

The relationship between age and person that the audiences prefer to go with (Appendix C, Table C.43)

The people who age below 18 years, 18-24 years, 25-35 years and over 35 years prefer to see the movie with friend for 9 or 2.3%, for 62 or 15.5%, for 110 or 27.5% and with boyfriend / girlfriend for 8 or 2.0% respectively. The result from Chi-square test is 0.001, which is less than significance 0.05. So, it presents that age relates with whom they prefer to see the movie.

The relationship between age and frequency that the audiences go to see the movie (Appendix C, Table C.44)

The people who age below 18 years, 18-24 years, 25-35 years and over 35 years go to see the movie once in a while for 5 or 1.3%, two times per month for 40 or 10.0%, once in a while for 66 or 16.5% and for 13 or 3.3% respectively. The result from Chi-square test is 0.437, which is more than significance 0.05. Therefore, it presents that age does not relate with how often they go to see the movie.

The relationship between age and day that the audiences prefer to see the movie (Appendix C, Table C.45)

the people who age below 18 years, 18-24 years, 25-35 years and over 35 years prefer to see the movie on Saturday-Sunday for 7 or 1.8%, for 66 or 16.5%, for 156 or 39.0% and for 19 or 4.8% respectively. The result from Chi-square test is 0.023, which is less than significance 0.05. So, it presents that age relates with which day they prefer to see the movie.

52

The relationship between age and time that the audiences prefer to see the movie (Appendix C, Table C.46)

Most of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years prefer to see the movie at 3.01 p.m.-6.00 p.m. for 6 or 1.5%, for 45 or 11.3%, at 6.01 p.m.-9.00 p.m. for 97 or 24.3% and at 3.01 p.m.-6.00 p.m. for 10 or 2.5% respectively. The result from Chi-square test is 0.028, which is less than significance 0.05. So, it presents that age relates with what time they prefer to see the movie.

The relationship between age and frequency that the audiences buy the snack (Appendix C, Table C.47)

Most of the people who age below 18 years, 18-24 years, 25-35 years and over 35 years buy snack sometimes for 7 or 1.8%, for 88 or 22.0%, for 135 or 33.8% and for 14 or 3.5%. The result from Chi-square test is 0.062, which is more than significance 0.05. Therefore, it presents that age does not relate with how often they buy the snack.

The relationship between education and type of theater (Appendix C, Table C.48)

Most of the people who have lower than Bachelor degree, Bachelor Degree and higher than Bachelor Degree like to see the movie at Cineplex for 27 or 6.8%, at Multiplex for 139 or 34.8% and for 43 or 10.8% respectively. The result from Chi-square test is 0.358, which is more than significance 0.05. So, it presents that education does not relate with what type of theater they like to see the movie.

The relationship between education and group of the theater (Appendix C, Table C.49)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree think that the best group of theater is Major for 28 or 7.0%, Grand EGV for 107 or 26.8% and for 45 or 11.3% respectively. The result from Chi-square test is 0.272, which is more than significance 0.05. Therefore, it presents that education does not relate with their opinion what group of the theater is the best one.

The relationship between and education and Normal Seat ticket's price (Appendix C, Table C.50)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree think that price of Normal Seat Theater should be 80 Bahts for 36 or 9.0%, for 115 or 28.8% and for 41 or 10.3% respectively. The result from Chi-square test is 0.190, which is more than significance 0.05. So, it presents that education does not relate with price of Normal Seat Theater.

The relationship between education and Honey Moon Seat ticket's price (Appendix C, Table C.51)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree think that price of Honey Moon Seat Theater should be 120 Bahts for 45 or 11.3%, for 196 or 49.0% and for 73 or 18.3% respectively. The result from Chi-square test is 0.758, which is more than significance 0.05. So, it presents that education does not relate with price of Honey Moon Seat Theater.

The relationship between education and Gold Class ticket's price (Appendix C, Table C.52)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree think that price of Gold Class Theater should be 200 Bahts for 47 or 11.8%, for 185 or 46.3% and for 72 or 18.0% respectively. The result from Chi-square test is 0.254, which is more than significance 0.05. So, it presents that education does not relate with price of Gold Class Theater.

The relationship between education and person that the audiences prefer to go with (Appendix C, Table C.53)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree prefer to see the movie with friend for 28 or 7.0%, for 113 or 28.3% and for 47 or 11.8% respectively. The result from Chi-square test is 0.020, which is less than significance 0.05. So, it presents that education relates with whom they prefer to see the movie.

The relationship between education and frequency that the audiences go to see the movie (Appendix C, Table C.54)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree go to see the movie once in a while for 26 or 6.5%, for 74 or 18.5% and two times per month for 26 or 6.5% respectively. The result from Chi-square test is 0.147, which is more than significance 0.05. Therefore, it presents that education does not relate with how often they go to see the movie.

The relationship between education and day that the audiences prefer to see the movie (Appendix C, Table C.55)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree prefer to see the movie on Saturday – Sunday for 47 or 11.8%, for 143 or 35.8% and for 58 or 14.5% respectively. The result from Chi-square test is 0.157, which is more than significance 0.05. So, it presents that education does not relate with which day they prefer to see the movie.

The relationship between education and time that the audiences prefer to see the movie (Appendix C, Table C.56)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree prefers to see the movie at 6.01p.m. - 9.00 p.m. for 47 or 11.8%, at 3.01p.m. - 6.00p.m. for 81 or 20.3% and at 6.01p.m. - 9.00p.m. for 34 or 8.5% respectively. The result from Chi-square test is 0.703, which is more than significance 0.05. So, it presents that education does not relate with what time they prefers to see the movie.

The relationship between education and frequency that the audiences buy the snack (Appendix C, Table C.57)

Most of the people who have lower than Bachelor, Bachelor Degree and higher than Bachelor Degree buy snack sometimes for 34 or 8.5%, for 152 or 38.0% and for 58 or 14.5% respectively. The result from Chi-square test is 0.131, which is more than significance 0.05.So, it presents that education does not relate with how often they buy the snack.

The relationship between occupation and type of theater (Appendix C, Table C.58)

Most of the people who are students, officers, employees, ownership, housewives and freelances like to see the movie at Cineplex for 36 or 9.0%, at Multiplex for 19 or 4.8%, for 137 or 34.3%, for 8 or 2.0%, at Cineplex for 5 or 1.3% and for 11 or 2.8% respectively. The result from Chi-square test is 0.007, which is less than significance 0.05. So, it presents that occupation relates with what type of theater they like to see the movie.

The relationship between occupation and the best group of theater (Appendix C, Table C.59)

Most of the people who are students, officers, employees, ownership, housewives and freelances think that the best group of theater is Grand EGV for 37 or 9.3%, Grand EGV and Major for 17 or 4.3%, Grand EGV for 106 or 26.5%, Major for 10 or 2.5%, for 5 or 1.3% and Grand EGV for 7 or 1.8% respectively. The result from Chi-square test is 0.031, which is less than significance 0.05. Therefore, it presents that occupation relates with their opinion what group of the theater is the best one.

The relationship between occupation and Normal Seat ticket's price (Appendix C, Table C.60)

The people who are students, officers, employees, ownership, housewives and freelances thinking that price of Normal Seat Theater should be 80 Bahts for 37 or 9.3%, 70 Bahts for 24 or 6.0%, 80 Bahts for 115 or 28.8%, 9 or 2.3%, for 5 or 1.3% and for 9 or 2.3% respectively. The result from Chi-square test is 0.896, which is more than significance 0.05.

So, it presents that occupation does not relate with price of Normal Seat Theater.

The relationship between occupation and Honey Moon Seat ticket's price (Appendix C, Table C.61)

The people who are students, officers, employees, ownership, housewives and freelances thinking that price of Honey Moon Seat Theater should be 120 Bahts for 53 or 13.3%, for 36 or 9.0%, for 192 or 48.0%, for 16 or 4.0%, for 5 or 1.3% and for 12 or 3.0% respectively. The result from Chi-square test is 0.091, which is more than significance 0.05. Therefore, it presents that occupation does not relate with price of Honey Moon Seat Theater.

The relationship between occupation and Gold Class ticket's price (Appendix C, Table C.62)

Most of the people who are students, officers, employees, ownership, housewives and freelances thinking that price of Gold Class Theater should be 200 Bahts for 52 or 13.0%, for 32 or 8.0%, for 186 or 46.5%, for 14 or 3.5%, for 6 or 1.5% and for 14 or 3.5% respectively. The result from Chi-square test is 0.778, which is more than significance 0.05. Therefore, it presents that occupation does not relate with price of Gold Class Theater.

The relationship between occupation and person that the audiences prefer to go with (Appendix C, Table C.63)

The people who are students, officers, employees, ownership, housewives and freelances prefer to see the movie with friend for 37 or 9.3%, for 24 or 6.0%, for 110 or 27.5%, with boyfriend / girlfriend for 8 or 2.0%, with family for 3 or 0.8% and with friend for 9 or 2.3% respectively.

58

The result from Chi-square test is 0.122, which is more than significance 0.05. So, it presents that occupation does not relate with whom they prefer to go with.

The relationship between occupation and frequency that the audiences go to see the movie (Appendix C, Table C.64)

The people who are students, officers, employees, ownership, housewives and freelances go to see the movie once in a while for 23 or 5.8%, for 16 or 4.0%, two times per month for 66 or 16.5%, for 8 or 2.0%, once in a while for 3 or 0.8% and for 8 or 2.0% respectively. The result from Chi-square test is 0.495, which is more than significance 0.05. So, it presents that occupation does not relate with how often they go to see the movie.

The relationship between occupation and day that the audiences prefer to see the movie (Appendix C, Table C.65)

Most of the people who are students, officers, employees, ownership, housewives and freelances prefer to see the movie on Saturday-Sunday for 26 or 6.5%, for 33 or 8.3%, for 165 or 41.3%, on Saturday-Sunday and Monday-Thursday for 8 or 2.0%, on Saturday-Sunday for 5 or 1.3% and for 11 or 2.8% respectively. The result from Chi-square test is 0.000, which is less than significance 0.05. So, it presents that occupation relates with which day they prefer to see the movie.

The relationship between occupation and time that the audiences prefer to see the movie (Appendix C, Table C.66)

Most of the people who are students, officers, employees, ownership, housewives and freelances prefer to see the movie at 3.01 p.m.-6.00 p.m. for

59

30 or 7.5%, at 6.01 p.m.-9.00p.m.for 18 or 4.5%, for 93 or 23.3%, for 8 or 2.0%, at 12.00 p.m.-3.00 p.m. for 4 or 1.0% and at 3.01 p.m.-6.00p.m. and 6.01 p.m.-9.00 p.m. for 6 or 1.5% respectively. The result from Chi-square test is 0.124, which is more than significance 0.05. So, it presents that occupation does not relate with what time they prefer to see the movie.

The relationship between occupation and frequency that the audiences buy the snack (Appendix C, Table C.67)

Most of the people who are students, officers, employees, ownership, housewives and freelances buy snack sometimes for 51 or 12.8%, for 21 or 5.3%, for 151 or 31.8%, for 12 or 3.0%, for 4 or 1.0% and for 5 or 1.3% respectively. The result from Chi-square test is 0.067, which is more than significance 0.05. So, it presents that occupation does not relate with how often they buy the snack.

The relationship between income and type of theater (Appendix C, Table C.68)

All of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts like to see the movie at Multiplex for 70 or 17.5%, for 77 or 19.3%, for 37 or 9.3% and for 24 or 6.0% respectively. The result from Chi-square test is 0.904, which is more than significance 0.05. So, it presents that income does not relate with what type of theater they like to see the movie.

The relationship between income and the best group of the theater (Appendix C, Table C.69)

The people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts think that the best

group of theater is Grand EGV for 59 or 14.8%, for 73 or 18.3%, for 29 or 7.3% and for 14 or 3.5% respectively. The result from Chi-square test is 0.637, which is more than significance 0.05. So, it presents that income does not relate with their opinion what group of the theater is the best one.

The relationship between income and Normal Seat ticket's price (Appendix C, Table C.70)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts think that price of Normal Seat Theater should be 80 Bahts for 68 or 17.0%, for 79 or 19.8%, for 31 or 7.8% and 70 Bahts for 15 or 3.8% respectively. The result from Chi-square test is 0.247, which is more than significance 0.05. So, it presents that income does not relate with price of Normal Seat Theater.

The relationship between income and Honey Moon Seat ticket's price (Appendix C, Table C.71)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts think that price of Honey Moon Seat should be 120 Bahts for 111 or 27.8%, for 126 or 31.5%, for 52 or 13.0% and for 25 or 6.3% respectively. The result from Chi-square test is 0.974, which is more than significance 0.05. Therefore, it presents that income does not relate with price of Honey Moon Seat.

The relationship between income and Gold Class ticket's price (Appendix C, Table C.72)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts think that price of Gold Class Theater should be 200 Bahts for 109 or 27.3%, for 121

61

or 30.3%, for 53 or 13.3% and for 21 or 5.3% respectively. The result from Chi-square test is 0.110, which is more than significance 0.05. Therefore, it presents that income does not relate with price of Gold Class Theater.

The relationship between income and person that the audiences prefer to go with (Appendix C, Table C.73)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts prefer to see the movie with friend for 76 or 19.0%, for 71 or 17.8%, for 27 or 6.8% and for 14 or 3.5% respectively. The result from Chi-square test is 0.022, which is less than significance 0.05. So, it presents that income relates with whom they prefer to see the movie.

The relationship between income and frequency that the audiences go to see the movie (Appendix C, Table C.74)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts go to see the movie once in a while for 56 or 14.0%, two times per month for 53 or 13.5%, once in a while for 16 or 4.0% and two times per month for 9 or 2.3% respectively. The result from Chi-square test is 0.031, which is less than significance 0.05. So, it presents that income relates with how often they go to see the movie.

The relationship between income and day that the audiences prefer to see the movie (Appendix C, Table C.75)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts prefer to see the movie on Saturday-Sunday for 80 or 20.0%, for 99 or 24.8%, for 50

or 12.5% and for 19 or 4.8% respectively. The result from Chi-square test is 0.382, which is more than significance 0.05. Therefore, it presents that income does not relate with which day they prefer to see the movie.

The relationship between income and time that the audiences prefer to see the movie (Appendix C, Table C.76)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts prefer to see the movie at 6.01 p.m.-9.00 p.m. for 51 or 12.8%, for 52 or 13.0%, at 3.01 p.m.-6.00 p.m. for 27 or 6.8% and at 6.01 p.m.-9.00 p.m. for 13 or 3.3% respectively. The result from Chi-square test is 0.467, which is more than significance 0.05. So, it presents that income does not relate with what time they prefer to see the movie.

The relationship between income and frequency that the audiences buy the snack (Appendix C, Table C.77)

Most of the people who have income below 10,000 Bahts, 10,000-20,000 Bahts, 20,001-30,000 Bahts and more than 30,000 Bahts buy snack sometimes for 82 or 20.5%, for 104 or 26.0%, for 39 or 9.8% and for 19 or 4.8%. The result from Chi-square test is 0.282, which is more than significance 0.05. So, it presents that income does not relate with how often they buy the snack.

Results of the Findings

After data collection and analysis, the researcher has concluded the findings as follows:

(1) The behavior of audience

The respondents of this study consisted of 151 male and 249 female. The majorities of audiences think that Multiplex is preferable type of theater and prefer to see the movie at Grand EGV (Discovery) and think that theater should be improved in price of ticket, cleanliness and booking ticket system. They think that Grand EGV Discovery is the best group of theater and the price of Normal Seat, Honey Moon Seat and Gold Class Seat should be 80 Bahts, 120 Bahts and 200 Bahts respectively. They prefer to see the movie once in a while with their friends at 6.01 p.m. to 9.00 p.m. on Saturday and Friday and sometimes like to buy the snack.

However, eating is the activity that they would like to do before and after they go to see the movie. Furthermore, they know the information of the movie theater from newspaper and if they cannot go to see the movie, they prefer to see the movie from VCD.

Gender, age, education and income have a relationship with whom they prefer to see the movie and the price of Honey Moon Seat Theaters and Gold Class Seat are also related with gender. However, age and occupation are correlative with which day they prefer to see the movie and age is correlative with what time they prefer to see the movie. Income is also related with how often they go to see the movie.

Furthermore, occupation has relationship with what type of theater they like to see the movie and with what group of the theater is the best one.

(2) The factors that effect the decision of audience

For service factor, the audiences give the importance for every factor especially show time. Because they can select the movie that they want to

64

see at any time and the queuing is also the important factor that audiences concern in selecting the theater to see the movie.

For location factor, most audiences go to see the movie concerning about their safety, parking space and time for travel. Nowadays, Thailand has many theaters to select for seeing the movie; therefore they have more choice in selecting the theater. And they tend to select the theater that can provide them the most safety comfort and taking a few times for travel.

For technology factor, the sound and sharpness system of the theater is the most important factor that the audiences select the theater for seeing the movie. Therefore, the entrepreneurs have to use the high technology system in all equipment.

For component factor, the convenient of seat is the important factor that the audiences concern because they prefer to have the comfortable seat. Presently, the safety exit and the restroom are also important to select the theater for seeing the movie. The existing players always try to improve their facility to satisfy the consumer's need.

For price factor, the price of tickets is the most important factor that the audiences consider when seeing the movie. If the theater has the discount such as the movie card or member discounts card for the audience, it is the best way for promoting and the theater can achieve higher revenues.

For circumstance factor, the audiences are not much concerned about the factor of circumstances of the theater but they give a high score for the food services factors, the other factor are not important for them because they think that they go to the theater for seeing the movie. The audience considers other details of the theater more than its circumstances.

65

V.   CONCLUSIONS AND RECOMMENDATIONS

5.1   Research Conclusions

The research "Customer's Attitude of Movie Theater Complex" is about finding the concern of studies about customer behavior and attitudes that affects the movie theater complex, which is located on Siam -Sukhumvit BTS Route.

From the growing rate of Movie Theater business, we can analyze the business that has the effective to Thai social in term of attitude and the behavior of consumer that satisfy for the high technology of theater. As Movie Theater business plays the big role for Thai society, the entrepreneur has to realize the importance of the improvement 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 audiences.

Today's customers are placing greater weight on quality and value in making decisions. Companies need to add value to their products. Old business die and new ones appear due to technological change. Presently, Cineplex and Multiplex play an important role in this market. The best-matched company to the current environmental will be successful. Entrepreneurs should choose one core business in which they have the strengths.

Stand Alone has their strengths to keep their customers. Stand Alone is well known for a long time and some audience still goes to see the movie there. It has a high capacity and widely arranged seats. It is really comfortable and convenient. Audiences prefer comfortable seats with good ventilation. Females like to see the movie at Stand Alone more than males. Stand Alone should choose the movies to match with their target group, according to researchers, most women like to see the romantic movies than other types. They should provide it for them.

The Popular theater is Multiplex. They can expand their market shares in the market quickly. Multiplex offer more than just a number of theaters located in one place. It also provides high quality system and variety of program show. Multiplex get more advantage to locate at the department stores. They can expand their target to the customers of department stores, and they can use market extension. The target group of family is also interesting, and there are many activities for families at the department stores. Sunday is a family day. Entrepreneurs should have a promotion on Sunday for family groups. They should offer the package price for a family. Entrepreneurs do not want to lower its value, and they use other strategy instead of reducing ticket price such as promotion at the fixed period.

United Artists Theaters use differentiate strategy and product extension. Theaters do not mean to show only movie. Theaters can provide other service. Theaters are not full capacity on the weekday. United Artists theaters arrange other services such as meeting service, dynamic presentation and electronic auditoriums to increase revenue. The movie theater could provide powerful big screen image and "entertainment-quality" sound to deliver an effective and memorable message. It is a good strategy but it is not yet well known. United Artist theaters should increase their advertising and promotion also.

According to researchers, the groups who like to see the movie at United Artists have a higher income. United Artists theaters have segmented target group on high income and high education. The theater construction is emphasized on high quality products. So United Artists theaters set the ticket price higher than other movie theaters. The strategy of United Artists Theaters at Emporium is focus. They focus on the higher-level group. A price increase may carry some positive meaning to customers.

Grand EGV uses differentiation strategy. They would like to expand their target group. They offer the luxury and privacy for high-income customers. They offer the Gold Class Theater for them. Furthermore, they also use product extension. The customers can reserve their areas do the party and other activities. Grand EGV should have a joint venture with the game owners. When teenagers win the games, they will get a discount or free tickets.

The concept of SF Cinema City seems to be as Major Cineplex. They would like to offer the Theater City. SF Cinema City is one floor entertainment. They use differentiate strategy. They mixed the strength of Multiplex and Cineplex. It is very successful. They plan to increase theaters in the near future. SF Cinema offers on the decision making of audiences. Most audience of SF Cinema City is teenagers. They like to play bowling, moreover, playing bowling also has a members group. They have more than two players in each group. SF Cinema City and KIM Bowl should have joint venture to pull these targets. They are the same target group.

SF Cinema City also offers the VIP seats. The ticket price is cheaper than Gold Class of Grand EGV provided. SF Cinema City use "me too" strategy. They imitate the strengths both of Grand EGV and Major Cineplex. SF Cinema City should keep their potential customers. They have to improve their service and offer the activities to fit their customers. Most of their customers are teenagers and middle class. Promotion is also vital for their customers.

Cineplex is quite an interesting business. They make their brand to differ from others by isolated from department stores. We should catch the eyes on the movement of Cineplex because they keep growing and expand their market shares. According to researchers, the audiences also like to see the movie at Cineplex. It means that the

68

Major Cineplex begins to have loyal customers. The percentage will go up if they have a good strategy.

Cineplex should have a joint venture with shops, fast food bookstores, snack bar and restaurants. However, they should have the same direction in order to get the same target group. The potential customers of the theater movie are 18-35 years old. These groups can divide into two groups due to different taste. They also have the different activities. The age between 18-24 years old like to eat ice cream, fast food, and so on while 24-35 years old like to shop. Besides eating, the age between 18-24 years old like to play games also. Entrepreneurs should offer the activities to fit their customers. Cineplex also provide major bowl to match these groups, and need to provide the facility and activities to fit their target group.

Both men and women like to see the movies at the theater. According to researchers, they prefer to go the theater with girl/ boy friends approximately 34.3%. So it is not a surprise that why Major Cineplex provide honeymoon seat for them. Major Cineplex would like to differentiate and catch these targets.

As a result of high competition, the entrepreneurs try to differentiate and import new technology in order to expand their target group. For example, the Cineplex system separates from department store. There are many multiplex theaters at the same place. It is more advantageous than multiplex theaters in the department stores, as they can provide more choices for the customers. Entrepreneurs can design the numbers of theater and time show, as they want. The customers do not lose time for waiting and seeing far into the night. Due to time constraints, as department stores, close early the theaters cannot provide time as the Cineplex does. Moreover, more than 50% of the audience like to eat food while they are waiting for seeing the movie. Cineplex can design the useful areas and service for the customers.

5.2   Research Recommendations

Stand Alone should focus on their target group. Their customers are loyalty. Entrepreneurs should offer greater facilitated for them such as free parking. For example, when audiences see the movie at Scala, they can stamp free parking at the fixed period. Moreover, they should have promotion to stimulate the customers to see the movie on weekday. Entrepreneur should offer the discount card in order to increase audiences on weekday.

Sunday is a family day. Entrepreneurs should have a promotion on Sunday for family groups. They should offer the package price for a family. Booking tickets always take a long time when there is a good movie. They should improve their system to take shorter time. There are many theaters provide booking ticket through Internet and Mobile phone. It is quite interesting. It will be popular in the future.

For United Artist, they should have a joint venture with credit cards to offer promotion and convenient for the customers. They might set the maximum collection point and get free ticket.

Grand EGV should always provide the other activities to attract the audiences such as bowling and karaoke.

For SF Cinema City, on the weekday, the audiences like to see the movie after 06.00 p.m. The most potential customers are employed people and students. SF Cinema City should have a promotion to attract their target groups. Entrepreneur should know the potential customers and response the customers' need. The audiences will increase.

Due to limited space, Major Cineplex could not expand parking capacity. The audiences also consider the service and other facilities. They should offer the other services. The audiences prefer to see movies on Saturday and Sunday. Major Cineplex should add the new product for increasing revenue.

The type of theater also has an effect on the decision making of the audience. Now, the audiences prefer to see Multiplex Theater than other types. In view of slightly different ticket price, the audiences get more value and high quality screen system.

Winning companies will be those who can meet customer needs economically and conveniently and with effective communications. A Company would be well advised to fit its product into existing attitudes rather than try to change people's attitudes. Influences such friends also play an important role. A few people go to see the movie alone, so entrepreneurs should consider who the most influential customers are.

Furthermore, marketing communications should aim at supplying belief and evaluations that help the consumers feel good about their brand choice. The ad campaigns should aim for high repetition with short-duration messages.

Although competition is most intense within a target group, there is often rivalry between the groups as well, for several reasons. First, some target group may appeal to overlapping customer groups such as Grand EGV, SF Cinema City and Major Cineplex. They have target group of 18-35 years old. Second, the customers might not see the difference of the product such as sound systems. There are few to separate the difference. Third, each movie theaters try to expand its market share.

Brand switching occurs because of many factors. Attention should be given to the advertising, promotion and activity. This would reflect changes in consumer behaviors, as they prefer incentive packages to have brand image.

Each movie theater must continuously monitor its competitors' strategies. Then, they have to be alert to change in what customers want and to how competitors are revising their strategy to meet these emerging desires. In practice, today's companies must carefully monitor both customers and competitors. The sooner you adjust the better you will be able to compete.

71

The dependent and independent movie theaters have their own competitive advantages and disadvantages. Entrepreneurs should know and convert their advantages to be come their strengths. On the other hand, the competitors should make the weak point of the others to be their strengths.

APPENDIX   A

CHRONOLOGY OF MAJOR HISTORICAL INCIDENTS OF THAI MOVIE AND
THEATER HISTORY

A.1 Chronology of Major Historical Incidents of Thai Movie and Theater History

1895   Lumiere Brothers presented cinematograph invention to the public for the first time in Paris.

1897   First time movie screening as form of entertainment in Thailand.

1900   Prince Sanpasartsupakij was the first cinematographer in Siam.

1904   Japanese brought movies to be screened in Thailand.

1905   Japanese built the first theater in Thailand.

1910   Film-making troupe of Richard Burton Holms came into Thailand to do a documentary on Thai way of life.

1914   The First World War begins.

1916   Pattanakorn Cinematograph Company, the first foreign film Distributor Company in Thailand, was established.

1922   The starting of Parbpayon Siam, first Thai movie magazine.
        Founding of film distributing division of the State Railway Topical Film Service.

1923   Henry McRae and his team came into Thailand to shoot the film "Miss Suvarna".

1927   Run by Wasuwat brothers, Bangkok Picture Company produced "Double Luck", the first Thai movie.

1928   The coming of sound film from Singapore.

1929   Fox Movie Tone came to shoot miscellaneous newsreels.

1930   The Wasuwat brothers started to experiment sound filmmaking.

1933   Opening of Chalermkrung Theater, the first movie house with air-conditioning.

1935	The Wasuwat brothers opened Srikrung Film Studio, the first studio for making sound films in Thailand.
1937	The First Thai 16 mm. Film was "Muang Tong" by Luen Pongsopon.
1938	A group of overseas graduates led by Prince Banubhun founded Thai Film Studio.
1949	16 millimeters "Suparpburus Suathai" (Criminal without Sin) film, directed by Tae Prakas-wudhisarn, was the first Thai Brockbuster film after the World War II.
1953	"Man In The Dark" (Tai Ung Mue Jone) was the first 3-dimension film screened in Thailand at Sala Chalerm Thai movie house.
1954	"Santi-Wena" of Hunuman Film Studio was awarded from an international film Competition at Tokyo. The first Cinemascope film, "The Robe" (Apiniharn Suer Klum), waw screened at Sala Chalerm Thai movie house.
1955	"Boton" was the first Thai film with revenues over one million baht.
1957	The Thai Chamber of Commerce held the Tukkatathong Awards for the first time.
1959	The First 70 millimeters film was on screened.
1960	The First film in Todd AO was on screened.
1962	Mitr Chaibancha and Petchara Chaowarat starred together for the first time in the film "Buntukruk Pimchawee".
1964	The Sub-committee on Promoting Thai Film accepted filmmaking as a national industry.
1970	Rattana Pestonji, a quality filmmaker and asked governmental assistance toward film industry.

Mitr Chaibancha, the most famous film star died from accident during the shooying of "Insee Thong".

1972   The end of 16 millimeters film age.

1974   Due to the global oil crisis, the government ordered to decrease film screening time along movie houses.

1976   The government set a tax wall to block the popularity of foreign films.

1984   The National Film Archive was founded. The emergence of Mini-theater by Charoen Poolworaluk.

1986   The film "Butterfly and Flower" was awarded at an international film competition in Hawaii.

1987   Vijit Kunavudhi was honored as the first guarantee on the title of National Artist on the field of cinema.

1988   The project Thai Films Come Home.

1990   The founding of the Federal of That Associations.

1993   The emergence of movie houses with Multiplex screening system (EGV) in Thailand by Wichai Poolworaluk.

1994   The emergence of Cineplex (Major Cineplex) in Thailand by Wichai Poolworaluk.

1998   The emergence of three dimension screening system (IMAX in Thailand by Wichai Poolworaluk and Cinema Plus from Australia.

1999   Soomsak Taecharattanaprasert known as Sia Chiang of Sahamongkol Film and Suvit Thaongrompo of SF Film Cinema city at 7th floor Mahboonkrong.

APPENDIX   B

QUESTIONNAIRE IN ENGLISH AND IN THAI

Questionnaires of Movie Theater Complex

To study consumer behavior that affects the movie theater complex, which is located on Siam - Sukhumvit BTS Route. It is the part of Project Study, MSCEM of Assumption University.

Please √ in the blank or answer the question

Part 1: Attitude toward the Movie Theater Complex (along Siam - Sukhumvit BTS Route)

1. What type of theater do you like to see the movie?

Type I - Stand Alone is a theater that stands individually, it has seat capacity over 1,000 seats such as Scala and Siam Theater.

Type II - Multiplex is developed from Mini-theater but it uses high technology. It has 6 – 10 theaters in the same location such as Grand EGV, Lido, SF cinema and United Artist (UA).

Type III - Cineplex is similar to multiplex but it is located individually and it is the entertainment complex such as Major Cineplex.

Please choose only one type of theater

❏ **Type I** - Stand Alone	❏ **Type II** - Multiplex	❏ **Type III** - Cineplex
What theater do you like to see the movie? ❍ Scala ❍ Siam	What theater do you like to see the movie? ❍ Grand EGV (Discovery) ❍ Lido ❍ SF Cinema City (MBK) ❍ United Artist (Emporium)	What theater do you like to see the movie? ❍ Major Cineplex (Ekamai) ❍ Major Cineplex (World Trade Center)

2. How do you think that these factors effect you to decide the theater?

    2.1 Location

        1) Traveling ☐ Most ☐ Medium ☐ Few

        2) Parking ☐ Most ☐ Medium ☐ Few

        3) Safety ☐ Most ☐ Medium ☐ Few

    2.2 Services

        1) Politeness of staff ☐ Most ☐ Medium ☐ Few

        2) Reservation ☐ Most ☐ Medium ☐ Few

        3) Queuing ☐ Most ☐ Medium ☐ Few

        4) Show time ☐ Most ☐ Medium ☐ Few

        5) Variety of movie ☐ Most ☐ Medium ☐ Few

    2.3 Technology

        1) Sound System ☐ Most ☐ Medium ☐ Few

        2) Sharpness System ☐ Most ☐ Medium ☐ Few

    2.4 Components of Theater

        1) Convenient seat ☐ Most ☐ Medium ☐ Few

        2) Rest Room ☐ Most ☐ Medium ☐ Few

        3) Aisle ☐ Most ☐ Medium ☐ Few

        4) Fire exit ☐ Most ☐ Medium ☐ Few

    2.5 Ticket

        1) Price ☐ Most ☐ Medium ☐ Few

        2) Discount ☐ Most ☐ Medium ☐ Few

    2.6 Circumstance

        1) Restaurant ☐ Most ☐ Medium ☐ Few

        2) Games ☐ Most ☐ Medium ☐ Few

3) Bowling	❑ Most	❑ Medium	❑ Few
4) Bookstore	❑ Most	❑ Medium	❑ Few
5) Media shop	❑ Most	❑ Medium	❑ Few
6) Snack bar	❑ Most	❑ Medium	❑ Few
7) Apparel	❑ Most	❑ Medium	❑ Few

3. Do you think that the theater should be improved or not?

   ❑ No. **(Skip to question no. 4)**

   ❑ Yes. **(Can choose more than 1)**

      ○ Service   ○ Cleanliness

      ○ Parking Lot   ○ Price of ticket

      ○ Queuing   ○ Booking

      ○ Variety of movie   ○ Others (please specific)…………..

4. In your opinion, which group of the theater is the best one?

   ❑ Grand EGV (Discovery)   ❑ Major Cineplex (Ekamai, World Trade Center)

   ❑ SF Cinema City (MBK)   ❑ United Artist (Emporium)

   ❑ Lido / Siam / Scala (Apex)

5. What price of ticket do you prefer?

   Normal Seat Theater

   ❑ 70 Baht   ❑ 80 Baht

   ❑ 90 Baht   ❑ 100 Baht

   Honey Moon Seat Theater

   ❑ 120 Baht   ❑ 130 Baht

   ❑ 140 Baht   ❑ 150 Baht

Gold Class Theater (Grand EGV)

❏ 200 Baht   ❏ 250 Baht

❏ 300 Baht   ❏ 350 Baht

6. Who do you prefer to go with?

❏ Alone   ❏ Family

❏ Boyfriend / Girlfriend   ❏ Friends

7. How often do you go to see the movie?

❏ More than 1 time per week   ❏ 1 time per week

❏ 3 times per month   ❏ 2 times per month

❏ 1 time per month   ❏ once in a while

8. Which day do you prefer to see the movie?

❏ Monday - Thursday   ❏ Friday

❏ Saturday - Sunday   ❏ Public Holiday

9. What time do you prefer to see the movie?

❏ Before noon   ❏ 12.00 a.m. – 3.00 p.m.

❏ 3.01 p.m. – 6.00 p.m.   ❏ 6.01 p.m. – 9.00 p.m.

❏ 9.01 p.m. – 12 p.m.

10. How often do you buy the snack?

❏ Every time   ❏ Sometimes

❏ Buy only promotion set   ❏ Never

11. What activity would you like to do before / after you go to see the movie? **(Can choose more than 1)**

❏ Eating   ❏ Shopping

❏ Games   ❏ Bowling

❏ Chitchat   ❏ Others (please specific)…………

12. How do you know the information of the Movie Theater? **(Can choose more than 1)**

❏ Free TV   ❏ Cable TV

❏ Radio   ❏ Magazine

❏ Newspaper   ❏ Brochure

❏ Cinema Advertising   ❏ Others (please specific)…………..

13. If you cannot go to see the movie, which way do you prefer to see the movie? **(Can choose more than 1)**

❏ Video   ❏ VCD

❏ DVD   ❏ Cable TV

❏ Internet   ❏ Others (please specific)…………

Part 2: General information

13. Gender

❏ Male   ❏ Female

14. Age

❏ Below 18 years   ❏ 18 – 24 years

❏ 25 – 35 years   ❏ Over 35 years

15. Education

❏ Lower than Bachelor Degree   ❏ Bachelor Degree

❏ Higher than Bachelor Degree

16. Occupation

❏ Student   ❏ Officer

❏ Employee   ❏ Ownership

❏ Housewife   ❏ Others (please specific)…………..

17. Income / month

❏ Below 10,000 Baht   ❏ 10,000 – 20,000 Baht

❏ 20,001 – 30,000 Baht   ❏ More than 30,000 Baht

*****Thank you very much for your cooperation*****

แบบสอบถามความคิดเห็นและทัศนคติต่อการเลือกโรงภาพยนตร์

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการทำวิจัยเรื่อง "พฤติกรรมผู้บริโภคที่มีผลต่อการเลือกโรง ภาพยนตร์ ซึ่งตั้งอยู่ตลอดเส้นทางรถไฟฟ้าสยาม – สุขุมวิท" ของนักศึกษาปริญญาโท คณะ Computer and Engineering Management มหาวิทยาลัยอัสสัมชัญ ผู้วิจัยขอความกรุณาท่านในการตอบแบบสอบถาม ทุกข้อตามความเป็นจริง

คำชี้แจง กรุณาทำเครื่องหมาย √ ในช่องว่าง

ส่วนที่ 1 ความคิดเห็นและทัศนคติต่อการเลือกโรงภาพยนตร์ (ตลอดเส้นทางรถไฟฟ้าสยาม – สุขุมวิท)

1. โรงภาพยนตร์ประเภทใดที่ท่านเลือกชม <u>บ่อยที่สุด</u>?

   ประเภทที่ 1 แสตนด์ อะโลน คือ โรงภาพยนตร์ที่ตั้งอยู่เดี่ยวๆ สามารถจุคนดูได้มากกว่า 1,000 ที่นั่ง เช่น สกาล่า, สยาม เป็นต้น

   ประเภทที่ 2 มัลติเพล็กซ์ คือ โรงภาพยนตร์ที่พัฒนามาจากโรงภาพยนตร์มินิเธียเตอร์ (ซึ่งอาจตั้งอยู่ใน ห้างสรรพสินค้า) แต่ใช้เทคโนโลยีที่สูงกว่า และมีจำนวนโรงภาพยนตร์ 6 - 10 โรงในบริเวณเดียวกัน เช่นแก รนด์ อีจีวี,เอสเอฟ ซินม่า ซิตี้, ลิโด้และยูไนเต็ด อาร์ติสท์ เป็นต้น

   ประเภทที่ 3 ซีนีเพล็กซ์ คือ โรงภาพยนตร์ที่มีลักษณะคล้ายโรงภาพยนตร์มัลติเพล็กซ์ (มีโรงภาพ ยนตร์ 6 - 10 โรงในบริเวณเดียวกัน) แต่เป็นคอมเพล็กซ์ซึ่งตั้งอยู่เดี่ยวๆ และมีร้านค้า ร้านอาหารหลาย ประเภทตั้งอยู่ในคอมเพล็กซ์นั้นด้วย เช่น เมเจอร์ ซีนีเพล็กซ์ เป็นต้น

   กรุณาเลือกประเภทของโรงภาพยนตร์เพียงประเภทเดียวเท่านั้น

❏ *ประเภทที่ 1* แสตนด์ อะโลน	❏ *ประเภทที่ 2* มัลติเพล็กซ์	❏ *ประเภทที่ 3* ซีนีเพล็กซ์
โรงภาพยนตร์ใดที่ท่านไปชม <u>บ่อยที่สุด</u>	โรงภาพยนตร์ใดที่ท่านไปชม <u>บ่อยที่ สุด</u>	โรงภาพยนตร์ใดที่ท่านไป ชม <u>บ่อยที่สุด</u>
◯ สกาล่า ◯ สยาม	◯ แกรนด์ อีจีวี ดิสค่อฟเวอร์รี่) ◯ ลิโด้ ◯ เอสเอฟ ซิเนม่า ซิตี้ (มาบุญ ครอง) ◯ ยูไนเต็ด อาร์ติสท์ (เอ็มโพเรี่ยม)	◯ เมเจอร์ ซีนีเพล็กซ์ (เอกมัย) ◯ เมเจอร์ ซีนีเพล็กซ์ (เวิลด์เทรด)

2. ปัจจัยเหล่านี้มีอิทธิพลต่อท่านในการตัดสินใจเลือกโรงภาพยนตร์อย่างไร?

2.1 การบริการ

1) มารยาทพนักงาน	❏ มาก	❏ ปานกลาง	❏ น้อย
2) การจองตั๋วภาพยนตร์	❏ มาก	❏ ปานกลาง	❏ น้อย
3) การเข้าคิวซื้อตั๋ว	❏ มาก	❏ ปานกลาง	❏ น้อย
4) รอบเวลาที่ฉาย	❏ มาก	❏ ปานกลาง	❏ น้อย
5) จำนวนเรื่องที่ฉาย	❏ มาก	❏ ปานกลาง	❏ น้อย

2.2 สถานที่ตั้ง

1) การเดินทาง	❏ มาก	❏ ปานกลาง	❏ น้อย
2) ที่จอดรถ	❏ มาก	❏ ปานกลาง	❏ น้อย
3) ความปลอดภัย	❏ มาก	❏ ปานกลาง	❏ น้อย

2.3 เทคโนโลยี

1) ระบบเสียง	❏ มาก	❏ ปานกลาง	❏ น้อย
2) ความคมชัดของภาพ	❏ มาก	❏ ปานกลาง	❏ น้อย

2.4 ส่วนประกอบของโรงภาพยนตร์

1) เบาะนั่ง	❏ มาก	❏ ปานกลาง	❏ น้อย
2) ห้องน้ำ	❏ มาก	❏ ปานกลาง	❏ น้อย
3) ทางเดิน	❏ มาก	❏ ปานกลาง	❏ น้อย
4) ทางหนีไฟ	❏ มาก	❏ ปานกลาง	❏ น้อย

2.5 ตั๋วภาพยนตร์

1) ราคา	❏ มาก	❏ ปานกลาง	❏ น้อย
2) ส่วนลด	❏ มาก	❏ ปานกลาง	❏ น้อย

2.6 สภาพแวดล้อม

1) ร้านอาหาร	❏ มาก	❏ ปานกลาง	❏ น้อย
2) เกมส์	❏ มาก	❏ ปานกลาง	❏ น้อย
3) โบว์ลิ่ง	❏ มาก	❏ ปานกลาง	❏ น้อย
4) ร้านหนังสือ	❏ มาก	❏ ปานกลาง	❏ น้อย
5) ร้านมีเดียต่างๆ	❏ มาก	❏ ปานกลาง	❏ น้อย
6) ร้านขนมขบเคี้ยว	❏ มาก	❏ ปานกลาง	❏ น้อย
7) ร้านเสื้อผ้า	❏ มาก	❏ ปานกลาง	❏ น้อย

3. ท่านคิดว่าในปัจจุบันโรงภาพยนตร์ควรจะปรับปรุงอีกหรือไม่

    ❏ ไม่ต้องปรับปรุงแล้ว (ข้ามไปตอบข้อ 4)

    ❏ ควรปรับปรุง (เลือกตอบได้มากกว่า 1 ข้อ)

        ◯ การบริการ   ◯ ความสะอาด

        ◯ ที่จอดรถ   ◯ ราคาตั๋วภาพยนตร์

        ◯ การเข้าคิวซื้อตั๋ว   ◯ การจองตั๋วภาพยนตร์

        ◯ จำนวนเรื่องที่ฉาย   ◯ อื่นๆ (โปรดระบุ)……………………………

4. ในความคิดเห็นของท่าน โรงภาพยนตร์ในเครือใด <u>ดีที่สุด</u> ?

    ❏ เครือแกรนด์ อีจีวี ดิสคอฟเวอร์รี่)   ❏ เครือเมเจอร์ ซีนีเพล็กซ์ (เอกมัย, เวิล์ดเทรด)

    ❏ เครือเอสเอฟ ซิเนม่า ซิตี้ (มาบุญครอง)   ❏ เครือยูไนเต็ด อาร์ติสท์ (เอ็มโพเรี่ยม)

    ❏ เครือเอเพล็กซ์ (ลิโด้ / สยาม / สกาล่า)

5. ท่านคิดว่าตั๋วภาพยนตร์ควรมี <u>ราคาเท่าใด?</u> (สำหรับที่นั่งในแต่ละประเภท)

    Normal Seat Theater

    ❏ 70 บาท   ❏ 80 บาท

    ❏ 90 บาท   ❏ 100 บาท

    Honey Moon Seat Theater

    ❏ 120 บาท   ❏ 130 บาท

    ❏ 140 บาท   ❏ 150 บาท

    Gold Class Theater (Grand EGV)

    ❏ 200 บาท   ❏ 250 บาท

    ❏ 300 บาท   ❏ 350 บาท

6. ท่านไปชมภาพยนตร์กับใคร <u>บ่อยที่สุด?</u>

    ❏ คนเดียว   ❏ ครอบครัว

    ❏ แฟน   ❏ เพื่อน

7. ท่านชมภาพยนตร์โดยเฉลี่ย <u>บ่อยแค่ไหน?</u>

    ❏ มากกว่า 1 ครั้งต่อสัปดาห์   ❏ สัปดาห์ละครั้ง

    ❏ เดือนละ 3 ครั้ง   ❏ เดือนละ 2 ครั้ง

    ❏ เดือนละครั้ง   ❏ นานๆ ครั้ง

8. ท่านชมภาพยนตร์วันใด <u>บ่อยที่สุด?</u>

    ❏ วันจันทร์ - วันพฤหัสบดี   ❏ วันศุกร์

    ❏ วันเสาร์ - วันอาทิตย์   ❏ วันหยุดนักขัตฤกษ์

9. ท่านชมภาพยนตร์ช่วงเวลาใด <u>บ่อยที่สุด</u> ?

❏ ก่อน 12.00 น.   ❏ 12.01 – 15.00 น.
❏ 15.01 – 18.00 น.   ❏ 18.01 – 21.00 น.
❏ 21.01 – 24.00 น.

10. ในการชมภาพยนตร์ท่านซื้อขนมขบเคี้ยว <u>บ่อยแค่ไหน?</u>

❏ ซื้อทุกครั้ง   ❏ ซื้อเป็นบางครั้ง
❏ ซื้อเฉพาะช่วงที่มีโปรโมชั่น   ❏ ไม่เคยซื้อเลย

11. กิจกรรมใดที่ท่านมักจะทำก่อนหรือ/และหลังชมภาพยนตร์? (ตอบได้มากกว่า 1 ข้อ)

❏ รับประทานอาหาร   ❏ ชอปปิ้ง
❏ เล่นเกมส์   ❏ โยนโบว์ลิ่ง
❏ พบปะ / พูดคุยกัน   ❏ อื่นๆ (โปรดระบุ)...............................

12. ท่านได้รับข่าวสารเกี่ยวกับภาพยนตร์จากแหล่งใด? (ตอบได้มากกว่า 1 ข้อ)

❏ โฆษณาทางโทรทัศน์   ❏ เคเบิ้ลทีวี
❏ วิทยุ   ❏ นิตยสาร
❏ หนังสือพิมพ์   ❏ ใบปลิว
❏ โฆษณาทางโรงภาพยนตร์   ❏ อื่นๆ (โปรดระบุ)...............................

13. นอกจากการชมภาพยนตร์จากโรงภาพยนตร์ ท่านเลือกที่จะชมภาพยนตร์จากแหล่งใด? (ตอบได้มากกว่า 1 ข้อ)

❏ วีดีโอ   ❏ วีซีดี
❏ ดีวีดี   ❏ เคเบิ้ลทีวี
❏ อินเตอร์เน็ต   ❏ อื่นๆ (โปรดระบุ)...............................

<u>ส่วนที่ 2</u> ข้อมูลทั่วไป

14. เพศ

❏ ชาย   ❏ หญิง

15. อายุ

❏ ต่ำกว่า 18 ปี   ❏ 18 – 24 ปี
❏ 25 – 35 ปี   ❏ 36 ปีขึ้นไป

16. ระดับการศึกษาสูงสุดหรือที่ท่านกำลังศึกษาอยู่

❏ ต่ำกว่าปริญญาตรี   ❏ ปริญญาตรี
❏ สูงกว่าปริญญาตรี

87

17. อาชีพ

    ❑ นักเรียน / นักศึกษา   ❑ รับราชการ / พนักงานรัฐวิสาหกิจ

    ❑ พนักงานบริษัท   ❑ เจ้าของกิจการ

    ❑ แม่บ้าน   ❑ อื่นๆ (โปรดระบุ) ………………………………

18. รายได้ส่วนตัวของท่านต่อเดือน

    ❑ น้อยกว่า 10,000 บาท   ❑ 10,000 – 20,000 บาท

    ❑ 20,001 – 30,000 บาท   ❑ มากกว่า 30,000 บาท

✤ ✤ ✤ ✤ ขอขอบคุณทุกท่านที่ให้ความร่วมมือในการตอบแบบสอบถาม ✤ ✤ ✤ ✤

88

APPENDIX   C

TABLES OF RESEARCH RESULT

Table C.1.   The Percentage of Gender. (Question No. 13)

Gender	Frequency	Percentage
Male	151	37.7
Female	249	62.3
Total	400	100.0

Table C.2.   The Percentage of Age. (Question No. 14)

Age	Frequency	Percentage
Below 18 years	14	3.5
18 - 24 years	129	32.3
25 - 35 years	231	57.7
Over 35 years	26	6.5
Total	400	100.0

Table C.3.   The Percentage of Education. (Question No. 15)

Education	Frequency	Percentage
Lower than Bachelor Degree	61	15.3
Bachelor Degree	250	62.5
Higher than Bachelor Degree	89	22.3
Total	400	100.0

Table C.4.   The Percentage of Occupation. (Question No. 16)

Occupation	Frequency	Percentage
Student	73	18.3
Officer	44	11.0
Employee	241	60.3
Ownership	20	5.0
Housewife	7	1.8
Freelance	15	3.8
Total	400	100.0

Table C.5.   The Percentage of Income. (Question No. 17)

Income	Frequency	Percentage
Below 10,000 Baht	142	35.5
10,000 - 20,000 Baht	161	40.3
20,001 - 30,000 Baht	66	16.5
More than 30,000 Baht	31	7.8
Total	400	100.0

Table C.6.   Percentage of Type of Theater. (Question No. 1)

What type of theater do you like to see the movie?	Frequency	Percentage
Stand Alone	39	9.8
Multiplex	208	52.0
Cineplex	153	38.3
Total	400	100.0

Table C.7.   Percentage of Theater's Name. (Question No. 1)

Stand Alone	Frequency	Percentage	Multiplex	Frequency	Percentage	Cineplex	Frequency	Percentage
Scala	21	53.8	Grand EGV (Discovery)	116	55.8	Major Cineplex (Ekamai)	67	43.8
Siam	18	46.2	Lido	12	5.8	Major Cineplex (WTC)	86	56.2
			SF Cinema City (MBK)	55	26.4			
			United Artist (Emporium)	25	12.0			
Total	39	100.0	Total	208	100.0	Total	153	100.00

Table C.8.   Statistics of Service. (Question No. 2.1)

Service	Mean	S.D.	Criteria
Politeness of staff	2.38	0.59	Medium
Reservation	2.49	0.58	Medium
Queuing	2.51	0.57	Medium
Show time	2.59	0.55	Most
Variety of the movie	2.41	0.59	Medium
Total	2.4735	0.3432	Medium

Table C.9.   Statistics of Location. (Question No. 2.2)

Location	Mean	S.D.	Criteria
Traveling	2.79	0.44	Most
Parking	2.47	0.71	Medium
Safety	2.71	0.49	Most
Total	2.6542	0.3979	Most

Table C.10.   Statistics of Technology. (Question No. 2.3)

Technology	Mean	S.D.	Criteria
Sound system	2.81	0.41	Most
Sharpness system	2.83	0.38	Most
Total	2.8238	0.3673	Most

Table C.11.   Statistics of Components. (Question No. 2.4)

Components	Mean	S.D.	Criteria
Convenient seat	2.77	0.43	Most
Rest Room	2.54	0.59	Medium
Aisle	2.26	0.57	Medium
Fire exit	2.37	0.60	Medium
Total	2.4856	0.3969	Medium

Table C.12.   Statistics of Ticket. (Question No. 2.5)

Ticket	Mean	S.D.	Criteria
Price	2.47	0.58	Medium
Discount	2.29	0.65	Medium
Total	2.3800	0.5478	Medium

Table C.13. Statistics of Circumstance. (Question No. 2.6)

Circumstance	Mean	S.D.	Criteria
Restaurant	2.40	0.59	Medium
Games	1.75	0.66	Medium
Bowling	1.70	0.64	Medium
Bookstore	2.01	0.60	Medium
Media shop	1.94	0.62	Medium
Snack bar	2.00	0.67	Medium
Apparel	1.85	0.71	Medium
Total	1.9496	0.4191	Medium

Table C.14. Percentage of Thinking That Theater Should Be Improved or Not. (Question No. 3)

Do you think that theater should be improved or not?	Frequency	Percentage
no	94	23.5
yes	306	76.5
Total	400	100.0

Table C.15. Percentage of Something That Theater Should Be Improved or Not. (Question No. 3)

What you think that theater should be improved?	Frequency	Percentage
Choice 1: Service	88	28.8
Choice 2: Cleanliness	135	44.1
Choice 3: Parking lot	133	43.5
Choice 4: Price of ticket	165	53.9
Choice 5: Queuing	127	41.5
Choice 6: Booking	111	36.3
Choice 7: Varity of movie	80	26.1
Choice 8: Seat	10	3.3
Total	400	100.0

Table C.16. Percentage of the Best Group of Theater. (Question No. 4)

In your opinion, which group of the theater is the best one?	Frequency	Percentage
Grand EGV (Discovery)	175	43.8
Major Cineplex (Ekamai, World Trade Center)	152	38.0
SF Cinema City (MBK)	36	9.0
United Artist (Emporium)	27	6.8
Apex (Siam, Lido)	10	2.5
Total	400	100.0

Table C.17. Percentage of Normal Seat Ticket's Price. (Question No. 5)

Normal Seat Theater	Frequency	Percentage
70 Baht	166	41.5
80 Baht	192	48.0
90 Baht	15	3.8
100 Baht	27	6.8
Total	400	100.0

Table C.18. Percentage of Honey Moon Seat Ticket's Price. (Question No. 5)

Honey Moon Seat Theater	Frequency	Percentage
120 Baht	314	78.5
130 Baht	28	7.0
140 Baht	26	6.5
150 Baht	32	8.0
Total	400	100.0

Table C.19. Percentage of Gold Class Ticket's Price. (Question No. 5)

Gold Class Theater (Grand EGV)	Frequency	Percentage
200 Baht	304	76.0
250 Baht	65	16.3
300 Baht	29	7.3
350 Baht	2	0.5
Total	400	100.0

Table C.20. Percentage of Person That the Audiences Prefer to Go With. (Question No. 6)

Who do you prefer to go with?	Frequency	Percentage
Alone	33	8.3
Family	42	10.5
Boyfriend / Girlfriend	137	34.3
Friends	188	47.0
Total	400	100.0

Table C.21. Percentage of Frequency That the Audiences Go to See the Movie. (Question No. 7)

How often do you go to see the movie?	Frequency	Percentage
More than 1 time per week	9	2.3
1 time per week	59	14.8
3 times per month	33	8.3
2 times per month	106	26.5
1 time per month	76	19.0
once in a while	117	29.3
Total	400	100.0

Table C.22. Percentage of Day That the Audiences Prefer to See the Movie. (Question No. 8)

Which day do you prefer to see the movie?	Frequency	Percentage
Monday - Thursday	59	14.8
Friday	61	15.3
Saturday - Sunday	248	62.0
Public Holiday	32	8.0
Total	400	100.0

Table C.23. Percentage of Time That the Audiences Prefer to See the Movie. (Question No. 9)

What time do you prefer to see the movie?	Frequency	Percentage
Before noon	8	2.0
12.00 a.m. - 3.00 p.m.	87	21.8
3.01 p.m. - 6.00 p.m.	127	31.8
6.01 p.m. - 9.00 p.m.	141	35.3
9.01 p.m. - 12.00 p.m.	37	9.3
Total	400	100.0

Table C.24. Percentage of Frequency That the Audiences Buy the Snack. (Question No. 10)

How often do you buy the snack?	Frequency	Percentage
Every time	80	20.0
Sometimes	244	61.0
Buy only promotion set	10	2.5
Never	66	16.5
Total	400	100.0

97

Table C.25.   Percentage of Activity That the Audiences Like to Do Before/ After They
             Go to See the Movie. (Question No. 11)

What activity would you like to do before / after you go to see the movie?	Frequency	Percentage
Choice 1: Eating	324	81.0
Choice 2: Shopping	174	43.5
Choice 3: Games	56	14.0
Choice 4: Bowling	30	7.5
Choice 5: Meeting	145	36.3
Choice 6: Rest room	29	7.3
Total	400	100.0

Table C.26.   Percentage of Information of the Movie Theater. (Question No. 12)

How do you know the information of the movie theater?	Frequency	Percentage
Choice 1: Free TV	269	67.3
Choice 2: Cable TV	46	11.5
Choice 3: Radio	74	18.5
Choice 4: Magazine	75	18.8
Choice 5: Newspaper	293	73.3
Choice 6: Brochure	39	9.8
Choice 7: Theater	218	54.5
Choice 8: Friend	31	7.8
Total	400	100.0

Table C.27.   Percentage of Others Ways If the Audiences Cannot Go to See the Movie.
             (Question No. 13)

If you can not go to see the movie, which way do you prefer to see the movie?	Frequency	Percentage
Choice 1: Video	218	54.5
Choice 2: VCD	259	64.8
Choice 3: DVD	64	16.0
Choice 4: Cable TV	147	36.8
Choice 5: Internet	18	4.5
Choice 6: Free TV	12	3.0
Total	400	100.0

Table C.28. The Relationship between Gender and Type of Theater. (Pearson Chi-Square 0.521

Gender	What type of theater do you like to see the movie?			Total
	Stand Alone	Multiplex	Cineplex	
Male	12	83	56	151
	3.0%	20.8%	14.0%	37.8%
Female	27	125	97	249
	6.8%	31.3%	24.3%	62.3%
Total	39	208	153	400
	9.8%	52.0%	38.3%	100.0%

Table C.29. The Relationship between Gender and the Best Group of the Theater. (Pearson Chi-Square 0.536)

Gender	In your opinion, which group of the theater is the best one?					Total
	EGV	Major	SF	UA	Apex	
Male	68	58	9	12	4	151
	17.0%	14.5%	2.3%	3.0%	1.0%	37.8%
Female	107	94	27	15	6	249
	26.8%	23.5%	6.8%	3.8%	1.5%	62.3%
Total	175	152	36	27	10	400
	43.8%	38.0%	9.0%	6.8%	2.5%	100.0%

Table C.30. The Relationship between Gender and Normal Seat Ticket's Price (Pearson Chi-Square 0.167)

Gender	Normal Seat Theater				Total
	70 Baht	80 Baht	90 Baht	100 Baht	
Male	55	80	8	8	151
	13.8%	20.0%	2.0%	2.0%	37.8%
Female	111	112	7	19	249
	27.8%	28.0%	1.8%	4.8%	62.3%
Total	166	192	15	27	400
	41.5%	48.0%	3.8%	6.8%	100.0%

Table C.31. The Relationship between Gender and Honey Moon Seat Ticket's Price. (Pearson Chi-Square 0.013)

Gender	Honey Moon Seat Theater				Total
	120 Baht	130 Baht	140 Baht	150 Baht	
Male	108	13	10	20	151
	27.0%	3.3%	2.5%	5.0%	37.8%
Female	206	15	16	12	249
	51.5%	3.8%	4.0%	3.0%	62.3%
Total	314	28	26	32	400
	78.5%	7.0%	6.5%	8.0%	100.0%

Table C.32. The Relationship between Gender and Gold Class Ticket's Price. (Pearson Chi-Square 0.044)

Gender	Gold Class Theater (Grand EGV)				Total
	200 Baht	250 Baht	300 Baht	350 Baht	
Male	103	33	14	1	151
	25.8%	8.3%	3.5%	0.3%	37.8%
Female	201	32	15	1	249
	50.3%	8.0%	3.8%	0.3%	62.3%
Total	304	65	29	2	400
	76.0%	16.3%	7.3%	0.5%	100.0%

Table C.33. The Relationship between Gender and Person That the Audiences Prefer to Go With. (Pearson Chi-Square 0.001)

Gender	Who do you prefer to go with?				Total
	Alone	Family	Boyfriend/ Girlfriend	Friends	
Male	23	17	51	60	151
	5.8%	4.3%	12.8%	15.0%	37.8%
Female	10	25	86	128	249
	2.5%	6.3%	21.5%	32.0%	62.3%
Total	33	42	137	188	400
	8.3%	10.5%	34.3%	47.0%	100.0%

Table C.34. The Relationship between Gender and Frequency That the Audiences Go to See the Movie. (Pearson Chi-Square 0.221)

Gender	How often do you go to see the movie?						Total
	More than 1 time / week	1 time / week	3 times / month	2 times / month	1 time / month	once in a while	
Male	1	27	11	45	29	38	151
	0.3%	6.8%	2.8%	11.3%	7.3%	9.5%	37.8%
Female	8	32	22	61	47	79	249
	2.0%	8.0%	5.5%	15.3%	11.8%	19.8%	62.3%
Total	9	59	33	106	76	117	400
	2.3%	14.8%	8.3%	26.5%	19.0%	29.3%	100.0%

Table C.35. The Relationship between Gender and Day That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.432)

Gender	Which day do you prefer to see the movie?				Total
	Monday - Thursday	Friday	Saturday - Sunday	Public Holiday	
Male	26	22	88	15	151
	6.5%	5.5%	22.0%	3.8%	37.8%
Female	33	39	160	17	249
	8.3%	9.8%	40.0%	4.3%	62.3%
Total	59	61	248	32	400
	14.8%	15.3%	62.0%	8.0%	100.0%

Table C.36. The Relationship between Gender and Time That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.696)

Gender	What time do you prefer to see the movie?					Total
	Before noon	12.00 a.m. - 3.00 p.m.	3.01 p.m. - 6.00 p.m.	6.01 p.m. - 9.00 p.m.	9.01 p.m. - 12.00 p.m.	
Male	3	27	51	56	14	151
	.8%	6.8%	12.8%	14.0%	3.5%	37.8%
Female	5	60	76	85	23	249
	1.3%	15.0%	19.0%	21.3%	5.8%	62.3%
Total	8	87	127	141	37	400
	2.0%	21.8%	31.8%	35.3%	9.3%	100.0%

Table C.37. The Relationship between Gender and Frequency That the Audiences Buy the Snack. (Pearson Chi-Square 0.691)

| Gender | How often do you buy the snack? | | | | Total |
	Every time	Sometimes	Buy only promotion set	Never	
Male	27	92	5	27	151
	6.8%	23.0%	1.3%	6.8%	37.8%
Female	53	152	5	39	249
	13.3%	38.0%	1.3%	9.8%	62.3%
Total	80	244	10	66	400
	20.0%	61.0%	2.5%	16.5%	100.0%

Table C.38. The Relationship between Gender and Type of Theater That the Audiences Like to See the Movie. (Pearson Chi-Square 0.601)

| Age | What type of theater do you like to see the movie? | | | Total |
	Stand Alone	Multiplex	Cineplex	
Below 18 years	1	5	8	14
	0.3%	1.3%	2.0%	3.5%
18 - 24 years	9	70	50	129
	2.3%	17.5%	12.5%	32.3%
25 - 35 years	25	120	86	231
	6.3%	30.0%	21.5%	57.8%
Over 35 years	4	13	9	26
	1.0%	3.3%	2.3%	6.5%
Total	39	208	153	400
	9.8%	52.0%	38.3%	100.0%

102

Table C.39. The Relationship between Age and the Best Group of the Theater. (Pearson Chi-Square 0.119)

Age	In your opinion, which group of the theater is the best one?					Total
	Grand EGV	Major	SF Cinema	U A	Apex	
Below 18 years	7	6	-	-	1	14
	1.8%	1.5%	-	-	0.3%	3.5%
18 - 24 years	59	46	17	6	1	129
	14.8%	11.5%	4.3%	1.5%	0.3%	32.3%
25 - 35 years	102	88	18	17	6	231
	25.5%	22.0%	4.5%	4.3%	1.5%	57.8%
Over 35 years	7	12	1	4	2	26
	1.8%	3.0%	0.3%	1.0%	0.5%	6.5%
Total	175	152	36	27	10	400
	43.8%	38.0%	9.0%	6.8%	2.5%	100.0%

Table C.40. The Relationship between Age and Normal Seat Theater Ticket's Price. (Pearson Chi-Square 0.338)

Age	Normal Seat Theater				Total
	70 Baht	80 Baht	90 Baht	100 Baht	
Below 18 years	6	8	-	-	14
	1.5%	2.0%	-	-	3.5%
18 - 24 years	54	62	5	8	129
	13.5%	15.5%	1.3%	2.0%	32.3%
25 - 35 years	98	111	7	15	231
	24.5%	27.8%	1.8%	3.8%	57.8%
Over 35 years	8	11	3	4	26
	2.0%	2.8%	0.8%	1.0%	6.5%
Total	166	192	15	27	400
	41.5%	48.0%	3.8%	6.8%	100.0%

Table C.41.   The Relationship between Age and Honey Moon Seat Ticket's Price.
(Pearson Chi-Square 0.072)

Age	Honey Moon Seat Theater				Total
	120 Baht	130 Baht	140 Baht	150 Baht	
Below 18 years	8	3	3	-	14
	2.0%	0.8%	0.8%	-	3.5%
18 - 24 years	105	7	9	8	129
	26.3%	1.8%	2.3%	2.0%	32.3%
25 - 35 years	181	16	14	20	231
	45.3%	4.0%	3.5%	5.0%	57.8%
Over 35 years	20	2	-	4	26
	5.0%	0.5%	-	1.0%	6.5%
Total	314	28	26	32	400
	78.5%	7.0%	6.5%	8.0%	100.0%

Table C.42.   The Relationship between Age and Gold Class Ticket's Price. (Pearson
Chi-Square 0.065)

Age	Gold Class Theater (Grand EGV)				Total
	200 Baht	250 Baht	300 Baht	350 Baht	
Below 18 years	8	6	-	-	14
	2.0%	1.5%	-	-	3.5%
18 - 24 years	99	20	10	-	129
	24.8%	5.0%	2.5%	-	32.3%
25 - 35 years	180	34	16	1	231
	45.0%	8.5%	4.0%	0.3%	57.8%
Over 35 years	17	5	3	1	26
	4.3%	1.3%	0.8%	0.3%	6.5%
Total	304	65	29	2	400
	76.0%	16.3%	7.3%	0.5%	100.0%

Table C.43.   The Relationship between Age and Person That the Audiences Prefer to Go With. (Pearson Chi-Square 0.001)

Age	Who do you prefer to go with?				Total
	Alone	Family	Boyfriend / Girlfriend	Friends	
Below 18 years	-	5	-	9	14
	-	1.3%	-	2.3%	3.5%
18 - 24 years	7	11	49	62	129
	1.8%	2.8%	12.3%	15.5%	32.3%
25 - 35 years	21	20	80	110	231
	5.3%	5.0%	20.0%	27.5%	57.8%
Over 35 years	5	6	8	7	26
	1.3%	1.5%	2.0%	1.8%	6.5%
Total	33	42	137	188	400
	8.3%	10.5%	34.3%	47.0%	100.0%

Table C.44.   The Relationship between Age and Frequency That the Audiences Go to See the Movie. (Pearson Chi-Square 0.437)

Age	How often do you go to see the movie?						Total
	More than 1 time / week	1 time / week	3 times / month	2 times / month	1 time / month	once in a while	
Below 18 years	1	-	2	4	2	5	14
	0.3%	-	0.5%	1.0%	0.5%	1.3%	3.5%
18 - 24 years	3	17	12	40	24	33	129
	0.8%	4.3%	3.0%	10.0%	6.0%	8.3%	32.3%
25 - 35 years	5	40	18	55	47	66	231
	1.3%	10.0%	4.5%	13.8%	11.8%	16.5%	57.8%
Over 35 years	-	2	1	7	3	13	26
	-	0.5%	0.3%	1.8%	0.8%	3.3%	6.5%
Total	9	59	33	106	76	117	400
	2.3%	14.8%	8.3%	26.5%	19.0%	29.3%	100.0%

Table C.45.　The Relationship between Age and Day That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.023)

Age	Which day do you prefer to see the movie?				Total
	Monday - Thursday	Friday	Saturday - Sunday	Public Holiday	
Below 18 years	2	3	7	2	14
	0.5%	0.8%	1.8%	0.5%	3.5%
18 - 24 years	29	20	66	14	129
	7.3%	5.0%	16.5%	3.5%	32.3%
25 - 35 years	27	32	156	16	231
	6.8%	8.0%	39.0%	4.0%	57.8%
Over 35 years	1	6	19	-	26
	0.3%	1.5%	4.8%	-	6.5%
Total	59	61	248	32	400
	14.8%	15.3%	62.0%	8.0%	100.0%

Table C.46.　The Relationship between Age and Time That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.028)

Age	What time do you prefer to see the movie?					Total
	Before noon	12.00 a.m. - 3.00 p.m.	3.01 p.m. - 6.00 p.m.	6.01 p.m. - 9.00 p.m.	9.01 p.m. - 12.00 p.m.	
Below 18 years	-	1	7	6	-	14
	-	0.3%	1.8%	1.5%	-	3.5%
18 - 24 years	3	40	45	29	12	129
	0.8%	10.0%	11.3%	7.3%	3.0%	32.3%
25 - 35 years	4	42	65	97	23	231
	1.0%	10.5%	16.3%	24.3%	5.8%	57.8%
Over 35 years	1	4	10	9	2	26
	0.3%	1.0%	2.5%	2.3%	0.5%	6.5%
Total	8	87	127	141	37	400
	2.0%	21.8%	31.8%	35.3%	9.3%	100.0%

Table C.51. The Relationship between Education and Honey Moon Seat Ticket's Price.
(Pearson Chi-Square 0.758)

Education	Honey Moon Seat Theater				Total
	120 Baht	130 Baht	140 Baht	150 Baht	
Lower than Bachelor Degree	45	7	3	6	61
	11.3%	1.8%	.8%	1.5%	15.3%
Bachelor Degree	196	16	18	20	250
	49.0%	4.0%	4.5%	5.0%	62.5%
Higher than Bachelor Degree	73	5	5	6	89
	18.3%	1.3%	1.3%	1.5%	22.3%
Total	314	28	26	32	400
	78.5%	7.0%	6.5%	8.0%	100.0%

Table C.52. The Relationship between Education and Gold Class Ticket's Price.
(Pearson Chi-Square 0.254)

Education	Gold Class Theater (Grand EGV)				Total
	200 Baht	250 Baht	300 Baht	350 Baht	
Lower than Bachelor Degree	47	13	1	-	61
	11.8%	3.3%	0.3%	-	15.3%
Bachelor Degree	185	43	21	1	250
	46.3%	10.8%	5.3%	0.3%	62.5%
Higher than Bachelor Degree	72	9	7	1	89
	18.0%	2.3%	1.8%	0.3%	22.3%
Total	304	65	29	2	400
	76.0%	16.3%	7.3%	0.5%	100.0%

Table C.53. The Relationship between Education and Person That the Audiences Prefer to Go With.(Pearson Chi-Square 0.020)

Education	Who do you prefer to go with?				Total
	Alone	Family	Boyfriend / Girlfriend	Friends	
Lower than Bachelor Degree	4	13	16	28	61
	1.0%	3.3%	4.0%	7.0%	15.3%
Bachelor Degree	25	25	87	113	250
	6.3%	6.3%	21.8%	28.3%	62.5%
Higher than Bachelor Degree	4	4	34	47	89
	1.0%	1.0%	8.5%	11.8%	22.3%
Total	33	42	137	188	400
	8.3%	10.5%	34.3%	47.0%	100.0%

Table C.54. The Relationship between Education and Frequency That the Audiences Go to See the Movie. (Pearson Chi-Square 0.14)

Education	How often do you go to see the movie?						Total
	More than 1 time / week	1 time / week	3 times / month	2 times / month	1 time / month	once in a while	
Lower than Bachelor Degree	1	7	2	15	10	26	61
	0.3%	1.8%	0.5%	3.8%	2.5%	6.5%	15.3%
Bachelor Degree	6	32	23	65	50	74	250
	1.5%	8.0%	5.8%	16.3%	12.5%	18.5%	62.5%
Higher than Bachelor Degree	2	20	8	26	16	17	89
	0.5%	5.0%	2.0%	6.5%	4.0%	4.3%	22.3%
Total	9	59	33	106	76	117	400
	2.3%	14.8%	8.3%	26.5%	19.0%	29.3%	100.0%

110

Table C.55. The Relationship between Education and Day That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.157)

| Education | Which day do you prefer to see the movie? | | | | Total |
	Monday - Thursday	Friday	Saturday - Sunday	Public Holiday	
Lower than Bachelor Degree	5	6	47	3	61
	1.3%	1.5%	11.8%	0.8%	15.3%
Bachelor Degree	40	44	143	23	250
	10.0%	11.0%	35.8%	5.8%	62.5%
Higher than Bachelor Degree	14	11	58	6	89
	3.5%	2.8%	14.5%	1.5%	22.3%
Total	59	61	248	32	400
	14.8%	15.3%	62.0%	8.0%	100.0%

Table C.56. The Relationship between Education and Time That the Audiences Prefer to See the Movie. (Pearson Chi-square 0.703)

| Education | What time do you prefer to see the movie? | | | | | Total |
	Before noon	12.00 a.m.- 3.00 p.m.	3.01 p.m. - 6.00 p.m.	6.01 p.m. - 9.00 p.m.	9.01 p.m. - 12.00 p.m.	
Lower than Bachelor Degree	1	12	16	27	5	61
	0.3%	3.0%	4.0%	6.8%	1.3%	15.3%
Bachelor Degree	5	57	81	80	27	250
	1.3%	14.3%	20.3%	20.0%	6.8%	62.5%
Higher than Bachelor Degree	2	18	30	34	5	89
	0.5%	4.5%	7.5%	8.5%	1.3%	22.3%
Total	8	87	127	141	37	400
	2.0%	21.8%	31.8%	35.3%	9.3%	100.0%

Table C.57. The Relationship between Education and Frequency That the Audiences Buy the Snack. (Pearson Chi-Square 0.131)

| Education | How often do you buy the snack? | | | | Total |
	Every time	Sometimes	Buy only promotion set	Never	
Lower than Bachelor Degree	20	34	1	6	61
	5.0%	8.5%	0.3%	1.5%	15.3%
Bachelor Degree	48	152	7	43	250
	12.0%	38.0%	1.8%	10.8%	62.5%
Higher than Bachelor Degree	12	58	2	17	89
	3.0%	14.5%	0.5%	4.3%	22.3%
Total	80	244	10	66	400
	20.0%	61.0%	2.5%	16.5%	100.0%

Table C.58. The Relationship between Occupation and Type of Theater. (Pearson Chi-Square 0.007)

| Occupation | What type of theater do you like to see the movie? | | | Total |
	Stand Alone	Multiplex	Cineplex	
Student	6	31	36	73
	1.5%	7.8%	9.0%	18.3%
Officer	9	19	16	44
	2.3%	4.8%	4.0%	11.0%
Employee	19	137	85	241
	4.8%	34.3%	21.3%	60.3%
Ownership	5	8	7	20
	1.3%	2.0%	1.8%	5.0%
Housewife	-	2	5	7
	-	0.5%	1.3%	1.8%
Freelance	-	11	4	15
	-	2.8%	1.0%	3.8%
Total	39	208	153	400
	9.8%	52.0%	38.3%	100.0%

112

Table C.59.   The Relationship between Occupation and the Best Group of the Theater.
(Pearson Chi-Square 0.031)

Occupation	In your opinion, which group of the theater is the best one?					Total
	Grand EGV	Major	SF Cinema	U A	Apex	
Student	37	29	5	1	1	73
	9.3%	7.3%	1.3%	0.3%	0.3%	18.3%
Officer	17	17	4	2	4	44
	4.3%	4.3%	1.0%	0.5%	1.0%	11.0%
Employee	106	87	26	19	3	241
	26.5%	21.8%	6.5%	4.8%	0.8%	60.3%
Ownership	7	10	-	1	2	20
	1.8%	2.5%	-	0.3%	0.5%	5.0%
Housewife	1	5	-	1	-	7
	0.3%	1.3%	-	0.3%	-	1.8%
Freelance	7	4	1	3	-	15
	1.8%	1.0%	0.3%	0.8%	-	3.8%
Total	175	152	36	27	10	400
	43.8%	38.0%	9.0%	6.8%	2.5%	100.0%

Table C.60.   The Relationship between Occupation and Normal Seat Ticket's Price.
(Pearson Chi-Square 0.896)

Occupation	Normal Seat Theater				Total
	70 Baht	80 Baht	90 Baht	100 Baht	
Student	30	37	2	4	73
	7.5%	9.3%	0.5%	1.0%	18.3%
Officer	24	17	1	2	44
	6.0%	4.3%	0.3%	0.5%	11.0%
Employee	97	115	10	19	241
	24.3%	28.8%	2.5%	4.8%	60.3%
Ownership	8	9	1	2	20
	2.0%	2.3%	0.3%	0.5%	5.0%
Housewife	2	5	-	-	7
	0.5%	1.3%	-	-	1.8%
Freelance	5	9	1	-	15
	1.3%	2.3%	0.3%	-	3.8%
Total	166	192	15	27	400
	41.5%	48.0%	3.8%	6.8%	100.0%

Table C.61.   The Relationship between Occupation and Honey Moon Seat Ticket's
Price. (Pearson Chi-Square 0.091)

| Occupation | Honey Moon Seat Theater | | | | Total |
	120 Baht	130 Baht	140 Baht	150 Baht	
Student	53	8	10	2	73
	13.3%	2.0%	2.5%	0.5%	18.3%
Officer	36	1	1	6	44
	9.0%	0.3%	0.3%	1.5%	11.0%
Employee	192	15	14	20	241
	48.0%	3.8%	3.5%	5.0%	60.3%
Ownership	16	1	1	2	20
	4.0%	0.3%	0.3%	0.5%	5.0%
Housewife	5	2	-	-	7
	1.3%	0.5%	-	-	1.8%
Freelance	12	1	-	2	15
	3.0%	0.3%	-	0.5%	3.8%
Total	314	28	26	32	400
	78.5%	7.0%	6.5%	8.0%	100.0%

Table C.62.   The Relationship between Occupation and Gold Class Ticket's Price.
(Pearson Chi-Square 0.778)

| Occupation | Gold Class Theater (Grand EGV) | | | | Total |
	200 Baht	250 Baht	300 Baht	350 Baht	
Student	52	16	5	-	73
	13.0%	4.0%	1.3%	-	18.3%
Officer	32	8	3	1	44
	8.0%	2.0%	0.8%	0.3%	11.0%
Employee	186	34	20	1	241
	46.5%	8.5%	5.0%	0.3%	60.3%
Ownership	14	5	1	-	20
	3.5%	1.3%	0.3%	-	5.0%
Housewife	6	1	-	-	7
	1.5%	0.3%	-	-	1.8%
Freelance	14	1	-	-	15
	3.5%	0.3%	-	-	3.8%
Total	304	65	29	2	400
	76.0%	16.3%	7.3%	0.5%	100.0%

Table C.63. The Relationship between Occupation and Person That the Audiences Prefer to Go With. (Pearson Chi-Square 0.122)

| Occupation | Who do you prefer to go with? | | | | Total |
	Alone	Family	Boyfriend / Girlfriend	Friends	
Student	3	9	24	37	73
	0.8%	2.3%	6.0%	9.3%	18.3%
Officer	2	6	12	24	44
	0.5%	1.5%	3.0%	6.0%	11.0%
Employee	25	18	88	110	241
	6.3%	4.5%	22.0%	27.5%	60.3%
Ownership	1	4	8	7	20
	0.3%	1.0%	2.0%	1.8%	5.0%
Housewife	1	3	2	1	7
	0.3%	0.8%	0.5%	0.3%	1.8%
Freelance	1	2	3	9	15
	0.3%	0.5%	0.8%	2.3%	3.8%
Total	33	42	137	188	400
	8.3%	10.5%	34.3%	47.0%	100.0%

Table C.64. The Relationship between Occupation and Frequency That the Audiences Go to See the Movie. (Pearson Chi-Square 0.495)

| Occupation | How often do you go to see the movie? | | | | | | Total |
	More than 1 time / week	1 time / week	3 times / month	2 times / month	1 time / month	once in a while	
Student	1	6	7	19	17	23	73
	0.3%	1.5%	1.8%	4.8%	4.3%	5.8%	18.3%
Officer	1	7	3	11	6	16	44
	0.3%	1.8%	0.8%	2.8%	1.5%	4.0%	11.0%
Employee	6	40	20	66	44	65	241
	1.5%	10.0%	5.0%	16.5%	11.0%	16.3%	60.3%
Ownership	1	5	2	8	2	2	20
	0.3%	1.3%	0.5%	2.0%	0.5%	0.5%	5.0%
Housewife	-	1	-	1	2	3	7
	-	0.3%	-	0.3%	0.5%	0.8%	1.8%
Freelance	-	-	1	1	5	8	15
	-	-	0.3%	0.3%	1.3%	2.0%	3.8%
Total	9	59	33	106	76	117	400
	2.3%	14.8%	8.3%	26.5%	19.0%	29.3%	100.0%

115

Table C.65.   The Relationship between Occupation and Day That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.000)

Occupation	Which day do you prefer to see the movie?				Total
	Monday - Thursday	Friday	Saturday - Sunday	Public Holiday	
Student	21	15	26	11	73
	5.3%	3.8%	6.5%	2.8%	18.3%
Officer	6	4	33	1	44
	1.5%	1.0%	8.3%	0.3%	11.0%
Employee	22	36	165	18	241
	5.5%	9.0%	41.3%	4.5%	60.3%
Ownership	8	3	8	1	20
	2.0%	0.8%	2.0%	0.3%	5.0%
Housewife	1	1	5	-	7
	0.3%	0.3%	1.3%	-	1.8%
Freelance	1	2	11	1	15
	0.3%	0.5%	2.8%	0.3%	3.8%
Total	59	61	248	32	400
	14.8%	15.3%	62.0%	8.0%	100.0%

Table C.66.   The Relationship between Occupation and Time That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.124)

Occupation	What time do you prefer to see the movie?					Total
	Before noon	12.00 a.m.- 3.00 p.m.	3.01 p.m. - 6.00 p.m.	6.01 p.m. - 9.00 p.m.	9.01 p.m. - 12.00 p.m.	
Student	2	21	30	15	5	73
	0.5%	5.3%	7.5%	3.8%	1.3%	18.3%
Officer	1	10	15	18	-	44
	0.3%	2.5%	3.8%	4.5%	-	11.0%
Employee	5	46	70	93	27	241
	1.3%	11.5%	17.5%	23.3%	6.8%	60.3%
Ownership	-	4	4	8	4	20
	-	1.0%	1.0%	2.0%	1.0%	5.0%
Housewife	-	4	2	1	-	7
	-	1.0%	0.5%	0.3%	-	1.8%
Freelance	-	2	6	6	1	15
	-	0.5%	1.5%	1.5%	0.3%	3.8%
Total	8	87	127	141	37	400
	2.0%	21.8%	31.8%	35.3%	9.3%	100.0%

Table C.67.   The Relationship between Occupation and Frequency That the Audiences Prefer Buy the Snack. (Pearson Chi-Square 0.067)

| Occupation | How often do you buy the snack? | | | | Total |
	Every time	Sometimes	Buy only promotion set	Never	
Student	14	51	2	6	73
	3.5%	12.8%	0.5%	1.5%	18.3%
Officer	8	21	-	15	44
	2.0%	5.3%	-	3.8%	11.0%
Employee	46	151	6	38	241
	11.5%	37.8%	1.5%	9.5%	60.3%
Ownership	4	12	1	3	20
	1.0%	3.0%	0.3%	0.8%	5.0%
Housewife	3	4	-	-	7
	0.8%	1.0%	-	-	1.8%
Freelance	5	5	1	4	15
	1.3%	1.3%	0.3%	1.0%	3.8%
Total	80	244	10	66	400
	20.0%	61.0%	2.5%	16.5%	100.0%

Table C.68.   The Relationship between Income and Type of Theater. (Pearson Chi-Square 0.094)

| Income | What type of theater do you like to see the movie? | | | Total |
	Stand Alone	Multiplex	Cineplex	
Below 10,000 Baht	13	70	59	142
	3.3%	17.5%	14.8%	35.5%
10,000 – 20,000 Baht	19	77	65	161
	4.8%	19.3%	16.3%	40.3%
20,001 – 30,000 Baht	5	37	24	66
	1.3%	9.3%	6.0%	16.5%
More than 30,000 Baht	2	24	5	31
	0.5%	6.0%	1.3%	7.8%
Total	39	208	153	400
	9.8%	52.0%	38.3%	100.0%

117

Table C.69.   The Relationship between Income and the Best Group of the Theater.
(Pearson Chi-Square 0.637)

Income	In your opinion, which group of the theater is the best one?					Total
	Grand EGV	Major	SF Cinema	U A	Apex	
Below	59	57	14	8	4	142
10,000 Baht	14.8%	14.3%	3.5%	2.0%	1.0%	35.5%
10,000 –	73	62	16	7	3	161
20,000 Baht	18.3%	15.5%	4.0%	1.8%	0.8%	40.3%
20,001 –	29	23	3	9	2	66
30,000 Baht	7.3%	5.8%	0.8%	2.3%	0.5%	16.5%
More than	14	10	3	3	1	31
30,000 Baht	3.5%	2.5%	0.8%	0.8%	0.3%	7.8%
Total	175	152	36	27	10	400
	43.8%	38.0%	9.0%	6.8%	2.5%	100.0%

Table C.70.   The Relationship between Income and Normal Seat Ticket's Price.
(Pearson Chi-Square 0.247)

Income	Normal Seat Theater				Total
	70 Baht	80 Baht	90 Baht	100 Baht	
Below	66	68	4	4	142
10,000 Baht	16.5%	17.0%	1.0%	1.0%	35.5%
10,000 –	62	79	7	13	161
20,000 Baht	15.5%	19.8%	1.8%	3.3%	40.3%
20,001 –	23	31	4	8	66
30,000 Baht	5.8%	7.8%	1.0%	2.0%	16.5%
More than	15	14	-	2	31
30,000 Baht	3.8%	3.5%	-	0.5%	7.8%
Total	166	192	15	27	400
	41.5%	48.0%	3.8%	6.8%	100.0%

118

Table C.71. The Relationship between Income and Honey Moon Seat Ticket's Price.
(Pearson Chi-Square 0.974)

Income	Honey Moon Seat Theater				Total
	120 Baht	130 Baht	140 Baht	150 Baht	
Below 10,000 Baht	111	11	9	11	142
	27.8%	2.8%	2.3%	2.8%	35.5%
10,000 – 20,000 Baht	126	11	11	13	161
	31.5%	2.8%	2.8%	3.3%	40.3%
20,001 – 30,000 Baht	52	5	5	4	66
	13.0%	1.3%	1.3%	1.0%	16.5%
More than 30,000 Baht	25	1	1	4	31
	6.3%	0.3%	0.3%	1.0%	7.8%
Total	314	28	26	32	400
	78.5%	7.0%	6.5%	8.0%	100.0%

Table C.72. The Relationship between Income and Price of Ticket (Gold Class Ticket's Prices. (Pearson Chi-Square 0.110)

Income	Gold Class Theater (Grand EGV)				Total
	200 Baht	250 Baht	300 Baht	350 Baht	
Below 10,000 Baht	109	26	7	-	142
	27.3%	6.5%	1.8%	-	35.5%
10,000 – 20,000 Baht	121	26	14	-	161
	30.3%	6.5%	3.5%	-	40.3%
20,001 – 30,000 Baht	53	9	3	1	66
	13.3%	2.3%	0.8%	0.3%	16.5%
More than 30,000 Baht	21	4	5	1	31
	5.3%	1.0%	1.3%	0.3%	7.8%
Total	304	65	29	2	400
	76.0%	16.3%	7.3%	.5%	100.0%

Table C.73. The Relationship between Income and Person That the Audiences Prefer to Go With. (Pearson Chi-Square 0.022)

| Income | Who do you prefer to go with? | | | | Total |
	Alone	Family	Boyfriend / Girlfriend	Friends	
Below 10,000 Baht	11	22	33	76	142
	2.8%	5.5%	8.3%	19.0%	35.5%
10,000 – 20,000 Baht	12	9	69	71	161
	3.0%	2.3%	17.3%	17.8%	40.3%
20,001 – 30,000 Baht	8	7	24	27	66
	2.0%	1.8%	6.0%	6.8%	16.5%
More than 30,000 Baht	2	4	11	14	31
	0.5%	1.0%	2.8%	3.5%	7.8%
Total	33	42	137	188	400
	8.3%	10.5%	34.3%	47.0%	100.0%

Table C.74. The Relationship between Income and Frequency That the Audiences Go to See the Movie. (Pearson Chi-Square 0.031)

| Income | How often do you go to see the movie? | | | | | | Total |
	More than 1 time / week	1 time / week	3 times / month	2 times / month	1 time / month	once in a while	
Below 10,000 Baht	2	13	11	30	30	56	142
	0.5%	3.3%	2.8%	7.5%	7.5%	14.0%	35.5%
10,000 – 20,000 Baht	5	31	12	53	23	37	161
	1.3%	7.8%	3.0%	13.3%	5.8%	9.3%	40.3%
20,001 – 30,000 Baht	2	10	9	14	15	16	66
	0.5%	2.5%	2.3%	3.5%	3.8%	4.0%	16.5%
More than 30,000 Baht	-	5	1	9	8	8	31
	-	1.3%	0.3%	2.3%	2.0%	2.0%	7.8%
Total	9	59	33	106	76	117	400
	2.3%	14.8%	8.3%	26.5%	19.0%	29.3%	100.0%

Table C.75. The Relationship between Income and Day That the Audiences Prefer See the Movie. (Pearson Chi-Square 0.382)

Income	Which day do you prefer to see the movie?				Total
	Monday - Thursday	Friday	Saturday - Sunday	Public Holiday	
Below 10,000 Baht	24	24	80	14	142
	6.0%	6.0%	20.0%	3.5%	35.5%
10,000 – 20,000 Baht	24	24	99	14	161
	6.0%	6.0%	24.8%	3.5%	40.3%
20,001 – 30,000 Baht	7	6	50	3	66
	1.8%	1.5%	12.5%	0.8%	16.5%
More than 30,000 Baht	4	7	19	1	31
	1.0%	1.8%	4.8%	0.3%	7.8%
Total	59	61	248	32	400
	14.8%	15.3%	62.0%	8.0%	100.0%

Table C.76. The Relationship between Income and Time That the Audiences Prefer to See the Movie. (Pearson Chi-Square 0.467)

Income	What time do you prefer to see the movie?					Total
	Before noon	12.00 a.m.- 3.00 p.m.	3.01 p.m. - 6.00 p.m.	6.01 p.m. - 9.00 p.m.	9.01 p.m. - 12.00 p.m.	
Below 10,000 Baht	4	35	43	51	9	142
	1.0%	8.8%	10.8%	12.8%	2.3%	35.5%
10,000 – 20,000 Baht	2	37	49	52	21	161
	0.5%	9.3%	12.3%	13.0%	5.3%	40.3%
20,001 – 30,000 Baht	1	9	27	25	4	66
	0.3%	2.3%	6.8%	6.3%	1.0%	16.5%
More than 30,000 Baht	1	6	8	13	3	31
	0.3%	1.5%	2.0%	3.3%	0.8%	7.8%
Total	8	87	127	141	37	400
	2.0%	21.8%	31.8%	35.3%	9.3%	100.0%

Table C.77. The Relationship between Income and Frequency That the Audiences Buy the Snack. (Pearson Chi-Square 0.282)

| Income | How often do you buy the snack? | | | | Total |
	Every time	Sometimes	Buy only promotion set	Never	
Below 10,000 Baht	36	82	3	21	142
	9.0%	20.5%	0.8%	5.3%	35.5%
10,000 – 20,000 Baht	28	104	3	26	161
	7.0%	26.0%	0.8%	6.5%	40.3%
20,001 – 30,000 Baht	14	39	3	10	66
	3.5%	9.8%	0.8%	2.5%	16.5%
More than 30,000 Baht	2	19	1	9	31
	0.5%	4.8%	0.3%	2.3%	7.8%
Total	80	244	10	66	400
	20.0%	61.0%	2.5%	16.5%	100.0%

122

BIBLIOGRAPHY

English References

1. Business Research, SCB Research Institute, 2001.

2. Cnerniawska, Fiona. and Gavin Potter. Business Virtual World. Vermont. Macmillan Business, 2000

3. Lehmann, Donald R. and Russel S. Winer. Product Management, Second Edition. Hertburg. McGraw-Hill, 1998.

4. Porter, Michael E. Competitive Strategy. Maryland. Free Press, 2001.

5. Strickland, Thompson. Strategic Management, Eleventh Edition. Hertburg. McGraw-Hill, 2001.

6. Thai Farmer Business Review, Thai Farmer Research Center, 1999.

7. Urban, Glen L. and John R. Hauser. Design and Marketing of New Products, Second Edition. Virginia. Prentice Hall, 1998.

8. Wheelen, Thomas L. and J. David Hund. Strategic Management and Business Policy, Seventh Edition. Virginia. Prentice Hall, 2001.

Website References

1. www.majorcineplex.com.

2. www.dolby.com.

3. www.egv.com.

4. www.ua-siam.co.th.

5. www.scb.co.th.

6. www.thx.com.

7. www.nationmultimedia.com.

8. www.dtstech.com.