

Arphaphan Khu-amonphatthana 2009: Factors Affecting Demand for Theater Services and the Effect of Advertisement in Theaters on Purchasing Behavior : A Case Study of Major Cineplex Group in Bangkok Metropolis. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 127 pages.

The objectives of this study are to approach the general condition of cinema business and advertising media business, to study on factors affecting demand for theater services, and to study on advertisements in the Major Cineplex Group's theaters effecting on product and service purchasing decision. This study uses the primary data from 325 questionnaires collected by proportional sampling of cinema seats in 11 Major Cineplex branches, and the secondary data. Collected data analyzed by multiple regression and Chi-square test.

The results of this study indicate that the majority of consumers is female, aged between 22-27 years, 100,000 baht/year or lower income. The multiple regression analysis yields to following result: attitude factor toward marketing mix, gender, and percentage change in age are statistically significant in explaining on percentage change in using theater service, percentage change in age correlate in the opposite direction.

Further more, in the hypothesis tested finding the relation between attitude factor on advertisement in theater as exposure, interest, understanding, recognition of content, and feeling on advertise, with attitude factor on goods and service as interesting on goods and service, attitude on brand, purchasing intention, and purchasing decision. Indicated that the advertising exposure with paying interest in goods and services, purchasing intention, and purchasing decision are not related significantly while other factors are related. The consumer's attitude toward marketing mix of theater being at optimal level while attitude toward advertisements in theater fall between good-to-fair ranges. Finally, since theater service and advertisements in theater are intermediately-related and high-intermediately-dependent, entrepreneurs should make sure that these two types of business are simultaneously developed.

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