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MONRUDEE TADAAMNUAYCHAI : A DEVELOPMENT STUDY OF MULTIPLEX
THEATRES IN THAILAND. THESIS ADVISOR : ASSIST.PROF.SUTHEE
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This research was aimed at investigating the development and directions of multiplex theatres in Thailand. Its focus was also on an analysis of their sales promotion strategies through in-depth interviews of exhibitors.

Results demonstrated that theatres in Thailand developed from stand alone to multiplex systems. The development was influenced by three main factors, owners, films and audiences of this type of the theatres. It was also found that sales promotion strategies play a vital role in popularizing movie attendants to these theatres at a faster pace. Most theatre owners launch various promotion projects to establish good images of their theatres.

Findings from the survey showed that smartcard membership was the most successful strategy for the sales promotion. Discount movie tickets given by the restaurants inside shopping malls were likely help to promote frequent visits of the multiplex theatres. The most frequent audiences were found to be female of 16-20 years of age group, university graduates that have income lower than 5,000 baht.

ภาควิชา การสื่อสารมวลชน

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