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SUNVAROS CHAICHAVALIT : A STUDY OF MOVIEGOING OF  
THE HIGH-SCHOOL STUDENTS IN SAMUTSONGKHRAM. THESIS ADVISOR: ASSIST.  
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The purposes of this thesis are to study the behavioral patterns of moviegoing and factors influencing the choice of moviegoing of high-school students in Samut songkhram province, Thailand. The target group included 608 public high-school students in Samut songkhram. The SPSS/PC programme was used for data analysis in order to determine the frequency, percentage, arithmetic mean, significance and Standard deviation .

The study revealed that most high-school students go to movies for entertainment purposes and movies on video are the most favourite because of convenience. Their most preferred types of movies are thriller, comedy and action movies of western style. The majority of students go to the movies less than once a month, and often as a group for the morning show at weekends. Their savings are spent on cinema tickets, that cost about Bt100. General factors influencing their decision included attractiveness, plot and special effects. While media-related factors are television commercials and behind-the-scene programmes, cinema-related factors include quality of the projection, sanitary conditions, security and the availability of public transportation and / or parking facilities.

According to the hypotheses, it was found that there was a correlation between gender, type of the movie and the accompanying persons. The students' fields of study correlated with the particular style of the movie, type of the movies and frequency. Their income and number of accompanying persons are correlated, also, their budgets are correlated with the distance between their residences and the cinema. In terms of statistics, the thesis hypotheses correlation significance was at a 0.05 level, and the three above factors influencing students' decisions were rated at the moderate level.