Factors Affecting Movie Selection of Audiences in Bangkok

Amornsri Tanpipat, Sirijanya Kuawiriyapan, and Taweerapat Eiamcharoon

Abstract— This study investigates the behavior and factors affecting movie selection of audiences in the Bangkok area. A total of 390 respondents was surveyed via questionnaire. The results showed that the respondents liked to see American action movies. They saw movies for entertainment purposes and attended the cinema 1-2 times a month on the weekends. The results for marketing mix factors affecting movie selection show that for product factors the respondents mostly emphasized content and type of film. For price, they focused on a reasonable price. For distribution channel, they prioritized the cinema, and in terms of marketing communication, they gave precedence to movie trailers.

Keywords—Consumer behavior, Decision making for consumption, Movie selection

I. INTRODUCTION

IN Thailand, the film production business is experiencing a depression for various reasons, including lack of capital, location, plot, and consumer acceptance. Accordingly, Thai films are not as popular as they should be and they account for only 13%-15% of all movies in the cinema [1]. Most Thai movies are ghost stories or comedies, resulting in a lack of variety in Thai movies in comparison to foreign movies. Research into factors affecting the movie selection of audiences in Bangkok should reveal the factors that can be further applied in development of the movie production business.

II. LITERATURE REVIEW

The results of the study of consumer behavior with respect to movie seeing in Bangkok [2] revealed that the majority of respondents liked to see action movies with friends in the evening between 5:00 p.m. and 9:00 p.m. on the weekend. On average, they saw a movie once a month. The respondents preferred foreign films for entertainment. As for marketing mix factors, the respondents focused on theaters the most, followed by pricing and promotion.

Reference [3] studied audience behavior with respect to

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foreign movie selection. The results of that study indicated that most respondents liked to see American action movies with their friends or lovers. They saw movies 1-2 times per month for entertainment purposes.

Reference [4] studied the key factors affecting consumer decision-making behavior in the cinema context using a mixed-method approach. The results revealed nine factors affecting film consumers' decision making: film synopsis and reviews, director and actors, genre, film adaptation, story, neutral information, schedule, visual effects, and objectionable content.

III. RESEARCH METHOD

1. *Data Collection*

In this study, the data were collected from questionnaires distributed to people who see movies in cinemas in Bangkok.

2. *Sample Group*

The respondents were randomly selected from all districts in Bangkok. In this study, Bangkok was divided into six districts and 65 people were selected from each district; therefore, the study had 390 participants.

3. *Instruments for Data Collection*

The instrument used in collecting data was a questionnaire composed of three parts:

Part I - Demographic data of the participants

Part II - Participants' behavior in seeing movies in cinemas

Part III - Factors affecting the selection of movies, considering product, price, distribution channel, and marketing communication

4. *Data Analysis*

The frequency and percentages are used in analyzing respondents' personal data and behavior in seeing movies in cinemas. As for the marketing mix factors, a Likert scale is used. The points assigned are as follows:

5 means the factor receives "the most importance"
4 means the factor receives "much importance"
3 means the factor receives "moderate importance"
2 means the factor receives "little importance"
1 means the factor receives "the least importance"

For each question, this study uses the mean score of the answers. The values are defined as follows: 1.00 - 1.80 average means the least importance, 1.81 - 2.60 average means less importance, 2.61 - 3.40 average means medium importance, 3.41 - 4.20 average means high importance, and 4.21 - 5.00 average means the highest importance.

IV. RESEARCH RESULTS

1. Demographic Data of the Participants

The result of the study revealed that of 390 participants, 75.60% was female. Most of the participants were 18-25 years old (56.41%) and single (83.08%). Also, 88.21% had completed a bachelor's degree while 9.23% had obtained higher degrees. Regarding occupation, 59.74% was employed in private companies whereas 25.38% was students. Most (50.77%) had an income between THB 10,001 and 20,000, followed by those with an income of THB 20,001 to 30,000 (37.44%) (Table I).

TABLE I
DEMOGRAPHIC PROFILES OF RESPONDENTS

Items	Percentage
Gender	
Female	75.60
Male	24.40
Age (years)	
< 18	1.28
18– 25	56.41
26–30	36.37
31–35	4.36
36–40	0.77
41–45	0.26
>45	0.26
Marital status	
Single	83.08
Marriage	16.92
Education	
High school	2.56
Bachelor degree	88.21
Master degree	9.23
Occupation	
Employees in private companies	59.74
Students	25.38
Government officers	9.74
Business owners	5.13
Income per month (Thai Baht)	
≤10,000	2.56
10,001-20,000	50.77
20,001-30,000	37.44
30,001-40,000	8.97
≥40,000	0.26

2. Respondents' Behavior in Seeing Movies in Cinemas

2.1 Participants Seeing Movies

The results showed that most respondents went to see movies with friends (37.4 %), followed by going with a lover (23.7%); only 16.1% went to see movies with their families (Table II).

TABLE II
PARTICIPANTS OF SEEING MOVIE

Participants of seeing movie	Percentage
Friends	37.4
Lover	23.7
Alone	22.8
Family	16.1
Total	100.0

2.2 Source of Movies

The study found that American movies were the most popular (44.7%) while 24.1% and 20.4 % of the respondents liked to see European and Thai movies, respectively (Table III). This result corresponded with research [3], which revealed that the respondents liked American movies.

TABLE III
SOURCE OF MOVIES

Source of Movies	Percentage
United States of America	44.7
Europe	24.1
Thailand	20.4
Asia	9.2
All sources	1.5
Total	100.0

2.3 Type of Popular Movies

The most popular movies for the respondents were action movies (28.12%), followed by adventure and fantasy movies (20.55% and 19.47 %, respectively). In contrast, comedy movies, which are mostly selected for production by Thai entrepreneurs, had just 14.36% (Table IV). This result corresponded with the research of [2]-[3], which showed that the most popular movies were action movies.

TABLE IV
TYPE OF POPULAR MOVIES

Type of Movies	Percentage
Action Movies	28.12
Adventure Movies	20.55
Fantasy Movies	19.47
Cartoon Movies	17.50
Comedy Movies	14.36
Total	100.00

2.4 Frequency of Seeing Movies

The respondents saw movies at cinemas 1-2 times per month (41.8%). While most respondents saw movies less than 1 time per month (41.0%), only a few saw movies more than 4 times per month (Table V).

TABLE V
FREQUENCY OF SEEING MOVIE

Frequency of Seeing Movie	Percentage
< 1 Time/month	41.0
1-2 Times/month	41.8
3-4 Times/month	10.3
> 4 Times/month	6.9
Total	100.0

2.5 Purpose in Seeing Movies

The results of the study indicated that 29.3% of the respondents saw movies for entertainment. In addition, they saw movies because of plot preference and relaxation in similar proportions of 20.1% and 20.0%, respectively (Table VI). This result corresponded with the research of [2]-[3], which showed that audiences saw movies for entertainment purposes.

3. Factors Affecting Movie Selection of Audiences

The marketing mix was analyzed based on factors related to product, price, distribution channel, and marketing communication. The results of the study revealed that the respondents rated the importance of the marketing mix as a whole at the high level, with a mean score of 3.77, whereas the price factor had a highest average (Table VII).

TABLE VI
AIM TO SEE MOVIES

Aim to See Movies	Percent
Entertainment	29.3
Movie Plot Preference	20.1
Relaxation	20.0
Actor Preference	11.9
Crazy to See the Movie	10.9
Go with Friends or Lover	5.8
Learn Technical of Movie Production	2.0
Others	0.2
Total	100.0

TABLE VII
MEANS OF THE IMPORTANCE OF THE MARKETING MIXED FACTORS

Marketing Mixed Factor	Average	Important Level
Price	4.04	High
Product	3.73	High
Marketing Communication	3.71	High
Distribution Channel	3.60	High
Total	3.77	High

3.1 Product

Most respondents rated the importance of the product itself at the high level, with a mean score of 3.73. Upon consideration of each item, they rated at the highest level two items: movie plot and type of movie. Moreover, the video and audio, the actors, the soundtrack, and dubbing were rated at the high level. It was interesting to note that respondents gave only moderate precedence to the director and the length of the movie (Table VIII).

TABLE VIII
PRODUCT FACTOR

Product Factor	Average	Important Level
Type of Movie	4.24	Highest
Video and Audio of Movie	3.94	High
Actors	3.78	High
Soundtrack of the Movie	3.45	High
Dubbing	3.44	High
Director	3.22	Moderate
Length of Movie	3.22	Moderate
Total	3.73	High

3.2 Price

The results showed that the respondents rated the importance of every item of price at the high level (Table IX).

TABLE IX
PRICE FACTOR

Price Factor	Average	Important Level
Reasonable price for quality of movie	4.07	High
Reasonable price for convenience of seeing movie	4.05	High
Total	4.06	High

3.3 Distribution Channel

The respondents rated the importance of the distribution channel at the high level (mean = 3.60). The distribution channel via cinemas was rated at the highest level while the mobile phone app was rated at the high level. Distribution via CD or DVD was rated at the moderate level (Table X)

TABLE X
DISTRIBUTION CHANNEL

Distribution Channel	Average	Important Level
Cinemas	4.27	Highest
Application on mobile phone	3.45	High
Dealer of Movie CD and DVD	3.08	Moderate
Total	3.60	High

3.4 Marketing Communication

The results of the study revealed that the factors regarding the marketing communication were rated at the high level, with a mean score of 3.71. For each item, the respondents rated movie trailers at the highest level. On the other hand, they rated three items at the high level, including social media, advertising on television and multimedia, and movie posters (Table XI). Reference [5] reported that the influence of Facebook on the respondents' decision to watch a movie was at the medium level. In addition, positive comments about the movie and promotion of the movie on Facebook were the most influential factors for the respondents. In addition, reference [6] suggested that kudos from reviewers formed a key success factor in the motion picture industry.

TABLE XI
MARKETING COMMUNICATION CHANNEL

Marketing Communication	Average	Important Level
Movie Trailers	4.46	Highest
Social Media	4.14	High
Advertising on Television and Multimedia	3.73	High
Movie Posters	3.64	High
Movie-Related Souvenir	3.26	Moderate
Premiere press conference	3.08	Moderate
Total	3.71	High

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