

THE RELATIONSHIP BETWEEN THE MARKETING MIX AND ACCEPTANCE OF MOVIE TICKET PRICES

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Abstract: The objectives of this research were: 1) To study the demographic characteristics of customers purchasing movie tickets and their decision to choose movie tickets. And 2) To study the relationship between marketing mix and fare acceptance. The population studied in this study were consumers choosing movie tickets in Bangkok since 2023 is unknown. The sample group in the study was 400 peoples. Sample sizes were determined. from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total. The sample consisted of 400 people using simple random sampling. By using questionnaires as a tool to collect data statistics used in the analysis. These are frequency, percentage, mean and standard deviation, and the statistics used in the test multiple Linear regression analysis.

Major Findings: (1) Consumers' demographic characteristic of different age, gender, income, education background and profession are the obvious and important factors that influence consumers' decision to purchase movie in Bangkok. (2) Marketing mix strategy of product, price, place, people, promotion, consumers' decision to purchase movie tickets in Bangkok with statistical significance at 0.05.

Keywords: Movie tickets, Decision to Purchase

Introduction

The film industry is one of the industries that make entertainment media, known as film media. It has been popular since the birth of the first Thai film in 1922. Thai film media is a media composed of images and sounds, which was developed from the early audio-visual system. It is a media that has unrestricted access to audiences of all ages and languages, including those who cannot read, or even those with verbal communication barriers. It is not difficult to understand that the film media has a wide influence, providing entertainment while providing true stories reflecting social, cultural, traditional, history and politics. Film is considered an area of art, which is full of imagination and inspires the viewer's insight and feeling into the story. (Wikipedia, 2020). The film industry is one of the most important events in the entertainment industry. Watching movies is one of the most important activities that consumers choose to relieve stress and daily life. The Thai film industry is usually built within large shopping malls. The same area consists of 2 to 16 small cinemas with a limited number of cinemas. Range from 48 seats per theater to 2,000 seats per theater. Ticket prices in Thailand include ordinary fares of 80,90,100,120 baht per cinema, as well as some cinemas or top most fares, and 100,120,140,160,170,180 baht per cinema. Prices are 220,250,300,500,600,1500 baht / unit (Maj or Cinee Plex and SF Cinema, 2018). The film business consists of the major Thai cinema operators. (Commerce Department, 2017).

1. Major Cinema Group Public Company Limited (Major Cinema Company Limited) Thailand's largest film operator, currently has 170 branches and 812 cinemas in Thailand, with 100 market shares per 60 companies (Major Cineplex, 2019).
2. SF Cinema Co., Ltd. is the second largest operator after the major cinema group Public Company Limited, with 57 branches and 371 cinemas, accounting for 31% of the market share. (Economic base, 2018)
3. Other small entrepreneur groups in the film business hold a combined 9% of the market, as shown in chart 1.1 (market share in the Thai film business). The economic value of the film industry is 0.17%, twice that of the creative industry in the film field, and it is created for the country Income industry from 8.7% of GDP in 2011 to 9.1% of GDP in 2015, creative industries accounted to GDP in turn. The rate of GDP growth has been declining. In 2017, GDP grew was 8.9% (Creative Economy Promotion Agency, 2018). The downward trend in GDP was due to intervention.

In addition to the trend of declining GDP due to technological intervention in creative industries, another important reason is that the coronavirus (COVID-19) crisis has disrupted economic activity. A state of emergency will begin in public places and commercial stores on Tuesday due to the government's strict lockdown measures. Many industries were affected in 2020, including the film industry. Revenue from the main film business listed on the stock exchange fell more than 20% in the third quarter. Compared with the same period in 2016, the Thai economy was severely damaged. The GDP trend in the creative industry inevitably declines (SET, 2020).

The COVID-19 crisis has also changed consumer behavior, creating a new way of life (Bill Gross, 2008). People spend more time at home than in public places. Working at home through the Internet without having to work in the workplace. Provide online teaching, online commodity trading platforms, and door-to-door food delivery services through Internet applications. People leave home if necessary, wearing masks and carry alcohol sprays with them, a new lifestyle in addition to changing habits. Consumers still have difficulty making purchase and purchase decisions. The virus crisis has led to reduced consumer buying power, a slowing economy, and disrupted economic activity

The impact of a reduced income rate. From 2019 to 2020, the average monthly income was compared by region and found that the average rate of change in the monthly income for each household decreased. Rate of change for each region.

1. Thailand dropped from 26,946 baht to 26,018 baht, or 3.4%.
2. Bangkok and the surrounding areas fell by 9.8% to 37,750 baht from 41,897 baht.
3. The central region fell 4.6 per cent from 27,041 baht to 25,781 baht.
4. Northern region from 19,046 baht to 20,269 baht, or 6.4%
5. From 20,271 baht to 20,600 baht, or 1.6% 25606. Southern region fell from 26,913 baht to 25,647 baht, or 4.7 percent.

As the average monthly household income declines, most consumers are very cautious about costs, and they tend to buy high-quality and value for money products and services, and when their household income declines, their household income declines and their household income declines. Therefore, film companies need to develop products and services that meet the standards to meet the needs of consumers. We are willing to pay the price for the quality of our products and services to bring revenue and profit to our business. Can persist even in difficult situations. The importance of the problem Currently, consumers are very cautious when spending money. If the price and quality of the product are reasonable, consumers will be willing to pay for the value they expect. This may be related to various aspects of the marketing mix, such as product quality, reasonable prices, channel facilities, and promotional activities. Engage in marketing with the customers. Staff welcome close attention, including other physical characteristics that may be related to consumer acceptance of price.

Given the importance and importance of the above issues, study the marketing mix factors associated with the acceptability of ticket prices as guidelines for management. Develop strategies to improve the business with various elements to meet the maximum needs of the customers. What is the relationship between the movie ticket marketing mix and price acceptance? Study the relationship between marketing mix and fare acceptance. The conceptual framework of the study.

A study called a Study on the Relationship between The Marketing Combination and Acceptance. Regarding the prices of movie tickets ", there is a research framework, a variable and dependent variable are defined as. It is a research tool, a way to find answers.

Research Objective

1. To study the demographic characteristics of customers purchasing movie tickets and their decision to choose movie tickets.
2. To study the relationship between marketing mix and fare acceptance to purchasing movie tickets.

Research Framework

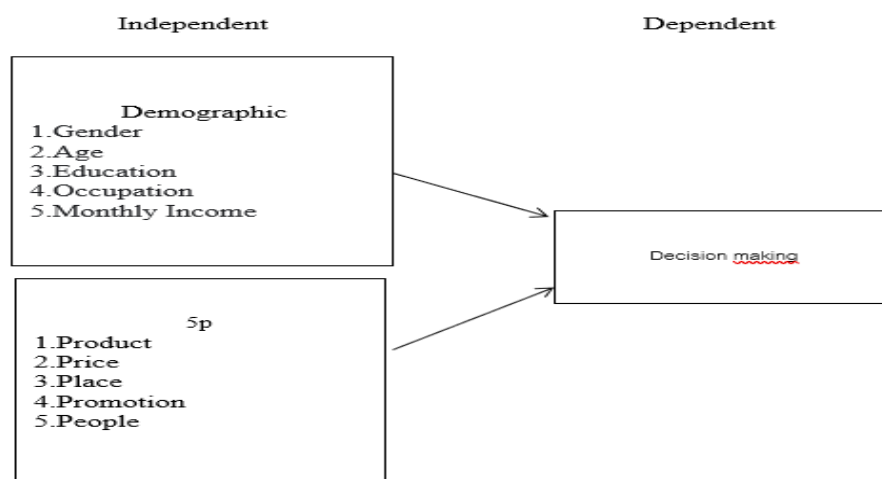


Fig.1 Research framework

Literature Review

To examine the relationship between marketing mix factors and movie ticket price acceptance, relevant concepts, theories, literature, and research were collected. Foundation and guidelines for research to make the full use of research findings and to achieve the identified research objectives.

Concepts and theories of consumer price acceptance behavior.

1. product: Guan Yanxia (2015) Philip Kotler's definition of a product is: a product refers to everything provided to the market for attention, acquisition, use, or consumption to satisfy a certain desire and need. Product strategy is the core and foundation of the 7P Marketing mix. Price strategy, channel strategy, Process, Physical evidence and promotion strategy are all implemented around the products provided by the enterprise. The product strategy formulated by enterprises is to clarify what products or services they provide to the market to meet market demand.

What products or types of products are the primary considerations of product strategy. Today's enterprises often have the production capacity of multiple product categories, and very few enterprises will only produce a single product. Therefore, when planning product strategies, it is necessary to first define how a series of products produced by the enterprise are combined and how to optimize this combination. The formation of a combination of multiple products is to maximize the satisfaction of different consumer needs in a certain depth and breadth. Optimizing the portfolio is to ensure the ultimate profitability of the enterprise.

In addition, the development of new products is also an important link in maintaining the vitality of a company's product portfolio. Enterprises need to consider how and at what time to execute the development of new products. Moreover, companies also need to consider how new products are presented to end consumers.

2. price: Liu Ying, Li Yabin, Zhang Ruijue, Wu Aijia. (2017) The price strategy is the only factor in the Marketing mix that can bring income to the enterprise. The other three combination strategies are all cost. In addition, in most cases, price factor is the biggest determining factor for consumers to make purchasing decisions, especially for goods with elastic demand, where price changes have a significant impact on demand.

The price strategy of a company includes three aspects, namely setting basic prices, modifying basic prices, and competitive price adjustments. Setting a basic price refers to a company's clear understanding of the price at which a product or a class of products will be launched into the market. In this process, enterprises need to consider the goals that sales need to achieve, market demand, production and manufacturing costs of products, and profit

margins. Based on the above factors, the basic price of the product can be determined. After obtaining the basic price, enterprises also need to flexibly adjust the basic price to meet the needs of market changes, such as common discount pricing. In certain special circumstances, enterprises may also proactively adjust established prices, known as competitive price adjustments.

3. place: Xie Shiwei (2016) Channel strategy refers to the strategy of conducting various activities to enable target customers to approach and obtain their products. In the 1960s, McCarthy first proposed the concept of channel strategy in the 4P Marketing mix. In the 1990s, with the changes in market environment and the development of marketing theory, a 4C combination emerged, which includes customer, cost, convenience, and communication. The corresponding channel strategy was replaced by convenience. The Marketing Theory of 7Ps is a theory derived from Booms and Bitner's proposal in 1981 to add three "service Ps" to the 4Ps of Market marketing theory. The three "service Ps" are people, process and physical evidence.

4. promotion: Promotion strategy mainly refers to the use of various information dissemination methods by enterprises to stimulate consumers' purchasing desire and promote product sales to achieve their marketing goals, including the combination and application of controllable factors such as advertising, personnel promotion, business promotion, public relations, etc. related to promotion. Promotion strategy is one of the most flexible factors in the Marketing mix, and its presentation is not very uniform. It often requires marketers to formulate according to the actual marketing environment. Regardless of the promotional strategy used, the ultimate goal of promotion is to achieve consumer purchasing behavior as close as possible, while ensuring product quality.

Traditional promotions include sales promotion, advertising, public relations, and marketing promotion. In the new market situation, new forms of promotion have also emerged, such as WeChat official account, microblog, social networking site, question and answer platform, video website, short video platform, etc. Through the application of these emerging channels, we aim to achieve better brand and product promotion in a rapidly evolving market environment.

5. People: All people are directly or indirectly involved in the consumption process of certain services, which is a very important point of view of the 7P Marketing mix. Knowledge workers, white-collar employees, managers, and some consumers add additional value to the supply of existing social products or services, which is often very significant.

Chen Xiaolu, Lin Chen. (2021) Jiangxiaobai, a newly born Baijiu enterprise in China, has expanded rapidly in recent years by opening new categories, targeting segments, social media and scenario marketing, which has had a significant impact on the Baijiu consumer market. This paper will analyze its marketing strategy from the perspective of the classic Marketing mix 7P, and propose the challenges it faces.

The price acceptance behavior of service provider refers to the price acceptance behavior of service provider about the decision and action of the purchase or use of products and services. The result is that the definition of consumer behavior and the acceptability of price are very different.

Laws/regulations related to cinema service business.

Consumer The Film and Video Act promulgated laws/ regulations related to cinema service business on June 2, 2008 (Film and Video Bureau, 2008)

Article 25 stipulates those films distributed, leased, exchanged, or distributed in the Kingdom must be reviewed and licensed by the Film and Video Censorship Board. And specific code numbers must be obtained before distribution and distribution.

Article 26 stipulates that when reviewing movies in accordance with Article 25, the committee shall consider movies and videos and determine the category (rating) of the movie, which has seven types:

- 2.1 Encouraging Learning and Encouraging Watching Movies
- 2.2 Movies suitable for all audiences
- 2.3 Suitable for movies aged 13 and above.
- 2.4 Suitable for ages 15 and above

2.5 Suitable for movies aged 18 and above.

2.6 Movies Prohibited for Children Under 20 (F 20+)

2.7 Films prohibited from distribution in the Kingdom refer to films that are not allowed to be distributed, rented, exchanged, or distributed in the Kingdom.

A movie rating of 13+-18+is recommended. Children aged 13, 15, and 18 should not watch movies alone. Parents should provide close guidance. Movies prohibited for children under the age of 20. This is a film that requires judgment, so it is not suitable for children as they may absorb bad role models and develop imitative behavior.

Article 31 stipulates that the central registrar shall designate a code number and affix a seal.

The movie type authorization mark and code number on the reviewed movie. Considering and authorizing in accordance with Article 25.

Article 37 stipulates that no person shall operate a cinema or receive remuneration in a commercial form, except with the permission of the registrar.

Article 38 stipulates that no person shall engage in the leasing, exchange, or distribution of movies as a business or in return for profits, unless authorized by the registrar. Or the distributors of each cinema will provide films for screening, rental, exchange, or distribution at their premises, but the films must be reviewed and licensed in accordance with Article 25, and displayed with markings. Film type authorization and code number

Article 44 stipulates that the licensee shall notify the type of each film in a prominent position in the cinema, and the licensee shall not agree or disagree. Individuals below the age specified in Article 26 are not allowed to watch movies alone.

Article 45 stipulates that the licensee referred to in Article 38 shall not rent, exchange, or distribute the films referred to in Article 26 to persons under the age limit for such films.

Article 46 stipulates that when a film is shown in a place where anyone can watch it, the film should be shown in accordance with Article 46

Classification according to Article 26.

Article 77: Anyone who complies with the provisions of Article 23, Paragraph 1 (the filmmaker shall produce a film in a manner that does not undermine, violate peace, violate public morality, or affect the Monking and Honors of Thailand as stipulated in Article 23, Paragraph 1 of the Constitution of the People's Republic of China) or shoots a film in accordance with Article 26 shall be punished with imprisonment for not more than one year or a fine of not more than 100000 Thai baht or the same fine.

Article 78 Violation of the provisions of Article 25, Paragraph 1, Article 28, Paragraph 2, and Article 34, Paragraph 1

No one is allowed to transport movies that produce kingdom feathers out of the kingdom. Except with the permission of the Film and Video Review Committee, a fine of 200000 to 1 million Thai baht shall be imposed.

Article 79: Anyone who violates Article 37, Paragraph 1, Article 38, Paragraph 1 or operates the above-mentioned business during the suspension or revocation of the license shall be fined not less than 200000 Thai baht but not more than 1 million Thai baht. And impose a fine of no more than 10000 Thai baht per day.

Related Researches

Sonsman (2018) argues that the content of the communication of the advertisement and the effectiveness of the communication will directly determine the generation of consumer behavior.

Zhao Guangpeng (2018) argues that based on a casual food perspective, companies must deeply understand and tap into consumer behavior and its influencing factors to grasp consumer psychology in order to develop marketing strategies that are more in line with market competition.

Dry Sweet (2019), on the other hand, argues that the current corporate marketing strategy has problems such as inaccurate positioning of consumer needs, lack of understanding of purchase intentions, too few convenient ways to purchase, and insufficient interaction between the marketing process and consumers, which requires optimization of corporate marketing strategy based on consumer behavior.

Research Methodology

Research Model: Firstly, the basic characteristics and current situation of the film consumer population in Bangkok, in order to further understand the development status of the film industry in Bangkok; Secondly, we investigated the consumption level and consumer behavior in Bangkok, reflecting the consumption characteristics of the film watching population in Bangkok; Finally, analyze the relationship between the characteristics of Bangkok's film consumer population and some consumption characteristics, and obtain the relevant consumption characteristics of different consumer groups in Bangkok.

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

Population and Sample size Population: The population used in this study is the users of cinema services in Bangkok since 2023 is unknown. The sample used in this study is consumers from cinemas. Due to the large population, the exact population size is unknown, so researchers used a method to determine the sample size. Using the unknown sample size formula of W.G. Cochran (1977), determine a 95% confidence level and a 5% error level. Use stratified random sampling technique to select the respondents, total 400 persons, which suitable under the formula of Taro Yamane (1973), $n = N / (1 + N(e)^2)$, n refer to the sample size, N refer to the number of people in the population and error at 5%

Research tools

The study subject people living in Bangkok in 2023. By using a questionnaire to collect information from a sample as follows.

1. General information of the respondents is consumers purchasing movie ticket in Bangkok.
2. Maketing mix factor's respondents' opinions is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.
3. Decision on customer behaviors suggestion respondents' opinions is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.
4. Suggestion

Attitude-based questions with additional options to support quantitative analysis; set filters to identify invalid responses; avoid double questions and one-and-a-half questions; conduct the survey dynamically and set a question bank to guarantee the quality of multiple surveys.

Data Collection Methods

The researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group. The questionnaires were distributed to students, civil servants, business people, freelancers and retirees, who are the main consumers of the company's products, and the results of the survey can reflect the characteristics and patterns of consumer behavior. A total of 400 people participated in this survey.
2. Secondary Data The researcher gathered the data from the study of related documents.

Statistics Used in Research and Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables.

RESULTS

1. Consumers' personal factors of different age, status, education level, occupation, and different income are the obvious and important factors that influence consumers' decision to buy products. Discovering personal factors related to gender, age, and education level. The average monthly income level of different samples affects the relationship between marketing mix and movie ticket price acceptance. According to a study by Natapol Puttapitak and Kulkanya Na Pompetch (2018), it was found that cinema users have personal factors. Gender, age, education level, and occupation are different. What is important is the marketing factors that affect the choices of different cinemas.
2. The enterprise product differences, good or bad quality, price, and promotion mode will also affect the consumer to buy consumers to buy the products.
3. Consumers' decision to purchase products, in addition to the above factors, will be influenced by the customer's perceived value of consumers to purchase products.

DISCUSSION

Consumers' personal factors of different age, status, education level, occupation, and different income are the obvious and important factors that influence consumers' decision to buy products. So companies should make different industry policies for different groups to conform to the group and meet the behavior of consumer economic power. The marketing factors related to accepting movie ticket prices are as follows:

In terms of products, the research results indicate that the sample places the most emphasis on movies and is the most attractive and attractive. Choose a movie theater to watch. Consumers focus on the most attractive and attractive movies. The main motivating factor that leaves a deep impression on consumers and leads to word-of-mouth is the diversity of services. Food and beverages are another choice that consumers are concerned about, as watching movies is necessary. There must be food and drinks to enjoy the fun of watching. Consumers also value movies and have a lot of screening time. Due to the large screening volume of movies, it is convenient for consumers to choose from various time options, such as: Consumers want to watch a movie, but when they arrive, there is no screening time in the cinema. Consumers may change their minds to read another story or decide not to use the service, which is currently becoming a social trend. We found that this largely helps consumers decide to watch movies, as if movies are a social trend. This indicates that the movie is the latest. The products that the above sample focuses on are classified as service products. Absence is intangible.

The service product must have the same quality as the product. This is in line with Cotler's (2011) philosophy, which states that "the product "Product" refers to the product provided by the seller to the market to make 57 consumers interested in becoming owners and purchasing products for consumption. The term 'product' not only means tangible objects, but also services. Location, personnel, concept, and consideration of service quality scope, brand service level, service line, warranty, and after-sales service. Because the meaning of a product includes valuable products or benefits that meet needs.

In terms of distribution channels, research has found that samples are important. There are the most channels for purchasing movie tickets online through applications. In busy times, if there are convenient channels, it can reduce the time and difficulty of purchasing tickets. Movies can encourage consumers to make easier decisions about purchasing or accessing services. The concept of 'Place' is explained by Lovelock and Wirtz (2011). Channel structure helps promote acquisitions. The product here is a service for purchasing movie tickets through online channels. In terms of market promotion, research has shown that the sample group places the most emphasis on holiday discounts. According to the concept of Chaisompol Chaoprasert (2009), consumers are encouraged to use this service: The marketing of the service industry will be similar to the sales of goods. That is to say, the marketing of the service industry can be achieved through various forms. Whether it's advertising, public relations, discounts, exchanges, giveaways, or direct marketing through various media outlets. To penetrate high-end customers, public relations are needed to help shape the image. For services that hope to penetrate mid to low end customers at relatively low

prices, discounts, exchanges, giveaways, etc. are required.

Individuals: Research has shown that participants value the advice of those who watch movies the most. This is because when consumers make decisions, the advice of the people around them is important. Therefore, entrepreneurs must plan to deliver services to leave a deep impression on consumers and achieve word-of-mouth. According to Natta pat Lor's philosophy, develop a sense of satisfaction and positive attitude towards the organization. Pradit pong (2006) said, "Customers' attitudes towards products and services lead to long-term relationships and appeal to impressions.

In terms of physical characteristics, research has shown that consumers place the greatest importance on cleanliness inside cinemas. The thing that consumers value the most is the first thing that leaves a deep impression after the cinema opens. According to Kotler's (2011) concept, Physical characteristics will affect customer impressions in a way related to the quality of service provided by the service environment. The atmosphere, music, and comfort of the chair will affect customer satisfaction with the service experience. Provide tangible evidence to demonstrate the company's professionalism and reduce customer concerns about purchasing. Service companies must carefully design these physical features because It will play an important role in influencing the company's impression. Physical factors must be designed to match the personality that the company wants to express.

Suggestion

1. In terms of products, research has shown that the most important samples in movies are attractive and attractive. Therefore, entrepreneurs should focus on producing high intensity films that are attractive and attractive. They should hold premieres. To investigate consumer satisfaction, provide feedback to improve actual screening.
2. In terms of distribution channels, research has shown that the sample emphasizes channels for purchasing online movie tickets through applications. Therefore, operators should manage online movie ticket purchasing systems and support online payments to ensure security and stability. Supports a large number of users.
3. In terms of market promotion, research has shown that the sample places great emphasis on discounts for special holidays. Entrepreneurs should explore the market and organize promotional activities to stimulate consumers, such as organizing discounts on Mother's Day if they use the service with their mother. You will receive a special discount.
4. Personal research has shown that the sample values the advice of those around it, so entrepreneurs must plan to deliver services. Leave the greatest impression on consumers and lead to word-of-mouth.
5. In terms of physical characteristics, research has shown that the samples value the cleanliness of cinemas. Therefore, the operator must arrange cleaning measures, arrange employees to clean each time after the screening, and spray alcohol spray at all contact points. Regularly clean public areas such as corridors, bathrooms, and sales counters.

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