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APPENDICES

APPENDIX A.1

QUESTIONNAIRE (English Version)

Questionnaire for the public opinion on watching movies at the XX Theatre

This questionnaire is made up for surveying the public opinion such that this information can be used to improve and to develop the theatre to fulfill the customers' needs. The researching group would be appreciated, if you can fill out this questionnaire and include any further comments along with it. Then, please return this form to the field-working group. The XX theatre will give away 20 free movie tickets to lucky persons whom completely fill out this questionnaire. We will draw names of the lucky person and announce the name list at the distributing place of this movie theatre. Later, the prizes (movie tickets) will be sent to the lucky persons.

The first round with the amount of 10 seats will be announced on Sunday, 14 Jan 2001

The second round with the amount of 10 seats will be announced on Sunday, 28 Jan 2001

The researching group thanks all persons whom cooperated in this study

Explanation: Please mark / symbol in only one of the boxes for each question or explain any further comments or suggestions.

Section 1 Status of the sampled

- 1.1 Sex male female
- 1.2 Age
 Less than 20 yrs. 20-30 yrs. 31-40 yrs. 41-50yrs. over 50 yrs.
- 1.3 Education
 primary school or less junior high school high school
 technician certificate or college degree Bachelor degree
 Master degree or higher
- 1.4 Occupation
 student government official office employee freelance
 personal business others, please specified
- 1.5 Income per month
 less than 5,000 baht 5,000-10,000 baht 10,001-20,000 baht
 Higher than 20,000 baht

- 1.6 How often do you watch movies at XX theatre?
 This is my first time more than twice once a month every week
 others, please specified.....
- 1.7 Usually, how many persons come along with you to watch movies?
 come alone come with family come with 2-3 friends
 others, please specified.....
- 1.8 How do you know this movie theatre?
 friends recommend advertisement from newspapers advertisement from TV
 advertisement from radio from the movie advertising sign in front of this theatre
 others, please specified.....

Section 2 Opinion on staffs of this movie theatre

- 2.1 How do you evaluate the staffs' attitude, dressing and courtesy?
 excellent good fair
 need improvement, such as.....
- 2.2 How is the service of the staffs here?
 excellent service good fair
 need improvement, such as.....

Section3 Opinion on the price of the movies' ticket

- 3.1 In your opinion, is 80 baht appropriate for the price of the movies' ticket?
 generally cheaper than the other theatres appropriate very expensive
- 3.2 What is the suitable price range for the movie ticket at this movie theatre?
 less than 50 baht 50-60 baht 70 baht 80-90 baht 100 baht
 What is your reason?.....
- 3.3 What is your opinion on the price of food and beverages at this movie theatre?
 generally cheaper than the other theatres appropriate very expensive
 others please specified..... ;

Section4 Opinion on the location of this movie theatre

- 4.1 What do you think about the location of this movie theatre?
 very easy to locate very difficult to locate
 What is your reason?.....

- 4.2 How do you get to this movie theatre?
 by bus by motorcycle by car by foot
 others, please specified.....
- 4.3 What is your opinion on the parking lots of this movie theatre?
 very convenient fair insufficient
 need improvement, such as.....
- 4.4 What is your opinion on the parking space for motorcycles in front of the XX theatre?
 very convenient fair should be removed out
 others, please specified.....
- 4.5 In your opinion, how is the toilet at this movie theatre?
 excellent fair insufficient need improvement, such as.....
- 4.6 What is your idea about the waiting benches before entering this theatre?
 excellent fair insufficient need improvement, such as.....
- 4.7 In your opinion, how are the food and beverages boots in front of this movie theatre?
 excellent fair insufficient need improvement, such as.....
- 4.8 What is your opinion on the distributing place of movie tickets?
 excellent fair need improvement, such as.....
- 4.9 How do you evaluate this movie theatre in the following aspects:
seats excellent fair need improvement.....
bad smell none some very bad smell, need to be improved
decoration excellent fair need improvement.....
sound effect excellent fair need improvement.....
lighting effect excellent fair need improvement.....
air condition system excellent fair need improvement.....
- 4.10 How clean is the XX theatre?
 very clean fair very dirty need improvement.....

Section 5 Opinion on the types of the movies

- 5.1 What category of movie you like the most?
 Thai film foreign film Chinese film all kinds
 Others, please specified.....
- 5.2 What kind of soundtrack do you prefer?
 Thai soundtrack original soundtrack all kinds

5.3 What kind of movie do you like?

- romantic action drama comedy
 cartoon horror all kinds others, please specified.....

Section 6 Opinion on the operation step of watching the movie

6.1 What is your opinion regarding to time consuming for purchasing the movie ticket?

- Not at all appropriate very time consuming
 others, please specified.....

6.2 What type of activity do you often do before entering the movie theatre?

- waiting in front of the theatre hanging out in the department store
 having a meal playing games others, please specified.....

6.3 What is your opinion on watching movies' teasers and advertisements?

- very entertaining. Several movie previews are preferred very appropriate
 not interesting and taking too much time others, please specified.....

Section 7 Opinion on the promotions or activities of this movie theatre

7.1 What do you think about the members' privilege that can purchase the movie ticket at the lower price at the XX theatre?

- very good fair need improvement.....

7.2 What is your opinion on reducing the price of soft drinks at KFC with use of the dissecting part of the movie tickets?

- very interesting no comment not interesting
 others, please specified.....

7.3 Could you please fill out the number 1,2,3,4,5 in significant order about the promotions that you would like this movie theatre to provide to customers?

-Member card that can reduce the price of movie ticket
Benefit on the price reduction of food and beverage with use of the dissecting part from the movie tickets
Special price of the movie ticket for children, seniors and students
Shuttle service between the front of this department store and this movie theatre
Booking the movie ticket by phone
Others, please specified

Section 8 Comments and suggestions

8.1 Could you please fill out the number 1,2,3,4,5,6 in significant order on your decision to generally select the movie theatre?

.....Choose the modern movie theatre for example, having the comfortable seats, having very professional sound system and etc.

.....Choose the movie theatre that is closest to your location.

.....Choose the famous movie theatre.

.....Choose the economic's price movie theatre.

.....Choose the movie theatre located in the people community, such as the popular department store.

.....Choose the movie theatre that you usually attend.

8.2 In your opinion, what is the strength of the XX theatre?

.....
.....
.....

On the other hand, what is the weakness of the XX theatre?

.....
.....
.....

The person whom fills out this questionnaire please provide your information for the price drawing	
Name	_____
Address	_____
Telephone	_____

Poll no. _____ Survey by _____

Date _____ Time _____

APPENDIX A.2
QUESTIONNAIRE
(Thai Version)

แบบสำรวจความคิดเห็นเรื่อง ความคิดเห็นของประชาชนต่อ การชมภาพยนตร์ ณ โรงภาพยนตร์ XX

แบบสอบถามชุดนี้จัดทำขึ้นเพื่อขอทราบความคิดเห็นจากสาธารณชนเพื่อนำข้อมูลไปใช้ในการปรับปรุงและพัฒนาโรงภาพยนตร์ให้สอดคล้องกับความต้องการของผู้บริโภค ซึ่งคณะผู้วิจัยขอความกรุณาท่านผู้อ่านได้กรอกคำตอบชุดนี้ พร้อมกับส่งความคิดเห็นอื่น ประกอบแล้วส่งคืนที่พนักงานภาคสนามทางโรงภาพยนตร์จะมีการแจกรางวัลตัวชมภาพยนตร์ฟรี 20 ที่นั่งแก่ผู้โชคดี ที่กรอกแบบสอบถามครบทุกข้อ โดยจะจัดส่งไปให้ตามชื่อที่อยู่ของผู้โชคดี จักรางวัลและประกาศรายชื่อ ณ จุดจำหน่ายบัตรชมภาพยนตร์

ครั้งที่ 1 จำนวน 10 ที่นั่ง ในวันอาทิตย์ ที่ 14 มกราคม 2544

ครั้งที่ 2 จำนวน 10 ที่นั่ง ในวันอาทิตย์ ที่ 28 มกราคม 2544

คณะผู้วิจัยขอขอบพระคุณทุกท่านที่ให้ความร่วมมือ ณ โอกาสนี้

คำชี้แจง กรุณาทำเครื่องหมาย / ลงในช่องคำตอบเพียงช่องเดียวในแต่ละข้อหรือเขียนเพิ่มเติม

ตอนที่ 1 สถานภาพของกลุ่มตัวอย่าง

1.1 เพศ ชาย หญิง

1.2 อายุ

ต่ำกว่า 20 ปี 20-30 ปี 31-40 ปี 41-50 ปี สูงกว่า 50 ปี

1.3 ระดับการศึกษา

ประถมศึกษา หรือต่ำกว่า มัธยมศึกษาตอนต้น มัธยมศึกษาตอนปลาย

ปวช., ปวส., อนุปริญญา ปริญญาตรี สูงกว่า ปริญญาตรี

1.4 อาชีพ

นักเรียน, นักศึกษา รับราชการ พนักงานบริษัท รับจ้างทั่วไป

ธุรกิจส่วนตัว อื่นๆ

1.5 รายได้ต่อเดือน

ต่ำกว่า 5,000 บาท 5,000-10,000 บาท 10,001-20,000 บาท สูงกว่า 20,000 บาท

1.6 ท่านเข้าชมภาพยนตร์ ณ โรงภาพยนตร์ XX บ่อยแค่ไหน

ชมเป็นครั้งแรก มากกว่า 2 ครั้ง เดือนละครั้ง ชมทุกสัปดาห์ อื่นๆ.....

1.7 ปกติท่านมาชมภาพยนตร์กี่คน

มาคนเดียว มากับครอบครัว มากับเพื่อน 2-3 คน อื่นๆ.....

- 4.5 ท่านมีความคิดเห็นอย่างไรกับห้องนำโรงภาพยนตร์
 ดีมาก พอใช้ ห้องนำไม่เพียงพอ ควรปรับปรุงเช่น.....
- 4.6 ท่านมีความคิดเห็นอย่างไรกับที่นั่งพักรอก่อนเข้าชมภาพยนตร์
 ดีมาก พอใช้ ควรเพิ่มที่นั่ง ควรปรับปรุงเช่น.....
- 4.7 ท่านมีความคิดเห็นอย่างไรกับร้านจำหน่ายขนมและเครื่องดื่ม ภายในโรงภาพยนตร์XX
 ดีมาก พอใช้ ควรเพิ่มราคา ควรปรับปรุงเช่น.....
- 4.8 ท่านมีความคิดเห็นอย่างไรกับห้องจำหน่ายตั๋วภาพยนตร์
 ดีมาก พอใช้ ควรปรับปรุง เช่น.....
- 4.9 ท่านมีความคิดเห็นอย่างไรกับห้องชมภาพยนตร์
 เก้าอี้ ดีมาก พอใช้ ควรปรับปรุง.....
 กลิ่นอับ ไม่มี มีบ้าง มีกลิ่นอับมากควรปรับปรุงด่วน
 การตกแต่ง ดีมาก พอใช้ ควรปรับปรุง.....
 ระบบเสียง ดีมาก พอใช้ ควรปรับปรุง.....
 ระบบแสง ดีมาก พอใช้ ควรปรับปรุง.....
 ระบบแอร์ ดีมาก พอใช้ ควรปรับปรุง.....
- 4.10 ท่านมีความคิดเห็นอย่างไรเกี่ยวกับความสะอาดของโรงภาพยนตร์ XX
 สะอาดดีมาก พอใช้ สกปรก ควรปรับปรุง.....

ตอนที่5 ความคิดเห็นต่อประเภทของโรงภาพยนตร์

- 5.1 ท่านชอบชมภาพยนตร์ประเภทใดมากที่สุด
 ภาพยนตร์ไทย ภาพยนตร์ฝรั่ง ภาพยนตร์จีน ทุกประเภท อื่นๆ.....
- 5.2 ท่านชอบฟังเสียงภาพยนตร์แบบใด
 เสียงภาษาไทย เสียงภาษาต่างประเทศ (เสียงในฟิล์ม) ทุกประเภท
- 5.3 ท่านชอบชมภาพยนตร์ลักษณะใด
 แนวรักโรแมนติก หนังสือมีการต่อสู้ หนังสือชีวิต หนังสือตลก
 หนังสือการ์ตูน หนังสือผีของขวัญ ทุกประเภท อื่นๆ.....

ตอนที่6 ความคิดเห็นต่อขั้นตอนในการชมภาพยนตร์

- 6.1 ท่านมีความเห็นอย่างไรต่อเวลาในการเข้าแถวซื้อตั๋วชมภาพยนตร์
 รวดเร็วดี เหมาะสม ใช้เวลานานเกินไป อื่นๆ.....

- 6.2 ขณะที่มีเวลาเข้าชมภาพยนตร์ ท่านทำกิจกรรมใดต่อไปนี้
- นั่งรอหน้าโรงภาพยนตร์ เดินเล่นที่ห้างสรรพสินค้า รับประทานอาหาร
- เล่นตู้เกมส์ อื่นๆ.....

- 6.3 ท่านมีความคิดเห็นอย่างไรต่อการชมภาพยนตร์ตัวอย่างและการชมภาพยนตร์โฆษณา
- รู้สึกสนุก อยากชมภาพยนตร์ตัวอย่างหลายๆเรื่อง เหมาะสมดีแล้ว
- ไม่น่าสนใจใช้เวลานานเกินไป อื่นๆ.....

ตอนที่7 ความคิดเห็นต่อการโปรโมชัน หรือกิจกรรมของโรงภาพยนตร์

- 7.1 ท่านมีความคิดเห็นอย่างไรต่อการที่โรงภาพยนตร์ XXมอบสิทธิพิเศษแก่ผู้ที่มีบัตรสมาชิก ซึ่งสามารถลดราคาตั๋วชมภาพยนตร์ได้
- ดีมาก พอใช้ ควรปรับปรุง.....
- 7.2 ท่านมีความคิดเห็นอย่างไรต่อการที่ท่านสามารถนำทางตั๋วชมภาพยนตร์ไปลดราคาที่ร้านขายขนม
- น่าสนใจ เฉยๆ ไม่น่าสนใจ อื่นๆ.....
- 7.3 ท่านต้องการให้ทางโรงภาพยนตร์จัดโปรโมชันใด โดยเรียงตามลำดับความสำคัญ (1,2,3,4,5)
-จัดทำบัตรสมาชิก ซึ่งสามารถลดราคาตั๋วชมภาพยนตร์ได้
-สามารถนำทางตั๋วชมภาพยนตร์ไปลดราคาอาหารและเครื่องดื่ม
-ตั๋วชมภาพยนตร์ราคาพิเศษสำหรับเด็ก, ผู้สูงอายุ, นักเรียนและนักศึกษา
-จัดรถบริการรับส่งจากด้านหน้าห้างพาต้ามายังโรงภาพยนตร์
-บริการจองตั๋วภาพยนตร์ทางโทรศัพท์
-อื่นๆ

ตอนที่8 ข้อคิดเห็นและข้อเสนอแนะ

- 8.1 กรุณาเรียงลำดับความสำคัญในการตัดสินใจเลือกสถานที่ชมภาพยนตร์(1,2,3,4,5,6)
-เลือกชมโรงภาพยนตร์ที่ทันสมัย เช่น มีเก้าอี้นั่งสบาย มีเครื่องเสียงดี เป็นต้น
-เลือกชมโรงภาพยนตร์ที่อยู่ใกล้ ที่สุด
-เลือกชมโรงภาพยนตร์ที่มีชื่อเสียง
-เลือกชมโรงภาพยนตร์ที่ราคาข่อมเยา
-เลือกชมโรงภาพยนตร์ที่ตั้งอยู่บนแหล่งชุมชน เช่น ห้างสรรพสินค้าที่มีชื่อเสียง
-เลือกชมโรงภาพยนตร์ที่ท่านคุ้นเคยเป็นประจำ

8.2 ท่านคิดว่าโรงภาพยนตร์ XX มีจุดแข็งหรือมีข้อดีอย่างไร.....

.....

.....

ท่านคิดว่าโรงภาพยนตร์ XX มีจุดอ่อนหรือมีข้อเสียอย่างไร

.....

.....

ผู้กรอกแบบสอบถาม กรอกข้อมูลเพื่อชิงรางวัล

ชื่อ _____

ที่อยู่ _____

โทรศัพท์ _____

Poll no. _____ สํารวจ โดย _____

วันที่ _____ เวลา _____

APPENDIX B
QUESTIONNAIRE RESULTS

APPENDIX B

Questionnaire Survey Results

Section 1: Status of the sampled

1.1 Gender

Table B.1: Number of customer classified by gender

No.	Gender	Total	Percentage
1	Male	233	51.8
2	Female	217	48.2
Grand Total		450	100.0

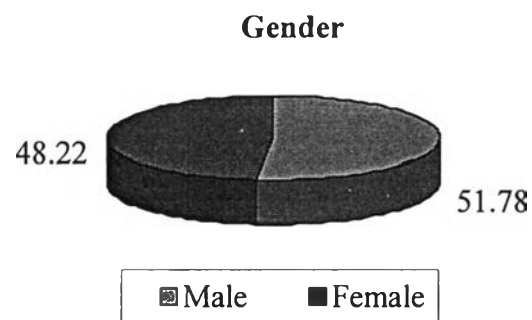


Figure B.1: Number of customer classified by Gender

1.2 Age

Table B.2: Number of customer classified by age

No.	Age	Total	Percentage
1	20-30 yrs.	224	49.9
2	Less than 20 yrs.	113	25.1
3	31-40 yrs.	73	16.2
4	41-50 yrs.	29	6.4
5	Over 50 yrs.	11	2.4
Grand Total		450	100.0

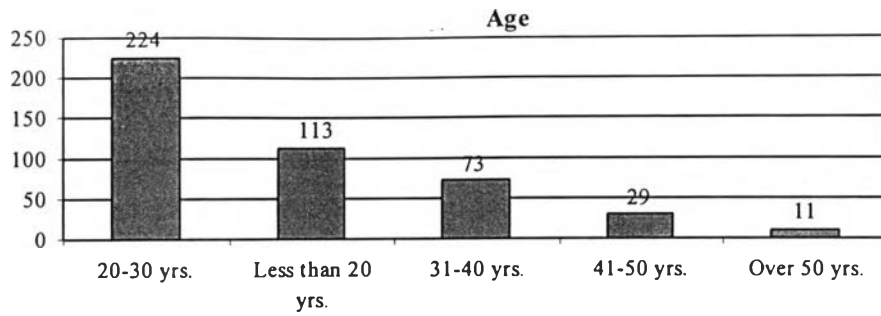


Figure B.2: Number of customer classified by age

1.3 Education

Table B.3: Number of customer classified by education

No.	Education	Total	Percentage
1	Bachelor degree	128	28.4
2	Technician certificate or College degree	114	25.3
3	Junior high school	86	19.1
4	High school	79	17.6
5	Primary school or less	26	5.8
6	Master degree or higher	17	3.8
Grand Total		450	100.0

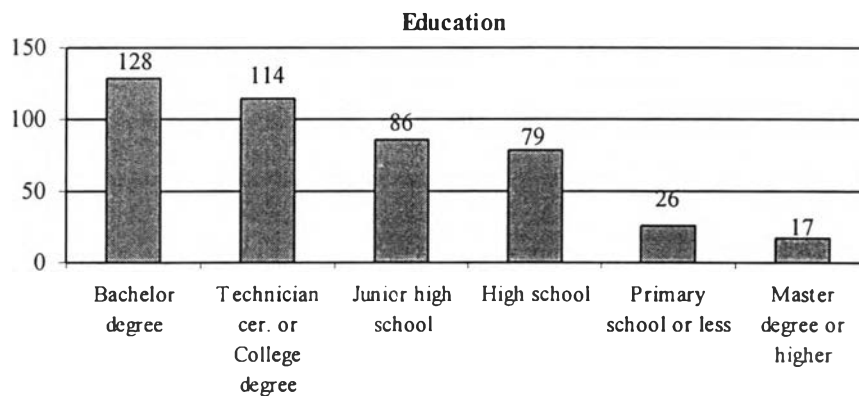


Figure B.3: Number of customer classified by education

1.4 Occupation

Table B.4: Number of customer classified by occupation

No.	Occupation	Total	Percentage
1	Office employee	139	30.9
2	Student	112	24.9
3	Government official	62	13.8
4	Freelance	61	13.6
5	Personal business	52	11.6
6	Others	24	5.2
Grand Total		450	100.0

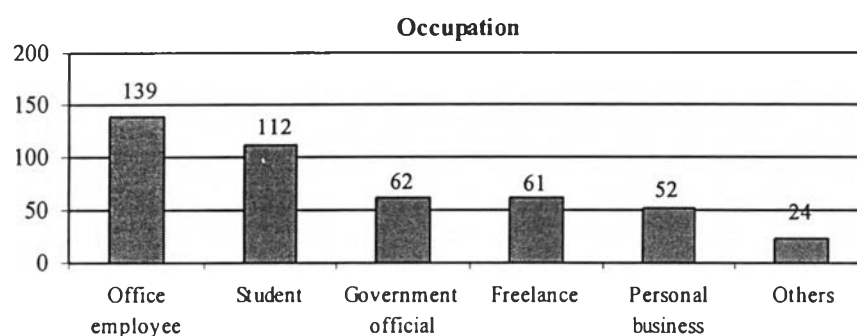


Figure B.4: Number of customer classified by occupation

1.5 Income per month

Table B.5: Number of customer classifies by income per month

No.	Income per month	Total	Percentage
1	5,000-10,000 baht	198	44.0
2	Less than 5,000 baht	128	28.4
3	10,001-20,000 baht	97	21.6
4	Higher than 20,000 baht	27	6.0
Grand Total		450	100.00

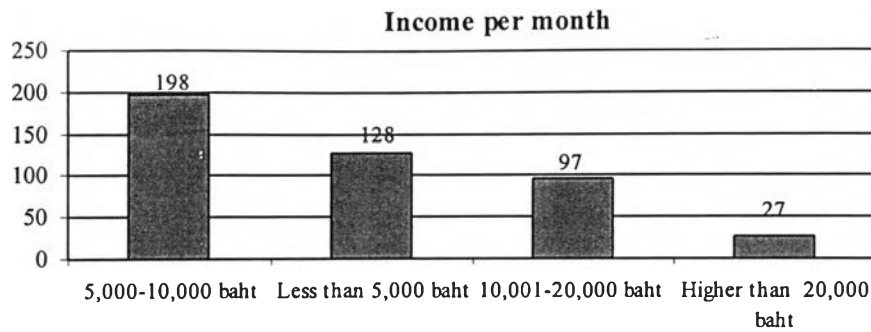


Figure B.5: Number of customer classified by income per month

1.6 Frequency of customer watch movies of the XX Theatre

Table B.6: Number of customer classified by the frequency of watching the movies at the XX Theatre

No.	Frequency of watching movies	Total	Percentage
1	More than twice	176	39.2
2	Once a month	135	30.0
3	First time	56	12.4
4	Every week	38	8.4
5	Others	45	10.0
Grand Total		450	100.0

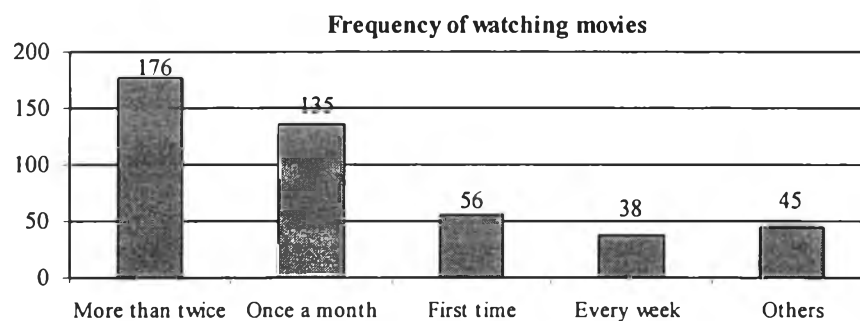


Figure B.6: Number of customer classified by the frequency of watching the movies at the XX Theatre

1.7 Number of persons comes along with customers; when customers come

Table B.7: Number of customer classified by persons comes along with

No.	Persons come along with customers	Total	Percentage
1	Come with 2-3 friends	275	61.1
2	Come with family	105	23.3
3	Come alone	62	13.8
4	Others	8	1.8
Grand Total		450	100.0

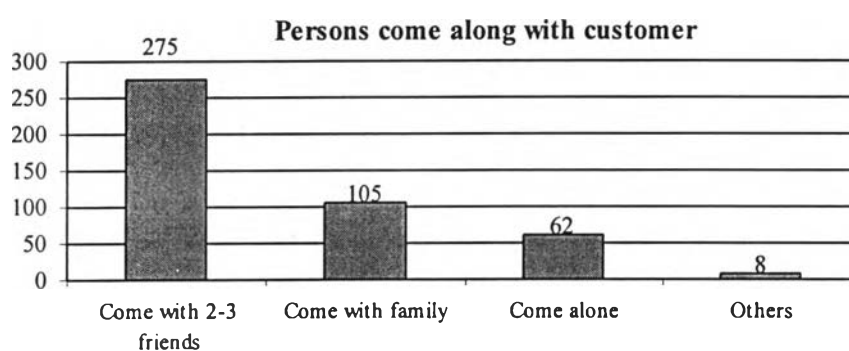


Figure B.7: Number of customer classified by persons comes along with

1.8 The way customers know the XX Theatre

Table B.8: Number of customer classified by the way customers knows the XX Theatre

No.	Knowing the Theatre	Total	Percentage
1	Movie advertising sign	189	42.0
2	Friends recommend	123	27.3
3	Ad. from newspapers	42	9.4
4	Ad. from radio	15	3.3
5	Others	81	18.0
Grand Total		450	100.0

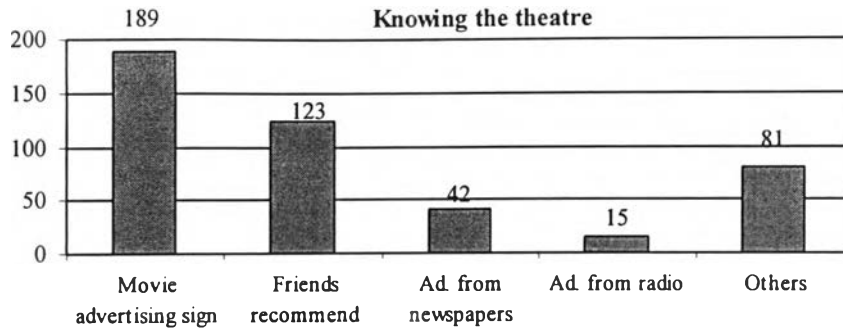


Figure B.8: Number of customer classified by the way customers knows the XX Theatre

Section 2: Opinion on staffs of this movie Theatre

2.1 The opinion on the staffs' attitude, dressing and courtesy of the XX Theatre

➤ “How do you evaluate the staffs' attitude, dressing and courtesy?”

Table B.9: The customer's opinion on the staffs' attitude, dressing and courtesy of the XX Theatre

No.	Evaluation of the staffs	Total	Percentage
1	Good	216	48.0
2	Fair	196	43.6
3	Excellent	19	4.2
4	Need improvement	19	4.2
Grand Total		450	100.0

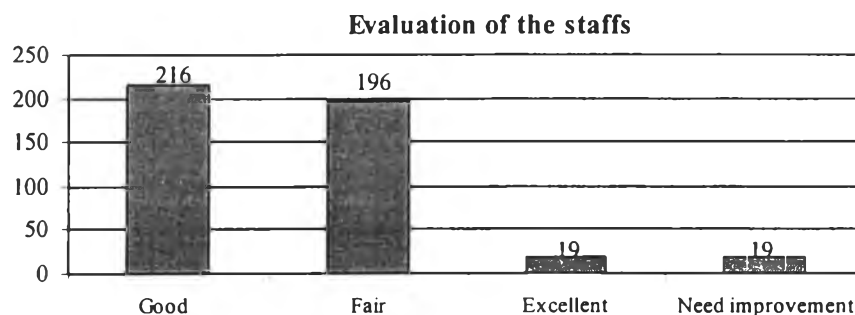


Figure B.9: Ranking of the opinion on the staffs' attitude, dressing and courtesy of the XX Theatre

2.2 The opinion on the service of the staffs of the XX Theatre

➤ “How is the service of the staffs here?”

Table B.10: The customer’s opinion on the service of the staffs of the XX Theatre

No. Service of the staffs	Total	Percentage
1 Fair	237	52.7
2 Good	164	36.4
3 Need improvement	31	6.9
4 Excellent	18	4.0
Grand Total	450	100.0

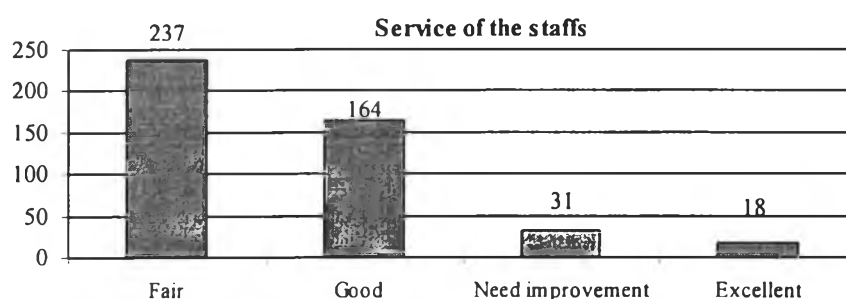


Figure B.10: Ranking of the opinion on the service of the staffs of the XX Theatre

Section 3 Opinion on the prices of the movie’s ticket

3.1 The opinion on the price of movie’s ticket of the XX Theatre

➤ “In your opinion, is 70 baht appropriate for the price of the movie’s ticket?”

Table B.11: Customer’s opinion on movie’s ticket price

No. Price of movie's ticket	Total	Percentage
1 Appropriate	334	74.2
2 Cheaper than others	67	14.9
3 Very expensive	49	10.9
Grand Total	450	100.0

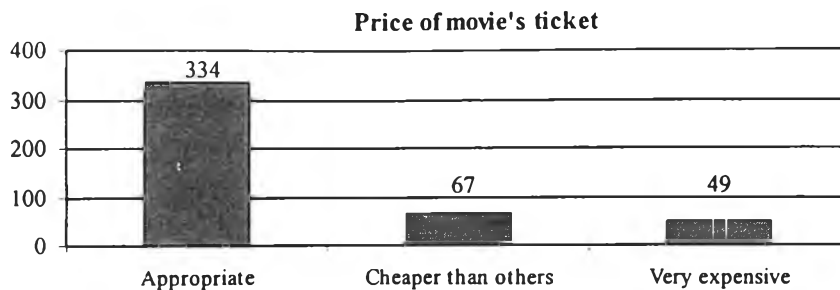


Figure B.11: Ranking of the opinion on the price of movie’s ticket of the XX Theatre

3.2 The opinion on the suitable movie’s ticket price range of the XX Theatre

➤ “What is the suitable price range for the movie’s ticket at this movie Theatre?”

Table B.12: Customer’s opinion on suitable price of movie’s ticket

No.	Suitable price range of movie's ticket	Total	Percentage
1	70 baht	224	49.8
2	50-60 baht	175	38.8
3	80-90 baht	35	7.8
4	Less than 50 baht	14	3.1
5	100 baht	2	0.5
Grand Total		450	100.0

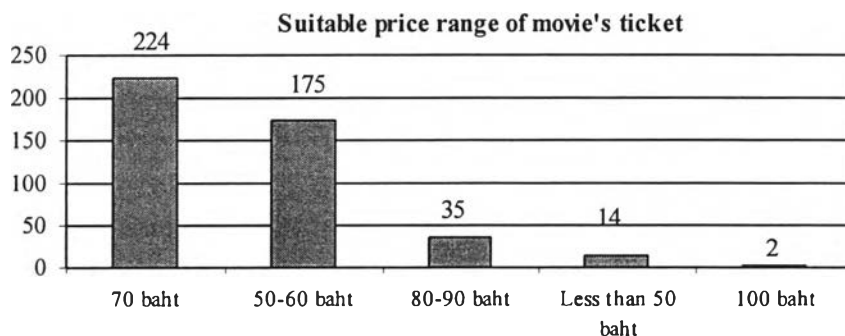


Figure B.12: Ranking of the opinion on the suitable movies tickets price range of the XX Theatre

3.3 The opinion on the price of food and beverages of the XX Theatre

➤ “What is your opinion on the price of food and beverages at this movie Theatre?”

Table B.13: Customer’s opinion on price of food and beverage

No.	Price of food and beverages	Total	Percentage
1	Appropriate	243	54.0
2	Very expensive	162	36.0
3	Others	27	6.0
4	Cheaper than others	18	4.0
Grand Total		450	100.0

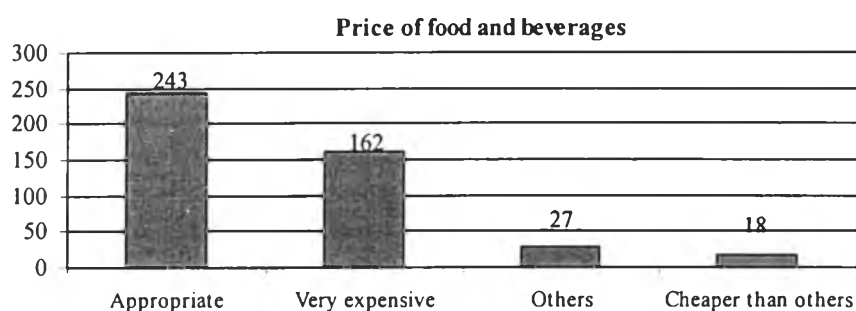


Figure B.13: Ranking of the opinion on the price of food and beverages of the XX Theatre

Section 4 Opinion on the location of this movie Theatre

4.1 The opinion on location of the XX Theatre

➤ “What do you think about the location of this movie Theatre?”

Table B.14: Customer’s opinion on location of XX Theater

No.	Location	Total	Percentage
1	Easy to locate	281	62.4
2	Difficult to locate	169	37.6
Grand Total		450	100.0

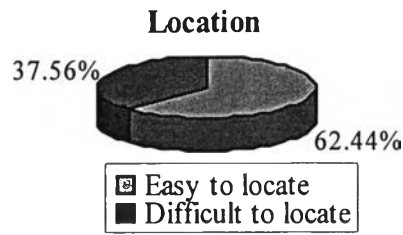


Figure B.14: Ranking of the opinion on location of the XX Theatre

4.2 The way customers come to the XX Theatre

➤ "How do you get to this movie Theatre?"

Table B.15: The way customer comes to XX Theater

No.	Transportation	Total	Percentage
1	By bus	215	47.8
2	By car	93	20.7
3	By motorcycle	78	17.3
4	By foot	51	11.3
5	Others	13	2.9
Grand Total		450	100.0

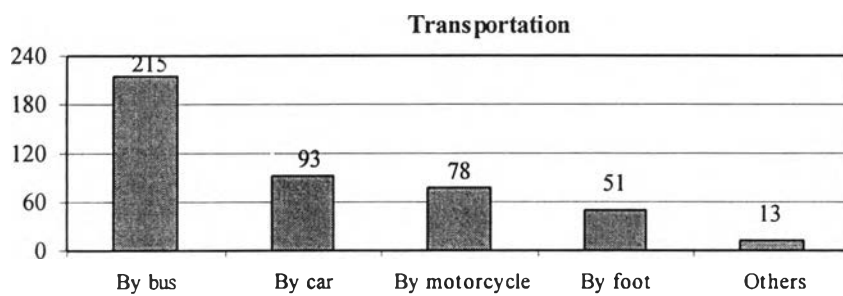


Figure B.15: Ranking of the way customers come to the XX Theatre

4.3 The opinion on car parking of he XX Theatre

➤ "What is your opinion on the parking lots of this movie Theatre?"

Table B.16: Customer's opinion on car parking

No.	Car parking	Total	Percentage
1	Fair	255	56.7
2	Insufficient	110	24.4
3	Need improvement	54	12.0
4	Very convenient	31	6.9
Grand Total		450	100.0

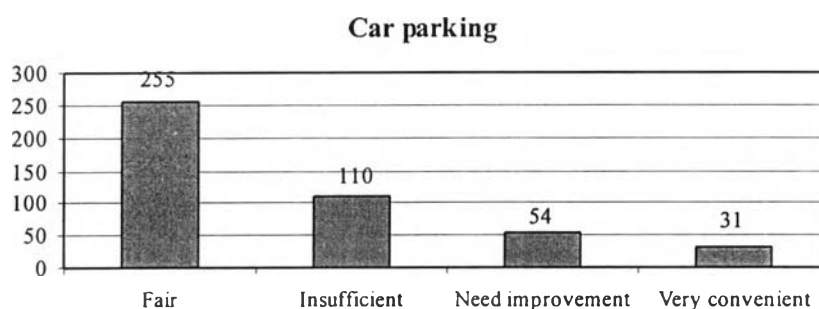


Figure B.16: Ranking of the opinion on car parking lots of the XX Theatre

4.4 The opinion on the motorcycle parking of the XX Theatre

➤ "What is your opinion on the parking space for motorcycles in front of the XX Theatre?"

Table B.17: Customer's opinion on motorcycle parking

No.	Motorcycle parking	Total	Percentage
1	Fair	232	51.6
2	Should be removed out	168	37.3
3	Very convenient	13	2.9
4	Others	37	8.2
Grand Total		450	100.0

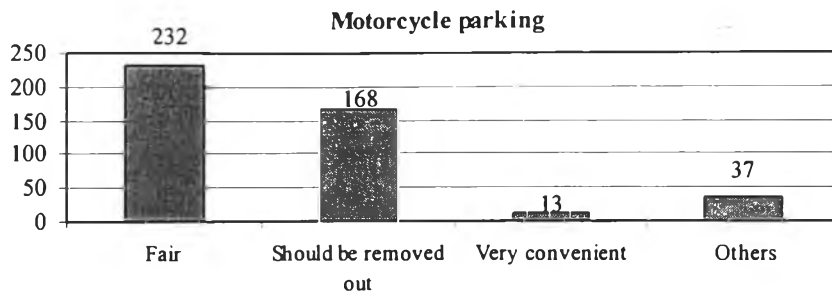


Figure B.17: Ranking of the opinion on the motorcycle parking of the XX Theatre

4.5 The opinion on the toilet of the XX Theatre

➤ "In your opinion, how is the toilets at this movie Theatre?"

Table B.18: Customer's opinion on toilet.

No.	Toilet	Total	Percentage
1	Fair	184	40.8
2	Insufficient	124	27.6
3	Need improvement	124	27.6
4	Excellent	18	4.0
Grand Total		450	100.0

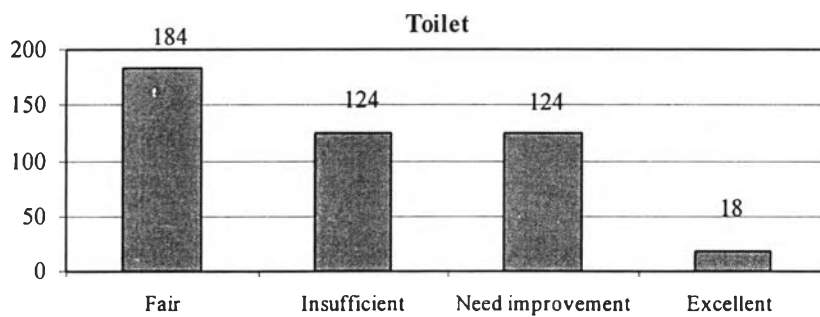


Figure B.18: Ranking of the opinion on the toilet of the XX Theatre

4.6 The opinion on the waiting benches of the XX Theatre

➤ "What is your idea about the waiting benches before entering this Theatre?"

Table B.19: Customer's opinion on the waiting benches of the XX Theatre

No.	Waiting benches	Total	Percentage
1	Insufficient	215	47.8
2	Fair	145	32.2
3	Need improvement	65	14.4
4	Excellent	25	5.6
Grand Total		450	100.0

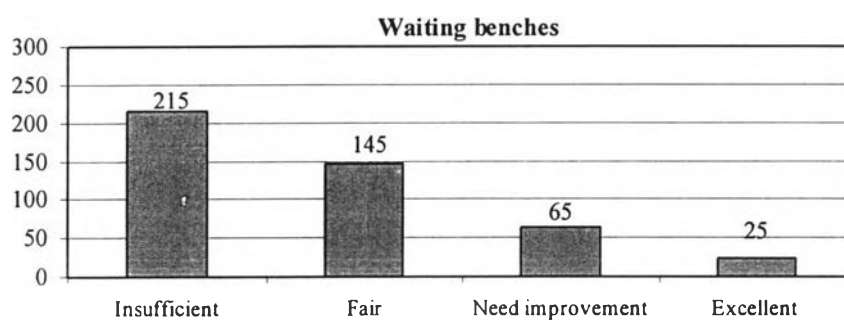


Figure B.19: Ranking of the opinion on the waiting benches of the XX Theatre

4.7 The opinion on the Snacks and beverages booth of the XX Theatre

➤ "In your opinion, how are the snacks and beverages booths in front of this movie Theatre?"

Table B.20: Customer's opinion on snacks and beverages booth of the XX Theatre

No.	Food and beverages booth	Total	Percentage
1	Fair	246	54.7
2	Insufficient	139	30.9
3	Need improvement	46	10.2
4	Excellent	19	4.2
Grand Total		450	100.0

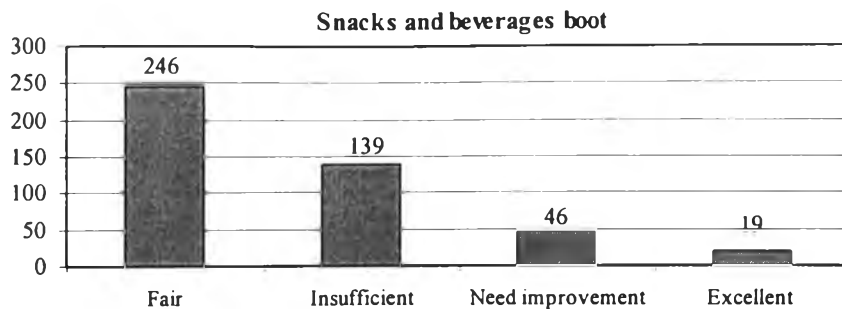


Figure B.20: Ranking of the opinion on snacks and beverages booth of XX Theatre

4.8 The opinion on the distributing place of movie tickets of the XX Theatre

➤ "What is your opinion on the distributing place of movie tickets?"

Table B.21: Customer’s opinion on the distributing place of the movie tickets

No.	Distributing place of movie tickets	Total	Percentage
1	Fair	348	77.33
2	Excellent	57	12.67
3	Need improvement	45	10.00
Grand Total		450	100.00

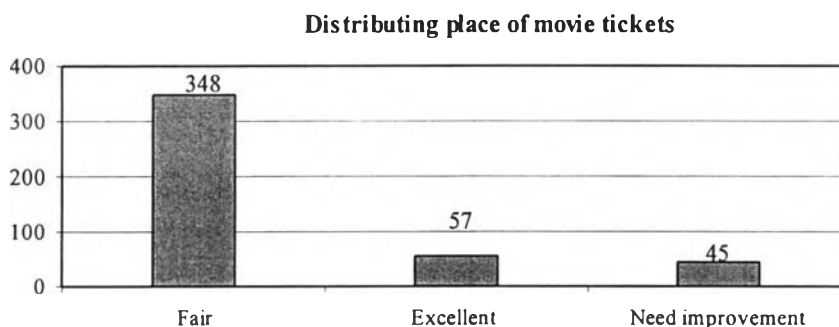


Figure B.21: Ranking of the opinion on the distributing place of the movie tickets

4.9 Evaluation of the XX Theatre; when customers watch the movie

➤ The opinion on the seats in the XX Theatre

Table B.22: Customer's opinion on the seats in the XX Theatre

No. Seats	Total	Percentage
1 Fair	331	73.6
2 Excellent	63	14.0
3 Need improvement	56	12.4
Grand Total	450	100.0

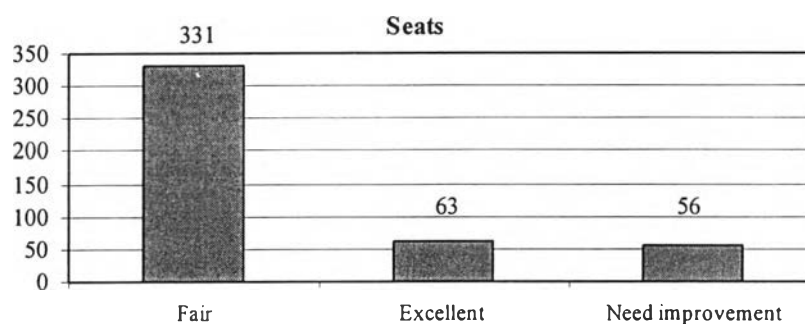


Figure B.22: Ranking of the opinion on the seats in the XX Theatre

➤ The opinion on the bad smell in the XX Theatre

Table B.23: Customer's opinion on the bad smell in the XX Theatre

No. Bad smell	Total	Percentage
1 Some	347	77.1
2 None	75	16.7
3 Very bad smell	22	4.9
4 Need improvement	6	1.3
Grand Total	450	100.0

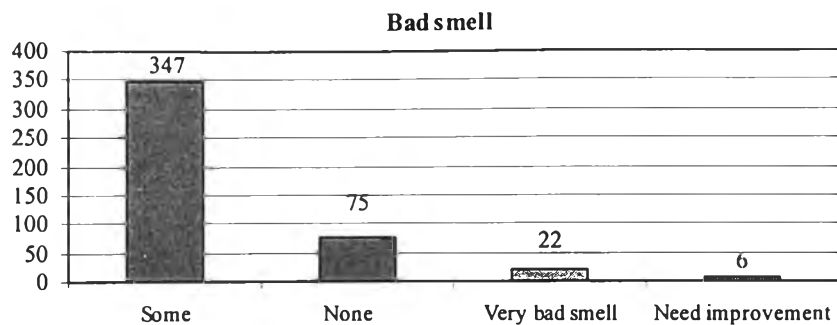


Figure B.23: Ranking of the opinion on the bad smell in the XX Theatre

➤ The opinion on the decoration in the XX Theatre

Table B.24: customer's opinion on decoration in XX Theatre

No.	Decoration	Total	Percentage
1	Fair	347	77.1
2	Need improvement	60	13.3
3	Excellent	43	9.6
Grand Total		450	100.0

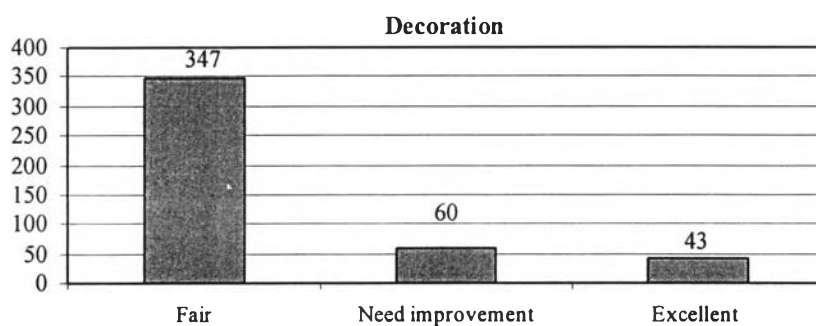


Figure B.24: Ranking of the opinion on the decoration in the XX Theatre

➤ The opinion on the sound effect in the XX Theatre

Table B.25: Customer's opinion on the sound effect in the XX Theatre

No.	Sound effect	Total	Percentage
1	Fair	290	64.44
2	Excellent	125	27.78
3	Need improvement	35	7.78
Grand Total		450	100.00

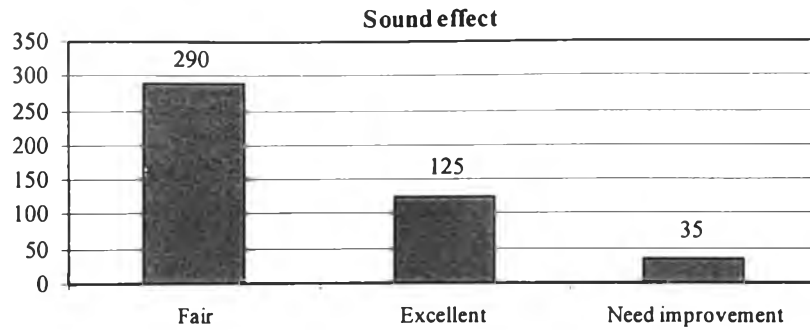


Figure B.25: Ranking of the opinion on the sound effect in the XX Theatre

- The opinion on the lighting effect in the XX Theatre

Table B.26: Customer's opinion on the lighting effect in the XX Theatre

No.	Lighting effect	Total	Percentage
1	Fair	307	68.2
2	Excellent	107	23.8
3	Need improvement	36	8.0
Grand Total		450	100.0

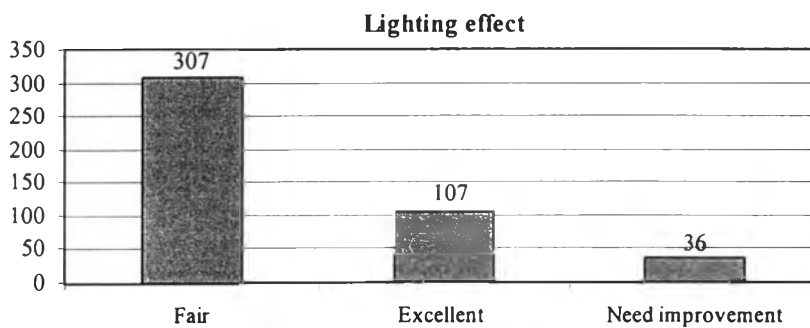


Figure B.26: Ranking of the opinion on the lighting effect in the XX Theatre

- The opinion on the air conditioning system in the XX Theatre

Table B.27: Customer's opinion on air conditioning system

No.	Air conditioning system	Total	Percentage
1	Fair	242	53.78
2	Excellent	146	32.44
3	Need improvement	62	13.78
Grand Total		450	100.00

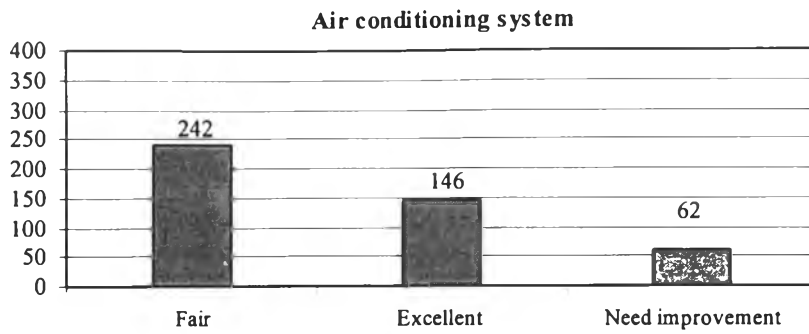


Figure B.27: Ranking of the opinion on the air conditioning system in the XX Theatre

4.10 The opinion on the floor cleanliness of the XX Theatre

➤ “How clean is the XX Theatre?”

Table B.28: Customer’s opinion on floor cleanliness

No.	Floor cleanliness	Total	Percentage
1	Fair	340	75.6
2	Very clean	45	10.0
3	Need improvement	38	8.4
4	Very dirty	27	6.0
Grand Total		450	100.0

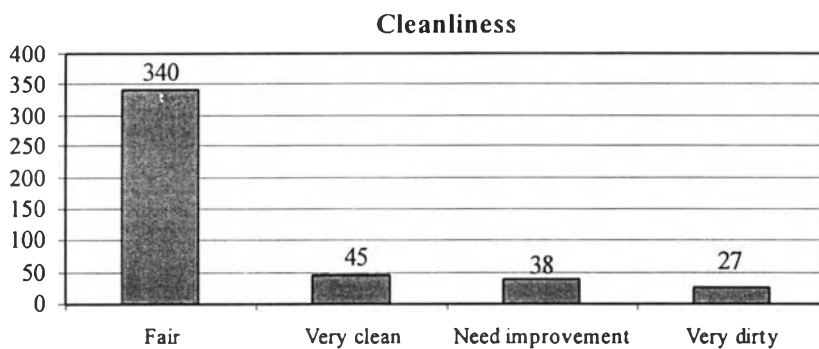


Figure B.28: Ranking of the opinion on the floor cleanliness in the XX Theatre

Section 5 Opinion on the types of the movies

5.1 The opinion on the category of movie of XX Theatre

➤ “What category of movie you like the most?”

Table B.29: Customer’s opinion on category of movie

No.	Category of movie	Total	Percentage
1	Foreign film	232	51.6
2	All kinds	180	40.0
3	Thai film	25	5.6
4	Chinese film	8	1.8
5	Others	5	1.0
Grand Total		450	100.0

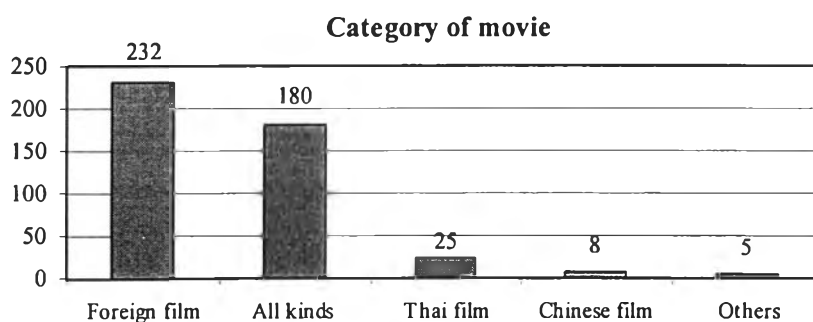


Figure B.29: Ranking of the opinion on the category of movies of the XX Theatre

5.2 The opinion on the kind of soundtrack of the XX Theatre

➤ “What kind of soundtrack do you prefer?”

Table B.30: Customer’s opinion on kind of soundtrack of XX Theatre

No.	Kind of soundtrack	Total	Percentage
1	Thai soundtrack	219	48.7
2	Original soundtrack	139	30.9
3	All kinds	92	20.4
Grand Total		450	100.0

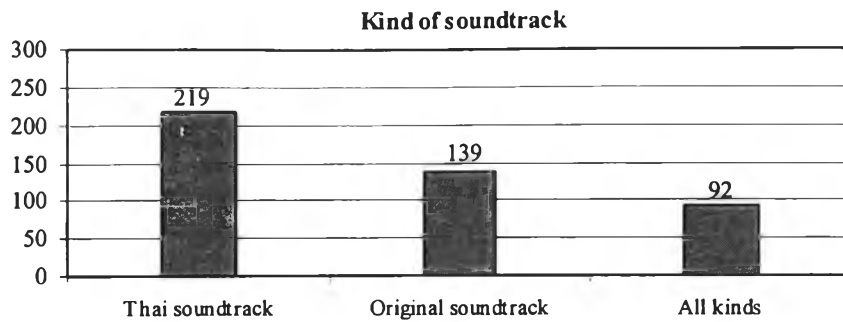


Figure B.30: Ranking of the opinion on the kind of soundtrack of the XX Theatre

5.3 The opinion on the kind of movie of the XX Theatre

➤ “What kind of movie do you like?”

Table B.31: Customer's opinion on the kind of movie of the XX Theatre

No.	Kind of movie	Total	Percentage
1	Action	182	32.7
2	All kinds	174	31.3
3	Comedy	55	9.9
4	Horror	51	9.1
5	Romantic	42	7.6
6	Cartoon	24	4.3
7	Drama	21	3.8
8	Others	7	1.3
Grand Total		450	100.0

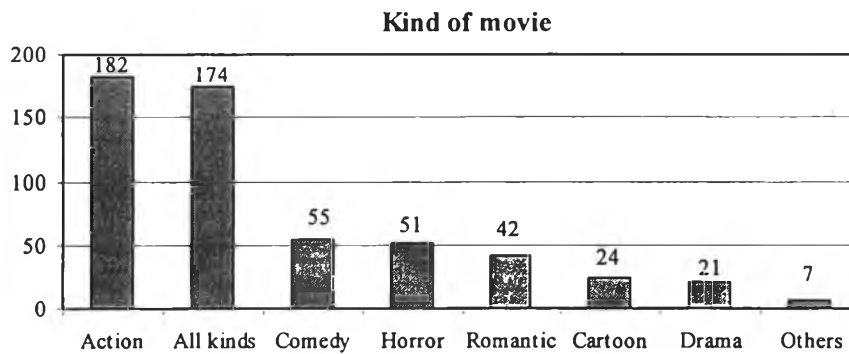


Figure B.31: Ranking of the opinion on the kind of movie of the XX Theatre

Section 6 Opinion on the operation step of watching the movie

6.1 The opinion on the time consuming of purchasing ticket of XX Theatre

- “What is your opinion regarding to time consuming for purchasing the movie ticket?”

Table B.32: Customer’s opinion on time consuming of purchasing ticket

No.	Time consuming of purchasing ticket	Total	Percentage
1	Appropriate	273	60.7
2	Not at all	127	28.2
3	Very time consuming	41	9.1
4	Others	9	2.0
Grand Total		450	100.0

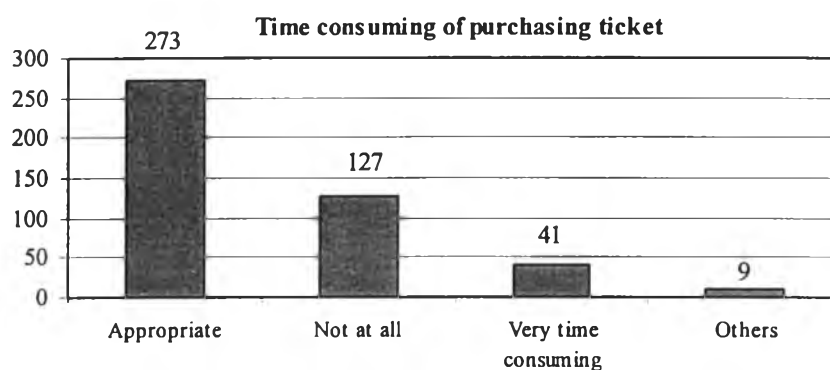


Figure B.32: Ranking of the opinion on the time consuming of purchasing ticket of the XX Theatre

6.2 The activity customers do before entering the XX Theatre

- “What type of activity do you often do before entering the movie Theatre?”

Table B.33: Customer’s opinion on the activity customer’s do before entering

No.	Activity before entering the Theatre	Total	Percentage
1	Hanging out in the XX department store	269	59.8
2	Waiting in front of the Theatre	102	22.7
3	Having a meal	39	8.7
4	Playing games	29	6.4
5	Others	11	2.4
Grand Total		450	100.0

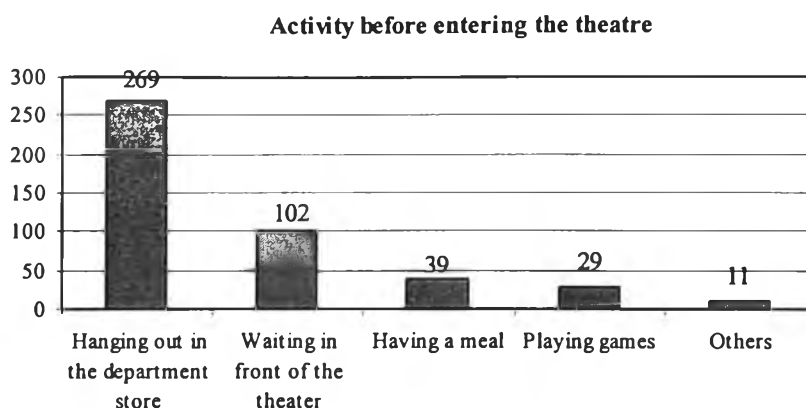


Figure B.33: Ranking of the activity customer's do before entering the XX movie Theatre

6.3 The opinion on watching the movies' teasers and advertisement in the XX Theatre

➤ "What is your opinion on watching movies' teasers and advertisements?"

Table B.34: Customer's opinion on watching the movies' teasers and advertisements

No.	Opinion on movies' teaser and advertisement	Total	Percentage
1	Very interesting and preferring	225	50.0
2	Very appropriate	197	43.8
3	Not interesting and taking too much time	21	4.6
4	Others	7	1.6
Grand Total		450	100.0

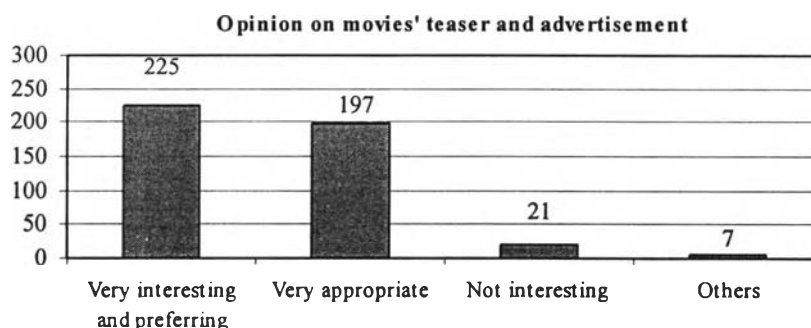


Figure B.34: Ranking of the opinion on watching the movies' teasers and advertisements in the XX Theatre

Section 7 Opinion on the promotions or activities of this movie Theatre

7.1 The opinion on the members' privilege of the XX Theatre

- “What do you think about the members' privilege that can purchase the movie ticket at the lower price at the XX Theatre?”

Table B.35: Customer's opinion on the member's privilege

No.	Members' privilege	Total	Percentage
1	Very good	232	51.6
2	Fair	187	41.6
3	Need improvement	31	6.8
Grand Total		450	100.0

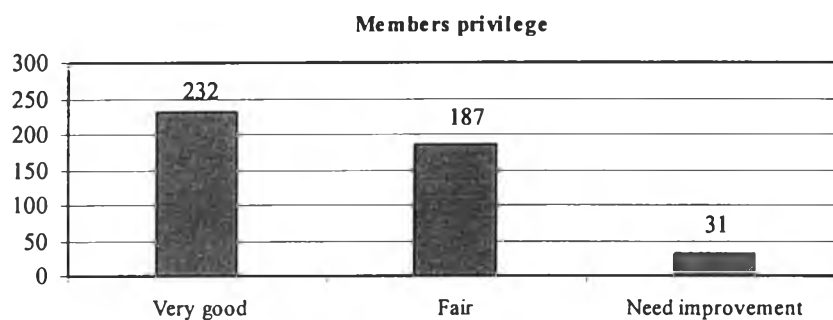


Figure B.35: Ranking of the opinion on the member's privilege of the XX Theatre

7.2 The opinion on the dissecting part of movie ticket of the XX Theatre can discount the price of soft drinks at KFC

- “What is your opinion on reducing the price of soft drinks at KFC with use of the dissecting part of the movie tickets?”

Table B.36: Customer's opinion on the dissecting part of movie ticket discounting soft drink

No.	Discount at candy Bar	Total	Percentage
1	Very interesting	321	71.3
2	No comment	106	23.6
3	Not interesting	15	3.3
4	Others	8	1.8
Grand Total		450	100.0

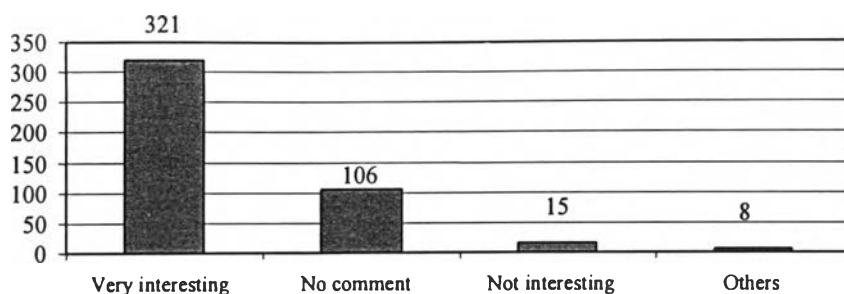


Figure B.36: Ranking of the opinion on the dissecting part of movie ticket discounting soft drink at Candy Bar

7.3 The opinion on the significant order of customer requirement on promotions

➤ “Could you please fill out the number 1,2,3,4,5 in significant order about the promotions that you would like this movie Theatre to provide to customers?

Promotion 1 Member card that can reduce the price of movie ticket

Promotion 2 Benefit on the price reduction of food and beverage with use of the dissecting part from the movie tickets

Promotion 3 Special price of the movie ticket for children, seniors and students

Promotion 4 Shuttle service between the front of this department store and this movie Theatre

Promotion 5 Booking the movie ticket by phone

.....Others, please specified.....”

Table B.37: Customer’s opinion on the significant order of customer requirement’s promotion

No.	Promotion	1st Order	2nd Order	3rd Order	4th Order	5th Order
1	Promotion 1	229	117	57	30	17
2	Promotion 2	71	154	138	65	22
3	Promotion 3	94	106	136	84	30
4	Promotion 4	18	18	46	117	251
5	Promotion 5	39	53	75	153	130

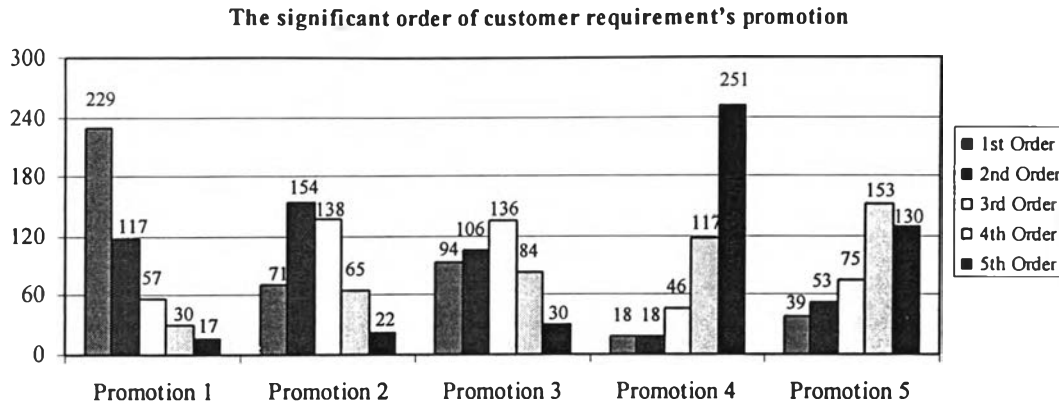


Figure B.37: Ranking of the opinion on the significant order of customer requirement's promotion

Section 8 Comments and suggestions

8.1 The opinion on the significant order of customer requirement's Theatre type

- “ Could you please fill out the number 1,2,3,4,5,6 in significant order on your decision to generally select the movie Theatre?
 - Theatre 1 Choose the modern movie Theatre for example, having the comfortable seats, having very professional sound system and etc.
 - Theatre 2 Choose the movie Theatre that is closest to your location.
 - Theatre 3 Choose the famous movie Theatre.
 - Theatre 4 Choose the economics' price movie Theatre.
 - Theatre 5 Choose the movie Theatre located in the people community, such as the popular department store.
 - Theatre 6 Choose the movie Theatre that you usually attend.”

Table B.38: Customer's opinion on the significant order of customer requirement's Theatre type

No.	Theatre Type	1st Order	2nd Order	3rd Order	4th Order	5th Order	6th Order
1	Theatre 1	190	84	53	46	46	31
2	Theatre 2	99	119	108	62	39	23
3	Theatre 3	26	39	72	74	102	137
4	Theatre 4	79	113	109	85	37	27
5	Theatre 5	15	35	52	111	156	81
6	Theatre 6	43	59	57	71	84	136

The significant order of customer requirement's theatre type

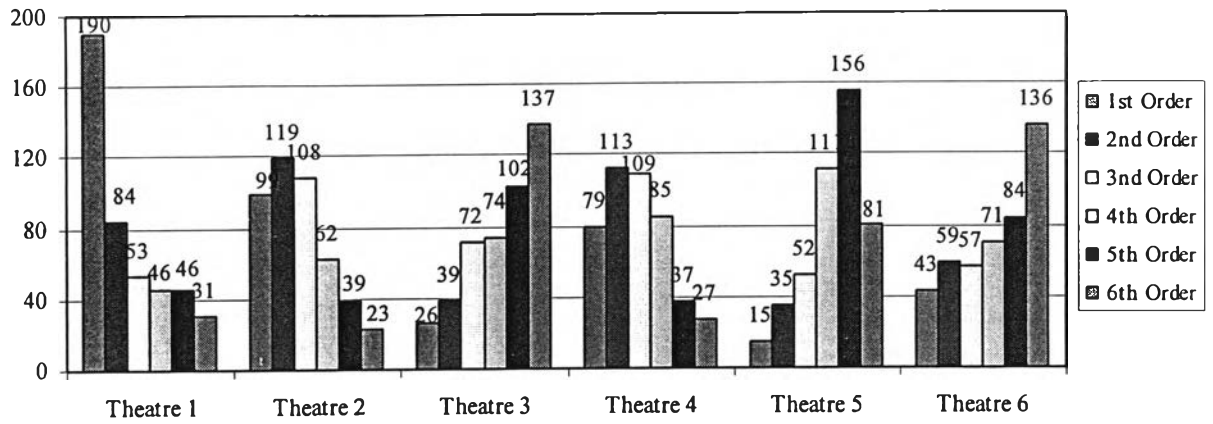


Figure B.38: Ranking of the opinion on the significant order of customer requirement's Theatre type

BIOGRAPHY

The author, Tiloknard Augkaradacha, was born in April 1976. The author was graduated from Assumption University in major Electrical Engineering. After that, the author works as R&D Executive at SF Cinema City Co., Ltd. Since the middle of 1999, the author has studied for the Master of Engineering in Engineering Management and Master of Science in Engineering Business Management at Regional Centre for Manufacturing Systems Engineering.

