

**CONSUMER BEHAVIOR TOWARDS E-TICKETING AND
TRADITIONAL METHOD**



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entitled
**CONSUMER BEHAVIOR TOWARDS E-TICKETING AND
TRADITIONAL METHOD**

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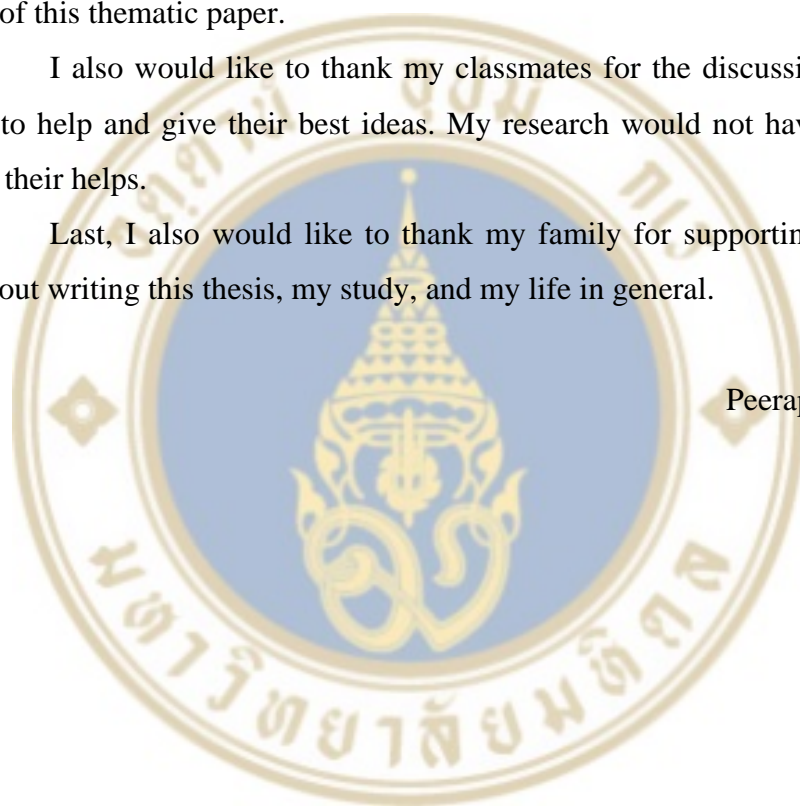
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ABSTRACT

The purpose of this study aims to study about the consumers' behaviors and influential factors regarding the satisfaction in purchasing online tickets through Internet or Mobile Application. This research is conducted by using the quantitative research method. The questionnaires are distributed to consumers who live in Bangkok and usually go to the theater for watching movie the data is collected from 85 respondents and researcher also shows the result that explains why people change their behavior and make decision to purchase a movie ticket via the Internet and Mobile Application. This study revealed that the most of customers are concern about time and information but customers did not concern about price of ticket and personal information. So this paper can use for a company to improve their system for develop their promotion, security and information of their customers.

KEY WORDS: Consumer Behavior / E-ticketing / E-Commerce / CMMU / Master Degree

27 pages

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CHAPTER I

INTRODUCTION

1.1 Statement of Problem

The film is an imaginative medium, the business is learning and skill concentrated. All scopes of era incorporate basic work inputs, and by and large, advancement can't supplant work. The innovative movement is certain and numerous makers and organization representatives are exceedingly restrictive. A motion picture's prosperity can be undermined if inventive ability withdraws an organization. Numerous organizations likewise subcontract work, contract low maintenance representatives and search out volunteers to keep the lowest pay permitted by law. In any case, the growing in the refinement of PC reduces the prerequisite for some era gathering and makes the after creation change less works concentrated.

In the late eighteenth century most customers benefitting as much as possible from their incitement in an easy-going, remiss, and as often as possible non-business way. Exactly when making a trip they could out of the blue meet a roadside entertainer, and their towns were as often as possible passed by voyaging performers, comics, and troubadours. Standard fairs pulled in a limitless blended sack of entertainers, sorcerers, specialists, psychics, and sword-swallowers. Only several considerable urban zones harboured honest to goodness theatres, completely coordinated by the adjacent and national rulers. Like other genuine progressions, for instance, vehicles, force, chemicals and planes, the film created in most Western countries in the meantime. As the first sort of industrialized mass-fervour, it was all pervasive. From the 1910s onwards, billions of silver screen tickets were sold inconsistently and purchasers who did not as often as possible visit the film transformed into a minority. ([http://eh.net/reference book/the-monetary history-of-the-worldwide film-industry/](http://eh.net/reference-book/the-monetary-history-of-the-worldwide-film-industry/))

In spite of the fact that films can be effectively redistributed by means of the web which, for the most part, is pilfered substance, the web can on the other hand advance the business. Electronic business is a standout amongst the most compelling

exchanging techniques among individuals. Offering through the web is one of the quickest developing techniques to pick up buyers and in addition target groups of onlookers. Oxford lexicon states e-business as business exchanges led electronically on the web. Besides, e-trade is the first really the day in and day out a plan of action for working together all inclusive. The far-reaching utilization of the web has given the client access to data on another level they have never experienced. Individuals and associations can access to the web enormous store of shared data as the web is an interconnection between them. Despite the fact that working a film requires high expenses, utilization of electronic trade into the business would minimize working expenses. E-trade improves a silver screen to utilize less work for offering tickets. The silver screen is a mass diversion business which can possibly develop in the forthcoming future because of the 3D and 4D innovation. In this manner, applying e-trade into the business is expansion aggressiveness to the firm as well as advantageous for clients to buy.

Also, this paper demonstrates online buyers conduct on movie ticketing. The foundation of electronic business upgrade individuals to exchange more helpful with lower expenses along these lines, it is essential for film to actualize the utilization of electronic trade keeping in mind the end goal to pick up its intensity. Clients don't need to physically go to film for purchasing tickets in light of the fact that they can purchase them anyplace and whenever by means of the web. This paper will concentrate on elements which impact clients to purchase online as opposed to conventional route and also portray clients' viewpoint toward the online system.

1.2 Scope of Study

The impact of e-commerce spills over many dimensions of society but, this paper scope on only the impact of e-commerce on movie ticketing.

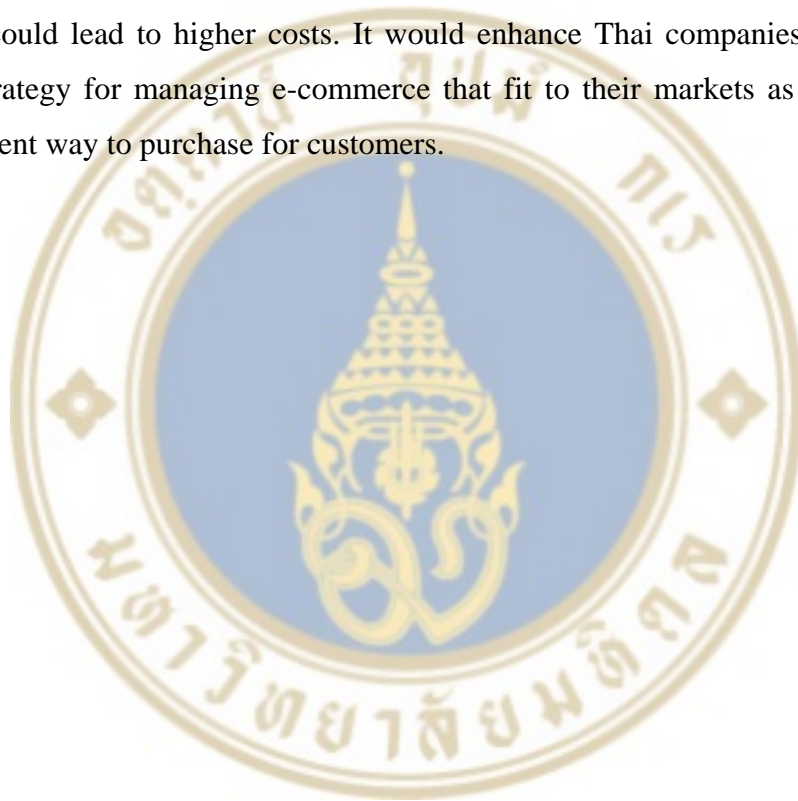
1.3 Research Objective

1. To distinguish between e-commerce and traditional commerce
2. To provide a systematic and exhaustive review of consumer behaviour of e-ticketing research

1.4 Expected Result and Research Contribution

To comprehend how the application of the internet improve business strategy and how it boost consumers' satisfactions as well as reduce production complications and costs so that the use of the internet for doing business can be promoted for businesses and entrepreneurs in Thailand.

This research would increase the adoption of e-commerce as one of business strategies which could introduce Thai SMEs and entrepreneurs to global market. Consequently, the application of online-commerce in business is also reduce complications which could lead to higher costs. It would enhance Thai companies to consider the right strategy for managing e-commerce that fit to their markets as well as provide convenient way to purchase for customers.



CHAPTER II

LITERATURE REVIEW

2.1 Online Buying Behaviour

It is very important for all practitioners to, firstly, comprehend the system of virtual shopping and the conduct of the online purchaser is a significance issue for specialists contending in the quickly developing virtual commercial center. This theme is additionally progressively drawing the consideration of analysts. It can demonstrate that there are more than 120 pertinent exploration papers were imprinted in 2001 (Chueng et al., 2003). Given the constant increasing of the internet by looking on number of users, transaction capacities and business penetration this huge study effort is not amazing. Above 20 percent of internet users in some countries already purchase products and services on the internet (Taylor Nelson Sofres, 2002) while other customers over 50 percent of US net users regularly buying online (Forrester Research, 2003). These improvements are steadily changing e-commerce into a majority business activity while at the same time online customers are development and virtual merchants understand the meaning and urgency for a specialized and customer-oriented attitude. Yet the internet failure at the end of the 1990s and plenty of more recent subjective and observed evidence indicate that many online businesses still do not fully understand the needs and behaviour of the online customers (Lee, 2002) while many of them "... continue to struggle with how effectively to market and sell products online" (Joines et al., 2003, p.93).

In the case of traditional marketing earlier, most of recent study and discussion is focused on the papers and investigation of issues that one way or another can impact or even shape the online consumer's behaviour; a worthy deal of research effort is focused on modelling the online buying and decision-making method (Miles et al., 2000; Liu and Arnett, 2000; Cockburn and McKenzie, 2001; Liao and Chueng, 2001; McKnight et al., 2002; Joines et al., 2003; O'Cass and Fenech, 2003). While many researchers do not see any major differences between the traditional and online purchasing behaviour, it is often debated that a new step has been added to the online purchasing process: the

step of building trust or confidence (Lee, 2002; Liebermann and Starshevsky, 2002; McKnight et al., 2002; Suh and Han, 2002; Liand and Lai, 2002).

An important influence in categorizing the gradually growing number of study papers on the subject of the virtual customer's behaviour is the study of Chueng et al. (2003). The discovery of their complete literature reviews is explained in a model representing the main groups of issues that affecting the online consumer. The study categorizes two groups of uncontrollable factors – consumer features and environmental impacts – as well as three groups of controllable ones:

1. Product/service characteristics.
2. Medium characteristics.
3. Merchant/intermediary characteristics.

This classification highlights the fact that most academic papers approve the suggestion that – like in traditional markets – the relationship between controllable and uncontrollable issues supports also the online decision-making method (O'Cass and Fenech, 2003).

In this paper, we will focus on customers because we want to know which type between E-ticketing and Traditional ticketing that influent customers to decide to purchase which type of ticket also we can show the result that can improve the process of purchase movie ticket. This study considered Bangkok as an area of study because it is the most developed city in Thailand as well as consists of numerous theatres. Target populations or sample of this research are metropolitans who are educated and regular or occasional internet users.

2.2 Decision Making Online

Research by Shun & Yunjie (2006) presented that there are product types, which are possible to be sold online such as software, books, electronics, tickets, and music. The reason for this is that when buying these types of goods and services, one does not need personal check and most, if not all features, can be outlined in the product explanation and images. Most of goods and services in the mobile phone household fit to this classification. (Shun, C., Yunjie, X. (2006).

According to the current study on consumer behaviour on the internet customers (Cotte, Chowdhury, Ratneshwar & Ricci, 2006), there are four type of customers with dissimilar purposes and inspirations:

1. Exploration
2. Entertainment
3. Shopping
4. Information

Majority of young adults tend to be active information seekers. A high level of technological confidence within this group tends to be an encouraging issue when it approaches to goods and services data research online.

The resulting analysis presents both, focus group results and behaviour concept in similar style separated into two main study issues:

1. Information Retrieval and Research Patterns
2. Perception of Product Information Online

These two areas are commonly dependent and mostly important in a market when customers have the power to choose the right product from a number of competitors in the market; Well-structured product information that cannot be found effortlessly online is as much of a tricky as is having easily reachable evidence that does not meet the customer's needed. (Cotte, Chowdhury, Ratneshwar, and Ricci (2006)).

In conclusion, we have four types of customers who use the internet from their purpose which are exploration, entertainment, shopping and information. Then we also know that there are two style of their behaviour. So in this paper we will focus on customer who use the internet for purchase movie ticket between traditional market and e-commerce.

2.3 What is Electronic Commerce?

E-commerce is the new way to conduct business over the internet. It provides the capability to shift the traditional form of economic activities though it is a comparatively conception. It already affects many large sectors in our societies such as retail trade, finance and communications and holds promises in areas such as education, health, and government.

As stated by the editor-in-chief of International Journal of Electronic Commerce, Vladimir Zwass, 2001 “*Electronic commerce is sharing Business information, Maintaining business relationships and conducting business transactions by means of telecommunications network*” (Zwass, 2001).

Including, e-commerce is the use of e-communications and digital data processing innovation in business communications to build, renovate, and redefine relations for value creation among organizations and individuals. These technologies had reflective impacts on business in the twentieth century (Lallana, Quimbo, and Andam, 2000). For instance, an automatic teller machine (ATM) lets customers to manage financial transactions electronically by means of ATM network because ATM transactions do not take place over the internet however, they are excluded from the definition. In opposition, if a customer accesses a bank account while using a Web browser on a PC or laptop and makes the same functions, this is e-commerce. By the same logic, using an electronic retail credit or debit card to purchase goods at a gas station or a local merchant would be excluded as well, it would be e-commerce if the same consumer paid by credit card for an airline, or hotel reservation over the internet at travel site such as Orbitz.com.

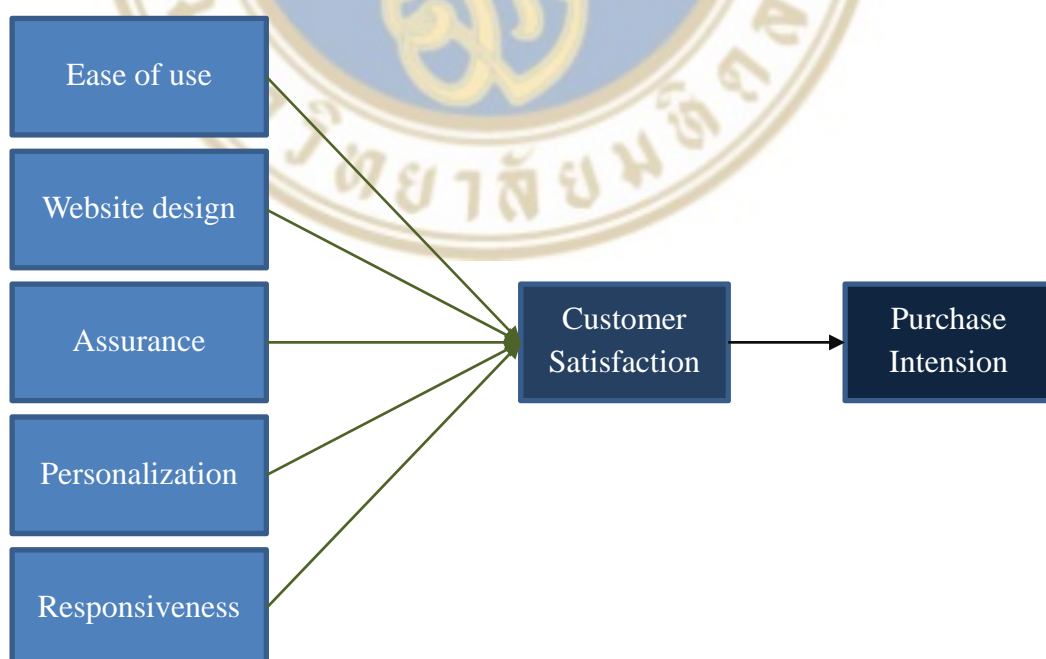


Figure 2.1 Relationship between customer satisfaction and purchase intention

Source: International Business Management Year 2011, Volume 5, Issue 4

From figure 1, in light of past writing, the measurements of e-administration quality were reformulated so as to best fit into the motivation behind this study. This exploration investigated the guessed impact of e-administration quality measurements of site configuration, confirmation, responsiveness, personalization and usability on consumer loyalty which thus impacts the online buy aim. The needy variable, buy goal is the essential enthusiasm for this study though the consumer loyalty is situated as the stage variable.

Hypotheses of the study: Based on the studies of previous research, relevant hypotheses were developed. The following hypotheses were projected:

- H1 = Ease of use positively influences customer satisfaction
- H2 = Website design positively influences customer satisfaction
- H3 = Assurance positively influences customer satisfaction
- H4 = Personalization positively influences customer satisfaction
- H5 = Responsiveness positively influences customer satisfaction
- H6 = Customer satisfaction positively influences purchase intention

1. Relationship between ease of use and customer satisfaction (H1): Ease of use is a determinant of service quality (Dabholkar, 1996) and is conclusive for consumer loyalty, since it upgrades the productivity of utilizing the administration (Xue and Harker, 2002). Likewise, the view of usability to a very much composed and searchable site can likewise prompt expanded fulfillment on the grounds that it streamlines and speeds up the execution of the internet shopping exercises. The simpler it is to figure out how to move on the web and inside of the sites, the more noteworthy the view of control over the procedure (Hoffman and Novak, 1996). Clearly, the accessibility of required data and simplicity of route are the vital conditions for fulfillment determination. Simplicity of discovering and assessing items through better inquiry instruments, route and quicker checkout could decrease customer pursuit and exchanging expenses. In this manner, it may prompt higher general consumer loyalty.

2. Relationship between website design and customer satisfaction (H2): According to Buxton, site configuration is about the client experience of the site as opposed to about the making of items. Site outline assumed a critical part in how clients judge the site quality (Wolfenbarger and Gilly, 2000). Site outline is likewise clients' observation on the level of ease of use when utilizing an online store administrations (Parasuraman

et al., 1988). Zeithaml et al. (2001) attested that the unmistakable components of the online stores incorporate site configuration and site ease of use. A well plan site that is anything but difficult to utilize is the beginning stage to upgrade clients' certainty towards the online stores (Madu and Madhu, 2002). Examination done by Wolfinbarger and Gilly (2003) demonstrated that site configuration is the primary component that impacts client quality judgments, satisfaction and loyalty towards the online stores. Different studies proposed that a superior and wonderful site outline is naturally associated with client fulfilment.

3. Relationship between assurance and customer satisfaction (H3): One of the essential hindrances to web shopping is the sympathy toward security (Zeithaml et al., 2001). When customers decided to purchase the product, they need believe in the security of the website that can protect them from interruption and identified with the certainty that clients feel trust when purchasing online (Zeithaml et al., 2001). Ribbink et al. (2004) specified that affirmation likewise alludes to clients' apparent security and protection when utilizing e-retailing administrations. As indicated by the study (Ranganathan and Ganapathy, 2002), despite the fact that there were progressions in web security throughout the years, for example, advanced marks, endorsements and cryptography, online customers were observed to be worried about security issues when obtaining items and administrations over the web. Site confirmation is relied upon to improve consumer loyalty (Semeijn et al., 2005). As indicated by Zeithaml et al. (2001), security is viewed as a vital component that influences e-satisfaction of online customers.

4. Relationship between personalization and customer satisfaction (H4): Personalization alludes to as the client impression of the extent to which an online store gives separated administrations to fulfill particular or diverse individual needs (Parasuraman et al., 1988; Yang and Jun 2002).

As indicated by Gwo-Guang and Hsiu-Fen (2005), offering tweaked items and proposals that meet clients' inclination impacts their fulfillment and buy expectation. Peppers and Martha (1993) recommended that personalization has to a great extent been expected to influence fulfillment by creating a more tasteful exchange and after some time as more acceptable relationship. Gwo-Guang and Hsiu-Fen (2005) and Than and Grandon (2002) contended that the personalization measurement in the online store was not fundamentally identified with general administration quality or consumer

loyalty. These discoveries may demonstrate that clients may be worried about their own data being sold by online stores to different associations without authorization from clients.

5. Relationship between responsiveness and customer satisfaction (H5): Responsiveness is a standout amongst the most much of the time referred to administrations quality measurements that prompt fulfilment. As indicated by Xue and Harker (2002), the responsiveness of online administrations has highlighted the significance of saw administration quality and consumer loyalty. Yang and Jun (2002) additionally have the same discoveries demonstrating that responsiveness is viewed as essential for both general administration quality and fulfilment. From Gwo-Guang and Hsiu-Fen (2005's) examination, they hypothesized that the measurement of responsiveness gently influences general administration quality and consumer loyalty for online stores.

In addition, it is additionally found that clients expect high responsiveness from the brief conveyance of items yet may endure slower money related exchanges if such exchanges have diminished security (Van Riel et al., 2001).

6. Relationship between customer satisfaction and purchase intention (H6): purchasing intention are basically influenced by customer achievement (Cronin and Taylor, 1992; Labarbera and Mazursky, 1983; Zeithaml et al., 1993). Oliver (1980) expressed that clients structure assumptions around an item or administration execution preceding buy. Likewise, Rust and Anthony (1993) noticed that general administration quality and consumer loyalty fundamentally impact client maintenance. The level of fulfilment will likewise influence future buys with general fulfilment upgrading the likelihood of proceeding with the acquiring conduct. Numerous scientists have expressly perceived the encounters of fulfilment to decidedly affect future buy expectation (Cronin and Taylor, 1992; Labarbera and Mazursky, 1983; Oliver, 1980; Zeithaml et al., 1993). Moreover, (Lee, 2002) state that whether a client at last makes a buy on the site to a great extent relies on upon the fulfilment that the client feels towards the site. Cronin and Taylor (1992) recommended that purchaser fulfilment significantly affects acquiring goal and the fondness is higher than administration quality through obtaining expectation.

CHAPTER III

METHODOLOGY

3.1 Population and Sample

This study considered Bangkok as an area of study because it is the most developed city in Thailand as well as consists of numerous theatres. Target populations or sample of this research are metropolitans who are educated and regular or occasional internet users. The most popular method to collect secondary data consists of. Consequently, this study uses a secondary data survey method for take into consideration a more extensive study, including a more noteworthy number of subjects, and upgrading the speculation of the outcomes, can take into account more prominent objectivity and precision of results. For the most part, quantitative strategies are intended to give rundowns of information that bolster speculations about the marvel under study. With a specific end goal to finish this, quantitative research more often than not includes couple of variables and numerous cases and utilizes endorsed systems to guarantee legitimacy and unwavering quality.

Utilizing benchmarks implies that the examination can be reproduced, and afterward broke down and contrasted and comparable studies. Kruger (2003) affirms that 'quantitative systems permit us to outline inconceivable wellsprings of data and encourage correlations crosswise over classes and after some time' individual predisposition can be maintained a strategic distance from by scientists keeping a "separation" from taking part subjects and utilizing subjects obscure to them.

This study utilized a quantitative examination approach. In particular, surveys were managed to the respondents to get information that can measure information and sum up the outcomes from an example to the number of customers who interested. It can gauge the rate of different perspectives and feelings in a picked test. For this situation, the number of customers who interested was clients who utilize the Web for acquiring film ticket online in Bangkok. The quantitative exploration system was embraced in light of the fact that it takes into consideration concentrating on a bigger example than the

meeting methodology, in a constrained time period. In this paper, researcher aims to collect the data from customers around 100 people by using survey that useable data should more than 75% for analyze the result because if the data are useable less than that it may make some error when researcher is using the data for finding a result and conclusion.

3.2 Research Design

The researcher will develop the questionnaire for collecting secondary data which consisted of three parts. The first part involves in demographic which is about general personal characteristics of e-ticket users. The second part is the behavior of the customer and third part is the customer satisfaction while they using e-ticket.

Samples were asked to give opinion on a five-point Likert scale (1; strongly disagree to 5; strongly agree). A Likert scale is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such as the term is often used interchangeably with rating scale, or more accurately the Likert-type scale, even though the two are not synonymous

3.3 Data Analysis

The online economy is growing outrageously, and it is one of the most interesting business formats for retails today. Consequently, the adoption of the online commerce provides numerous benefits to both sellers and buyers. As this research had studied on consumer behaviour towards E-ticketing and traditional method, hence the researcher considers consumer behaviour and 4P marketing mix of both E-ticket and traditional ticket.

Statistical tools used for descriptive analysis were frequency, percentage, and mean. All of these will use to analyze the consumer behaviour of purchasing movie e-ticket and traditional ticket which as is now and expectation in the future of their booking movie ticket.

CHAPTER IV

RESULTS

After collecting the quantitative data, the summary of data finding from sample survey separate into three main sector, which are demographics of customers, behavior of customers and reason for using the Internet for purchasing a movie ticket.

4.1 Demographics Results

The demographics of the 85 respondents were as follows. Researcher found that most of customers were male which higher than female only 8.2% and they usually in the range of 20 to 30 years old which is 80% from 85 respondents. Customer who use e-ticketing will have average income more than 40,000 baht which is 31.8%. Overall of customer education was in undergraduate degree and postgraduate degree by 38.8% and 57.6%, respectively. Officer was the highest occupation of customer which is 49.4%.

Table 4.1 Gender

Gender	Amount (Person)	Percentage
Male	46	54.1%
Female	39	45.9%
Total	85	100%

Table 4.2 Age

Age	Amount (Person)	Percentage
Under 20 years	1	1.2%
20-30 years	68	80%
31-40 years	15	17.6%
41 years or above	1	1.2%
Total	85	100%

Table 4.3 Martial Status

Status	Amount (Person)	Percentage
Single	76	89.4%
Married	9	10.6%
Total	85	100%

Table 4.4 Income

Salary (Baht)	Amount (Person)	Percentage
Below 10,000 Baht	4	4.7%
10,000-20,000 Baht	14	16.5%
20,000-30,000 Baht	21	24.7%
30,000-40,000 Baht	19	22.4%
40,000 Baht or above	27	31.8%
Total	85	100%

Table 4.5 Education

Education level	Amount (Person)	Percentage
Secondary School	1	1.2%
Vocational	2	2.4%
Undergraduate degree	33	38.8%
Postgraduate degree	49	57.6%
Total	85	100%

Table 4.6 Occupation

Occupation	Amount (Person)	Percentage
Student	15	17.6%
Officer	42	49.4%
Business owner	20	23.5%
Other	8	9.5%
Total	85	100%

4.2 The Behaviour of Customers

The behaviour of customers of the 85 respondents were as follows. Most of them had been using the e-ticketing by 63.5% which can assume that these days the purchasing e-ticketing become more and more popular but they usually use it sometime not often. The most way that they usually purchasing were the mobile application by 55.3% and the counter service was the next by 28.2%. Credit card is the most popular payment method to purchasing e-ticketing by 62.4%. The average spending on a single purchase was 250-450 baht per time by 43.5% that can assume that customers tend to purchase for 2 ticket per time.

Table 4.7 Do you use e-ticket for buying movie ticket?

Do you use e-ticket for buying movie ticket?	Amount (Person)	Percentage
Yes	54	63.5%
No	31	36.5%
Total	85	100%

Table 4.8 How often do you use e-ticket for purchase the ticket online?

Frequency	Amount (Person)	Percentage
Very often	9	10.6%
Often	10	11.8%
Sometimes	32	37.6%
Rarely	33	38.8%
Total	85	100%

Table 4.9 What is your favourite way for buying ticket?

Purchase Method	Amount (Person)	Percentage
Mobile application	47	55.3%
Website	12	14.1%
Counter service	24	28.2%
Other	2	2.4%
Total	85	100%

Table 4.10 What type of your payment method?

Payment method	Amount (Person)	Percentage
Cash	28	32.9%
Credit card	53	62.4%
Other	4	4.7%
Total	85	100%

Table 4.11 Select an approximate maximum amount you would spend on a single purchase?

Expenditure per Time	Amount (Person)	Percentage
Less than 250 Baht	25	29.4%
250-450 Baht	37	43.5%
450-650 Baht	11	12.9%
650-850 Baht	6	7.1%
More than 1,000 Baht	6	7.1%
Total	85	100%

4.3 Reason for Using e-Ticketing

Follow table 4.12, the theory of Likert-Scale will be classified into 5 intervals, which are 1.0-1.8 (very disappointed), 1.81-2.6 (disappointed), 2.61-3.4 (neutral), 3.41-4.2 (satisfied), and 4.21-5.0 (very satisfied). First, researcher found that eliminate time requirement is the most reason that makes people want to use e-ticketing. Second, we found that check detail information in real-time is satisfied for a reason of customers to use e-ticketing. Third, customers were focus on special promotion such as buy 1 get 1 free because their member information can collect point from history data and can exchange point to use some special promotion. Finally, ease of use and booking advanced ticket is the way to make customer use e-ticketing because customers can use website or mobile application for booking.

Table 4.12 Reason for using e-Ticking

REASON	1	2	3	4	5	MEAN	SD
Can get refund if the server not performing well	10	9	33	17	16	3.24	1.21
Collect point	5	8	28	24	20	3.54	1.12
Special discount	3	7	15	32	28	3.88	1.07
Buy 1 get 1 free	2	5	11	24	43	4.19	1.02
Eliminate time requirement	0	2	8	25	50	4.45	0.76
Security system	3	5	31	18	28	3.74	1.09
Ease of access	0	5	19	26	35	4.07	0.93
Location	4	2	29	27	23	3.74	1.03
Availability of subsidiaries	3	5	29	35	13	3.59	0.94
Get a better seat	1	2	16	33	33	4.12	0.87
Booking advanced ticket	1	1	19	34	30	4.07	0.85
Accuracy	2	3	21	40	19	3.83	0.89
Check information in real-time	2	1	11	34	37	4.21	0.88
Save money	3	11	28	25	18	3.52	1.07
Buying movie ticket cheaper	3	14	25	27	16	3.46	1.08
Standard price	1	8	34	31	11	3.50	0.88
Appropriate price	2	9	28	32	14	3.55	0.96

According to Figure 1, researcher want to understand about relationship between customer satisfaction and purchase intention (H6) which are conduct by ease of use, website design, assurance, and personalization and the result from table 4.12 can explain that there is relationship between customer satisfaction and purchase intention.

First, researcher also found that ease of use has an impact on customer satisfaction because customers who use e-ticketing need an easy function to use the mobile application and website to check detail of the product.

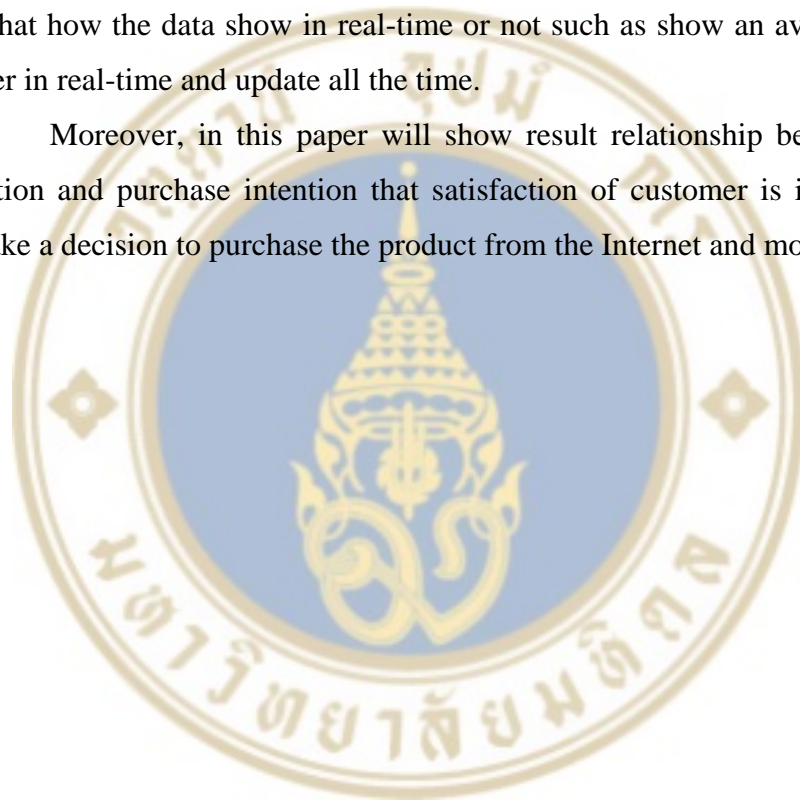
Second, website design has an impact on customer satisfaction because they want to see a good looking content on website and mobile application.

Third, assurance also has an impact to make trust to customers before they decide to use e-ticketing because assurance can prove the company can trust or not.

Fourth, personalization is the one of the object that the company need to develop because from table 4.12 researcher found that customers may not understand about an important of their personal data so the company need to improve this section and make customers know why personal data is important and show them how to protect the data from muggers.

Fifth, responsiveness has an impact on customer satisfaction because it can shows that how the data show in real-time or not such as show an availability seat to customer in real-time and update all the time.

Moreover, in this paper will show result relationship between customer satisfaction and purchase intention that satisfaction of customer is important before they make a decision to purchase the product from the Internet and mobile application



CHAPTER V

RECOMMENDATIONS AND CONCLUSIONS

In this paper, researcher aims to understand the customer behaviour about the reason that customer using the Internet and mobile application more than using make a decision to purchase from counter service.

According to Shun & Yunjie (2006), the result of this research shows that the majority of respondents are undergraduate and postgraduate students who are aged between 20-30 years old which earned monthly income between 20,000 to more than 40,000 Baht per month and most of them are single. Furthermore, both of them agree with the time elimination while using e-ticketing and information detail before they decided to purchase the product. More than that, customers are concern about promotion factor such as a special discount would be offered when you purchase popcorn, beverage, and movie ticket over the same period because many of customers do not believe that this is necessary and some of them just had dinner or lunch before watching the movie. What is more, e-ticketing respondents agree that security system would be number one priority for e-ticketing sites because it can be hacked by criminals and traditional respondents agree that cinema where located in the city centre would attract more consumers rather than locate in somewhere else such as suburb area or countryside. In addition, e-ticketing respondents strongly agree that they can get a better seat instead of buying ticket via conventional method because they do not have to take a long time from somewhere to the cinema. They can just booking the ticket from anywhere at any time from their smartphones, tablets, or personal computers even laptops. Last but not least, traditional respondents agree that they have right to buy at a proper rate when the movie is under way and they are free merely at that time. Hence, they can buy at a lower rate compare with buying the ticket before the movie start.

Moreover, in this paper researcher want to recommend to the company who want to use e-commerce in their business that they have to focus on their system to develop their website and mobile application. From the result, researcher found some

points that the company need to develop, which are refund system, security system and the channel to communicate which the company. So researcher will give a new framework in this paper which can increase the customer satisfaction before they decide to purchase the product.

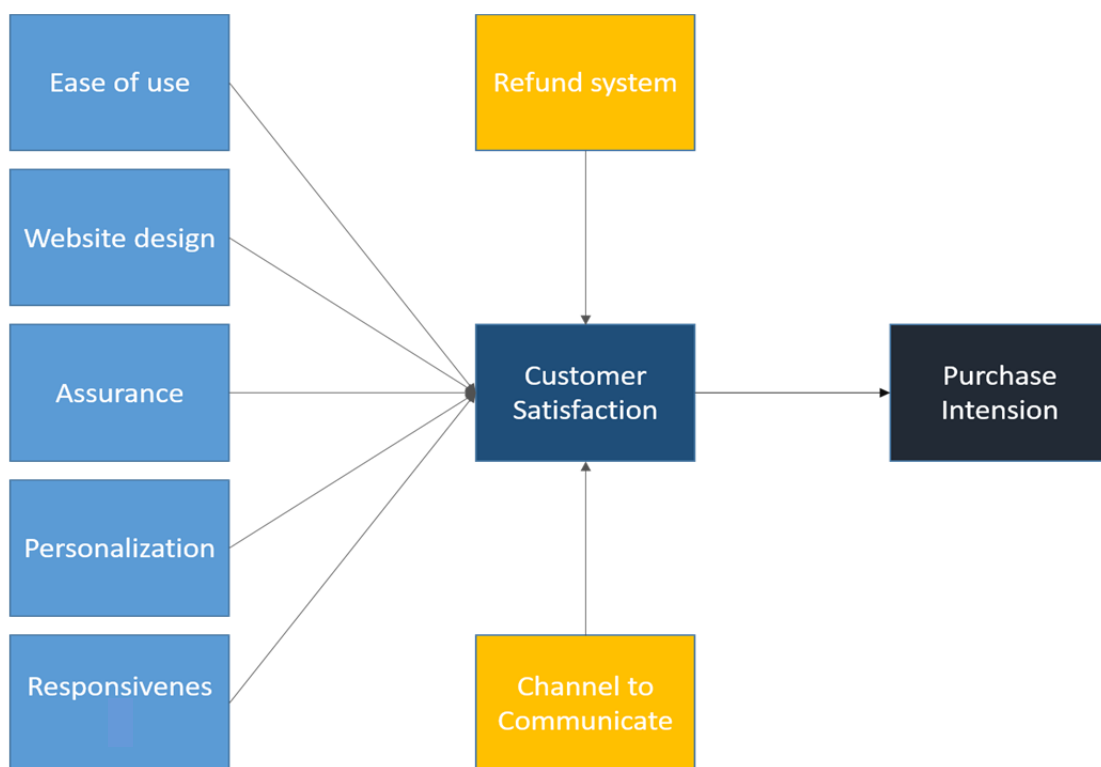


Figure 5.1 Recommendation of Relationship Between Customer Satisfaction and Purchase Intention

Finally, the reason that make people use the Internet to shopping online are save time, check in real-time and ease of use. And weaknesses are people don't care about the price when they decide to buy an item.

To conclude, the way to increase people to use e-ticketing, company have to increase their channel to purchasing a product, refund system and protect customer's personal information. So if we can improve that factor then people will use the Internet to purchasing e-ticketing. And all of traditional respondents intend to try out the e-ticketing, but not for movie ticket. It is because the characteristic of movie ticket those customers have to attend a particular venue in short period of time, but other tickets such as events, concerts, and theatres take much longer period of time. Therefore, they prefer to buy

movie ticket via conventional method and utilise online movie ticketing system just only to check out movie show times.



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Appendix A: Questionnaires

Questionnaires of Online Shopping

The purposes of this survey are aimed to study and understand customer's motivation and behaviour to buy movie ticket via internet.

Part I: Background

1. Gender

- Male Female

2. Age

- Under 20 years 20-30 years
 31-40 years 41 years or above

3. Marital Status

- Single Married
 Other

4. Income

- Below 10,000 Baht 10,000-20,000 Baht
 20,000-30,000 Baht 30,000-40,000 Baht
 40,000 Baht or above

5. Education level

- Elementary School Secondary School
 Vocational Undergraduate degree
 Postgraduate degree

6. Occupation Status

- Student Officer
 Business owner Housewife
 Other.....

Part II: The Behaviour of Customers

Do you use e-ticket for buying movie ticket?

- Yes No

How often do you use e-ticket for purchase the ticket online?

- Very often Often Sometimes Rarely

What is your favourite way for buying ticket?

- Mobile application Website Counter service
 Other.....

What type of your payment method?

- Cash Credit card Other.....

Select an approximate maximum amount you would spend on a single purchase?

- Less than 250 Baht 250-450 Baht 450-650Baht
 650-850Baht More than 1,000 Baht

Part III: What is the reason for using shopping movie ticket online?

Give the point between 1 to 5 (1 = lowest, 5 = highest) to show the reason of using shopping ticket online.

	1	2	3	4	5
1. Can get refund if the server not performing well and lose the ticket as a consequence.					
2. Can collect points in order to use them instead of cash next time.					
3. Special discount would be offered when you purchase popcorn, beverage, and movie ticket concurrently.					
4. Buy 1 Get 1 Free.					
5. Eliminate time requirement for purchasing movie ticket (no waiting time).					
6. Security system of e-ticket sites.					
7. Ease of access.					
8. Cinema is located in the city center.					
9. Availability of subsidiaries.					
10. Increase my chance to get a better seat.					

	1	2	3	4	5
11. Booking advanced ticket.					
12. Accuracy of placing order.					
13. Have ticket sellers check show times, types of cinema, and seat available.					
14. It is important for saving money when purchase movie ticket via e-ticketing system.					
15. Buying movie ticket cheaper when purchasing through e-ticketing system.					
16. Standard price.					
17. Appropriate price.					

