

**A STUDY OF HOW THE CINEMA BUSINESS SURVIVE WHEN  
FACING A STORM OF STREAMING MOVIE CHANNELS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2016**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**A STUDY OF HOW THE CINEMA BUSINESS SURVIVE WHEN  
FACING A STORM OF STREAMING MOVIE CHANNELS**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management  
on  
August 21, 2016



Miss Tawanchay Chairat  
Candidate

Assoc. Prof. Roy Kouwenberg,  
Ph.D., CFA  
Advisor

Asst. Prof. Prattana Punnakitikashem,  
Ph.D.  
Chairperson

Assoc. Prof. Annop Tanlamai,  
Ph.D.  
Dean  
College of Management  
Mahidol University

Simon Zaby,  
Ph.D.  
Committee member

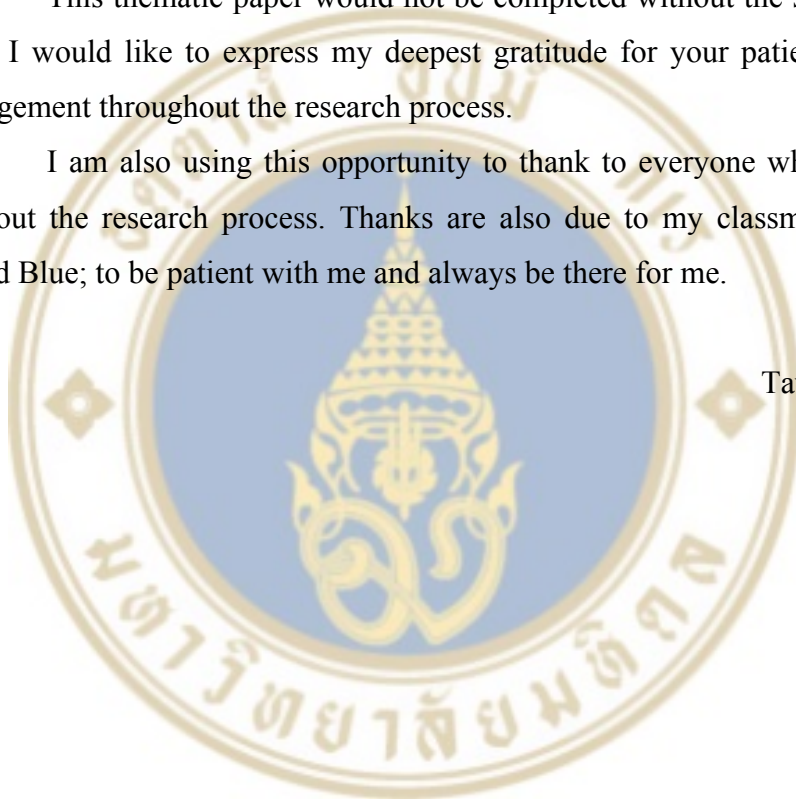
## ACKNOWLEDGEMENTS

I would like to express my gratitude to Assoc. Prof. Roy Kouwenberg for guiding me throughout the paper, giving me the useful comments, remarks and engagement through the learning process of this thematic paper.

This thematic paper would not be completed without the support from my parents, I would like to express my deepest gratitude for your patience, advice and encouragement throughout the research process.

I am also using this opportunity to thank to everyone who supported me throughout the research process. Thanks are also due to my classmates, especially, Tum and Blue; to be patient with me and always be there for me.

Tawanchay Chairat



## **A STUDY OF HOW THE CINEMA BUSINESS SURVIVE WHEN FACING A STORM OF STREAMING MOVIE CHANNELS**

TAWANCHAY CHAIRAT 5749228

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. ROY  
KOUWENBERG, Ph.D., CFA, ASST. PROF. PRATTANA PUNNAKITIKASHEM,  
Ph.D., SIMON ZABY, Ph.D.

### **ABSTRACT**

This research is aimed to find the impact of the streaming service on the cinema business and provide the suggestion of how and what they should improve in their businesses. The research will be focused on moviegoers who live in Bangkok, Thailand. The main topic which will be included in this research is the moviegoers' behavior. The research will explore the factors that made moviegoers make decisions to go to watch movies in cinemas, or to stay and watch movies at home.

Quantitative research methodology was applied in this research by using a questionnaire survey to collect data from moviegoers. The survey has been sent to the targeted group, people who watch movies at every age; via Facebook, Twitter, LINE, and Google Hangouts.

The result revealed that Time, Type of cinema, New release movies, Movie review are the main factors that affected the way moviegoers decide where to watch movies. Other factors that also affected the way they decide are Transport, Cost, Friends and Family.

**KEY WORDS:** Movie / Cinema / Theatre / Streaming / Home Video

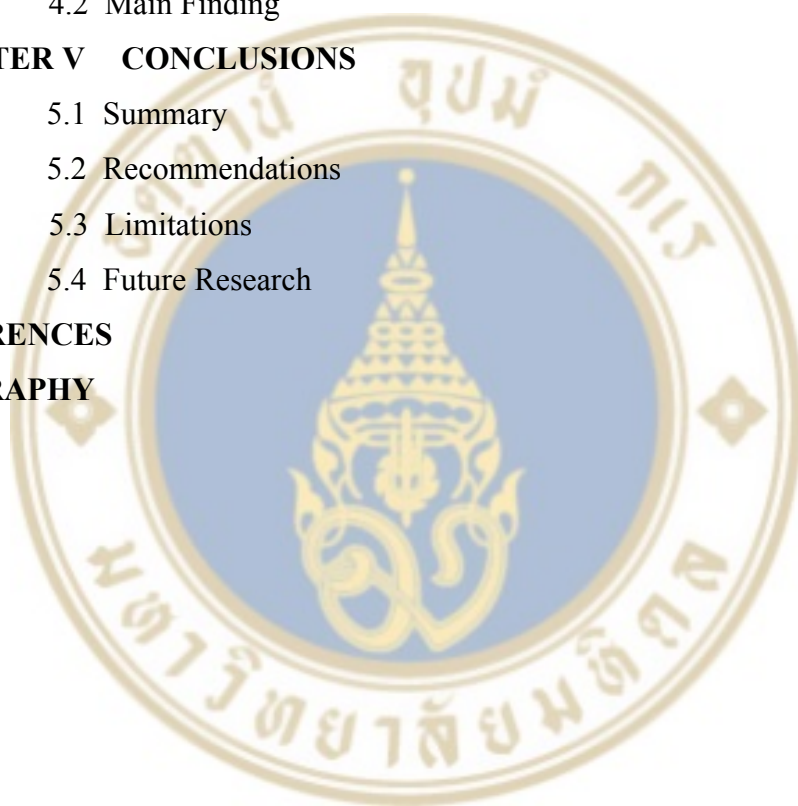
40 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Problem Statement	1
1.2 Research Question	2
1.3 Research Objective	2
1.4 Research Scope	2
1.5 Expected Benefit	2
<b>CHAPTER II LITERATURE REVIEW</b>	<b>4</b>
2.1 Cinema	4
2.1.1 Type of Cinema	4
2.1.2 Price of Ticket	5
2.1.3 Advertising	5
2.1.4 Promotion & Event	5
2.2 Streaming Service	6
2.2.1 Big Screen TV	7
2.2.2 Law & Copyright	7
2.2.3 Streaming Service	7
2.3 Example of Previous Research	8
2.4 Theoretical Framework	9
2.4.1 Four Ps of Marketing	9
2.4.2 Theory of Planned Behavior	10
2.5 Hypothesis Summary	11
<b>CHAPTER III METHODOLOGY</b>	<b>12</b>
3.1 Data Collection Method	12
3.2 Questionnaire Design	12

## CONTENTS (cont.)

	<b>Page</b>
3.3 Data Analysis	20
<b>CHAPTER IV RESEARCH FINDINGS</b>	<b>21</b>
4.1 Demographics	21
4.2 Main Finding	24
<b>CHAPTER V CONCLUSIONS</b>	<b>38</b>
5.1 Summary	38
5.2 Recommendations	38
5.3 Limitations	39
5.4 Future Research	39
<b>REFERENCES</b>	<b>40</b>
<b>BIOGRAPHY</b>	<b>42</b>





## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Problem Statement**

Did you just watch a movie last week? Did you go to a cinema or enjoy spending time at home watching Netflix? Do you love watching movies at home or a cinema?

There is a group of people who enjoy watching movies so much so they make time to watch one or two movies per week.

Some people love going to cinemas, love the big screen, love the darkness when they turn off the light before playing movies, love the comfortable seats, love to have popcorn and Coke beside them, love holding hands with their dates. Although, they might face people with bad behavior from time to time; people who chat with their friends out loud, or people who use their phones all the time, or some kids who kick behind their seats.

This kind of people spoil all the good things in cinemas. Therefore, if they want to watch movies, which has no special effects; like Romantic comedy movie; they will watch it at home. They have applied for Netflix, iflix, True Vision, or watched streaming movies, and not spending time in cinemas like they used to be.

The problem is, lots of people start hating to go to cinemas. Besides the above reasons, they said that the cost of watching movie outside is more than staying and watching it at home. Some of them prefer to watch movies at home, they bought DVD or downloaded torrent files (illegal, of course) and watch them with Digital TV. They can pause the movie whenever they want, they can eat whatever they want, sit or lie down or find any comfortable way to watch it as they want.

It is not difficult to find movies to watch at home anymore. As our technology grows so fast, since we have the internet, everything is available online; even Movie business. If our network is stable enough, we can download and watch movies in the same time, we called it “Streaming Service”.

In some streaming services, like Netflix, they offer us special price, at 349 baht per month. You can watch as many movies as you like. Netflix also provides its own series, which we cannot find in any cinema. Why bother to go outside and get through bad traffic to get to a cinema, when there are so many things to watch online here?

If we keep doing this, finding ways to watch movies at home, how the cinema will survive?

## **1.2 Research Question**

The research topic of this thematic paper is “will the cinema survive when facing a storm of streaming movie channels?”.

## **1.3 Research Objective**

This research is aimed to study the possibilities of how the cinema survives in the near future, as there is much more streaming services to come.

## **1.4 Research Scope**

The research will be focused on moviegoers who live in Bangkok, Thailand. The main topic which will be included in this research is the moviegoers' behavior:

- a) How do people decide when and where to watch a movie?
- b) What are the variables that affect their decision?

## **1.5 Expected Benefit**

The expected benefits of this research are to know more about current behavior of moviegoers in Bangkok, Thailand, at every age; have better understanding



in their choices, gain more knowledge on Movie business, also know the future possibility of Cinema business.



## **CHAPTER II**

### **LITERATURE REVIEW**

Our technology is growing so fast, since we have Internet in 1980s, the world has changed completely. We can find information easily, we can learn, can gain more knowledge on everything in no time. Everything can be found online, and movie is one of them.

We do not have to go to a cinema to watch a movie anymore, now we can download it and watch it at home. There are streaming services, to help you find the movies to watch easily; anything you want to watch, as much as you can watch, at the cost of 349 baht per month (the rate of Netflix, one of the streaming services in Thailand). There is no need to drive a long way and get through bad traffic to go to watch a movie in a cinema anymore.

Watching movies in traditional or old-fashion way; Cinema business; might be in danger because of this advanced technology.

This research is aimed to find the impact of this streaming service on the cinema business and provide the suggestion of how and what they should improve in their businesses.

## **2.1 Cinema**

Cinema is more than just a place that you go and watch a movie. A cinema can be the place to meet friends, have a date, family outing, or celebrate your special day. The overall atmosphere is very important for people to select where to watch movies. These below lists are some example of the variables that will be discussed in this research:

### **2.1.1 Type of Cinema**

The main types will be based on how the cinema play the movie. For

example; there is 4D movie, that the cinema must have 3D-enabled screen, and special seats that can be moved or have water come out. The IMAX cinema, that has the wider screen for movies with wider resolutions (which filmed by using IMAX camera), or a normal 2D cinema with nothing special but comfortable seats. People can select which cinema they want to watch, and the price of the ticket will be based on how special the cinema is; e.g. 4D will have the highest price.

### **2.1.2 Price of Ticket**

The price of a movie ticket in Thailand depends on each cinema, and brand of the cinema. The normal price of a ticket in Thailand (June 2016) is around 170 baht, for a normal seat. Sometimes the price is up to 600 baht (or more) depends on the type of the seat or the type of the cinema.

### **2.1.3 Advertising**

In Thailand, the time of advertisements before playing a movie is around 40 minutes. However, not all the countries have this kind of advertising, in Malaysia and Singapore, you can just walk in to the cinema after you bought the ticket, and the movie will be played at the time it showed in the ticket, without advertisement.

### **2.1.4 Promotion & Event**

Cinemas set the theme of cinema follow the new movie release. For example, if Captain America – Civil War is just arrived this week, the movie company will organize an event “Movie Premiere”; invite all the pop stars to wear superheroes suits and go on the stage for people to take photographs before starting playing the movie.

You will be able to find “Civil War Bucket Set” in the beverage corner, just like in Figure 1, all superheroes bottles and models will available (only for a period of time) for people to collect and make collections.



Figure 1: Bucket Set

## 2.2 Streaming Service

People search for the wording “online movie” to find movies to watch, compared to year 2005, the trend is increasing (see Figure 2).



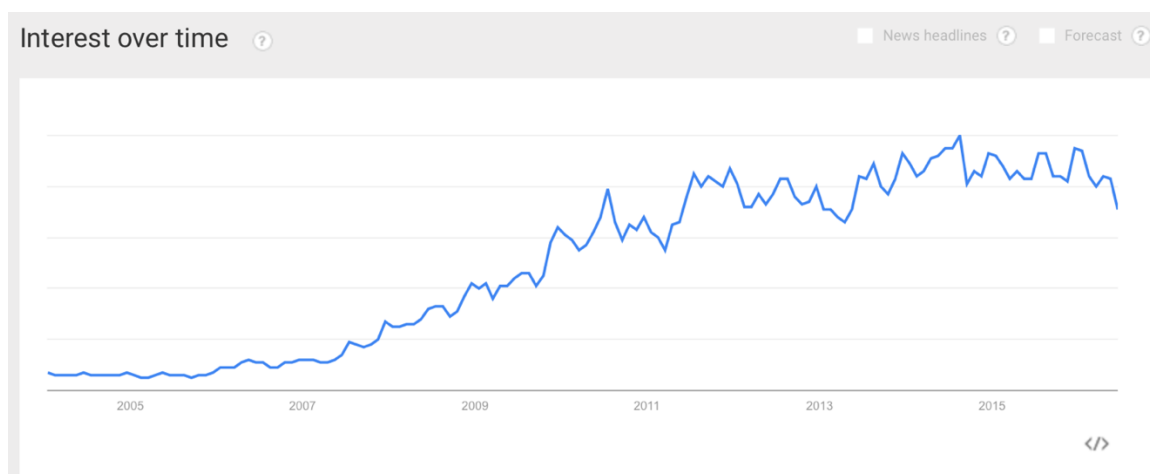


Figure 2: Google Trend of the words “Online Movie”

They can now watch the downloaded movies in their computers or TV, there is no need to go to cinemas anymore.

In this research, we will discuss about how the advanced technologies change the future of Cinema business, these below topics are example of variables that will be discussed:

### 2.2.1 Big Screen TV

Technology in Television is growing so fast, and the price of TV is decreasing. People can buy 42” LED Digital TV at 20,000 Baht (or a bit more) right now (June 2016). Once they have bigger screen TVs, they want to watch bigger resolution of movies, and that kind of movies can be downloaded online, or streaming.

### 2.2.2 Law & Copyright

All movies have copyrights, but many people still download them anyway because the law enforcement for copyright laws is not that strict. Since there are million people who download the torrent files online, it is very difficult to examine all of them. If one website was reported, there will be a new website in no time.

### 2.2.3 Streaming Service

The service that occurred around the early 2000s after the internet and network connection was stable enough. The service provides streaming; or real-time

downloading; medias for customers. Here are some streaming services that are in the trend right now:

2.2.3.1 Netflix is one of the global streaming services, located in California, United States. Netflix provides many movies, TV shows, original series, and documentaries for members to watch online; they can play, pause and resume watching at any time they want (Netflix, 2016).

2.2.3.2 iflix is one of the streaming services in Southeast Asia, located in Malaysia. iflix offers the free one-month service for new subscribers, provides lots of movies and TV shows. iflix is the first streaming service that provides “Download and Watch Offline” option to subscribers so that they can download all the movies they want and watch them offline, without the internet connection (iflix, 2015).

## **2.3 Example of Previous Research**

### ***Emergence of Movie Stream Challenges Traditional DVD Movie Rental – An Empirical Study with a User Focus***

This research used the data from a survey from some college students. They suggested that Movie Industry should focus on the growth in this online video business and should prepare for their future by joining other companies, creating partnerships (Chao, Zhao, 2013).

### ***The energy and greenhouse-gas implications of internet video streaming in the United States***

“The researchers studied five different ways of viewing movies and, using a systematic method called life cycle analysis, estimated the energy used and carbon dioxide emissions produced for each. They determined that video streaming can be more energy efficient and emit less carbon dioxide than the use of DVDs, depending on the DVD viewing method.” (Megan Fellman, 2014).



### ***The effect of video on demand services on the cinema Industry***

This research is aimed to investigate the effect of video on demand services on the traditional cinema industry by studying these factors: the economic factors that impact demand in the cinema industry, the awareness of the online phenomenon, and the strategy of cinema owners to solve and combat this threat (John Savage, 2014)

## **2.4 Theoretical Framework**

Here is the list of the theories that can be used to explain about Cinema business and consumer behaviours:

- a) Four Ps of Marketing
- b) Theory of Planned Behaviour

### **2.4.1 Four Ps of Marketing**

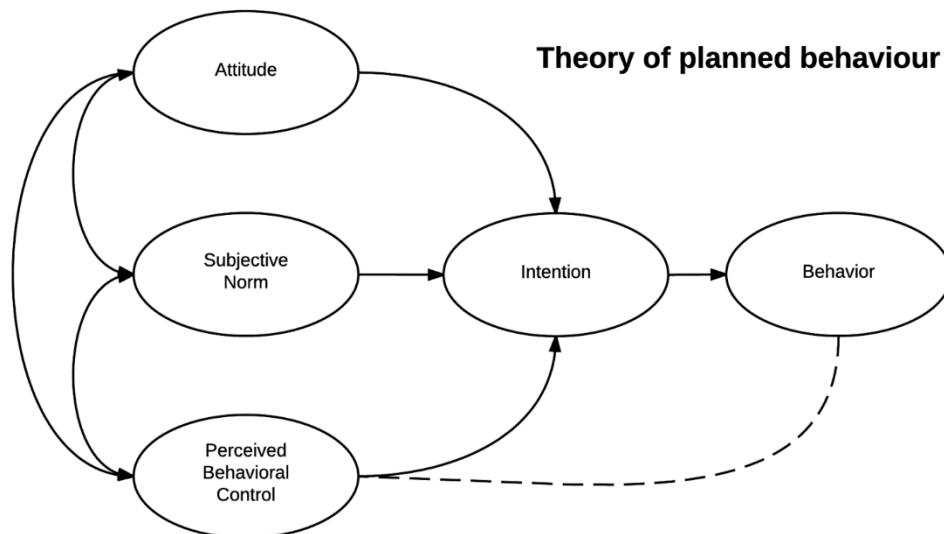
2.4.1.1 Product: Movies and services the cinemas provided to the customers are important things that makes people select where to watch movies.

2.4.1.2 Place: Where the cinema is located is very important as well. People usually go to the cinema near their home.

2.4.1.3 Promotion: Interesting promotions will attract more customers, for example, selling a movie ticket at lower price only on every Wednesday will make people go to watch movies more on Wednesday.

2.4.1.4 Price: The price of ticket that depends on the type of cinemas is one thing that makes people decide where to watch the movies.

### 2.4.2 Theory of Planned Behaviour



*Figure 4: Theory of Planned Behaviour*

2.4.2.1 Attitude or belief that the action has negative or positive effect on you; in this case of movie business, is the idea to go to watch a movie is a good or bad thing for you.

2.4.2.2 Subjective Norm is everything around you and how you think people will think after you did that action; in this case of movie business, is how you think people will think after you watched that movie.

2.4.2.3 Perceived Behavioral Control or how easy or how hard to do the action; in this case of movie business, is how easy to go to watch a movie in a cinema or watch a movie at home.

If all of three things above are checked and satisfied, it will lead to the intention, and predictable behaviour. In the case of movie business, if you think watching a movie in a cinema is a good thing for you, and people will like that you do, and it is easy to go to watch the movie, you will go to watch the movie in the cinema.

## 2.5 Hypothesis Summary

***H1: Taste of movie genre affects the way moviegoers decide where to watch the movies.***

People who love action movies, or movies with special effects, might prefer watching movies in the big screen in Cinemas. There are several technologies to support this kind of movies, for example, IMAX. Filming with IMAX camera will provides wider projected images, which needs to be played in a specific IMAX cinema.

Another example is, 3D movie; it is very difficult to watch 3D movie at home. You need to find 3D glasses, 3D-enabled TV or 3D-enabled Video Projector, etc. in order to watch it (Silva, 2010).

***H2: Cost of watching movies outside affects moviegoers' decisions to stay and watch movies at home.***

Besides the cost for a movie ticket, there are additional expenses in Transportation, Parking lot fee, Food and Beverage (Popcorn and Coke), etc. If they stay at home, they will not have to pay for this.

***H3: People who want to watch new release movies prefer to watch the movies in cinemas.***

Some new releases or interesting movies that are in the trend right now, in Facebook, Instagram, Twitter; waiting until the movies are available online might be a bit late for them.

***H4: People who do not like being around by the crowd, prefer to watch movies at home.***

Being in a crowded room might make some people feel uncomfortable, therefore they prefer to watch movies at the place that they feel comfortable with.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Data Collection Method**

To collect the data for analyzing and testing the research's hypotheses, a questionnaire survey will be used in this research. A survey is a good option for collecting data from a huge group of people. It provides relevant statistics describing overall population and segments of interest. It also allows statistical testing of hypotheses.

The survey will be conducted as an online survey, using a form from Typeform.com, which provides a mobile-friendly interface and a basic analytical summary of the result.

##### **3.1.1 Population**

The targeted population of this survey is people who watch movies at every age (i.e. 18 – 60 years old) who live in Bangkok, Thailand.

##### **3.1.2 Sample Size**

As the survey will be sent to the targeted group via Social Networks (e.g. Facebook, LINE, Google Hangouts), we can expect to get high responses from people; the intended sample size is 100 correspondents. A convenience sampling approach will be used, given time and budget constraints.

#### **3.2 Questionnaire Design**

To have more specific data, closed-end questions will be used in this survey. The correspondents will be allowed to select only one choice per question.

Scales-questions will be used when we ask for the respondent's opinion. The following answers are the choices of scales-questions:

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

Three sets of questions will be created in order to gather the data:

*Set I* – General information of each correspondent

*Set II* – Current behavior of each correspondent

*Set III* – Specific questions related to the research's hypotheses

***Set I* – General information of each correspondent**

What is your gender?

☐ Male

☐ Female

What is your age?

☐ 17 or younger

☐ 18 – 24

☐ 25 – 34

☐ 35 – 44

☐ 45 – 54

☐ 55 or older

What is your marital status?

☐ Single

☐ Married/Living with partner

☐ Divorced/Widowed/Separated

What is your occupation?

☐ Student

☐ Government Officer

☐ State Enterprise Officer

☐ Employee

☐ Business Owner

☐ Unemployed/Searching for a job

☐ Retired

☐ Other (please specify...)



What is the highest level of education you have completed (or currently studying)?

- |   |   |
|---|---|
| <input type="radio"/> Less than High School | <input type="radio"/> High School or equivalent |
| <input type="radio"/> Associate degree      | <input type="radio"/> Bachelor's degree         |
| <input type="radio"/> Master's degree       | <input type="radio"/> Doctorate degree          |

What is your income level?

- |   |  |
|---|--|
| <input type="radio"/> 15,000 baht or less   | <input type="radio"/> 15,001 – 25,000 baht |
| <input type="radio"/> 25,001 – 35,000 baht  | <input type="radio"/> 35,001 – 45,000 baht |
| <input type="radio"/> 45,001 – 55,000 baht  | <input type="radio"/> 55,001 – 65,000 baht |
| <input type="radio"/> More than 65,000 baht |  |

**Set II – Current behavior of each correspondent**

How do you watch movies?

*(can select more than one)*

- ☐ At a cinema
- ☐ Via YouTube, Netflix, iflix, or other streaming services
- ☐ Via Cable e.g. True Visions
- ☐ Downloaded torrent files
- ☐ DVD, Blu-ray
- ☐ Other (please specify...)

How often do you watch movies at the cinema?

- |   |   |
|---|---|
| <input type="radio"/> Once a year or less   | <input type="radio"/> 2 – 3 times per year        |
| <input type="radio"/> 4 – 5 times per year  | <input type="radio"/> 6 – 7 times per year        |
| <input type="radio"/> 1 – 2 times per month | <input type="radio"/> 3 – 4 times per month       |
| <input type="radio"/> 5 – 6 times per month | <input type="radio"/> More than 6 times per month |



When do you usually go to watch movies in a cinema?

- ☐ Opening day/night
- ☐ Opening weekend
- ☐ First Wednesday
- ☐ Holiday/Vacation
- ☐ Not specific date, just go there when I'm available
- ☐ Others (please specify...)

Which form of transport do you use to go to a cinema?

*(can select more than one)*

- |  |   |
|--|---|
| <input type="checkbox"/> Motorcycle                | <input type="checkbox"/> Car                    |
| <input type="checkbox"/> Bus                       | <input type="checkbox"/> Metro/Airport Link/BTS |
| <input type="checkbox"/> Other (please specify...) |   |

Who do you usually go and watch movies with the most?

- |   |   |
|---|---|
| <input type="radio"/> Alone                     | <input type="radio"/> With Date, Spouse |
| <input type="radio"/> Friends                   | <input type="radio"/> Family            |
| <input type="radio"/> Other (please specify...) |   |

Genre of movies that you like to watch at a cinema:

*(can select more than one)*

- |                                  |                                    |  |
|----------------------------------|------------------------------------|--|
| <input type="checkbox"/> Drama   | <input type="checkbox"/> Romantic  | <input type="checkbox"/> Action/Adventure          |
| <input type="checkbox"/> Comedy  | <input type="checkbox"/> Sci-Fi    | <input type="checkbox"/> Mystery/Thriller/Horror   |
| <input type="checkbox"/> Fantasy | <input type="checkbox"/> Animation | <input type="checkbox"/> Other (please specify...) |

What are technological products that you use them to watch movies at home?

*(can select more than one)*

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Smart TV    | <input type="checkbox"/> Computer/Notebook         |
| <input type="checkbox"/> Smartphone  | <input type="checkbox"/> Tablet/iPad/Galaxy Tab    |
| <input type="checkbox"/> Disc Player | <input type="checkbox"/> Other (please specify...) |

Genre of movies that you like to watch at home:

*(can select more than one)*

- |                                  |                                    |  |
|----------------------------------|------------------------------------|--|
| <input type="checkbox"/> Drama   | <input type="checkbox"/> Romantic  | <input type="checkbox"/> Action/Adventure          |
| <input type="checkbox"/> Comedy  | <input type="checkbox"/> Sci-Fi    | <input type="checkbox"/> Mystery /Thriller/Horror  |
| <input type="checkbox"/> Fantasy | <input type="checkbox"/> Animation | <input type="checkbox"/> Other (please specify...) |

At home, who do you usually watch movies with the most?

- ☐ Alone                      ☐ With Date, Spouse  
☐ Friends                      ☐ Family  
☐ Other (please specify...)

How often do you watch movies at home?

- |   |   |
|---|---|
| <input type="radio"/> Once a year or less   | <input type="radio"/> 2 – 3 times per year        |
| <input type="radio"/> 4 – 5 times per year  | <input type="radio"/> 6 – 7 times per year        |
| <input type="radio"/> 1 – 2 times per month | <input type="radio"/> 3 – 4 times per month       |
| <input type="radio"/> 5 – 6 times per month | <input type="radio"/> More than 6 times per month |

### **Set III – Specific questions related to the research's hypotheses**

This factor affects the way you decide to watch movies at a cinema:

*(can select more than one)*

- ☐ Comfortable seats  
☐ Large screen  
☐ Surround Sound/Quality of sound  
☐ Type of cinema (e.g. IMAX, 3D, 4D, ATMOS)  
☐ Quality of service  
☐ Convenience Showtime  
☐ Convenience in Transport  
☐ Good restaurants nearby  
☐ Other (please specify...)

This factor affects the way you decide “NOT” to watch movies at a cinema:

*(can select more than one)*

- ☐ The cost
- ☐ Not enough time
- ☐ Not enough interesting movies
- ☐ Difficulty in Transport
- ☐ Want to avoid the crowd
- ☐ Have so many options to watch at home
- ☐ Other (please specify...)

This factor affects the way you decide to watch movies at home:

*(can select more than one)*

- ☐ More comfortable (e.g. be able to sit or lie down, eat anything)
- ☐ Be able to pause the movie (for example, to go to the restroom)
- ☐ Flexible Showtime (can watch whenever you want)
- ☐ Be able to change to another movie if the current one is not that fun
- ☐ Be able to select preferable subtitles
- ☐ Save time
- ☐ Save money
- ☐ Other (please specify...)

This factor affects the way you decide “NOT” to watch movies at home:

*(can select more than one)*

- ☐ Want to experience something new outside
- ☐ Want to watch a new release movie
- ☐ Want movie toy promotion, bottle set, etc.
- ☐ Love being around by the crowd
- ☐ Other (please specify...)

<i>List of questions</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>I like the crowd and excitement of opening weekend.</i>	1	2	3	4	5	6
<i>A cinema is so crowded sometimes, it makes me feel uncomfortable or unsafe.</i>	1	2	3	4	5	6
<i>Feeling exhausted after watching movies outside makes me do not want to go out and watch movies at a cinema.</i>	1	2	3	4	5	6
<i>Time I spent on traveling to a cinema affects the way I decide to watch a movie in a cinema.</i>	1	2	3	4	5	6
<i>The difficulty of transport makes me do not want to go watching movies outside.</i>	1	2	3	4	5	6
<i>Type of cinema (such as IMAX, or luxury seats) affects the way I decide to watch movies at the cinema.</i>	1	2	3	4	5	6
<i>The atmosphere in a cinema makes me feel uncomfortable.</i>	1	2	3	4	5	6
<i>There are too many rules in a cinema that I do not want to follow.</i>	1	2	3	4	5	6
<i>The size of screen is very important to me.</i>	1	2	3	4	5	6
<i>I like to watch movies in a cinema because it has a large screen.</i>	1	2	3	4	5	6
<i>Advertisement before playing movies makes me do not want to go to watch movies in a cinema.</i>	1	2	3	4	5	6
<i>Promotion of each cinema makes me want to go to watch movies at the cinema.</i>	1	2	3	4	5	6
<i>I watch movies in a cinema because I love their popcorn, drinks or snacks.</i>	1	2	3	4	5	6
<i>I only watch movies in a cinema when the cinema has interesting promotions.</i>	1	2	3	4	5	6
<i>New release movies must be seen in a cinema only.</i>	1	2	3	4	5	6
<i>I watch movies in a cinema because I cannot wait for DVD/Online Release.</i>	1	2	3	4	5	6
<i>If a movie is available online before the official release date, I prefer to watch it at home.</i>	1	2	3	4	5	6

<i>List of questions</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>The quality of movies that play in a cinema is better than the quality of movies that play at home.</i>	1	2	3	4	5	6
<i>I watch movies in a cinema because it has better quality compared to the movies at home.</i>	1	2	3	4	5	6
<i>A movie that skips cinemas and goes straight to home video/on demand is probably not worth watching.</i>	1	2	3	4	5	6
<i>Movie genre affects the way I decide to go to watch a movie in a cinema.</i>	1	2	3	4	5	6
<i>If there is no interesting movie, I won't go to the cinema.</i>	1	2	3	4	5	6
<i>If there is no interesting movie play in cinemas, I will watch movies at home.</i>	1	2	3	4	5	6
<i>I don't want to go watching movies in a cinema because going out is expensive.</i>	1	2	3	4	5	6
<i>I prefer to search for the movie's information before going to watch the real one.</i>	1	2	3	4	5	6
<i>Movie reviews affect the way I decide which movie to watch.</i>	1	2	3	4	5	6
<i>Recommendations from friends and family affect the way I decide which movie to watch.</i>	1	2	3	4	5	6
<i>If movies got negative reviews, I will probably not watch them in a cinema.</i>	1	2	3	4	5	6
<i>If movies got negative reviews, I will probably wait and watch them at home instead.</i>	1	2	3	4	5	6
<i>Watching movie in a cinema or at home, depends on whom you will watch it with.</i>	1	2	3	4	5	6
<i>Watching movies outside helps you to spend more time with friends and family.</i>	1	2	3	4	5	6
<i>I prefer to go outside and watch movies with friends, boyfriend (girlfriend), or family, rather than watching movies at home.</i>	1	2	3	4	5	6
<i>Watching movies in a cinema makes me focus on the movie more than watching it at home.</i>	1	2	3	4	5	6

<i>List of questions</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>I want to focus on the movie so I go to watch the movie in a cinema.</i>	1	2	3	4	5	6
<i>I go out to watch movies in a cinema so that I can eat out and go shopping later.</i>	1	2	3	4	5	6
<i>Watching movies at home is more relaxed than watching movies in a cinema.</i>	1	2	3	4	5	6
<i>I prefer to watch movies at home more than go out.</i>	1	2	3	4	5	6
<i>I prefer to watch movies in a cinema more than stay and watch them at home.</i>	1	2	3	4	5	6

### 3.3 Data Analysis

The survey will be created by using a form in Typeform.com. After all correspondents completed the surveys, the data will be collected in the form of spreadsheet in Excel file. The author will use the collected data and create charts using the Pivot Table in Microsoft Excel for analyzing the data, also run SPSS analysis to get deeper information in terms of statistics. A pilot survey will be run to test the correction of the form before sending to the targeted group.



## CHAPTER IV

### RESEARCH FINDINGS

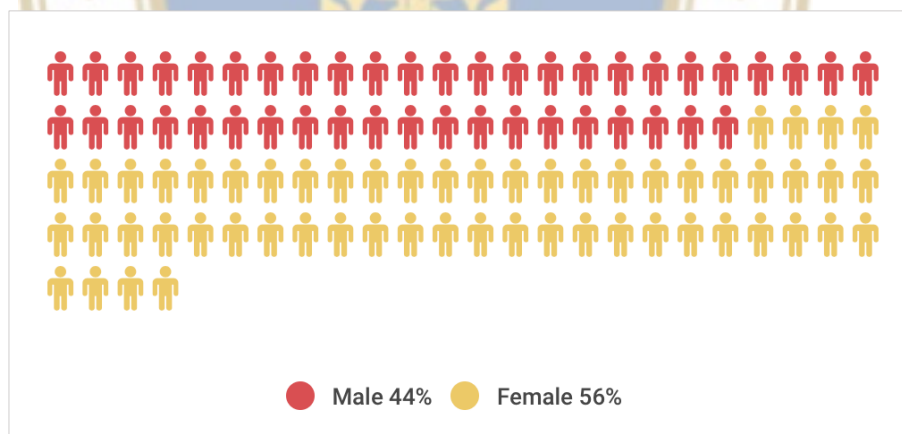
#### 4.1 Demographics

The survey has been sent to the targeted group, people who watch movies at every age, who live in Bangkok; via Facebook, Twitter, LINE, and Google Hangouts. Total respondents are 172 people.

The following data is the result of the survey:

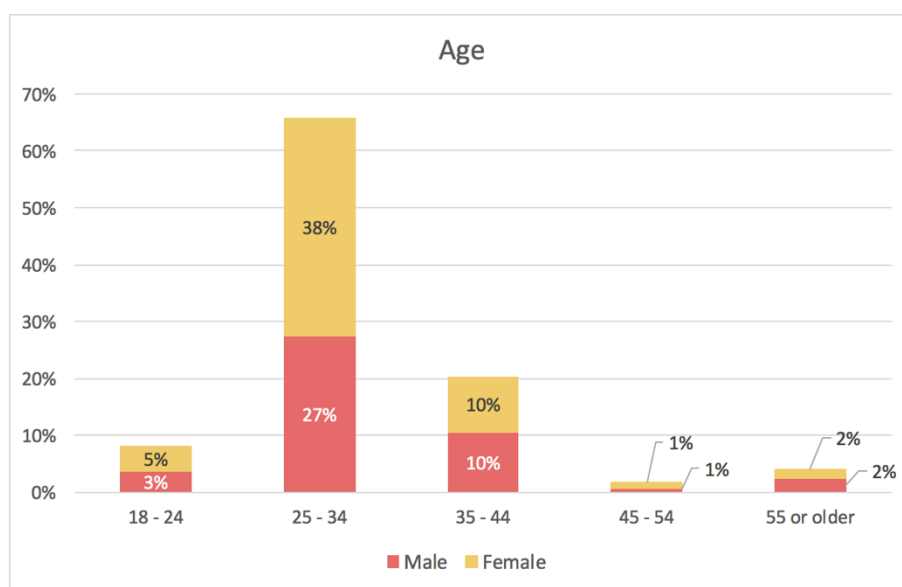
##### 4.1.1 Gender

There are 76 males or 44 percent of total respondents, and 96 females or 56 percent of total respondents.



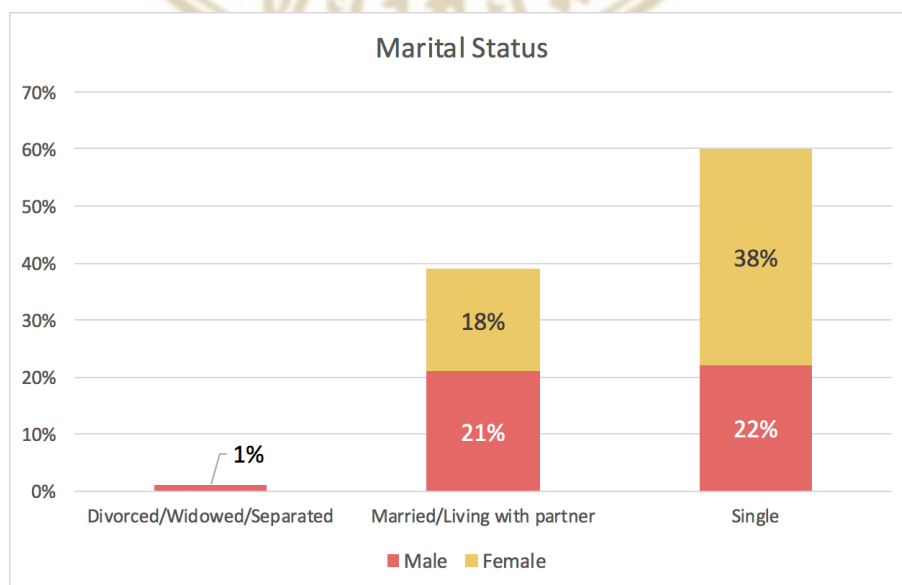
### 4.1.2 Age

The highest range of age is “25 – 34 years old”, which is 66 percent of total respondents; 27 percent are males, and 38 percent are females.



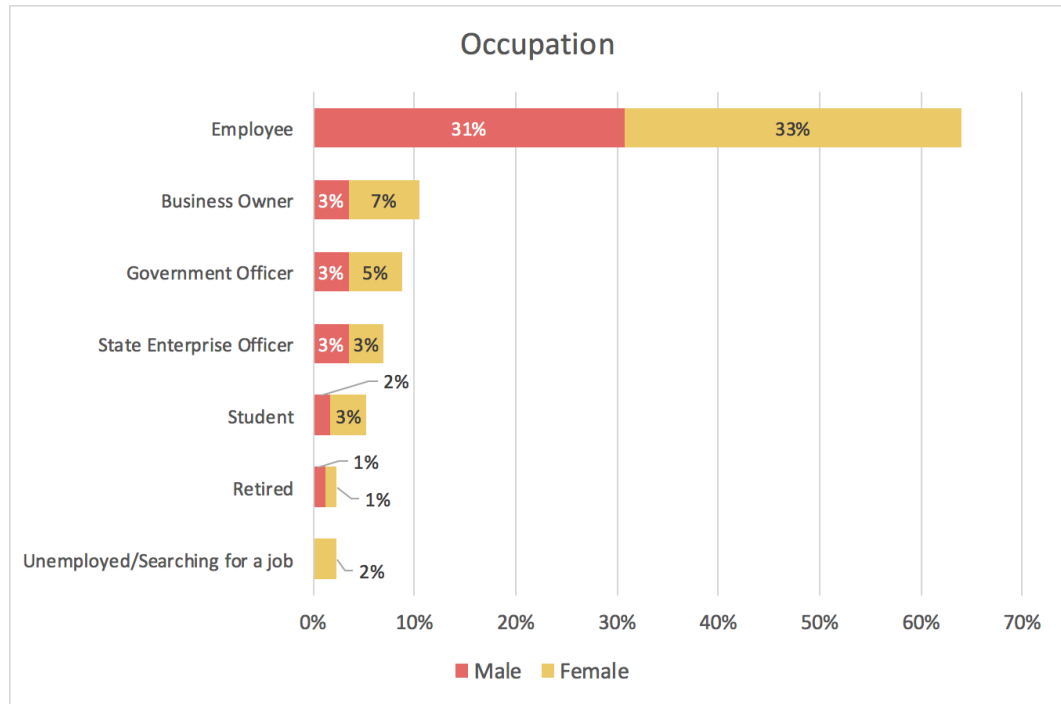
### 4.1.3 Marital Status

The highest group of marital status is “Single”, which is 60 percent of total respondents. 22 percent are males, and 38 percent are females.



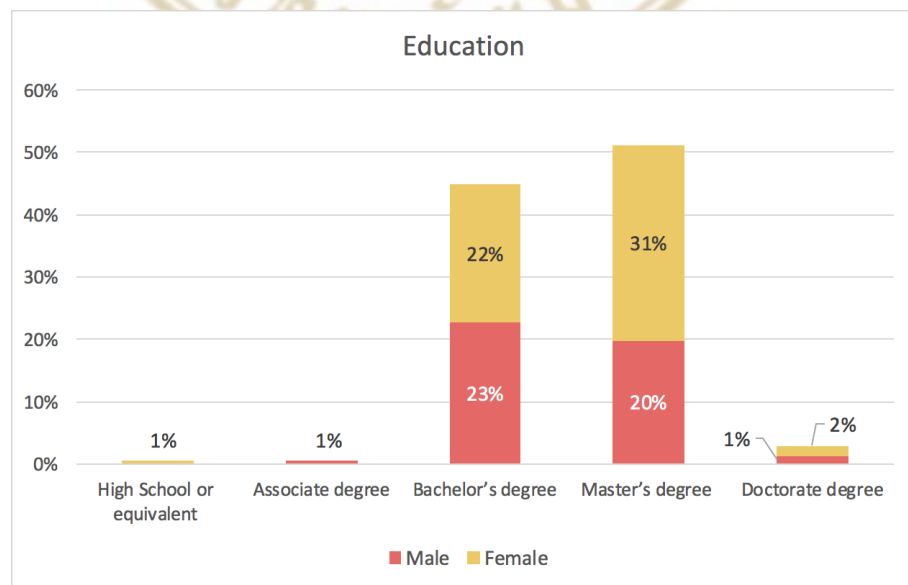
#### 4.1.4 Occupation

The highest group of occupation is “Employee” which is 64 percent of total respondents. 31 percent are males, and 33 percent are females.



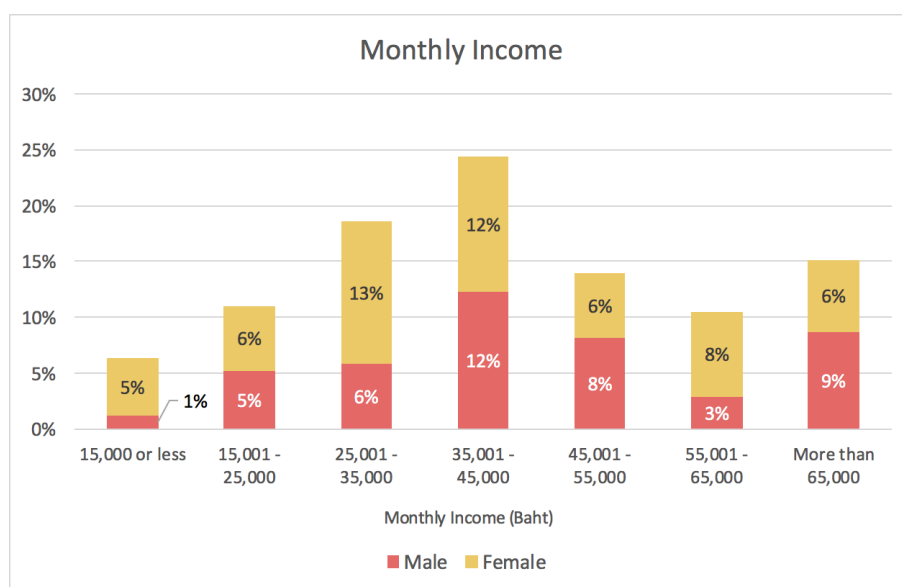
#### 4.1.5 Highest level of education (or currently studying)

The highest group of education level is “Master’s degree”, which is 51 percent of total respondents. 20 percent are males, and 31 percent are females.



#### 4.1.6 Monthly Income

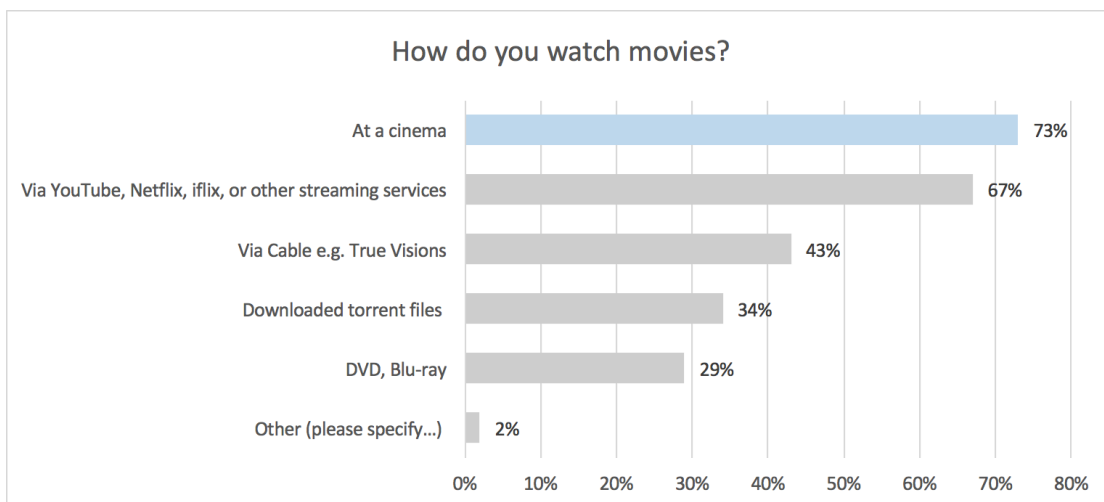
The highest group of monthly income is “35,001 – 45,000 baht”, which is 24 percent of total respondents. 12 percent are males, and 12 percent are females.



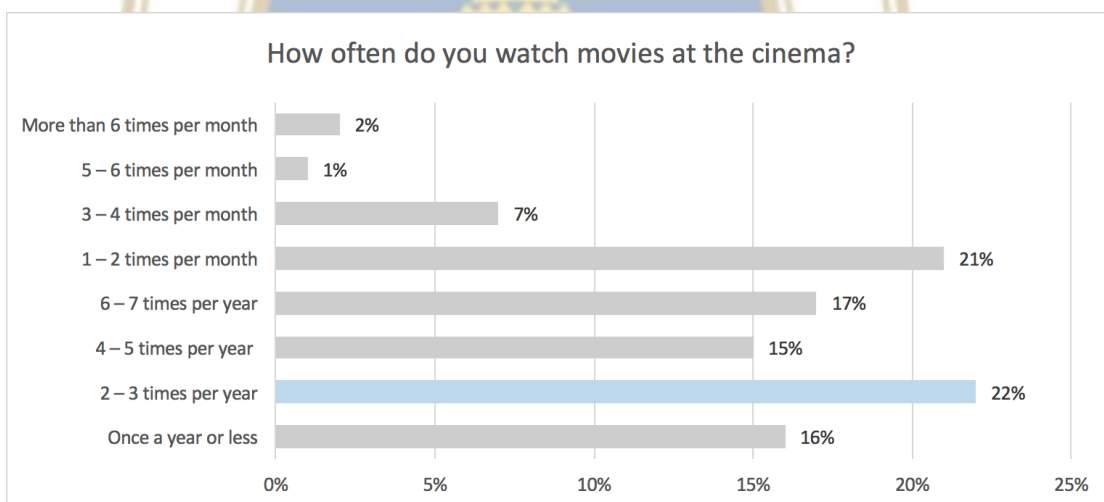
## 4.2 Main Finding

### 4.2.1 Current behavior of each correspondent

From 172 respondents, these are the results of the survey:

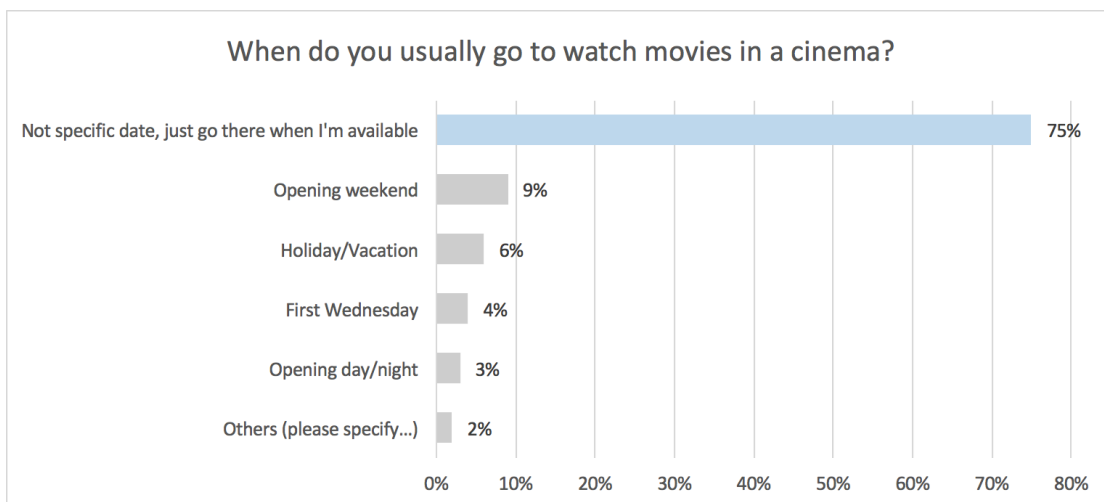


The chart shows that moviegoers watch movies in cinemas the most, which is 73 percent of total respondents, followed by watching movies via YouTube, Netflix, iflix, or other streaming services.

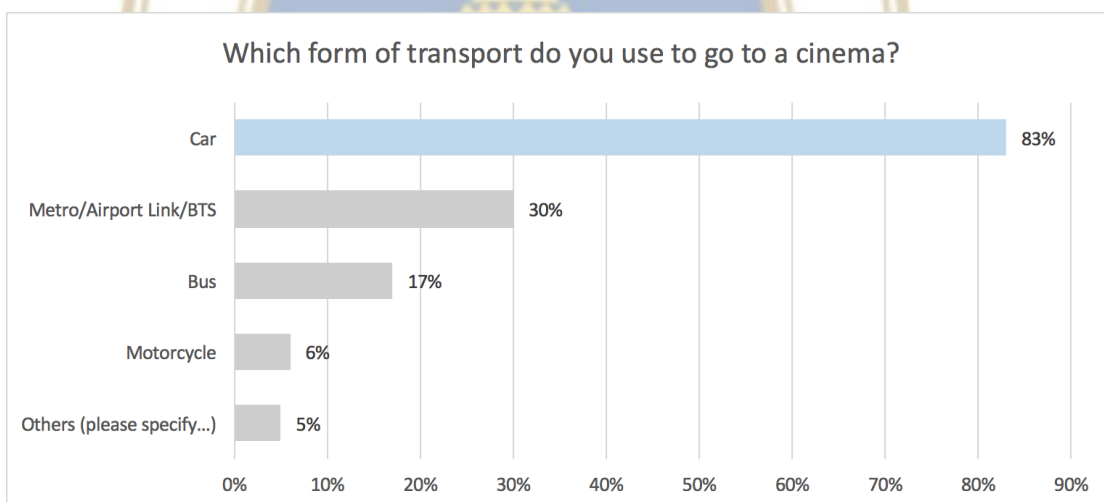


The chart shows that the highest frequency of the time moviegoers watch movies in cinemas is “2 – 3 times per year” and followed by “1 – 2 times per month” or “12 – 24 times per year”. Showing that there are two big groups of moviegoers, one will rarely go out to watch movies in cinemas, and one will always go to watch movies in cinemas.

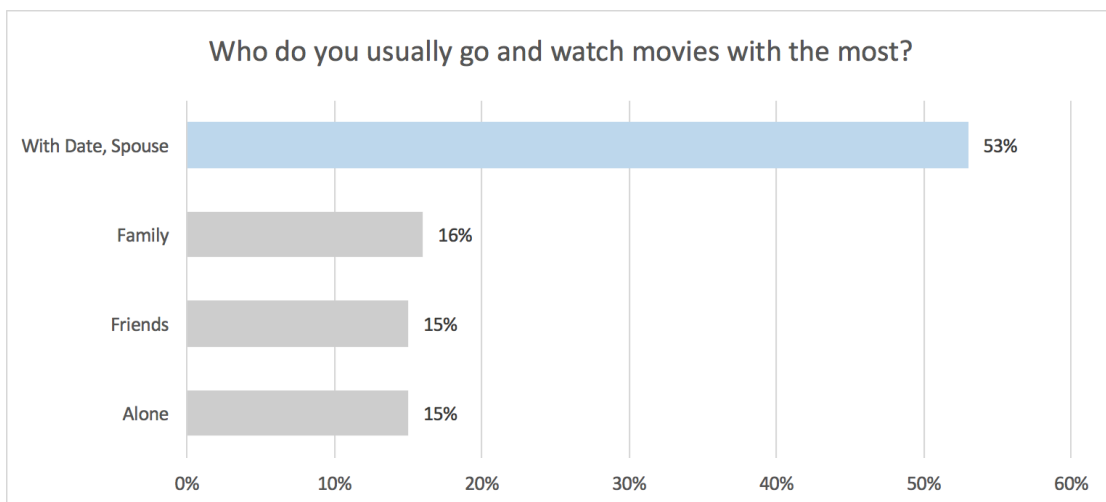




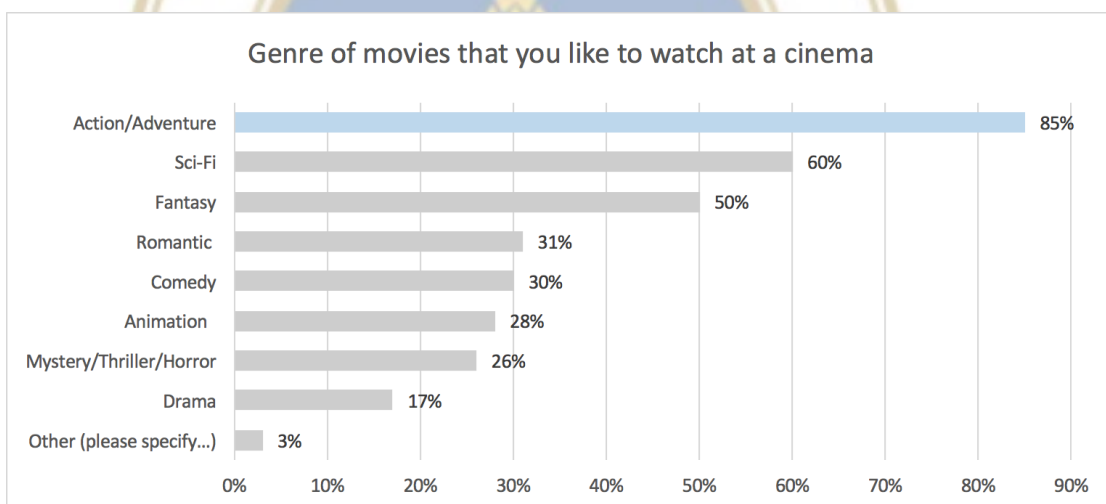
The chart shows that most of moviegoers (75 percent of total respondents) usually go to watch movies in cinemas when they are available; not on any specific date.



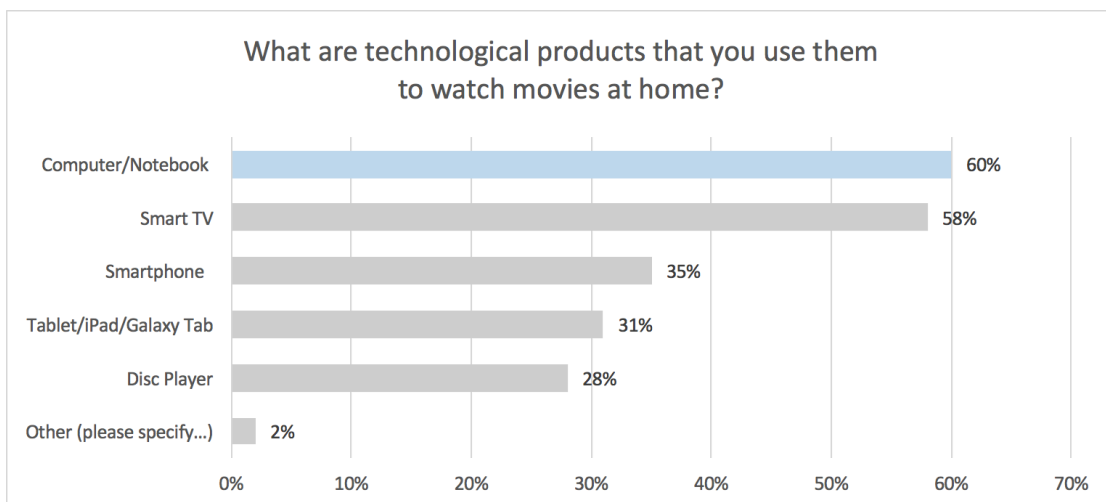
The chart shows that moviegoers go to watch movies in cinemas by car the most (83 percent of total respondents), followed by Metro/Airport Link/BTS.



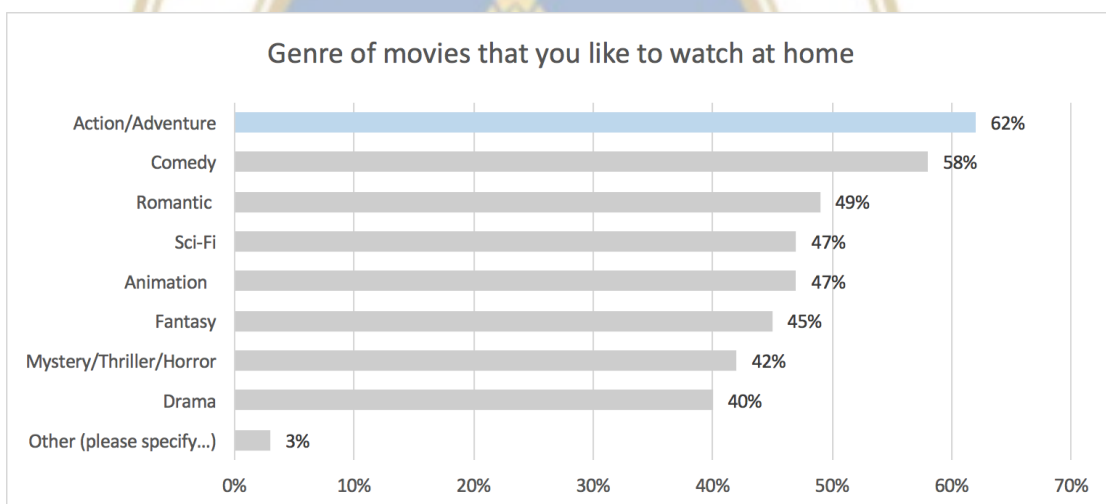
The chart shows that most of moviegoers go and watch movies in cinemas with their dates, spouses (53 percent of total respondents).



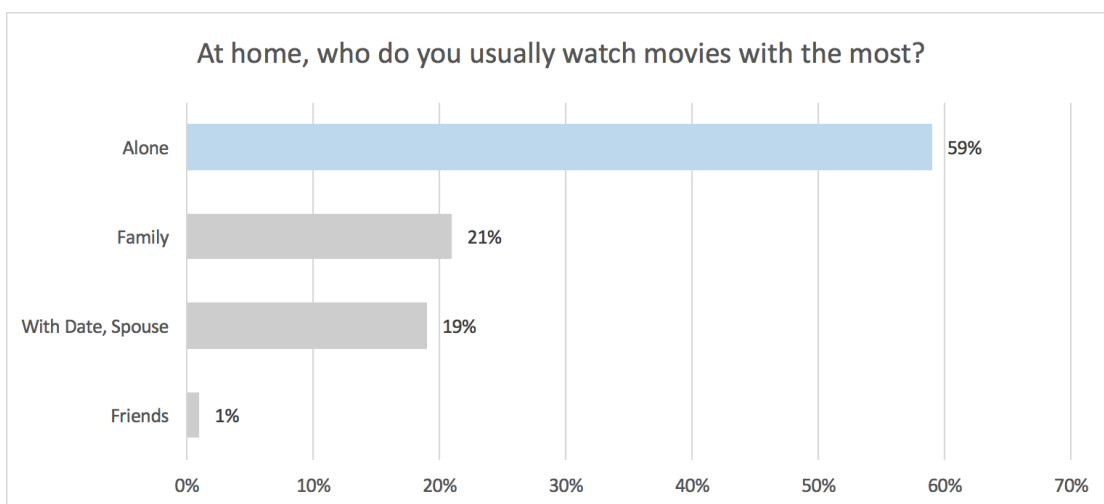
The chart shows that moviegoers watch “Action/Adventure” movies in cinemas the most, followed by Sci-Fi and Fantasy movies.



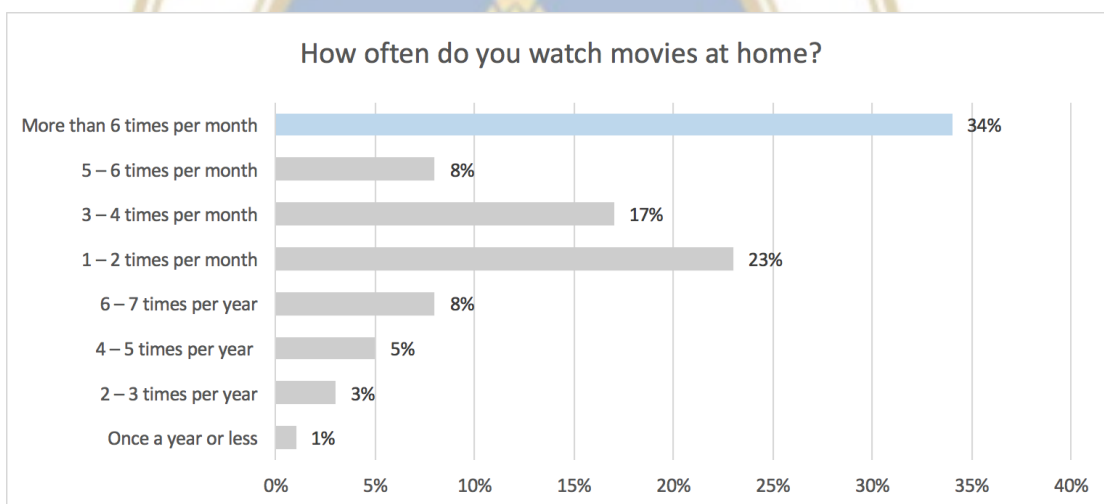
The chart shows that moviegoers use “Computer/Notebook” to watch movies at home the most, followed by Smart TV.



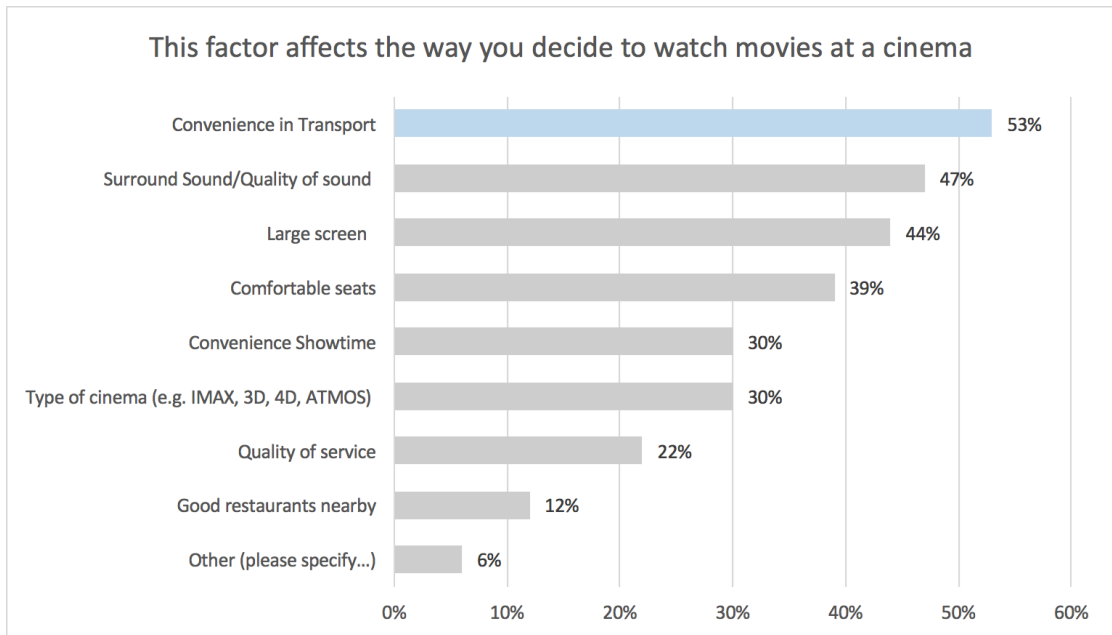
The chart shows that moviegoers watch “Action/Adventure” movies at home the most, followed by Comedy and Romantic movies.



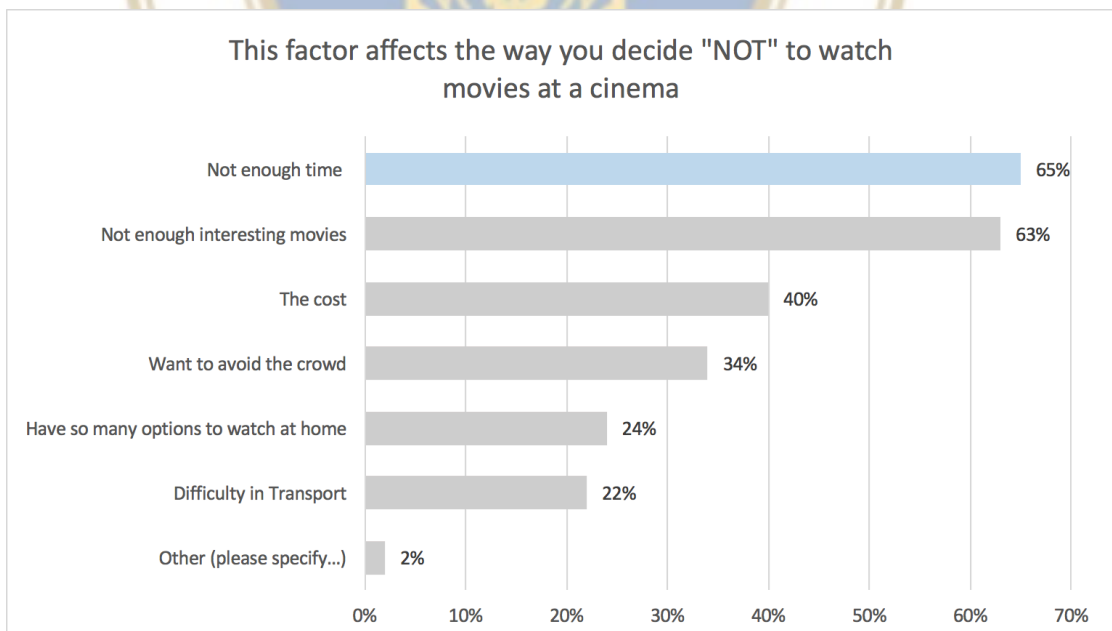
The chart shows that most moviegoers watch movies at home alone (59 percent of total respondents).



The chart shows that most moviegoers watch movies at home more than 6 times per month.

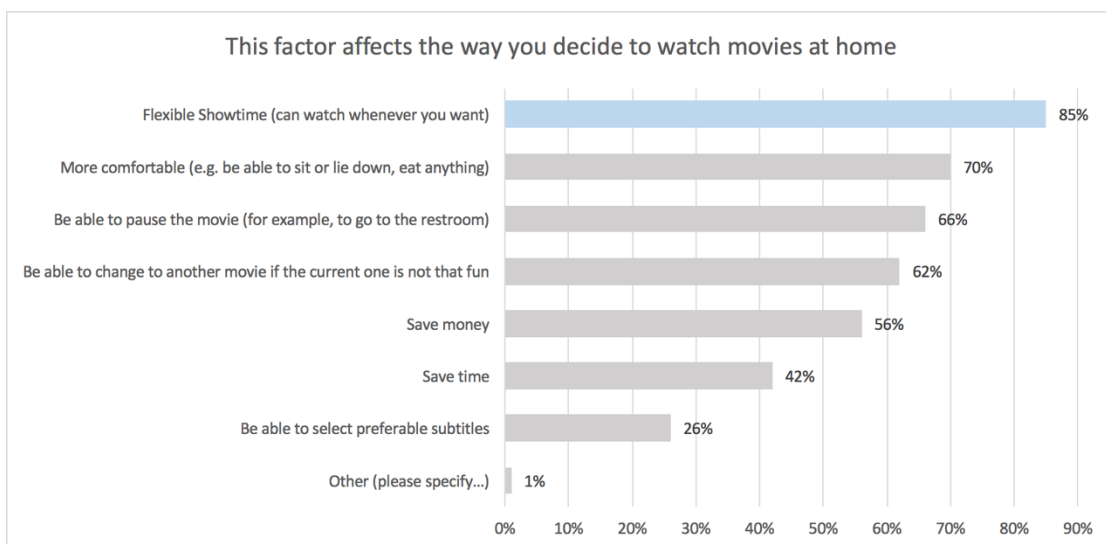


The chart shows that the first factor that affects the way moviegoers decide to watch movies in cinemas is “Convenience in Transport”, followed by “Surround Sound/Quality of sound” and “Large screen”.

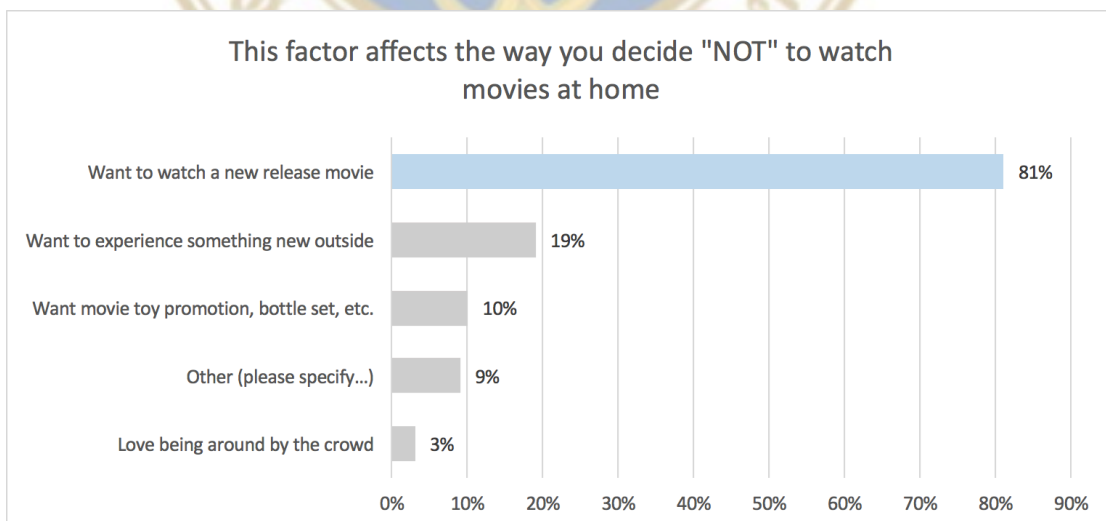




The chart shows that the first factor that affects the way moviegoers decide “not” to watch movies in cinemas is “Not enough time”, followed by “Not enough interesting movies” and “The cost”.



The chart shows that the first factor that affects the way moviegoers decide to watch movies at home is “Flexible Showtime”, followed by “More comfortable” and “Be able to pause the movie”.



The chart shows that the first factor that affects the way moviegoers decide “not” to watch movies at home is “Want to watch a new release movie”, followed by “Want to experience something new outside”.

#### 4.2.2 Specific questions related to the research’s hypotheses

##### 4.2.2.1 Self

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>I like the crowd and excitement of opening weekend.</i>	48%	20%	13%	9%	6%	3%	2.15
<i>A cinema is so crowded sometimes, it makes me feel uncomfortable or unsafe.</i>	8%	14%	15%	23%	18%	23%	3.97
<i>Feeling exhausted after watching movies outside makes me do not want to go out and watch movies at a cinema.</i>	10%	13%	23%	23%	21%	10%	3.60

According to Hypothesis “H4: People who do not like being around by the crowd, prefer to watch movies at home.”, the table shows that most of moviegoers (48 percent of total respondents) do not like the crowd and the excitement of opening weekend. A crowded cinema tends to make moviegoers feel uncomfortable or unsafe. The exhausting and tiredness after watching movies outside has slight impact on the decision to go to watch movies in cinemas.

##### 4.2.2.2 Time

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>Time I spent on traveling to a cinema affects the way I decide to watch a movie in a cinema.</i>	8%	7%	15%	19%	26%	26%	4.26

The table shows that the time that moviegoers spent on travelling to cinemas affects the way they decide to watch movies outside.

#### 4.2.2.3 Transport

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>The difficulty of transport makes me do not want to go watching movies outside.</i>	9%	14%	18%	16%	22%	22%	3.93

The table shows that the difficulty of transport makes moviegoers do not want to go watching movies in cinemas.

#### 4.2.2.4 Cinema

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>Type of cinema (such as IMAX, or luxury seats) affects the way I decide to watch movies at the cinema.</i>	10%	10%	14%	24%	20%	21%	3.95
<i>The atmosphere in a cinema makes me feel uncomfortable.</i>	22%	26%	24%	16%	8%	4%	2.73
<i>There are too many rules in a cinema that I do not want to follow.</i>	37%	27%	23%	7%	4%	2%	2.19
<i>The size of screen is very important to me.</i>	9%	12%	23%	20%	18%	18%	3.80
<i>I like to watch movies in a cinema because it has a large screen.</i>	8%	10%	17%	21%	22%	22%	4.04
<i>Advertisement before playing movies makes me do not want to go to watch movies in a cinema.</i>	20%	27%	22%	12%	9%	11%	2.95
<i>Promotion of each cinema makes me want to go to watch movies at the cinema.</i>	5%	6%	18%	21%	22%	28%	4.33
<i>I watch movies in a cinema because I love their popcorn, drinks or snacks.</i>	37%	20%	22%	11%	6%	4%	2.42
<i>I only watch movies in a cinema when the cinema has interesting promotions.</i>	17%	17%	25%	16%	15%	10%	3.24

The table shows that type of cinema (such as IMAX, or luxury seats) affects the way moviegoers decide to watch movies in cinemas. Most of them

do not think that the atmosphere in cinemas makes them feel uncomfortable. They also do not think that there are too many rules in cinemas that they do not want to follow.

The size of screen is very important to most of moviegoers. They like to watch movies in cinemas because of their large screens.

They also do not think that advertisements before playing movies make them do not want to go to watch movies in cinemas.

They do not think that popcorn, drinks or snacks in cinemas make them want to go to watch movies there, but promotions of cinemas do. However, they do not watch movies in cinemas just because there are interesting promotions only.

#### 4.2.2.5 Movie

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>New release movies must be seen in a cinema only.</i>	17%	9%	21%	17%	17%	18%	3.62
<i>I watch movies in a cinema because I cannot wait for DVD/Online Release.</i>	10%	13%	13%	16%	22%	27%	4.05
<i>If a movie is available online before the official release date, I prefer to watch it at home.</i>	9%	13%	20%	14%	20%	24%	3.96
<i>The quality of movies that play in a cinema is better than the quality of movies that play at home.</i>	8%	10%	14%	20%	25%	23%	4.13
<i>I watch movies in a cinema because it has better quality compared to the movies at home.</i>	10%	12%	13%	21%	25%	19%	3.95
<i>A movie that skips cinemas and goes straight to home video/on demand is probably not worth watching.</i>	14%	20%	30%	16%	15%	6%	3.14
<i>Movie genre affects the way I decide to go to watch a movie in a cinema.</i>	4%	3%	9%	13%	33%	38%	4.83
<i>If there is no interesting movie, I won't go to the cinema.</i>	3%	2%	3%	9%	31%	52%	5.19
<i>If there is no interesting movie play in cinemas, I will watch movies at home.</i>	5%	5%	7%	15%	27%	42%	4.79

According to Hypothesis “H3: *People who want to watch new release movies prefer to watch the movies in cinemas.*”, the table shows that moviegoers think that new release movies must be seen in cinemas only. They watch movies in cinemas because they cannot wait for DVD/Online Release. If a movie is available online before the official release date, most of them prefer to watch it at home.

Most of moviegoers think that the quality of movies that play in cinemas is better than the quality of movies that play at home. They watch movies in cinemas because of this.

Most of moviegoers (30 percent from total respondents) do not think a movie that skips cinemas and goes straight to home video/on demand is not worth watching.

According to Hypothesis “H1: *Taste of movie genre affects the way moviegoers decide where to watch the movies.*”, the table also shows that the movie genre affects the way they decide to go watching movies in cinemas.

If there are no interesting movies that play in cinemas, they will not go to the cinemas and will watch movies at home instead.

#### 4.2.2.6 Cost

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>I don't want to go watching movies in a cinema because going out is expensive.</i>	8%	16%	17%	23%	23%	15%	3.81

According to Hypothesis “H2: *Cost of watching movies outside affects moviegoers' decisions to stay and watch movies at home.*”, the table shows that the cost of going out to watch movies has impact on the decision to watch movies in cinemas.



#### 4.2.2.7 Review

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>I prefer to search for the movie's information before going to watch the real one.</i>	2%	12%	14%	22%	23%	27%	4.34
<i>Movie reviews affect the way I decide which movie to watch.</i>	4%	5%	13%	24%	33%	21%	4.40
<i>Recommendations from friends and family affect the way I decide which movie to watch.</i>	5%	6%	17%	24%	30%	17%	4.19
<i>If movies got negative reviews, I will probably not watch them in a cinema.</i>	4%	7%	22%	16%	23%	29%	4.33
<i>If movies got negative reviews, I will probably wait and watch them at home instead.</i>	4%	8%	12%	28%	23%	24%	4.33

The table shows that moviegoers tend to search for movie's information before going to watch the real one. Movie reviews and recommendations from friends and family affect the way they decide which movie to watch. If the movies got negative reviews, they will probably not watch them in cinemas but will wait and watch them at home instead.

#### 4.2.2.8 Friends & Family

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>Watching movie in a cinema or at home, depends on whom you will watch it with.</i>	11%	5%	15%	15%	29%	26%	4.22
<i>Watching movies outside helps you to spend more time with friends and family.</i>	11%	16%	20%	25%	16%	13%	3.57
<i>I prefer to go outside and watch movies with friends, boyfriend (girlfriend), or family, rather than watching movies at home.</i>	14%	15%	26%	22%	12%	12%	3.38

The table shows that moviegoers make decisions about where to watch movies based on who they will watch the movies with. Watching movies in cinemas has slight impact on helping moviegoers to spend more time with friends and family. They prefer to watch movies at home rather than going out and watch movies with friends and family in cinemas.

#### 4.2.2.9 Other

Statement	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Slightly Agree	5 Agree	6 Strongly Agree	Mean
<i>Watching movies in a cinema makes me focus on the movie more than watching it at home.</i>	14%	11%	22%	16%	20%	18%	3.70
<i>I want to focus on the movie so I go to watch the movie in a cinema.</i>	19%	14%	24%	12%	19%	12%	3.35
<i>I go out to watch movies in a cinema so that I can eat out and go shopping later.</i>	6%	10%	14%	26%	26%	17%	4.06
<i>Watching movies at home is more relaxed than watching movies in a cinema.</i>	3%	5%	22%	18%	25%	27%	4.37
<i>I prefer to watch movies at home more than go out.</i>	5%	6%	25%	20%	20%	24%	4.14
<i>I prefer to watch movies in a cinema more than stay and watch them at home.</i>	16%	17%	23%	19%	14%	11%	3.30

The table shows that moviegoers tend to have more focus on the movies when they watch them in cinemas, however, this reason does not make them go to watch movies in cinemas.

They tend to go out to watch movies in cinemas so that they can eat out and go shopping later.

Watching movies at home is more relaxed than watching movies in cinemas. They prefer to watch movies at home.

## **CHAPTER V**

### **CONCLUSIONS**

#### **5.1 Summary**

To answer the question of this research; the cinema will definitely survive even facing a storm of streaming movie channels.

People still want to go to watch movies in cinemas because they want to watch the new release movies and they cannot wait for the DVD/Online release. People still love to go there to watch movies on a big screen, with surround sound.

The type of cinema (such as IMAX, or luxury seats) still be a factor that affects the way people decide to watch movies in cinemas. They still like the atmosphere in cinemas, even watching movies at home is more comfortable, cinemas still be a good choice for them.

#### **5.2 Recommendations**

The result of this research will be useful for a cinema or movie business. To improve and increase the traffic of moviegoers, the cinema should organize interesting promotions, and improve their cinemas to have better quality of surround sound and screen, because these are the strengths and the reasons why people still want to go to watch movies in cinemas even they have many options available at home.

Cinemas should provide many interesting movies; the one with the positive reviews; for their customers as well, as the result of this research indicated that people will not go to the cinemas if there is no interesting movie playing.

### 5.3 Limitations

The survey has been sent to the targeted group who are the friends and family of the author, and friends of friends. The limitation is our group is very small and only for the people who shared the same type of interest or the way they live their lives, for example, people who answered the survey are studying for Master's degree, and working in the same time, just like the author.

Other limitation is, the scope of question is too wide, the author tried to cover all the possibility of all variables, which make the survey have the longer list of questions. Longer list will make people get bored and start trying to complete the survey just to get it over with, and we will not have the real answer from them.

### 5.4 Future Research

The future research could focus on the virtual glasses that can project the virtual environment to the person who wears it. This new technology could be a great potential competitor for the movie business.

## REFERENCES

- Captain America: Civil War Bucket Set*. (2016). Major Cineplex. Retrieved 5 June 2016, from <http://www.majorcineplex.com/promotion/captain-america-civil-war-bucket-set>
- Chao, C. & Zhao, S. (2013). Emergence of Movie Stream Challenges Traditional DVD Movie Rental—An Empirical Study with a User Focus. *IJBA*, 4(3). <http://dx.doi.org/10.5430/ijba.v4n3p22>
- Fellman, M. (2014). *Streaming Can be More Energy-Efficient Way to View a Movie: Northwestern University News*. Northwestern.edu. Retrieved 4 June 2016, from <http://www.northwestern.edu/newscenter/stories/2014/05/video-streaming-can-be-more-energy-efficient-way-to-view-a-movie.html>
- Google Trends - Web Search interest - Worldwide, 2004 - present. (2016). Google.com. Retrieved 4 June 2016, from <https://www.google.com/trends/explore#q=online%20movie>
- iFLIX LAUNCHES DOWNLOAD AND WATCH OFFLINE FEATURE*. (2015). iflix. Retrieved 5 June 2016, from [https://www.iflix.com/images/media/press/Nov24\\_iflix\\_launches\\_DWO.pdf](https://www.iflix.com/images/media/press/Nov24_iflix_launches_DWO.pdf)
- Netflix : Overview. (2016). Netflix. Retrieved 5 June 2016, from <https://ir.netflix.com/index.cfm>
- Savage, J. (2014). *The effect of video on demand services on the cinema Industry*. CUAL Repository. Retrieved 19 August 2016, from [http://cual.openrepository.com/cual/bitstream/10759/337117/1/MARK\\_SavageJ.pdf](http://cual.openrepository.com/cual/bitstream/10759/337117/1/MARK_SavageJ.pdf)
- Shehabi, A., Walker, B., & Masanet, E. (2014). The energy and greenhouse-gas implications of internet video streaming in the United States. *Environ. Res. Lett.*, 9(5), 054007. <http://dx.doi.org/10.1088/1748-9326/9/5/054007>



Silva, R. (2010). *What You Need to Watch 3D in Your Home Theater*. *About.com Tech*. Retrieved 4 June 2016, from [http://hometheater.about.com/od/hometheatervideobasics/f/what\\_do\\_I\\_need\\_to\\_watch\\_3d.htm](http://hometheater.about.com/od/hometheatervideobasics/f/what_do_I_need_to_watch_3d.htm)

