

ปัจจัยที่ส่งผลต่อการเลือกใช้บริการโรงภาพยนตร์ของ
ผู้บริโภคในเมือง Guangzhou
FACTORS AFFECTING CONSUMER CHOICE OF CINEMAS IN
GUANGZHOU CITY

Liu Xiaoqi

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยส่วนบุคคลที่ส่งผลต่อการเลือกใช้บริการโรงภาพยนตร์ของผู้บริโภคในเมือง Guangzhou (2) ศึกษาพฤติกรรมการเลือกใช้บริการโรงภาพยนตร์ของผู้บริโภคในเมือง Guangzhou และ (3) ปัจจัยส่วนประสมการตลาดที่ส่งผลต่อการเลือกใช้บริการโรงภาพยนตร์ของผู้บริโภคในเมือง Guangzhou

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคที่อาศัยอยู่ในเมือง Guangzhou สาธารณรัฐประชาชนจีน ไม่ทราบจำนวนที่แน่นอน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคเคยใช้บริการโรงภาพยนตร์และอาศัยอยู่ในเมือง Guangzhou โดยใช้วิธีการสุ่มตัวอย่างแบบเฉพาะเจาะจง และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน ทดสอบสมมติฐานด้วยสถิติ t-test และการวิเคราะห์ความแปรปรวนทางเดียว

ผลการวิจัยพบว่า (1) ปัจจัยส่วนบุคคลที่แตกต่างกัน ได้แก่ เพศ อายุ ระดับการศึกษา และอาชีพ ส่งผลต่อการเลือกใช้บริการโรงภาพยนตร์ของผู้บริโภคในเมือง Guangzhou แตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 (2) พฤติกรรมการเลือกใช้บริการโรงภาพยนตร์ของผู้บริโภคในเมือง Guangzhou ส่วนใหญ่มีความถี่การใช้บริการโรงภาพยนตร์ไม่แน่นอน ใช้บริการโรงภาพยนตร์วันเสาร์ – อาทิตย์ ใช้บริการช่วงเวลา 19.01 – 21.00 น. โดยใช้ค่าใช้จ่ายเฉลี่ยต่อครั้ง 50-100 หยวน และ (3) ปัจจัยส่วนประสมการตลาดที่แตกต่างกัน ได้แก่ ผลิตภัณฑ์ ราคา ช่องทางการจัดจำหน่าย การส่งเสริมการตลาด ด้านบุคคล ด้านกายภาพ ส่งผลต่อการเลือกใช้บริการ

คำสำคัญ: ผู้บริโภค การเลือกใช้บริการ โรงภาพยนตร์

ABSTRACT

The objectives of this research were: (1) to study the personal factors affecting on consumer choice of cinemas in Guangzhou city; (2) to study behavior on consumer choice of cinemas in Guangzhou city; and (3) the marketing mix factors affecting on consumer choice of cinemas in Guangzhou city.

The research was quantitative research. The population used in this research was consumers living in Guangzhou city, the People's Republic of China. The exact number was unknown. The sample group consisted of 400 consumers who had used cinemas and lived in Guangzhou city.

Used a purposive sampling method and used questionnaires as a tool to collect data. The statistics used in data analysis were frequency, percentage, mean and standard deviation. Hypothesis testing was conducted by using t-test and One-way ANOVA.

Major Findings: (1) different personal factors such as gender, age, education level and occupation affected on consumer choice of cinemas in Guangzhou city differently with statistically significant at the 0.05 level; (2) behavior on consumer choice of cinemas in Guangzhou city showed that frequency of cinema service using was uncertain, used cinemas during weekend from 07:01 – 09:00 p.m. by average expense of 50-100 yuan; and (3) different marketing mix factors included product, price, place, promotion, people and physical evidence that affected on consumer choice of cinemas in Guangzhou city differently with statistically significant at the 0.05 level.

Keywords: Consumer, Choice, Cinemas

Research Background

With the development of China's film industry, China is expected to overtake the United States to become the world's largest film market. However, as the carrier of movies, cinema is one of the main ways to realize the value of the film industry. Therefore, its development not only deeply affects the development of China's

cultural economy, but also plays an important role in boosting the prosperity and development of the cultural industry. China's box office revenue has shown an upward trend from 2014 to 2019, and movie lovers have increased year by year, driving China's movie box office revenue to rise year by year. The epidemic in 2020 has a serious impact on China's movie theater industry. In 2020, box office revenue dropped to 20.417 billion yuan. Starting to pick up, China's box office revenue in 2022 will be 30.067 billion yuan. Among them, domestic films occupy most of the market share, and imported films also have a certain proportion. In 2022, the revenue of domestic films will be 25.511 billion yuan, and the revenue of imported films will be 4.556 billion yuan.

Watching a movie is a stress-relieving activity. The benefits are not only entertainment, such as gaining knowledge, lessons, lessons through watching movies, but also improving language learning ability through watching movies. There are some people who are inspired by watching the movie. In addition, movies can also be used to treat people with mental health problems. The development role of movie theaters is not only aimed at the film industry, but also an important thrust to promote the development of the business circle. Movie theaters play a major role in attracting customers in a business district. In addition, the business model of movie theaters is already different from the traditional model. In addition, the income source of theaters is not limited to sub-box office, and part of it is income outside the box office. This is because theaters form a complete business chain with catering, entertainment and shopping. This brings great convenience to both consumers and stores.

Currently, there are channels for watching movies through apps entered during the web. Mobile phones have entered the 5G era, and there are many ways to watch movies. But for movie lovers, going to the cinema to watch a movie is more of an experience. In addition, there are technologies that can be selected to make the viewing experience more satisfying and fuller for moviegoers. If you are talking about the general customer group and not specific to the movie lover group, you will have a different feeling.

The survey found that most people add apps to watch movies, followed by watching in cinemas. Due to advanced technology, the direction of consumer behavior is easier to change than in the past. Nowadays, consumers have more needs, so we must find ways to attract consumers. Therefore, to drive the film industry forward, entrepreneurs must constantly learn and anticipate consumer behavioral directions, which are easier to change than in the past. It's an interesting question, given market trends and issues with the movie theater market above, and whether consumer behavior demands more convenience, and whether applied technology supports that. Therefore, the study of consumer behavior affects the marketing methods of movie theaters in Guangzhou, in order to discuss new marketing strategies to meet the needs of consumers, so that the economy of the movie theater industry can achieve greater growth.

In the research field of movie theater consumer economic development, it aims to explore the evolution trend of movie theater consumer behavior, consumption patterns and consumption preferences, as well as the role of movie theater consumption in promoting economic development. The objectives of this research are as follows.

First, we aim to analyze the behavioral characteristics and consumption patterns of movie theater consumers. Through research, data analysis and other methods, we will gain an in-depth understanding of the characteristics of movie theater consumers in terms of ticket purchase habits, viewing frequency, and consumption amount. At the same time, we will also explore the differences between different consumer groups, such as the influence of different age groups, gender, income and other factors on movie theater consumption. Through the research on the behavioral characteristics and consumption patterns of movie theater consumers, we can provide targeted suggestions and provide a basis for movie theater operators to formulate strategies to optimize consumer experience.

Second, we will focus on the drivers of cinema consumption. In addition to individual consumption behavior characteristics, we will also analyze various factors that affect movie theater consumption, such as movie genre, cast, show time, ticket price, etc. By in-depth analysis of the relationship between these factors and

consumers' choice of movie theaters, we can reveal consumers' considerations in the decision-making process and provide movie theaters with targeted movie selection and marketing strategy suggestions.

Third, our research goal is to explore the role of movie theater consumption in promoting economic development. As an important cultural and entertainment place, cinema is not only a place to watch movies, but also a consumption base, which has an important impact on promoting economic growth and employment. We will collect and analyze relevant data to study the pulling effect of cinemas on the local market and related industries, explore the contribution of cinema consumption to economic development, and provide policy recommendations for the government and the film industry.

Finally, we will also focus on the sustainability of cinema consumption in our research. As a form of entertainment, movie theater consumption must be coordinated with the sustainable development of society, environment and resources. We will analyze and evaluate the impact of movie theater consumption on the environment, explore feasible solutions to reduce resource consumption and environmental impact, and propose sustainable development goals and policy recommendations. By researching the sustainability of cinema consumption, we aim to move the cinema industry towards a more sustainable direction.

In short, the goal of this study is to deeply explore multiple aspects of the economic development of movie theater consumers, provide decision-making reference and policy recommendations for movie theater operators, related industries and policy makers, and promote the benign interaction between movie theater consumption and economic development.

Research Objectives

1. To study the personal factors affecting on consumer choice of cinemas in Guangzhou city.
2. To study the marketing mix factors affecting on consumer choice of cinemas in Guangzhou city.

3. To study consumer's decision making on buying the movie tickets in Guangzhou city.

Research Hypotheses

1. Different the personal factors affecting on consumer choice of cinemas in Guangzhou city, differently.

2. Different the marketing mix factors affecting on consumer choice of cinemas in Guangzhou city, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Focus on the study of marketing mix factors affecting on consumer choice of cinemas in Guangzhou city.

Independent:

1. Personal Factors; Gender, Age, Education level, Occupation, Monthly income
2. Marketing Mix; Product, Price, Place (Distribution Channel), Promotion.

Dependent:

Decision to buy the movie ticket; Problem awareness, Search for information, Evaluation of Alternatives, Purchasing Decisions, Behavior after purchase

Area Scope

Guangzhou city.

Population and Sample Size

The population used in this research was consumers living in Guangzhou city, the People's Republic of China. The exact number was unknown.

The sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

Research Framework

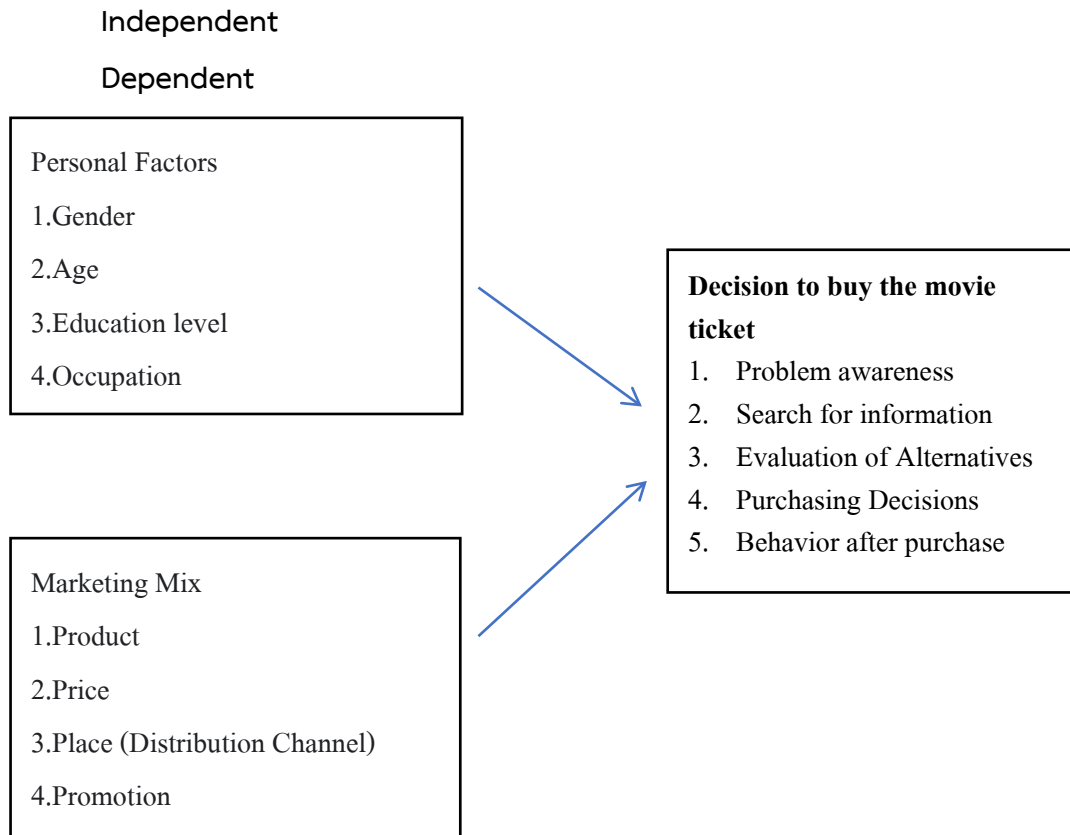


Figure 1 Conceptual framework

Expected Benefits

The expected benefits of studying "Movie Theater Consumer Development Economics Research" are as follows:

1. Understand the demographic differences that affect consumer involvement in Guangzhou cinemas.
2. Understand the marketing mix that influences the decision to buy the movie tickets in Guangzhou city.
3. Research findings to develop effective marketing strategies

Literature Review

The topic in this research is Factor Affecting Consumer Choice of Cinemas in Guangzhou City. The objectives of this research were: (1) to study the personal

factors affecting on consumer choice of cinemas in Guangzhou city; (2) to study the marketing mix factors affecting on consumer choice of cinemas in Guangzhou city; and (3) to study consumer's decision making on buying the movie tickets in Guangzhou city. Making the research results useful and achieving the established literature review is divided into 4 parts:

2.1 Overview of the Development of Chinese Cinemas

2.2 Theory of Marketing Mix

2.3 Theory of Consumer Involvement

2.4 Theory of Consumer Perceived Value

2.5 Related Research

Research Methodology

Research Model

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

Population

The population used in this research was consumers living in Guangzhou city, the People's Republic of China. The exact number was unknown.

Sample Size

The sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

Research Tools

While conducting this study, we followed the steps below to implement it. First, we clarified the research purpose and research questions, and thus determined the direction of the research design. Secondly, we conducted relevant literature review and preliminary research to obtain relevant information and research results on the economic development of movie theater consumers. Then, we began to screen and identify suitable samples and participants for the study, ensuring that they had the qualifications and conditions to participate in the study.

Immediately afterwards, we formulated a detailed research plan and survey program, including the selection and design of survey tools, as well as the preparation and testing of questionnaires. We borrowed existing research questionnaires and made necessary modifications and supplements in light of the characteristics of this study. Ensure that the content of the questionnaire is complete and accurate, and that the required data can be collected effectively.

Then, we distributed the questionnaire and collected the data. We distributed questionnaires widely through various channels, such as offline and online, using social media, movie theaters and other channels, and encouraged respondents to answer questions truthfully and objectively. We fully protect the privacy and personal information of our respondents and take steps to ensure the security and accuracy of the data.

Next, we collated and statistically analyzed the collected data. We use statistical software for data entry and processing, and calculate corresponding statistical indicators, such as frequency, percentage, mean, etc. At the same time, we use statistical methods such as correlation analysis and regression analysis to conduct in-depth analysis of the data to verify and validate the research hypothesis.

Finally, we made a conclusion analysis based on the results of data analysis. We summarize the findings, answer the research questions, test the research hypotheses, and make relevant recommendations for the economic development of movie theater consumers. We reflect on the limitations and deficiencies of the research process, and look forward to possible future research directions.

In short, we paid attention to details and rigor in the steps of this study to ensure the scientific and reliability of the research method. Through the implementation of this research, we expect to gain an in-depth understanding of the influencing factors of the economic development of movie theater consumers, and provide useful reference and guidance for relevant practices and decision-making.

Data Collection Methods

In the first phase of this study, we conducted a pre-survey to understand consumers' perceptions and evaluations of the perceived value of the movie theater

space. The pre-investigation aims to obtain the opinions and suggestions of the participants, and conduct preliminary verification of the scale design.

First, we recruited 400 consumers who often go to movie theaters as participants in the pre-survey. They come from different ages, genders and occupational backgrounds to reach as diverse a consumer base as possible. We then compiled dimensions and items for the perceived value of the cinema space and included them in the pre-survey questionnaire.

The Statistics Used in Data Analysis

The researchers did the statistics. The data analysis of the research results is now explained as follows.

1. Descriptive statistics

1) Demographic variables of the sample This is information that cannot be measured. Therefore, noun measures are used. Want to describe the number of samples that can be classified, so use percentage (Percentage) and mean (Mean)

2) The marketing mix variables that affect the decision to watch movies include product, price, and distribution channels, and marketing promotion is the data used to measure the degree of harm. Therefore, using the mean (Mean) and standard deviation (Standard Deviation).

3) The decision problem of using theater services, that is, problem perception seeks information alternatives to evaluate purchase decisions and post-purchase behavior It is data measured using meters. Therefore, stratified ratios use the mean (Mean) and standard deviation (Standard Deviation).

2. Inferential Statistics

1) Use the t test to test the difference between the means of variables in the two groups for analysis. Compares whether there is a difference in the difference between two groups of independent variables (independent samples).

2) To test the difference between the means of variables in more than 2 groups by analyzing one-way ANOVA: One-way ANOVA.

3) Comparative analysis of the relationship between variables, that is, the factors that affect the characteristics. Demographics influence the marketing mix on the decision to watch a movie in theaters. Using multiple regression analysis

(Multiple Regression Analysis) in Guangzhou, that is, to find the relationship between two or more main and dependent variables.

Conclusions

1. Personal factors affecting on consumer choice of cinemas in Guangzhou city

Different personal factors such as gender, age, education level and occupation affected on consumer choice of cinemas in Guangzhou city differently with statistically significant at the 0.05 level.

2. Marketing Mix Factors Affecting on Consumer Choice of Cinemas in Guangzhou City

Different marketing mix factors included product, price, place, promotion affected on consumer choice of cinemas in Guangzhou city differently with statistically significant at the 0.05 level.

3. Consumer's Decision Making on Buying the Movie Tickets in Guangzhou city

Consumer's decision making on buying the movie tickets in Guangzhou city because of projection technology experience, followed by choosing to buy movie ticket when there were promotional activities.

Research data shows that consumer involvement plays a vital role in the economic development of movie theaters. However, while paying attention to the degree of consumer involvement, we cannot ignore the importance of the service itself of the movie theater industry. The two are complementary and indispensable.

First of all, as a service format, the core of movie theaters is to provide viewing experience. No matter how involved consumers are, if the service quality of the movie theater is not up to standard, it will be difficult for consumers to get a satisfactory viewing experience. Therefore, cinemas should focus on improving service levels, including the comfort of the viewing environment, the quality of seats, and the upgrading of sound effects, etc., to ensure that consumers can enjoy a high-quality viewing experience.

Secondly, the development of the movie theater industry service itself also needs to rely on the involvement of consumers. The increase in consumer involvement can not only increase consumers' loyalty to movie theaters, but also bring more word-of-mouth publicity and promotion effects to movie theaters. Consumers' praise and recommendations for movie theaters will attract more potential audiences to watch movies, thereby improving the economic benefits of movie theaters.

Therefore, while paying attention to the degree of consumer involvement, movie theater operators should also make continuous efforts to improve and enhance the service itself of the movie theater industry. Only in this way can consumers be effectively attracted and have a higher degree of participation and loyalty to movie theaters. When consumers have a good viewing experience and feel professional and enthusiastic service, they will be more willing to become loyal customers of the cinema and actively participate in various activities of the cinema.

While paying attention to the degree of consumer involvement, we must also pay attention to the service itself of the movie theater industry. Both are indispensable. Only by improving the service level of the movie theater industry and establishing a closer relationship with consumers can the sustainable growth of the movie theater consumer economy be realized. Movie theater operators should actively improve service quality, optimize movie viewing experience, and through continuous innovation and improvement, increase consumer involvement and promote the development of the entire movie theater industry.

Suggestions

Aiming at the management problems of Guangzhou cinemas, this study puts forward the following countermeasures and suggestions:

1. According to the differences in population size and consumption levels in different regions, we can further study and formulate an appropriate distribution strategy for movie theaters, and provide a variety of viewing options for a reasonable layout of movie theaters. When building a new movie theater, the densely populated areas of the community should be considered to meet the needs of

citizens to watch movies. Near the existing cinemas, other cultural and entertainment facilities can be moderately introduced to build an interactive relationship between the cinema and other leisure and entertainment venues.

2. The promotion and marketing of movie theaters should be strengthened. Through various channels, such as TV, radio, newspapers and the Internet, etc., widely publicize information such as movie theater show times, movie types and ticket prices, and attract more audiences to watch movies. At the same time, preferential measures can be introduced, such as discounts, membership systems, group purchases, etc., to attract more audiences to participate.

The movie theaters can cooperate with tourist attractions, shopping malls, etc. to carry out joint marketing activities. Through the joint launch of package tickets, discount cards and other preferential activities, attract audiences to watch movies, and use the location advantages of cinemas to attract audiences to the surrounding commercial areas for consumption, so as to maximize economic benefits.

In addition, movie theaters can also strengthen cooperation with social organizations such as schools and communities, and carry out themed screenings and film and television education activities. By organizing various screenings, lectures and other activities, the audience's sense of cultural identity with the film will be enhanced, and the popularity and attractiveness of the cinema will be increased.

In order to improve the operating efficiency of cinemas, personnel training and service quality improvement should be strengthened. Train cinema staff, improve their professionalism and service level, and provide audiences with a better viewing experience. In addition, an audience feedback mechanism can also be established to keep abreast of audience needs and opinions, actively improve services, and increase audience satisfaction and loyalty.

Through measures such as rational layout, strengthening publicity, launching joint marketing, strengthening cooperation and improving service quality, the operating efficiency of Shanghai cinemas can be improved and the healthy development of China's cinema economy can be promoted. At the same time, it is necessary to strengthen cooperation with other relevant departments and

enterprises to form a virtuous circle of the cinema industry chain and provide better film cultural services for the audience.

3. Trends in cinema audience demographics for cinemas can be studied. With the improvement of people's living standards and the diversification of entertainment methods, the audience's demand for movie theaters is also constantly changing. Future research can use questionnaires, interviews, etc. to gain an in-depth understanding of audience viewing habits and needs, and develop more personalized viewing services through refined audience segmentation. At the same time, the integration of cinemas and other entertainment venues, such as restaurants and cafes, can be studied to provide audiences with a richer and more diverse viewing experience.

5.3.4 The future research can conduct in-depth discussions on the distribution mode of cinemas, marketing methods, close fit with urban construction, and changes in audience groups. Through these studies, we can provide a more comprehensive reference for the development of the cinema economy and promote the sustainable and healthy development of the cinema industry.

References

- Bi Bai Changhong (2001). **Research on Western Customer Perceived Value and Its Practical Enlightenment**. Nankai Management Review (2).
- Cheng Haiqing, Li Minqiang (2007). **The connotation, characteristics and evaluation of the concept of customer value**. Journal of Northwest A&F University (Social Science Edition) (2).
- E. Jerome McCarthy (1960). First summarized the marketing elements into four basic strategies in his book "**Basic Marketing**" in 1960, which is the 4Ps marketing strategy combination theory.
- He Zhiting, Liu Hanwen. (2010). **Current situation of the development of American theater chains and its enlightenment**. Chinese Film Market (3): 42-44.
- Li Shuping. (2007). **Development and trends of global cinema digitalization**. Dao. Modern

- TV Technology, (12).
- Liu Zhengshan. (2017). **Analysis of the development status and prospects of the film industry**. Beijing Film Academy National Film Think Tank (12).
- Liu Siyu. (2011). **Capital expansion and market dilemma: Analysis of current development issues of China's cinema industry**. Dao. Journal of Modern Communication (China) Communication University, (12).
- Li Ming (2019). **Chinese film market: new changes in my country's cinema development and market demands**. China Film Museum Cinema Management Ministry, (09).
- Li Yanmei (2018). **Analysis of the current situation and development trends of American movie theater chains**. Dao. Shenhua (Part 2), (12).
- Wu Yonghong, Fan Xiucheng. (2004). **Customer value-oriented corporate competitiveness and its improvement strategies [J]**. China Circulation Economy (11).
- Xu Yuanjing, Sun Li. (2019). **Comparative study on the film market economics of China and North America**. Journal of Shanghai Business University (3): 16-23.
- Yamane, Taro. (1973). **Statistics, an introductory analysis**. (2nd ed.). New York: Harper and Row.
- Zhao Yifan (2014). **Analysis on the current development status of China's cinema lines**. Film Evaluation (1).
- Zhou Dan, Liu Tianyu, Wen Xu (2015). **Modern film technology: Current status and future trends of China's cinema construction [Knife]**. China Radio, Film and Television Design and Research Institute, (06).
- Zaichkowsky, JL(1985)**Measuring the involvement construct, Journal of consumer research** (12):541-552.