

Does online marketing and promotions of Major Cineplex  
attract the consumer brand loyalty?

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An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts in Business and Managerial Economics  
Field of Study of Business and Managerial Economics  
FACULTY OF ECONOMICS  
Chulalongkorn University  
Academic Year 2019  
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การตลาดออนไลน์และโปรโมชั่นของโรงพยาบาลเมเจอร์ดีงดุคลูกค้าที่มีความจงรักภักดีและ  
เชื่อถือในแบรนด์ได้หรือไม่



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ  
คณะเศรษฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
ปีการศึกษา 2562  
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Independent Study Title Does online marketing and promotions of Major  
Cineplex attract the consumer brand loyalty?  
By Mr. Tanatwee Kongkeaw  
Field of Study Business and Managerial Economics  
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CHULALONGKORN UNIVERSITY

ธนัชวีณ์ คงแก้ว : การตลาดออนไลน์และ โปรโมชันของ โรงภาพยนตร์เมเจอร์ดึงดูดลูกค้าที่มีความจงรักภักดีและ  
 เชื่อมโยงในแบรนด์ได้หรือไม่. ( Does online marketing and promotions of Major  
 Cineplex attract the consumer brand loyalty?) อ.ที่ปรึกษาหลัก : ผศ. ดร.สันต์ สัม  
 ปัตตะวานิช

-



สาขาวิชา เศรษฐศาสตร์ธุรกิจและการจัดการ  
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ลายมือชื่อนิสิต .....  
 ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

# # 6284032529 : MAJOR BUSINESS AND MANAGERIAL ECONOMICS

**KEYWORD** online marketing, promotions, consumer brand loyalty, brand loyalty, brand trust, brand image, quality of service, service, variety of movies

Tanatwee Kongkeaw : Does online marketing and promotions of Major Cineplex attract the consumer brand loyalty?. Advisor: Asst. Prof. SAN SAMPATTAVANIJA

The purposes of this study, I more consider online marketing and promotions than other factors, that attract consumer brand loyalty. According to consumer brand loyalty, if Major Cineplex uses those factors, it can be led to consumer brand loyalty attention and make Major Cineplex has more consumer brand loyalty. The sample that I used was 178 respondents. For the measurement, I had three typed which are Dichotomous scale, Determinant-choice scale, and Likert scale where Likert scale were 1 to 5. For the statistical descriptive, I used statistic summary such as, mean, median, mode, etc. also provide the frequency of each question. For statistical tool, I used Multiple regression, one sample T-test, independent sample T-test, One-way ANOVA and statistic summary. The result of this paper show that all of the hypotheses are all significant at 95% level. This study confirmed that online marketing and promotions attracted to consumer brand loyalty.



Field of Study:	Business and Managerial Economics	Student's Signature
Academic Year:	2019	.....
		Advisor's Signature
		.....

## ACKNOWLEDGEMENTS

This paper is the finding of online marketing and promotions that attract consumer brand loyalty. First of all, I would like to express my sincere gratitude to my advisor Asst. Prof. Ph.D. San Sampattavanija to support me and give the best advice of my individual study for the whole semester.

Furthermore, I also would like to express my sincere gratitude to the committee of The Master of Arts in Business and Managerial Economics, Chulalongkorn University for making me have a great experience to study here.

Moreover, I would like to thanks my classmates, Ms. Kamolluck Nganthanaphanich, Mr. Siravit Srichomngam, and Ms. Karnmanee Pontiyapaiboon for reading and providing help when I need and help me know the problems of my individual study.

Lastly, I would like to deeply thanks my family that supporting me spiritually throughout my life. Also, my close friends that providing me the best suggestions and recommendations.

## TABLE OF CONTENTS

	<b>Page</b>
.....	iii
ABSTRACT (THAI) .....	iii
.....	iv
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
1. Research Question .....	1
2. The Introduction .....	1
3. Literature Review .....	3
4. Research Methodology .....	5
4.1 Conceptual Framework.....	5
4.2 Variables Related to Economics Theory.....	5
4.3 Data and Data Collection .....	7
4.4 Empirical Approach.....	8
4.5 Methodology Description.....	9
4.6 Survey Analysis.....	12
4.7 Hypotheses .....	17
5. Research Finding .....	17
5.1 Personal Information.....	18
5.2 Company General Information.....	21
5.3 Statistics Summary of each Major Cineplex’s variables .....	23
6. Data Result (Hypothesis Testing).....	24
6.1 Hypothesis 1: Quality of service, brand trust, a variety of movies, brand image, online marketing, and promotions attracted consumer brand loyalty. ....	24

6.2 Hypothesis 2: Brand trust, online marketing, and promotions of Major Cineplex are perceived as high. ....	26
6.3 Hypothesis 3: People who will become Major Cineplex's consumer brand loyalty if Major Cineplex attracted by using attractive marketing with promotions differently. ....	27
6.4 Hypothesis 4: People who ever used the Major Cineplex's promotions is attracted by online marketing differently.....	29
6.5 Hypothesis 5: People who know Major Cineplex will attracted by brand image differently.....	30
6.6 Hypothesis 6: People who have different rate the attraction of Major Cineplex's online marketing perceived promotions differently. ....	32
6.7 Hypothesis 7: People who ever see the Major Cineplex's online marketing pop-up in social media frequency will become Major Cineplex’s consumer brand loyalty differently. ....	33
6.8 Hypothesis 8: People who have different income will attracted by promotions differently.....	34
7. Conclusion.....	35
7.1 Conclusion.....	35
7.2 Recommendation.....	36
7.3 Implication.....	36
7.4 Limitation.....	37
REFERENCES.....	38
APPENDIX.....	42
Appendix I: Questionnaire form.....	43
VITA.....	48



## LIST OF TABLES

	<b>Page</b>
<i>Table 1: Survey Analysis</i> .....	16
<i>Table 2: Data Analysis Plan</i> .....	17
<i>Table 3: Frequency Distribution of personal information part</i> .....	18
<i>Table 4: Frequency Distribution of company general information</i> .....	21
<i>Table 5: Statistics summary of each Major Cineplex's variables</i> .....	23
<i>Table 6: Hypothesis 1</i> .....	24
<i>Table 7: Hypothesis 2</i> .....	26
<i>Table 8: Hypothesis 3</i> .....	28
<i>Table 9: Hypothesis 4</i> .....	29
<i>Table 10: Hypothesis 5</i> .....	31
<i>Table 11: Hypothesis 6</i> .....	32
<i>Table 12: Hypothesis 7</i> .....	33
<i>Table 13: Hypothesis 8</i> .....	34

## LIST OF FIGURES

	<b>Page</b>
<i>Figure 1: Revenue from online marketing of Major Cineplex.....</i>	1
<i>Figure 2: Conceptual Framework.....</i>	5



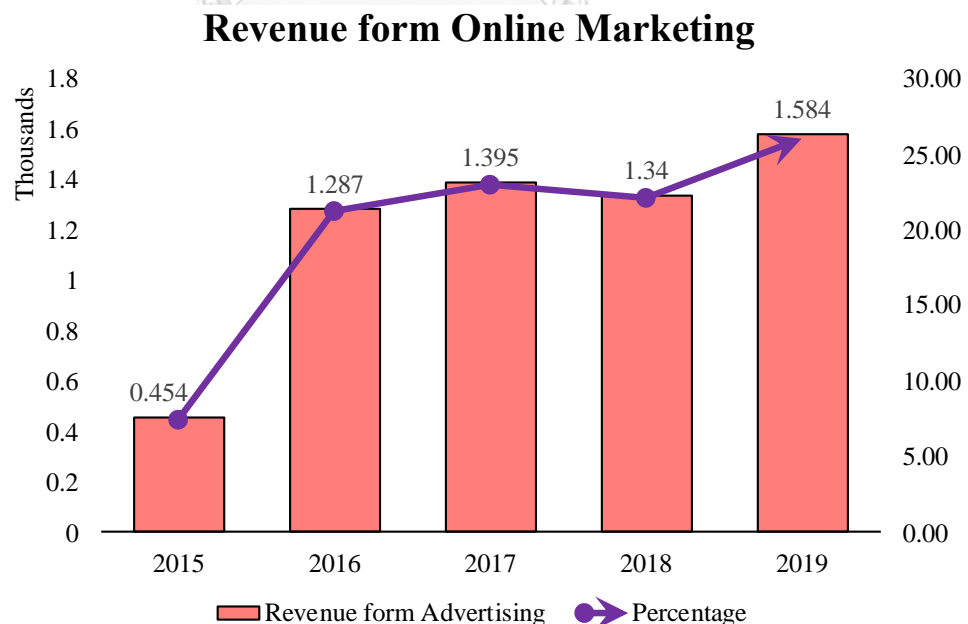
## 1. Research Question

Does Online Marketing and Promotions of Major Cineplex Attract Consumer Brand Loyalty?

## 2. The Introduction

The cinema is the place that people can go for some entertainment such as, seeing the movie, etc. Cinema is the place that people can gather, meeting, and hang out with friends, family, couples, etc. and if you go to the cinema you will see the movie. The movie is some type of entertainment that makes you feel more relaxing. For the biggest cinema in Thailand is Major Cineplex, one of the biggest cinemas in Thailand, it can deny that everyone was not ever going to see the movie at Major Cineplex. Major Cineplex provides many types of entertainment, not just the movie, it has karaoke, bowling, ice skate. It can deny that Major Cineplex is one of the biggest entertainment complexes in Thailand.

*Figure 1: Revenue from online marketing of Major Cineplex*



**Source:** Major Cineplex annual report, 2015-2019

Nowadays, thing that gains the attention of people was online marketing and promotions. As you can see that, in **Figure 1** above shown that revenue of Major Cineplex came from online marketing and the trend also increasing slightly every year. Meaning that almost all people have social media, then online marketing and promotions are something that easy to access and awareness for the customers if they have social media. And the thing that gains the attention of people is Major Cineplex use internet viral as online marketing and promotions at the same time because in this social media society if they have some viral it will be quickly spread out. Then, Major Cineplex uses the internet viral to become their attractive marketing as online marketing and promotions. Major Cineplex focusing on online marketing and promotions of the internet viral. Major Cineplex uses this strategy to gain more customer's attention and Major Cineplex can increase its profit from this strategy. Moreover, for consumer brand loyalty, consumer brand loyalty means that someone who loyal to the brand not meaning that loyal to the logo of the brand. It means that trust, belief, and proud to use this brand instead of using other brands within the same product line. My point of view if I were cinema company consumer brand loyalty. I will seek service, brand trust, a variety of movies, and brand image. Each factor is the criteria for decided to become the consumer brand loyalty of a company.

For this paper, I more consider on online marketing and promotions than other factors, that attracted consumer brand loyalty. According to consumer brand loyalty, if Major Cineplex uses those factors, it can be led to consumer brand loyalty attention and make Major Cineplex has more profit from having consumer brand loyalty. I used the survey to collect data as a primary data because this is something about human behavior, that why I should do on the survey to have more evidence that those factors were attracted consumer brand loyalty or not. For the hypothesis, whether online marketing or promotion or quality of service or brand trust or a variety of movies or brand image can attract consumer brand loyalty? The result of this study informed that in this industry is successful or not if they used the factors that I mentioned earlier to attract consumer brand loyalty and people's attention, I also provided the recommendation according to the result.

### 3. Literature Review

For each variable, I found that the related previous work then I choose the related article as a literature review of each variable to rewrite and summary that the writer was founded. In each variable also include empirical evidence and theoretical framework in itself.

The research of Bloemer, De Ruyter, and Wetzels (1999) studied about service quality. Their research is the relationship between quality of service and loyalty of service. The quality of service is the customer's compare between what they need and what will they get (Zeithaml, Parasuraman, Berry, and Berry, 1990). For the data collected, they use to interview people, and in total, they have 708 interviewers the separate to interview into 4 services sectors but they also do the additional questionnaire for 2 services sectors. For the methodology, they used descriptive analysis and the statistical model analysis. Lastly, they founded that service quality and service loyalty have four keys to identify for each of the 4 services sectors.

The research of Huang, Chang, Yeh, and Liao (2014) studied promotions. Their research is the impact of promotion on the coffee store in Taiwan. For the promotions is the price or value that reduces to increasing sales of that product (Raghubir and Corfman, 1999). Normally every company uses this strategy to attract customers such as price-sensitive customers, etc. (Huff and Alden, 2000). This strategy is usually used in a short-term period to increase the sale of the company (Ehrenberg, Hammond, and Goodhart, 1994). They collected data by using a survey questionnaire of 512 people but it can use only 488 questionnaires. The methodology, they use the statistics model analysis and mediating effect to analyze their data collected. They also founded that promotion is an important strategy to use for increasing the sale of the company and get consumer attraction and awareness.

The research of Ismail (2017) studied that brand loyalty and online marketing. His research is the influence of people's perception of online marketing on brand loyalty. Brand loyalty will change the loyal to another brand if those brands have the better promotions strategies such as, discount, etc. that attract customers to change the

loyalty to other brands (Allender and Richards, 2012). He used the statistics model analysis and mediating effect to analyze his data. He distributed a questionnaire survey to collect data from 346 people from the University of Northern Malaysia. For the result, he founded the online marketing impact on brand loyalty.

The research of Tatar and Erdoğan (2016) studied that consumer brand loyalty, brand trust, and online marketing. Consumer brand loyalty is the customer relies on the brand, proud to use the brand, and able to afford the price for the brand (Morgan and Hunt, 1994; Fullerton, 2003). Brand trust is how customer reliabilities on the brand (Idrees, Xinping, Shafi, Hua, and Nazeer, 2015). They use survey data from the questionnaire with 515 participants. They distributed a survey by using social media and sending an email. They also used statistics model analysis (EFA, CFA, and SEM) to analyze for the result. Then, they founded that brand trust is influenced by social media online and brand loyalty was influenced by brand trust. Moreover, they founded that even consumer brand loyalty behavior is the link to the repurchase intention but consumer brand loyalty attitude also gets the other important factors of consumer brand loyalty behavior about repurchase intention.

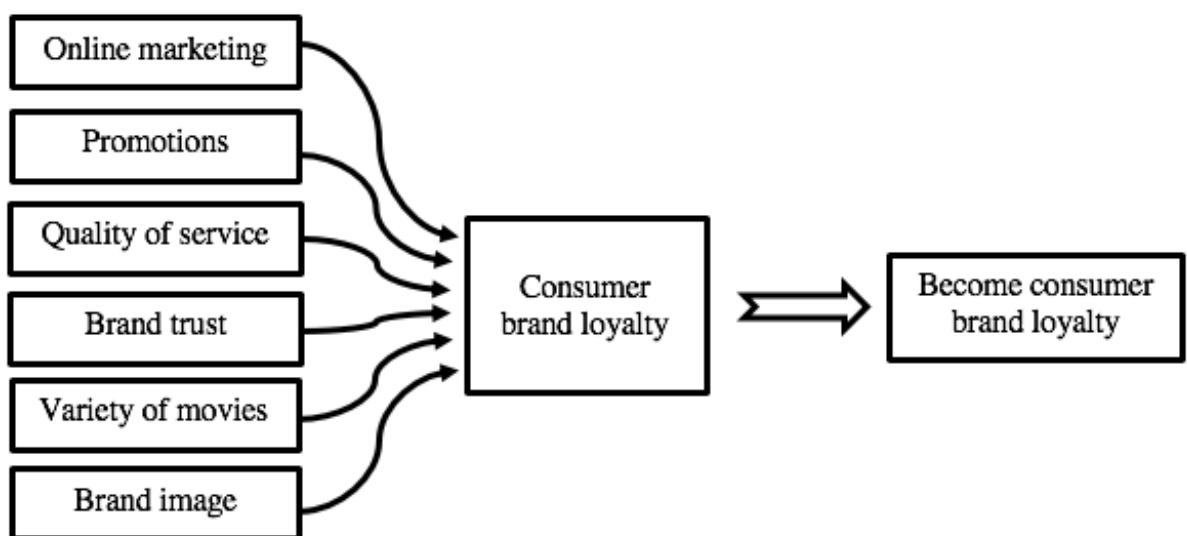
The research of Hou and Wonglorsaichon (2011) studied the brand image relationship and effect on other factors. Brand image is the image of the company from the point of view for customers it can show that this company is good or bad. It can be the overall image of the company (Keller, 2001). They used survey data from a questionnaire with 400 participants. The respondents are anti-virus software customers. They collected the survey data by the online survey website. They also use statistics model analysis for their result. Then, they founded that brand image is not impacted by a brand trust. For the company that has a good brand image then the customers feel that a better brand image is a better quality of products or services (Lee, Lee, and Wu, 2011; Iversen and Hem, 2007). Also, the customers can identify the brand image as the emotion that brand image between other brands but in the same types of the product line is different, even it is the same product (Faircloth, 2005).

The research of Irie, Satou, Kojima, Yamasaki, and Aizawa (2010) founded the variety of movie categorization as following. They argued that the movie can categorize into ten types of movie genres.

## 4. Research Methodology

### 4.1 Conceptual Framework

*Figure 2: Conceptual Framework*



For the conceptual framework above, it is shown that “Does online marketing, promotions, quality of service, brand trust, variety of movie, and brand image of Major Cineplex attract the consumer brand loyalty?”. I considered at the important factors if I were decided to become the company consumer brand loyalty in this business field. Moreover, brand loyalty from the customer point of view would be looking at the benefit if they were the brand loyalty of the company. Finally, I used online marketing, promotions, quality of service, brand trust, variety of movies, and brand image as predictor variables and consumer brand loyalty as a predicted variable. I also had controlled variables such as gender, age, income, etc.

### 4.2 Variables Related to Economics Theory

For “How each of the independents and dependent variables related to economics theory and thinking?”, I does the research topic related to marketing and I would also create the link between economics and marketing. Economics theory that

related to the above framework is microeconomics it will be studied about economic in a micro term such as, person, group of people, the business organization, etc. Because my research topic is the study about the group of people and the business organization. For the above framework, all of the variables are related to economics which is business economics.

Business economics is a study of problems related to business organization Management and strategy. For example, explaining why business the reason that the business has expanded both horizontally and vertically. Organizational structure the relationship of the company with employees and the interaction between the company and the business environment the term business economics is used in a wide range, sometimes combined with "Managerial Economics", "Industrial Organization" or "Economics for Business." However, each name is different. In other words, "management economics" emphasizes the application of economic analysis tools to manage business decision-making processes and market competition.

The application of business economics theory together with quantitative analysis methods the decision-making method relies on the principles of economic analysis (Marginal analysis) to allocate resources efficiently. This last unit of analysis is one of the important tools that economics uses to explain various behaviors of individuals and economic units in the allocation of limited resources by comparing the increased costs (Marginal costs) and the increased benefits (Marginal benefits) from the allocation of resources from the solution. With the principle that Resource allocation will be effective when resources are used in activities that provide the highest net benefit. In addition to analyzing the final units of economics, other economic concepts are applied to business organization decisions, such as company theory, transaction economics, game theory, information economics, principal-agent concepts. Behavioral economics, for example. "Industrial organization" is a branch of economics that studies strategy, company behavior, market structure, and interaction (Interactions) using the theory of Price (Price Theory) and conceptual analysis. Structure-Conduct-Performance (SCP) with the assumption that the efficiency of the industry. Applied economic concepts to "Business strategy" as well, such as price discrimination, creating product differentiation, product durability decisions,



collusion, mergers, and acquisitions, etc. Lastly, the adverse selection means that when you hire someone to do the work you will not know the abilities, then it can lead to being the problems of the company in the employees' section.

All of the above economics theories are related to the variables in the framework above because all the variables in the framework are one of the strategies in the business that related in the microeconomics in-depth into the business economics such as, marginal analysis and price theory which is related to promotions. To calculate the marginal if Major Cineplex has to use their promotions. For online marketing and a variety of movies related to the game theory which is finding the best solution to gain market share and profit. For brand trust, brand image, and consumer brand loyalty are related to behavioral economics which depends on the behavior of the consumers. For the quality of service related to managerial economics which is how to manage the services to become the highest satisfaction for consumers and also related to the adverse selection which is if the company get high quality of workers then it good for the company but if company get low quality of workers then it will affect to the company brand image and brand trust.

I proved the causality of the economics theory or economics thinking that related to my variables by doing the survey questionnaire. If I get the result of the survey questionnaire, I would analyze by used the hypothesis testing. After that, I used the result and the analysis of mine to applied and analyzed more on the economics theory or economics thinking that I mentioned earlier to prove that the economics theory or economics thinking also impacts or not impact on causality that I mentioned. To, use and study further from this research topic in the future.

#### **4.3 Data and Data Collection**

I would like to collect primary data by an online survey questionnaire according to COVID-19. I released the online survey questionnaire since 30th May 2020, 8.00 a.m., and close the online survey questionnaire on 20th June 2020, 15.00 p.m. which is twenty-two days. For the type of survey, I would spread out the survey questionnaire by social media such as Facebook, Line, etc. My survey has two languages which are Thai and English, it means that my respondents can be both Thai and foreigner. The sampling strategy that I would be using a snowball sample via

social media such as, Facebook, Line, etc. I need respondents to share my survey to others.

- i. For target population, my target is people of any age, any location, any nationality, etc.
- ii. For sample size, I decided to get the survey respond back at least 140 respondents. I also decide to use “Non-Probability Sampling Method” as the number of populations is unknown, which includes the convenience sampling method.
- iii. For the information that I planned, I collected on first part is about the information of respondents relate to topic that we are studying (Major Cineplex) follow by the second part which indicated that how the respondents perceive online marketing, promotions, and other variables of Major Cineplex measured by using Likert scale and the last part is respondent’s personal information.

#### **4.4 Empirical Approach**

I used statistical descriptive approach. I would describe on Major Cineplex of using online marketing and promotions and describe other variables that I put into the questionnaire which are quality of service, brand trust, variety of movies, brand image, brand loyalty, promotion, and online marketing. And I would do the summary statistics compare between each group such as gender, location, income, etc. I also would find the difference within each group that significantly different from each other or not by using the hypothesis. For the statistical design, I would do the parametric testing which are Multiple regression, one sample T-test, independent sample T-test, One-way ANOVA.

I used survey questionnaire to explored that Major Cineplex’s online marketing and promotions whether Major Cineplex successful on this marketing, whether Major Cineplex can have more brand loyalty if Major Cineplex continued on online marketing, promotions, quality of service, brand trust, variety of movies, and brand image whether Major Cineplex can change consumer behavior to become more loyalty, and for the promotions would be effective in which target group, etc. Lastly,

as a result, I would make suggestions and recommendations to Major Cineplex about should they continue to focus on keep doing online marketing, promotions, quality of service, brand trust, variety of movies, and brand image in order that get new consumer brand loyalty.

#### 4.5 Methodology Description

For the methodology, I used statistical descriptive approach, I would like to do the parametric testing which are Multiple regression, one sample T-test, independent sample T-test, and One-way ANOVA. I explained each statistical method and the programs that I used in this research paper respectively.

- T-test is a statistical technique testing in mean. T-test has a purpose to compare mean and sample groups or between-group. That the group is dependent or independent to each other. We need to know about normal distribution and variance.
1. One sample T-test, T-test is comparing means between the group. If the sample higher than 100 we will use Z-test. If we know variance, we will use delta but if we do not know then we will use S. For the result, when we get the result, we will be looking at p-value if p-value less than the significant level then the null hypothesis will be rejected.
    - It is the way that you compare means between one group sample by using Z-test or T-test.
    - The formula of T-test: t-Test Mean:  $t = \frac{\bar{x} - \mu}{\sigma / \sqrt{n}}$
    - Example of Hypothesis:
 
$$H_o: \mu = 1$$

$$H_1: \mu > 1$$
  2. For an independent sample. We would look at P-value first, then we could decide to used equal variance or unequal variance. For example, from the statistical result, P-value is less than the significance level.

- The T-test is finding the difference in means between the independent variable.
- If, we rejected the null hypothesis. So, we can conclude that the variance of the two populations are unequal.
- If, we not rejected the null hypothesis. So, we can conclude that the variance of the two populations are equal.
- Example of Hypothesis of F-Test Two-Sample for Variances:

$$H_0: \sigma_1^2 = \sigma_2^2$$

$$H_1: \sigma_1^2 \neq \sigma_2^2$$

Then, we will use the formula of F-Test: Two-Sample for Variances

- F-Test:  $F = \frac{s_1^2}{s_2^2}$
- Example of Hypothesis of t-Test Two-Sample Assuming Equal/Unequal Variances:

$$H_0: \mu_1 - \mu_2 = 0$$

$$H_1: \mu_1 - \mu_2 \neq 0$$

Then, we will use the formula of t-Test: Two-Sample Assuming Equal/Unequal Variances.

- t-Test Mean:  $t = \frac{\bar{x}_1 - \bar{x}_2 - (\mu_1 - \mu_2)}{\sigma / \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}}$

3. One-way ANOVA, is one-way analysis of variance which is only one factor that tested and controlled. For treat will have different groups (more than to group). Lastly, when we get the result we will be looking at P-value that higher than or lower than the significant level and conclude that the hypothesis testing is rejected or not.

**Table 4.1:** ANOVA Table

Source of Variation	df	Sum Square (SS)	Mean Square (MS)	F
Between Samples (Treatments)	k-1	SSTr	MSTr	MSTr/MSE
With Samples (Error)	n-k	SSE	MSE	
Total Variation	n-1	SST		

- Example of hypothesis:

$$H_0: \mu_1 = \mu_2 = \dots = \mu_k$$

$H_1$ : At least one mean is differ

4. Multiple regression, in multiple regression we studied the relationship between independent variables and dependent variable. Then, after all, we looking at T-statistic that higher than or lower than the significant level and conclude that the hypothesis testing is rejected or not.

- Example of multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + \varepsilon$$

- T-statistic formula:  $t_{\beta_i} = \frac{\beta_i}{\sqrt{(\sigma_{\beta_i}^2) + (C_{\beta_i})}}$

- Example of hypothesis:

$$\begin{array}{c|c|c} H_0: \beta_0 = 0 & H_0: \beta_1 = 0 & H_0: \beta_2 = 0 \\ H_1: \beta_0 \neq 0 & H_1: \beta_1 \neq 0 & H_1: \beta_2 \neq 0 \end{array}$$

5. For statistical summary is the table that shows all of the statistical summaries such as, mean, median, variance, standard deviation, etc. All of this information can used to analyze the basic thing of the data that we have.

- What include in statistical summary?
  - I. Mean
  - II. Median
  - III. Standard deviation

After I collected all of the survey questionnaires, I would like to set the hypothesis testing whether there is rejected or not rejected. I would be use Multiple regression, one sample T-test, independent sample T-test, and One-way ANOVA to see that it is a significant difference or not by comparing the control variables with dependent and independent variables. And do the summary statistics. For this research question, I interested in the online marketing and promotions of Major Cineplex, I wanted to know that Major Cineplex has strong online marketing and promotions they can get for consumer brand loyalty or not. Because nowadays people more concerned about company qualifications for their thinking before coming to be brand loyalty of the company. For this research question about the marketing and promotions, I want to know that these factors (variables) can be qualified for consumers to become consumer brand loyalty of Major Cineplex or not. Lastly, when I got the result I can used this result to recommended the business in the same field that Major Cineplex doing this campaign is successful or failure.

#### **4.6 Survey Analysis**

For the questionnaire, I divided into three-part which are the company information, how the respondents perceived online marketing, promotions, and other variables of Major Cineplex, and the respondent's personal general information.

For the first part of the questionnaire, I would like to know that the company information of respondents relates to the topic which is about Major Cineplex. This part is measured by an ordinal and nominal scale. In this part, I have seven questions.

Q.1 Asking about "Do you know Major Cineplex?". I would like to know how many people had known this cinema because this question is related to my topic. If respondents know it can do the next question.

Q.2 and Q.3 Asking about "Major Cineplex's online marketing". These two questions are related to my conceptual framework and my topic in the online marketing part. This part is an independent variable. I would like to know the response of people that they ever seen this company advertising or not.

Q.4 and Q.5 Asking about “Major Cineplex’s promotions”. I would like to know that the respondents ever used Major Cineplex’s promotions and Major Cineplex’s promotions attract them or not. These two questions are related to my conceptual framework and my topic in the promotions part. This part is an independent variable.

Q.6 and Q.7 Asking about “Consumer brand loyalty”. These two questions I would like to know that respondents ever been consumer brand loyalty or not. These two questions are related to my conceptual framework and my topic in the consumer brand loyalty part. This part is a dependent variable.

For the second part of the questionnaire, I would like to indicated that how the respondents perceive online marketing, promotions, and other variables of Major Cineplex measured by using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). I separated into three part which is consumer brand loyalty thinking from a consumer point of view which factors is important in this business field for attracted customer brand loyalty, attractive marketing, and intention to become company consumer brand loyalty.

First of all, was consumer brand loyalty thinking from a consumer point of view which factors was important in this business field for attracted customer brand loyalty:

For the quality of service, I have three sub-questions in this variable. I asked “The service of Major Cineplex”. This variable of these questions is related to my conceptual framework and my topic in the quality of the service part. This part is an independent variable.

For brand trust, I have four sub-question in this variable. I asked “Are consumers trust on Major Cineplex?”. This variable of these questions is related to my conceptual framework and my topic in brand trust part. This part is an independent variable.

For variety of movies, I have two sub-question in this variable. I asked “Is Major Cineplex has variety of movies?”. This variable of these questions is related to my conceptual framework and my topic in variety of movies part. This part is an independent variable.

For brand image, I have three sub-question in this variable. I asked “Brand image of Major Cineplex”. This variable of these questions is related to my conceptual framework and my topic in brand image part. This part is an independent variable.

Second, was attractive marketing that important in this business field for attracted customer brand loyalty:

For online marketing, I have four sub-question in this variable. I asked that “The online marketing of Major Cineplex”. This variable of these questions is related to my conceptual framework and my topic in the online marketing part. This part is an independent variable.

For promotions, I have three sub-question in this variable. I asked that “The attractive of Major Cineplex’s promotions”. These three sub-questions are related to my conceptual framework and my topic in the promotions part. This part is an independent variable.

Third, was the intention to become company consumer brand loyalty it indicted how Major Cineplex attracted customer brand loyalty after did answered in part two:

For consumer brand loyalty intention, I have four sub-question in this variable. I asked about “Will you have the intention to become Major Cineplex’s consumer brand loyalty. These four sub-questions are related to my conceptual framework and my topic in the consumer brand loyalty part. This part is a dependent variable.



For the third part of the questionnaire, I would like to know the respondent's personal general information. All of this part is the control variables. In this, I have seven questions.

Q.1 I asked about "The gender". I would like to know the respondent's gender between male and female.

Q.2 I asked about "Nationality". I would like to know the respondent's nationality between Thai and non-Thai.

Q.3 I asked about "Age". I would like to know respondent's age which is the age lower than 20 year-old, the age between 21-30 year-old and the age higher than 31 year-old.

Q.4 I asked about "Income (Baht per month)". I would like to know the respondent's income (Baht per month) which is income less than 15,000 (Baht per month), income between 15,001-25,000 (Baht per month), and income more than 25,001 (Baht per month).

Q.5 I asked about "Education". I would like to know the respondent's education level which is lower than bachelor's degree, Bachelor's degree and higher than Bachelor's degree.

Q.6 I asked about "Career". I would like to know the respondent's career which is student and non-student.

Q.7 I asked about "Residence in Thailand". I would like to know the respondent's residence which is living in Bangkok and living outside Bangkok.

*Table 1: Survey Analysis*

<i>Question Number</i>	<i>Type of Data</i>	<i>Type of Question</i>	<i>Attitude Component</i>
<b>Part 1</b>			
Question 1	Nominal Scale	Dichotomous Scale	Cognitive Component
Question 2	Ordinal Scale	Determinant-choice Scale	Affective Component
Question 3	Ordinal Scale	Determinant-choice Scale	Behavioral Component
Question 4	Nominal Scale	Dichotomous Scale	Affective Component
Question 5	Ordinal Scale	Determinant-choice Scale	Behavioral Component
Question 6	Nominal Scale	Dichotomous Scale	Behavioral Component
Question 7	Nominal Scale	Dichotomous Scale	Affective Component
<b>Part 2.1</b>			
Quality of service	Interval Scale	Likert Scale	Affective Component
Brand trust	Interval Scale	Likert Scale	Affective Component
Variety of movies	Interval Scale	Likert Scale	Affective Component
Brand image	Interval Scale	Likert Scale	Cognitive Component
<b>Part 2.2</b>			
Online marketing	Interval Scale	Likert Scale	Behavioral Component
Promotions	Interval Scale	Likert Scale	Behavioral Component
<b>Part 2.3</b>			
Brand loyalty	Interval Scale	Likert Scale	Behavioral Component
<b>Part 3</b>			
Gender	Nominal Scale	Dichotomous Scale	None
Nationality	Nominal Scale	Dichotomous Scale	None
Age	Nominal Scale	Determinant-choice Scale	None
Income	Nominal Scale	Determinant-choice Scale	None
Education	Nominal Scale	Determinant-choice Scale	None
Career	Nominal Scale	Dichotomous Scale	None
Residence	Nominal Scale	Dichotomous Scale	None

## 4.7 Hypotheses

*Table 2: Data Analysis Plan*

<i>No</i>	<i>Hypothesis</i>	<i>Statistical Design</i>
H1	Quality of service, brand trust, a variety of movies, brand image, online marketing, and promotions attracted consumer brand loyalty.	Multiple Regression Analysis
H2	Brand trust, online marketing, and promotions of Major Cineplex are perceived as high.	One sample t-test Analysis
H3	People who will become Major Cineplex's consumer brand loyalty if Major Cineplex attracted by using attractive marketing with promotions differently.	Independent sample t-test Analysis
H4	People who ever used the Major Cineplex's promotions is attracted by online marketing differently.	Independent sample t-test Analysis
H5	People who know Major Cineplex will attracted by brand image differently.	Independent sample t-test Analysis
H6	People who have different rate the attraction of Major Cineplex's online marketing perceived promotions differently.	One-way ANOVA Analysis
H7	People who ever see the Major Cineplex's online marketing pop-up in social media frequency will become Major Cineplex's consumer brand loyalty differently.	One-way ANOVA Analysis
H8	People who have different income will attracted by promotions differently.	One-way ANOVA Analysis

## 5. Research Finding

This part is the finding in the survey questionnaire or can say that this part is the statistical summary of each question which include mean, median, maximum, minimum, standard deviation, and standard error. Also, which part included the frequency distribution of each question in the survey questionnaire. In total, I

collected an online survey questionnaire 178 respondents. Also, the interpretation of research findings as following.

### 5.1 Personal Information

*Table 3: Frequency Distribution of personal information part*

<i>Question</i>	<i>Characteristics</i>	<i>Frequency</i>	<i>Percentage</i>
1. Gender	Male	66	37.08%
	Female	112	62.92%
2. Nationality	Thai	156	87.64%
	Non-Thai	22	12.36%
3. Age	Lower than 20 year-old	20	11.24%
	21-30 year-old	127	71.35%
	Higher than 31 year-old	31	17.42%
4. Income, Baht per Month	Less than 15,000 baht per month	43	24.16%
	15,001-25,000 baht per month	82	46.07%
	More than 25,001 baht per month	53	29.78%
5. Education	Lower than Bachelor's degree	22	12.36%
	Bachelor's degree	116	65.17%
	Higher than Bachelor's degree	40	22.47%
6. Career	Student	91	51.12%
	Non-Student	87	48.88%
7. Resident, in Thailand	Bangkok	120	67.42%
	Outside Bangkok	58	32.58%

#### Question 1: Gender

The table above shown that the frequency distribution of gender. For frequency distribution, the gender which has the highest number of online survey questionnaire respondents is 112 “Females” out of total 178 observations accounted for 63%, while “Male” out of 178 observations is 66 males accounted for 37%.

**Question 2: Nationality**

The table above shown that the frequency distribution of nationality. For frequency distribution, the nationality which has the highest number of online survey questionnaire respondent is “Thai” for 156 respondents out of total 178 observations accounted for 88%, while “Non-Thai” out of 178 observations is 22 respondents accounted for 12%.

**Question 3: Age**

The table above shown that the frequency distribution of age. For frequency distribution, the age which has the highest number of online survey questionnaire respondent is “21-30 year-old” for 127 respondents out of total 178 observations accounted for 71%, while age “Higher than 31year-old” out of 178 observations is 31 respondents accounted for 17% and age “Lower than 20 year-old” is the least one only 20 respondents accounted for 12%.

**Question 4: Income (Baht per Month)**

The table above shown that frequency distribution of income. For frequency distribution, the income mostly is “15,001-25,000 baht per month” for 82 respondents out of total 178 observations accounted for 46%, while income “More than 25,001 baht per month” out of 178 observations is 53 respondents accounted for 30% and income “Less than 15,000 baht per month” is the least one only 43 respondents accounted for 24%.

**Question 5: Education**

The table above shown that frequency distribution of education. For frequency distribution, the education which has the highest number of online survey questionnaire respondent is “Bachelor's degree” for 116 respondents out of total 178 observations accounted for 65%, while education “Higher than Bachelor's degree” out of 178 observations is 40 respondents accounted for 23% and education “Lower than Bachelor's degree” is the least one only 22 respondents accounted for 12%.

**Question 6: Career**

The table above shown that frequency distribution of career. For frequency distribution, the career of online survey questionnaire respondent is not having a big gap out is 91 respondents for “Student” and 87 respondents for “Non-student” out of total 178 observations accounted for 51% and 49% respectively.

**Question 7: Resident in Thailand**

The table above shown that frequency distribution of resident in Thailand. For frequency distribution, the resident in Thailand which has the highest number of online survey questionnaire respondent is 120 living in “Bangkok”, Thailand out of total 178 observations accounted for 67%, while living “Outside Bangkok” out of 178 observations is 58 respondents accounted for 33%.

## 5.2 Company General Information

**Table 4:** Frequency Distribution of company general information

<i>Question</i>	<i>Characteristics</i>	<i>Frequency</i>	<i>Percentage</i>
1. Do you know Major Cineplex?	Yes	168	94.38%
	No	10	5.62%
2. How frequency that you ever see Major Cineplex's online marketing pop-up in your social media?	Never	16	8.99%
	Sometimes	127	71.35%
	Every time	35	19.66%
3. How would you rate the attraction of Major Cineplex's online marketing?	High	54	30.34%
	Moderate	92	51.69%
	Low	32	17.98%
4. Have you ever used the Major Cineplex's promotions?	Yes	154	86.52%
	No	24	13.48%
5. How would you rate the attraction of Major Cineplex's promotions?	High	52	29.21%
	Moderate	115	64.61%
	Low	11	6.18%
6. Did you ever become the brand loyalty of some companies?	Yes	132	71.16%
	No	46	25.84%
7. Would you become Major Cineplex's consumer brand loyalty if Major Cineplex attracted you by using attractive marketing?	Yes	129	72.47%
	No	49	27.47%

### **Question 1:** Do you know Major Cineplex?

The table above shown that frequency distribution of respondent that know Major Cineplex or not. For frequency distribution, mostly of the respondents “Know” Major Cineplex which is 168 respondents known out of 178 observation accounted for 94% but least respondents “Did not” know Major Cineplex which is 10 respondents out of 178 observation accounted for 6%.

### **Question 2:** How frequency that you ever see Major Cineplex's online marketing pop-up in your social media?

The table above shown that frequency distribution of frequency that respondent ever see Major Cineplex's online marketing pop-up in social media. For frequency distribution, “Sometimes” is the most frequency that respondents used to see Major Cineplex's online marketing which is 127 respondents out of 178 observation accounted for 71% while the respondents used to see Major Cineplex's online marketing “Every time” is 35 respondents accounted for 20% but the respondents “Never” used to see Major Cineplex's online marketing is 16 respondents accounted for 9%.

**Question 3:** How would you rate the attraction of Major Cineplex's online marketing?

The table above shown that frequency distribution of the attraction of Major Cineplex's online marketing. For frequency distribution, “Moderate” is the most frequency that respondents rate the attraction of Major Cineplex's online marketing which is 92 respondents out of 178 observation accounted for 52% while the respondents rate the attraction of Major Cineplex's online marketing as “High” is 54 respondents accounted for 30% but the respondents rate the attraction of Major Cineplex's online marketing as “Low” is 32 respondents accounted for 18%.

**Question 4:** Have you ever used the Major Cineplex's promotions?

The table above shown that frequency distribution of respondent that ever used the Major Cineplex's promotions. For frequency distribution, mostly of the respondents say “Yes” which is 154 respondents had been used the Major Cineplex's promotions out of 178 observation accounted for 87% but least respondents “Did not” used the Major Cineplex's promotions which is 24 respondents out of 178 observation accounted for 13%.

**Question 5:** How would you rate the attraction of Major Cineplex's promotions?

The table above shown that frequency distribution of the attraction of Major Cineplex's promotions. For frequency distribution, “Moderate” is the



most frequency that respondents rate the attraction of Major Cineplex's promotions which is 115 respondents out of 178 observation accounted for 65% while the respondents rate the attraction of Major Cineplex's promotions as “High” is 52 respondents accounted for 29% but the respondents rate the attraction of Major Cineplex's promotions as “Low” is 11 respondents accounted for 6%.

**Question 6:** Did you ever become the brand loyalty of some companies? (such as, Apple, Samsung, Thai Airway, etc.)

The table above shown that frequency distribution of respondent that ever become the brand loyalty of some companies (such as, Apple, Samsung, Thai Airway, etc.). For frequency distribution, mostly of the respondents say “Yes” which is 132 respondents had been ever become the brand loyalty of some companies out of 178 observation accounted for 74% but least respondents “Did not” ever become the brand loyalty of some companies which is 46 respondents out of 178 observation accounted for 26%.

**Question 7:** Would you become Major Cineplex's consumer brand loyalty if Major Cineplex attracted you by using attractive marketing (such as, online advertising and promotions)?

The table above shown that frequency distribution of respondent that will become Major Cineplex's consumer brand loyalty if Major Cineplex attracted you by using attractive marketing (such as, online advertising and promotions). For frequency distribution, mostly of the respondents say “Yes” which is 129 respondents had been ever become the brand loyalty of some companies out of 178 observation accounted for 72% but least respondents “Did not” become Major Cineplex's consumer brand loyalty if Major Cineplex attracted you by using attractive marketing which is 49 respondents out of 178 observation accounted for 28%.

### **5.3 Statistics Summary of each Major Cineplex’s variables**

*Table 5: Statistics summary of each Major Cineplex’s variables*

<i>Variable</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Mini mum</i>	<i>Maxi mum</i>	<i>Standard Deviation</i>	<i>Standard Error</i>
Quality of service	3.88	4	4	1.67	5	0.7729	0.0579
Brand trust	3.81	3.86	4.5	1.75	5	0.8265	0.0619
Variety of movies	4.01	4	4.5	1	5	0.8586	0.0644
Brand image	3.96	4	4.67	1.33	5	0.7982	0.0598
Online marketing	3.72	4	4	1	5	1.0138	0.0760
Promotions	3.83	4	4	1	5	0.8623	0.0646
Consumer brand loyalty intention	3.80	4	4.5	1	5	0.9513	0.0713
Average	3.86	3.98	4.31	1.25	5	0.8691	0.0651

The table above shown that statistics summary of each Major Cineplex's variables. From the above table all of the variables mean have the average score is 3.86. The variables median has the average score is 3.98. The variables mode has the average score is 4.31. The variables minimum score has the average score is 1.25. The variables maximum score has the average score is 5. The variables standard deviation has the average score is 0.8691 it can imply that data is not disperse because the average score is quite low. Lastly, the variables standard error has the average score is 0.0651 it can imply that data is reliable because the average score is quite low.

## 6. Data Result (Hypothesis Testing)

This part is the data result of the survey questionnaire. This part also, shown the testing of the all hypotheses in **4.7, Table 2** in difference methods respectively. Moreover, this part I would like to interpreting the result. As total I collected online survey questionnaire 178 respondents.

**6.1 Hypothesis 1:** Quality of service, brand trust, a variety of movies, brand image, online marketing, and promotions attracted consumer brand loyalty.

*Table 6: Hypothesis 1*

<i>R Square</i>	0.77		
<i>Adjusted R Square</i>	0.76		
<i>F</i>	95.10		
<i>Variable</i>	<i>Coefficients</i>	<i>Standard Error</i>	<i>P-value</i>
Brand trust	0.1894	0.0920	0.0410
Online marketing	0.4613	0.0611	0.0000
Promotions	0.1996	0.0695	0.0046
<i>Observations</i>	178		

Hypothesis:

$$H_0: \beta_{\text{Quality of service}} = \beta_{\text{Brand trust}} = \beta_{\text{Variety of movies}} \\ = \beta_{\text{Brand image}} = \beta_{\text{Online marketing}} = \beta_{\text{Promotions}} = 0$$

$H_1$ : At least one variable is different

From the statistical result table above shown that F-value is 95.10 and P-value is less than 0.05 or 95% of significant level, so the null hypothesis is rejected mean that at least one of independent variables is significantly impact on dependent variable.

Hypothesis:

$$\begin{array}{l} H_0: \beta_{\text{Brand trust}} = 0 \\ H_1: \beta_{\text{Brand trust}} \neq 0 \end{array} \quad \left| \quad \begin{array}{l} H_0: \beta_{\text{Online marketing}} = 0 \\ H_1: \beta_{\text{Online marketing}} \neq 0 \end{array} \quad \left| \quad \begin{array}{l} H_0: \beta_{\text{Promotions}} = 0 \\ H_1: \beta_{\text{Promotions}} \neq 0 \end{array} \right.$$

Additionally, P-value of brand trust, online marketing, and promotions are less than 0.05 or 95% of significant level, so the null hypothesis is rejected meaning that brand trust, online marketing, and promotions of Major Cineplex are significantly attracted to consumer brand loyalty. From the result, online marketing is the highest variable that attracted to consumer brand loyalty. Besides, we looking at adjusted R-square is 0.76 or 76%, meaning that brand trust, online marketing, and promotions of Major Cineplex are explained the attraction to become consumer brand loyalty by 76 percent.

**6.2 Hypothesis 2:** Brand trust, online marketing, and promotions of Major Cineplex are perceived as high.

*Table 7: Hypothesis 2*

<i>Variable</i>	<i>Mean</i>	<i>T-value</i>	<i>P-value</i>
Brand trust	3.8104	13.0814	0.0000
Online marketing	3.7205	9.4822	0.0000
Promotions	3.8261	12.7779	0.0000
<i>df</i>	177		
<i>Observations</i>	178		

Hypothesis: Brand trust

$$H_0: \mu = 3$$

$$H_1: \mu > 3$$

From the statistical result table above shown that T-value is 13.0814 and P-value is 0 which is less than 0.05 or 95% of significant level. So, we can conclude that the null hypothesis is rejected meaning that mean of brand trust is greater than 3 which is brand trust of Major Cineplex is perceived as high, while the mean score is 3.8104.

Hypothesis: Online marketing

$$H_0: \mu = 3$$

$$H_1: \mu > 3$$

From the statistical result table above shown that T-value is 9.4822 and P-value is 0 which is less than 0.05 or 95% of significant level. So, we can conclude that the null hypothesis is rejected meaning that mean of online marketing is greater than 3 which is online marketing of Major Cineplex is perceived as high, while the mean score is 3.7205.

Hypothesis: Promotions

$$H_0: \mu = 3$$

$$H_1: \mu > 3$$

From the statistical result table above shown that T-value is 12.7779 and P-value is 0 which is less than 0.05 or 95% of significant level. So, we can conclude that the null hypothesis is rejected meaning that mean of promotions is greater than 3 which is promotions of Major Cineplex is perceived as high, while the mean score is 3.8261.

Furthermore, for “Hypothesis 1” and “Hypothesis 2”, according to the result brand trust is one of the basic things that consumers have when they decide to become company brand loyalty. The research of Idrees *et al.* (2015) founded the brand trust definition as follows. Brand trust is how customer reliabilities on the brand. Because when you go to some company and you need the trust of the brand meaning that you can trust products, employees, etc. of the brand. For online marketing, according to the research of Ismail (2017) he found that online marketing has an impact on company loyalty. From my point of view, I think that when you see online marketing very frequent you will become the consumer of that company by you did not notice, it like you got hypnotize. For the last one on promotions, it is human behavior because when the company has a promotion everyone will come and enjoy using the promotions. I think promotions are a good way to make consumer loyalty for the company according to the research of Agrawal (1996) founded that strong company loyalty effect more on trade promotions.

**6.3 Hypothesis 3:** People who will become Major Cineplex's consumer brand loyalty if Major Cineplex attracted by using attractive marketing with promotions differently.

**Table 8: Hypothesis 3**

<i>Sample</i>	<i>Observations</i>
Yes	129
No	49
<b><i>F-Test Two-Sample for Variances</i></b>	
P-value of one-tail	0.0196
<b><i>t-Test: Two-Sample Assuming Unequal Variances</i></b>	
P-value of two-tail	0.0010

Hypothesis: F-test two-sample for variances

$$H_0: \sigma_{Yes}^2 = \sigma_{No}^2$$

$$H_1: \sigma_{Yes}^2 \neq \sigma_{No}^2$$

From the statistical result table above shown that P-value of one-tail is 0.0196. Then we have two-sample it meaning that two-tail after that we need to multiple P-value of one-tail by 2 ( $0.0196 \times 2 = 0.0392$ ) which is less than 0.05 or 95% of significant level. Thus, we rejected the null hypothesis in favor of the alternative hypothesis. So, we can conclude that the variance of the two populations are unequal.

Hypothesis: t-test two-sample assuming unequal variances

$$H_0: \mu_{Yes} - \mu_{No} = 0$$

$$H_1: \mu_{Yes} - \mu_{No} \neq 0$$

From the statistical result table above shown that P-value of two-tail is 0.0010 which is less than 0.05 or 95% of significant level. Thus, we rejected the null hypothesis in favor of the alternative hypothesis. Then, we can conclude that people who would become Major Cineplex's consumer brand loyalty if Major Cineplex attracted by using attractive marketing with promotions are different.

For “Hypothesis 3”, this hypothesis conclusion was people will become Major Cineplex's consumer brand loyalty when Major Cineplex using promotions is not the same. Mean that people can be or cannot be Major Cineplex's consumer brand loyalty. According to the annual report of Major Cineplex year 2016-2018, it is shown that their revenue is increasing every year from the hard sale on promotions not only on the movie but also on popcorn and movie souvenirs. All of this has a promotion in itself, and promotion is one of the marketing strategies that succeed in every business field. The promotion also implied that if the company has a strong promotion strategy then the company will get consumer brand loyalty increasing slightly. Another thing is Major Cineplex can attract customers by using the member club like M-Gen to get more customers and put more promotions on this member club that can create consumer brand loyalty as a research of Agrawal (1996) also mentioned that trade promotion has effect on brand loyalty.

**6.4 Hypothesis 4:** People who ever used the Major Cineplex's promotions is attracted by online marketing differently.

**Table 9: Hypothesis 4**

<i>Sample</i>	<i>Observations</i>
Yes	154
No	24
<b><i>F-Test Two-Sample for Variances</i></b>	
P-value of one-tail	0.1900
<b><i>t-Test: Two-Sample Assuming Equal Variances</i></b>	
P-value of two-tail	0.0000

Hypothesis: F-test two-sample for variances

$$H_0: \sigma_{Yes}^2 = \sigma_{No}^2$$

$$H_1: \sigma_{Yes}^2 \neq \sigma_{No}^2$$

From the statistical result table above shown that P-value of one-tail is 0.1900. Then we have two-sample it meaning that two-tail after that we need

to multiple P-value of one-tail by 2 ( $0.1900 \times 2 = 0.3800$ ) which is greater than 0.05 or 95% of significant level. Thus, we cannot reject the null hypothesis. So, we can conclude that the variance of the two populations are equal.

Hypothesis: t-test two-sample assuming equal variances

$$H_0: \mu_{Yes} - \mu_{No} = 0$$

$$H_1: \mu_{Yes} - \mu_{No} \neq 0$$

From the statistical result table above shown that P-value of two-tail is 0.0000 which is less than 0.05 or 95% of significant level. Thus, we rejected the null hypothesis in favor of the alternative hypothesis. Then, we can conclude that people who ever used the Major Cineplex's promotions is attracted by online marketing are different.

For “Hypothesis 4”, this hypothesis conclusion was people who ever used Major Cineplex’s promotions led by online marketing. According to Ismail (2017) research founded that online marketing directly impacts on brand loyalty. Because online marketing is a useful channel for the online platform it can reach everyone that using the phone or using the internet. Nowadays, if you realize that online marketing has many methods in its such as online advertising, etc. all of the method is the best tool to pull the consumer coming in the company besides it can make some group of consumers change from normal customer to become company consumer brand loyalty.

**6.5 Hypothesis 5:** People who know Major Cineplex will attracted by brand image differently.



**Table 10: Hypothesis 5**

<i>Sample</i>	<i>Observations</i>
Yes	168
No	10

<b><i>F-Test Two-Sample for Variances</i></b>	
P-value of one-tail	0.0767

<b><i>t-Test: Two-Sample Assuming Equal Variances</i></b>	
P-value of two-tail	0.0026

Hypothesis: F-test two-sample for variances

$$H_0: \sigma_{Yes}^2 = \sigma_{No}^2$$

$$H_1: \sigma_{Yes}^2 \neq \sigma_{No}^2$$

From the statistical result table above shown that P-value of one-tail is 0.0767. Then we have two-sample it meaning that two-tail after that we need to multiple P-value of one-tail by 2 ( $0.0767 \times 2 = 0.1534$ ) which is greater than 0.05 or 95% of significant level. Thus, we cannot reject the null hypothesis. So, we can conclude that the variance of the two populations are equal.

Hypothesis: t-test two-sample assuming unequal variances

$$H_0: \mu_{Yes} - \mu_{No} = 0$$

$$H_1: \mu_{Yes} - \mu_{No} \neq 0$$

From the statistical result table above shown that P-value of two-tail is 0.0026 which is less than 0.05 or 95% of significant level. Thus, we rejected the null hypothesis in favor of the alternative hypothesis. Then, we can conclude that people who know Major Cineplex will attracted by brand image are different.

For “Hypothesis 5”, this hypothesis conclusion was brand image of Major Cineplex is attracted people who know or not know Major Cineplex

differently. As the research of Chandon (2003) founded that brand image can cause by brand awareness. If Major Cineplex has a strong brand awareness then customers will directly know the brand or it can call that brand knowledge. For brand awareness, it is important for the company because brand awareness is an important factor that makes people knowing the brand. Then when people aware of the brand, brand image is other factors that people seek if the company has a good image it will create a lot of customers flow in but if the company has a bad image it will make customers flow out. So, the company needs to make high brand awareness and a good company image. It is like Major Cineplex, they mentioned in company annual report every year that they do a lot of “Corporate Social Responsibility” in order to make their company have a good brand image to gain customers.

**6.6 Hypothesis 6:** People who have different rate the attraction of Major Cineplex's online marketing perceived promotions differently.

**Table 11: Hypothesis 6**

<i>Group</i>	<i>Mean</i>
Low	3.3438
Moderate	3.7464
High	4.2469
<i>F-Test</i>	13.5019
<i>F Critical</i>	3.0476
<i>P-value</i>	0.0000

Hypothesis:

$$H_0: \mu_{Low} = \mu_{Moderate} = \mu_{High}$$

$H_1$ : At least one mean is differ

From the statistical result table above shown that P-value is 0 which is less than 0.05 or 95% of significant level and F-test also greater than F-critical (13.5019 > 3.0476). So, the null hypothesis is rejected then we can conclude that people who have different rate of the attraction of Major Cineplex's online

marketing perceived promotions of Major Cineplex different from each other. Also, we can look at average(mean) of each choice is different.

**6.7 Hypothesis 7:** People who ever see the Major Cineplex's online marketing pop-up in social media frequency will become Major Cineplex's consumer brand loyalty differently.

**Table 12: Hypothesis 7**

<i>Group</i>	<i>Mean</i>
Never	2.7813
Sometimes	3.8169
Every time	4.2071
<i>F-Test</i>	14.2589
<i>F Critical</i>	3.0476
<i>P-value</i>	0.0000

Hypothesis:

$$H_0: \mu_{Low} = \mu_{Moderate} = \mu_{High}$$

$H_1: At\ least\ one\ mean\ is\ differ$

From the statistical result table above shown that P-value is 0 which is less than 0.05 or 95% of significant level and F-test also greater than F-critical (14.2589 > 3.0476). So, the null hypothesis is rejected then we can conclude that people who ever see the Major Cineplex's online marketing pop-up in social media frequency will become Major Cineplex's consumer brand loyalty are different. Also, we can look at average(mean) of each choice is different.

For "Hypothesis 6" and "Hypothesis 7". These hypothesis conclusions talked about most of online marketing and promotions. For online marketing, nowadays Major Cineplex also used social media to do online marketing such as advertising on Facebook, Instagram, etc. because social media was the most important thing for people who have the phone, it can play everywhere every time. According to the research of Ha, John, Janda, and Muthaly (2011) founded that social media impact on brand loyalty. Then the company needs to

do hard on social media to get more consumer brand loyalty. For promotions, as research of Mendez, Bendixen, Abratt, Yurova, and O’Leary (2015) founded that sale promotion is one of the factors that can create brand loyalty. So, the company should more consider this factor in order to get consumer brand loyalty.

**6.8 Hypothesis 8:** People who have different income will attracted by promotions differently.

**Table 13: Hypothesis 8**

<i>Group</i>	<i>Mean</i>
Less than 15,000 baht per month	3.6822
15,001-25,000 baht per month	4.0407
More than 25,001 baht per month	3.6101
<i>F-Test</i>	5.0189
<i>F Critical</i>	3.0476
<i>P-value</i>	0.0076

Hypothesis:

$$H_0: \mu_{\text{Less than 15,000 baht per month}} = \mu_{\text{15,001-25,000 baht per month}} \\ = \mu_{\text{More than 25,001 baht per month}}$$

$H_1: \text{At least one mean is differ}$

From the statistical result table above shown that P-value is 0 which is less than 0.05 or 95% of significant level and F-test also greater than F-critical ( $5.0189 > 3.0476$ ). So, the null hypothesis is rejected then we can conclude that people who have different income will attracted by promotions differently. Also, we can look at average(mean) of each choice is different.

For “Hypothesis 8”, this hypothesis conclusion was people who have different incomes will attracted by promotions differently. For income, it is the main factor of daily life because you can live your life by using money and money come from income. It can imply that people who have middle income between 15,000-25,000 Baht per month is the most attracted by Major

Cineplex's promotion because the promotion is in the discount price that they feel good not too high but Major Cineplex can put more on promotion by invited them to applied for member club card to get more promotions. Then if they love and continuedly use it will make them becoming Major Cineplex brand loyalty in the future. As the research of Mendez *et al.* (2015) founded that sale promotion is one of the factors that can create brand loyalty.

## **7. Conclusion**

This part was the conclusion of all over this paper. The findings and interpretation of research study on quality of service, brand trust, variety of movies, brand image, brand loyalty, promotion, and online marketing of Major Cineplex attract consumer brand loyalty are discussed here. I had provided considerable recommendations for Major Cineplex that might be useful in improving its performance in the future. Moreover, I also identify the limitations associated with this paper.

### **7.1 Conclusion**

To conclude, this paper was used a survey questionnaire to analyzed the research topic about "Does online marketing and promotions of major Cineplex attract consumer brand loyalty?". First, I came up with 7 variables which are 6 variables for the independent variable and 1 for the dependent variable. Second, data and data collection I got data from spread out the online survey questionnaire since 30th May 2020, 8.00 a.m., and close the online survey questionnaire on 20th June 2020, 15.00 p.m. which is twenty-two days and the online survey questionnaire had separated into three parts. Third, the methodology, I used the statistical descriptive approach, for methodology tools I used 4 statistical tools which are Multiple regression, one sample T-test, independent sample T-test, and One-way ANOVA. Fifth, I came up with 8 hypotheses. All of the hypotheses testing results were all significant at 95% level. Lastly, I also provide the recommendation, implication of hypotheses.

## 7.2 Recommendation

To recommended, Major Cineplex should continue does online marketing along with promotions and brand trust, form the result as you can see that online marketing was the most related to consumer brand loyalty. Nowadays, people using the internet everywhere, every time people will be checking their Facebook, Instagram, Twitter, etc. these online platforms is the best platform to place the online marketing on because in those online platforms it has advertisement it will show up on your feed then you can see. For online marketing, Major Cineplex can post online advertising, promotions, corporate social responsibility (CSR) to create brand awareness, etc. I recommended Major Cineplex to do online marketing. For brand trust, Major cineplex should make customers have trust in the company by create a good brand imaged by does CSR as I mentioned above because company trust also leads to consumer brand loyalty. For promotions, Major Cineplex should continue does promotions to get people's attention. Major Cineplex can do by discount ticket price from the normal price, collaborate with other companies to get discounts such as AIS, Dtac, True, etc. Major Cineplex can also do the M-pass not only for the student but Major Cineplex should upgrade M-pass for every age can apply, this can get many costumers and also can get brand loyalty because brand loyalty is led by promotions.

## 7.3 Implication

The implication of this research paper was online marketing was a successful marketing tool at present. Many works also have a job on the online marketer. This paper can imply that if other companies want to succeed like Major Cineplex, they should have good online marketing and good promotions afford to consumers. Because Major Cineplex has a strong online marketing and promotions team, they updated all the events and put it on online advertising which is one of the online marketing of Major Cineplex. Online marketing and promotions that show up on social media are the factors that lead the company to have consumers brand loyalty as research of Erdoğan and Cicek (2012) and Mendez *et al*, (2015) argued that. I also provide the implication of the hypothesis.

#### 7.4 Limitation

There are some limitations I found when doing the research. Firstly, we had limited time for the distribution of our questionnaires, to conduct professional research that can generate useful information and recommendation I need more time as well as sufficient knowledge. Secondly, some respondents are in hurry answer all question as score 5 or 1 and some respondents are not really read all question carefully then put some wrong answer, it can be a cause of bias in the research. Lastly, all of the programs it need some skill or familiar with the programs to does flow of the work.



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**APPENDIX**



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## Appendix I: Questionnaire form

### Survey on the online marketing and promotions of Major Cineplex attract consumer brand loyalty

I am Master's degree student under faculty of Economics, Chulalongkorn University studying courses following 2949654: Research Method and Workshop in Business and Managerial Economics and 2949711: Individual Study in Business and Managerial Economics in 3/2019. This questionnaire is designed to collect data about the online advertising and promotions of Major Cineplex attract the consumer brand loyalty. Please answer all the following questions completely. Please be assured that your responses will be treated with confidential and this questionnaire will be reported under the purpose of education only.

#### Part 1: Company general information (ข้อมูลทั่วไปเกี่ยวกับบริษัท)

Please choose in the box that best represents your opinion (โปรดเลือกเลือกช่องที่คุณคิดว่าตรงกับความคิดเห็นของคุณ)

1. Do you know Major Cineplex? (คุณรู้จัก โรงภาพยนตร์เมเจอร์ไหม)

Yes(รู้จัก)  No (ไม่รู้จัก)

2. How frequency that you ever see Major Cineplex's online marketing pop-up in your social media? (คุณเคยเห็นการตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์ในโซเชียลมีเดียของคุณบ่อยแค่ไหนอย่างไร)

Never (ไม่เคยเห็น)  Sometimes (เห็นบางครั้ง)  Every time (เห็นทุกครั้ง)

3. How would you rate the attraction of Major Cineplex's online marketing? (คุณคิดว่าการตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์ดึงดูดคุณอย่างไร)

High (สูง)  Moderate (กลาง)  Low (ต่ำ)

4. Have you ever used the Major Cineplex's promotions? (คุณเคยใช้โปรโมชั่นของโรงภาพยนตร์เมเจอร์ไหม)

Yes(เคย)  No (ไม่เคย)

5. How would you rate the attraction of Major Cineplex' promotions? (คุณคิดว่าโปรโมชั่นของโรงภาพยนตร์เมเจอร์ดึงดูดคุณอย่างไร)

High (สูง)  Moderate (กลาง)  Low (ต่ำ)

6. Did you ever become the brand loyalty of some companies? (such as, Apple, Samsung, Thai Airway, etc.) (คุณเคยเป็นคนที่มีความจงรักภักดีและเชื่อมั่นในแบรนด์อื่นไหม เช่น ผลิตภัณฑ์แอปเปิ้ล, ผลิตภัณฑ์ซัมซุง, การบินไทย เป็นต้น)

Yes(เคย)  No (ไม่เคย)

7. Would you become Major Cineplex's consumer brand loyalty if Major Cineplex attracted you by using attractive marketing (such as, online advertising and promotions)? (คุณจะเป็นคนที่มีความเชื่อมั่นและจงรักภักดีในแบรนด์ของโรงภาพยนตร์เมเจอร์ไฮม์ถ้า โรงภาพยนตร์เมเจอร์ดึงดูดคุณโดยการใช้การตลาด เช่น การโฆษณาออนไลน์และโปรโมชั่น)

Yes(เคย)

No (ไม่เคย)

**Part 2: Factors that attract consumer brand loyalty (ตัวแปรที่ส่งผลต่อผู้บริโภคที่จงรักภักดีในแบรนด์)**

Please specify your opinion on the following characteristics of consumer brand loyalty thinking to Major Cineplex by choosing the closest to your opinion. (โปรดเลือกเลือกช่องที่คุณคิดว่าตรงกับความคิดเห็นของคุณ)

Arrange from 5 to 1 as following:

5=Strongly agree(เห็นด้วยเป็นอย่างมาก)

4=Agree (เห็นด้วย)

3=Neutral (เฉยๆ)

2=Disagree (ไม่เห็นด้วย)

1=Strongly disagree (ไม่เห็นด้วยเป็นอย่างมาก)

Your Opinion	Level of Opinion				
	Strongly Agree → Strongly Disagree				
<b>Part 2.1: Consumer brand loyalty thinking (ความคิดเห็นของคนที่จงรักภักดีในแบรนด์)</b>					
<b>Quality of Service (การบริการ)</b>					
1. The service of Major Cineplex is good. (การบริการของโรงภาพยนตร์เมเจอร์อยู่ในระดับที่ดี)	5	4	3	2	1
2. I get the better service from Major Cineplex compare to other cinemas. (ฉันได้รับการบริการที่ดีจากโรงภาพยนตร์เมเจอร์เมื่อเทียบกับ โรงภาพยนตร์อื่นๆ)	5	4	3	2	1
3. I perceived service of Major Cineplex as high. (ฉันรับรู้ว่าการบริการของโรงภาพยนตร์เมเจอร์อยู่ในระดับสูง)	5	4	3	2	1
<b>Brand Trust (ความไว้วางใจในแบรนด์)</b>					
1. I trust Major Cineplex. (ฉันเชื่อใจในโรงภาพยนตร์เมเจอร์)	5	4	3	2	1

2. Major Cineplex meets my expectations. (โรงภาพยนตร์เมเจอร์อยู่ในระดับที่ฉันคาดหวังไว้)	5	4	3	2	1
3. Major Cineplex is honest brand. (โรงภาพยนตร์เมเจอร์เป็นแบรนด์ที่มีความซื่อสัตย์)	5	4	3	2	1
4. I rely on Major Cineplex. (ฉันไว้ใจในโรงภาพยนตร์เมเจอร์)	5	4	3	2	1
<b>Variety of movies (ความหลากหลายของภาพยนตร์)</b>					
1. Major Cineplex has variety of genre for movies. (โรงภาพยนตร์เมเจอร์มีหนังหลากหลายชนิด)	5	4	3	2	1
2. Major Cineplex always has newest movies. (โรงภาพยนตร์เมเจอร์มักจะมีหนังใหม่มาฉายเสมอ)	5	4	3	2	1
<b>Brand image (ภาพพจน์ของแบรนด์)</b>					
1. Major Cineplex stands out from other cinemas. (โรงภาพยนตร์เมเจอร์โดดเด่นกว่าโรงภาพยนตร์อื่นๆ)	5	4	3	2	1
2. Major Cineplex is a recognizable brand. (โรงภาพยนตร์เมเจอร์เป็นแบรนด์ที่จำได้ง่าย)	5	4	3	2	1
3. Major Cineplex has never disappointed its customers. (โรงภาพยนตร์เมเจอร์ไม่เคยทำให้ลูกค้าผิดหวัง)	5	4	3	2	1
<b>Part 2.2: Attractive marketing (การตลาดที่ดึงดูดความสนใจ)</b>					
<b>Online marketing (การตลาดออนไลน์)</b>					
1. I can often see Major Cineplex's online marketing on social media. (ฉันเห็นการตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์อยู่บ่อยๆในโซเชียลมีเดีย)	5	4	3	2	1
2. Major Cineplex's online marketing represents what the product really is. (การตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์บ่งบอกถึงตัวสินค้าได้เป็นอย่างดี)	5	4	3	2	1
3. The online marketing of Major Cineplex makes customers want to buy the product. (การตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์ทำให้ลูกค้าอยากที่จะซื้อสินค้า)	5	4	3	2	1
4. The online marketing of Major Cineplex is more attractive than other brands. (การตลาดออนไลน์ของโรงภาพยนตร์เมเจอร์ดึงดูดลูกค้ามากกว่าแบรนด์อื่นๆ)	5	4	3	2	1
<b>Promotions (โปรโมชั่น)</b>					

1. Major Cineplex always gives some discount. (โรงภาพยนตร์เมเจอร์ให้ส่วนลดตลอดเวลา)	5	4	3	2	1
2. Major Cineplex always joints promotions with other brands. (such as, AIS, KBank, etc.) (โรงภาพยนตร์เมเจอร์มักร่วมมือกับแบรนด์อื่น ๆ)	5	4	3	2	1
3. Major Cineplex always has a special offer for the movie ticket buyer. (โรงภาพยนตร์เมเจอร์มีสิทธิพิเศษของตั๋วหนังสำหรับคนที่ซื้ออยู่เสมอ)	5	4	3	2	1
<b>Part 2.3: Intention to become company consumer brand loyalty (ความตั้งใจที่จะกลายเป็นบุคคลที่มีความจงรักภักดีในแบรนด์ของบริษัท)</b>					
<b>Consumer brand loyalty intention (ความตั้งใจที่จะกลายเป็นบุคคลที่มีความจงรักภักดีในแบรนด์)</b>					
1. I would continue going to Major Cineplex in the future. (ในอนาคตฉันยังคงไปโรงภาพยนตร์เมเจอร์ต่อ)	5	4	3	2	1
2. I would apply for Major Cineplex member (M-gen). (ฉันจะสมัครบัตรสมาชิกของโรงภาพยนตร์เมเจอร์)	5	4	3	2	1
3. I would continue apply for Major Cineplex member (M-gen) if it expired. (ฉันจะสมัครบัตรสมาชิกของโรงภาพยนตร์เมเจอร์ต่อถ้ามันหมดอายุ)	5	4	3	2	1
4. I am very likely to see the movie from Major Cineplex when I need. (ฉันมั่นใจว่าจะไปดูหนังที่โรงภาพยนตร์เมเจอร์เมื่อฉันอยากดูหนัง)	5	4	3	2	1



**Part 3: Personal information (ข้อมูลส่วนตัว)**

## 1. Gender (เพศ)

 Male (ผู้ชาย) Female(ผู้หญิง)

## 2. Nationality (สัญชาติ)

 Thai (ไทย) Non-Thai (ไม่ใช่คนไทย)

## 3. Age (อายุ)

 Lower than 20 year-old (อายุต่ำกว่า20ปี) 21-30 year-old (อายุ21-30ปี) Higher than 31 year-old (อายุมากกว่า31ปี)

## 4. Income (รายได้), Baht per month (บาทต่อเดือน)

 Less than 15,000 baht per month (รายได้ต่ำกว่า 15,000 บาทต่อเดือน) 15,001-25,000 baht per month (รายได้ 15,001-25,000 บาทต่อเดือน) More than 25,001 baht per month (รายได้มากกว่า 25,001 บาทต่อเดือน)

## 5. Education (การศึกษา)

 Lower than Bachelor's degree (ต่ำกว่าปริญญาตรี) Bachelor's degree (ปริญญาตรี) Higher than Bachelor's degree (สูงกว่าปริญญาตรี)

## 6. Career (อาชีพ)

 Student (นักเรียนและนักศึกษา) Non-student (ไม่ใช่ นักเรียนและนักศึกษา)

## 7. Residence (ที่อยู่อาศัย), in Thailand (ในประเทศไทย)

 Bangkok (อาศัยอยู่ในกรุงเทพฯ) Outside Bangkok (ไม่ได้อาศัยอยู่ในกรุงเทพฯ)**-----Thank you very much for your time, compliance and cooperation-----**

## VITA

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