

DIGITAL MEDIA EXPOSURE BEHAVIOR AND SATISFACTION OF CINEMA VISITORS.

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ABSTRACT

Abstract— This research studies on the digital media exposure behavior of cinema customers and the customer satisfaction in the digital media. The quantitative research is used as research method and the questionnaire is used for collecting 200 samples.

This research results show that most respondents are female with aged 21-30 years old. The behavior on a smart phone to access online social is the most used in which Facebook is popularly used for the online media platform. The time between 18.00 and 22.00 is mostly time used for searching and news and movie contents are mostly interested. The factors influencing online social media used each platform show that individually customer is selected with different reason. The person that affects online social media used is friends. Considering the digital media exposure behavior of cinema visitors, it is found that most receive news from the cinema's Facebook fan page and the top contents are interested in show times. Moreover, most respondents mainly receive the cinema news from the posts on online social media. Regarding, the consumer's satisfaction towards the digital marketing media of cinema show that the overview of the users is at the high level. In term of details, most respondents are satisfied with the interesting contents in the Facebook fan page which successfully persuades to follow. For the overview of the consumers' satisfaction towards the marketing communication via Instagram, customer's satisfaction is at the high level. In term of details, majority of customers are mostly satisfied with the variety of contents. For the overview of the consumers' satisfaction towards the marketing communication via Twitter, customer's satisfaction is at the high level. On the subject of the details, customers are mostly satisfied with the overall content.

Keywords— Digital Media, Digital Marketing Communication, Satisfaction, Cinema

INTRODUCTION

Nowadays, technology has begun to play a role in daily life and changing many aspects of life traditions, of course, the behavior of watching movies is no exception. Because of nowadays, customers can choose movies to watch on mobile phone screen at home. Customers can also choose the movies that want to watch according to customer's needs. Under various services, either for free viewing or for businesses that sell monthly billing packages. That makes the movie theater business struggling in order to survive in an era where consumers do not need to use the cinema as much as in the past. As a result, at present, there are only two mainstream cinema brands left, namely Major Cineplex and SF Cinema which can be said to be almost a monopoly on the movie theater market in Thailand. Which, according to the researcher, preliminary on survival and self-development constantly. Today, the owners of the two mainstream cinemas that have products and services are easy to customer use. These cinemas being inserted into almost every brand and every branch of department stores, there is no need to travel long distances to watch movies like in the past. Next is to distribute advertisements with huge money in all channels whether it is above the line, below the line and digital media or all types of social media that are popular in Thailand which has a huge base of consumers who follow these channels making it active to promote products and services.

Facebook media sample researcher both has a very high follower count: Major Cineplex has 5,104,777 likes (February 25, 2019) SF Cinema has 2,314,153 likes (25 February 2019), in addition having enormous advertising power both of them also competed in service. Whether it is a movie ticket vending machine that replaces standing in line to buy from the staff and customer can also buy movie tickets online. Consumers can buy and reserve tickets no matter where are customers. The final step is to release a discount promotion in collaboration with a

variety of service businesses. It can be said that both of them have a complete business model. Including mainstream movies (Product), prices that have many options for consumers (Price), branches scattered all over the place (Place), countless promotions (Promotion), a team of employees who are ready and have high professional experience (People). Furthermore, technology that enhances cinema services (Physical Evidence), how to present with various souvenirs (Package) and mechanism for selling tickets that are easy to do anywhere (Process).

However, when looking back at the direction and weight of the movie's promotions and advertisements, it can be said that it is not as effective as it should be. Although, there are many channels to online promote whether it's Facebook, Instagram or Twitter. Nevertheless, the channels are not as popular as when compared to other theaters and some cinema don't have the power to pay enough for other media such as television or out-of-home media to create enormous awareness. This reduces the chances of creating awareness a lot (Spring News, 2017).

Currently, cinema relies only on social media promotion channels. There is no budget that increases in the future. Therefore, marketing through digital media that can target customers who likely to become customers more accurately and clearly. Consequently, it is an alternative that should be used in research studies for practical results. A study on digital marketing communication role in the cinema business context aims to increase efficiency and marketing effectiveness when study on the customer behavior of receiving digital media. The researcher expects that this research results will increase the cinema marketing effectiveness. Moreover, it can be a model for independent cinema businesses across Thailand who is interested to expand their communication methods in digital channels. This research focuses on increase the service level at independent cinemas or increasing the audience base of non-streaming movies. It can help a variety of non-current films to gain attention and get more chances to be shown in Thailand. It also helps to benefit the group of people who watch movies outside the current trend across the country. As well as to open up to students, film students or anyone interested in the art to have more opportunities to watch a variety of movies. Increasing the movie's choice in order to developed wit and attitude. It also change Thai perception about non-traditional movies is not as difficult to watch as everyone understands. However, it is full of rhetoric that is far-reaching and has literary beauty values. It is not less than the mainstream movies that are released in general theaters at all.

Research objectives

1. To study the patterns of consumer digital media exposure behavior
2. To study the behavior of digital media exposure from cinemas
3. To study consumer satisfaction towards digital marketing communication for cinema marketing

Research conceptual framework

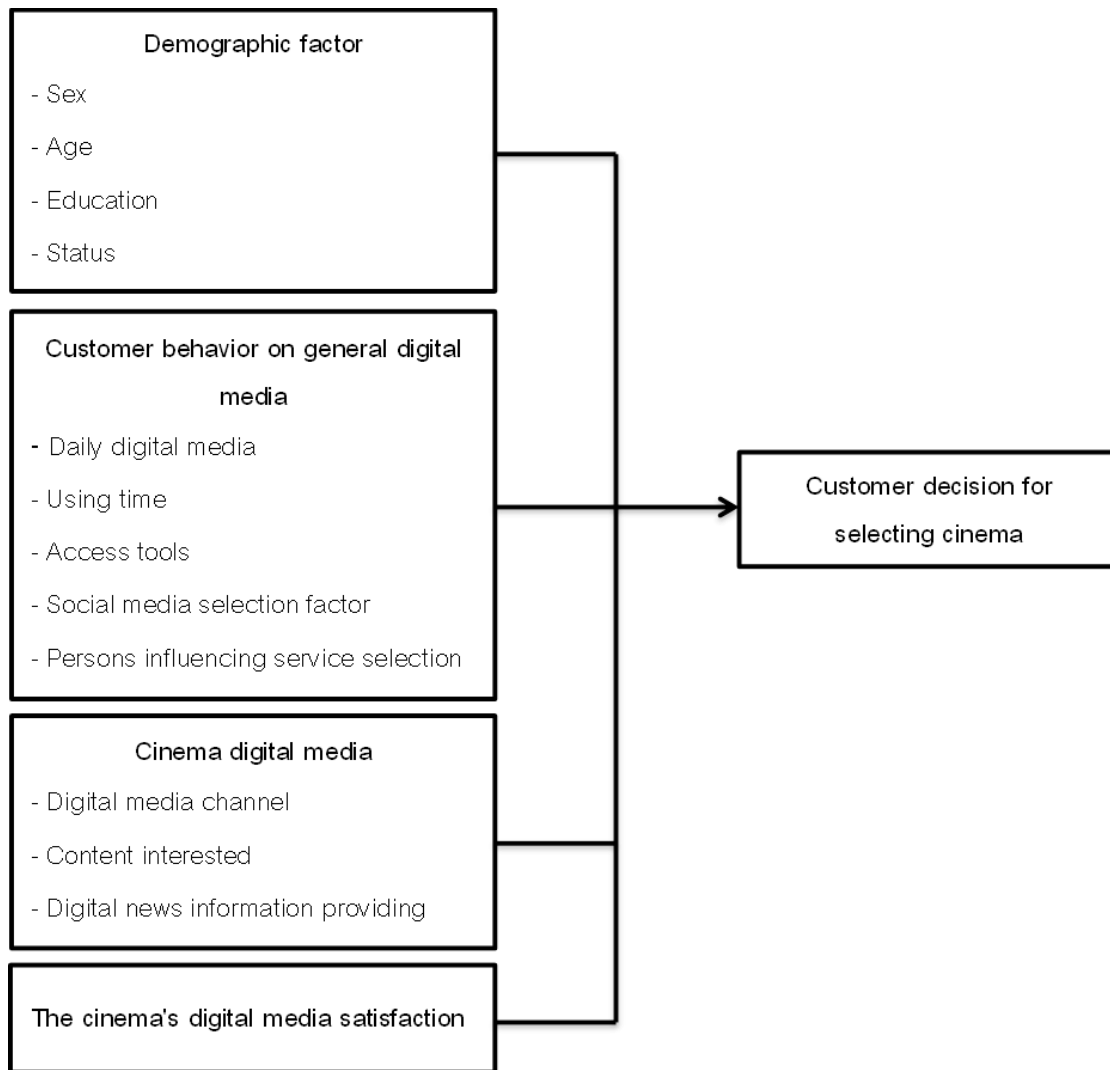


Fig.1 Conceptual framework

LITERATURE REVIEW

Digital Marketing Communication Concepts, Nattapon Yaipairote (2016) said that digital marketing is like innovation that drives marketers to find the true value of products and services. In order to deliver the target group leading to building loyalty for organization in the long term. This development will benefit the organization in many aspects. Digital advertising means any communication that uses the Internet to promote and disseminate information about products and services or ideas to consumers. There are displayed on online and social search engines or websites to induce or influence to make customer want products and services by relying on various electronic technology systems (Nattaphon Yaipairot, 2016).

Therefore, it can be concluded from the above definition that advertising is a tool that used in mass communication. That can be done in a short time for the purpose of influencing and influencing consumers' demand for services. In today's popular online transportation business, advertisements are used to distribute service that related information to consumers. Digital advertising in which advertising channels is included websites and E-mail, social networks such as Facebook, Instagram, etc., including using video media to distribute via YouTube or mobile applications with various applications. This is because advertising through digital media is a marketing that has a low cost. However, it can reach the target audience easily and widely. Though, the purpose of advertising may differ in the use of goods and services.

Consumer behavior concepts and theories, consumer behavior theory is the study on individual or group or organizational models of the process selecting, maintaining, and disposing of goods and services. As well as their experiences to meet the customer needs and impact. Consumer behavior is a combination of psychology, sociology, social anthropology and economics to understand the decision-making process both individual and collective buyers. Moreover, consumer behavior studies the characteristics of individual consumers such as demographic characteristics and behavioral variables to understand the customer's needs. Consumer behavior in general also attempts to assess what influences consumers by individual groups such as family, friends, reference groups and the environment.

Consumer behavior refers to the individual expressions that are directly related to the use of goods and services economically. Including the decision-making process that affects expressions. Rathawat Patanajirrut (2014) said that consumer behavior refers to the behavior of consumers searching for purchasing and using evaluation. Therefore, use of products and services which was expected to satisfy the customers (Schiffman & Kanuk, 1994 and Engel, et al., 1968 cited in Rattawat Pattanajirrut, 2014). Persons directly involved in the acquisition and use of goods and services, including pre-existing decision-making processes and who are involved in requiring such action.

Decision making concepts and theories, decision-making refers to analyzing process from several alternatives to lead to the best discrimination process which will lead to the achievement of objectives. The Rational Model, also known as the classical model is a decision-making model that focuses on optimizing strategy based on complete rationality. The method is used to find and analyze data with options to achieve the highest objectives. However, this decision-making model is quite ideal in which no decision can be made to obtain all relevant information. Therefore, there are limitations in its use (Paradee Anannawee, 2014).

METHODOLOGY

This research is a quantitative research, which has a survey research by using questionnaires. Questionnaire is a tool for collecting information by using self-administered questionnaire that desires content and research objectives. The population studied in this research is 9,660 people who come to use the service at the cinema (October-December 2021).

The sample size is 200 samples. Non-probability sampling and convenience sampling are used to complete 200 questionnaires. Questionnaire is used as a tool for quantitative research.

Descriptive statistic is analyzed with frequency distribution, percentage, mean and standard deviation to collect and describe all data about sample group.

RESULTS

The result from 200 sample data; it is found that most respondents are female, aged 21-30 years, having a bachelor's degree and single status.

1) Consumers' digital media exposure behavior, it is found that cinema service users exhibited similar digital media exposure behaviors, which are summarized as follows: (1) the majority of movie theater users mostly use smart phones to access social media. (2) The most popular social media platforms use in the first is Facebook, which is used most during 6.00-22.00, followed by LINE during 10.00-14.00, and YouTube mostly uses after 10pm, Instagram is most used after 10pm, and lastly, Twitter is most used after 10pm, respectively. Most of all platforms are active daily. (3) For content and interests, overall, on all platforms, movie theater users are most interested in news and content about movies, followed by entertainment. (4) The factors affecting the social media user, it is found that the information in each platform is different according to the selection. Firstly, Facebook, movie theater users use it because information is updated every day and in trend. Later, Instagram, movie theater users use it because of content and photos, and Twitter, movie theater users use it because they can get news faster than other media. Lastly, YouTube, cinema users use it because of content in video format. (5) The person who influenced the movie theater service users to use social media is found that friend is the most influenced, followed by colleagues. Next is the boyfriend / lover and family is the last pressure.

2) Digital media exposure behavior from movie theaters. It is found that movie theater users have similar exposure and interest in digital media behavior of movie theaters. The summary is as follows: (1) the movie theater

service users mostly receive news from the movie theater's Facebook page, Twitter and Instagram, respectively. (2) The content topic that customers are most interested in is movie show times, movie release news and tips, movie ratings and reviews, new movie promotional content and news about cinema events, respectively. (3) The majority movie theater users receive the most news from social media feed posts. The rest intended directly to the news on the page in which they want to see the list of movies that are currently showing, check the program of show times each day and watch the movie news, respectively. Most people visit the cinema's page 1-2 times a month.

3) Consumer satisfaction towards cinema digital marketing communications, Facebook channel satisfaction overall, the movie theater service users have a level of satisfaction with marketing communications; Facebook is at a very satisfied level. When considering each item, it is found that customers have most satisfaction with the most attractive and compelling movie theater Facebook page, frequency of updating the content on the page, resolution and clarity of ShowTime information, variety of Content on the page, language and appropriateness of admins and the last one is the overall quality of the content on the page. Overall the movie theater's Facebook channel tends to result in a high level of choosing to use the service.

Instagram channel satisfaction, overall, movie theater service users have a level of satisfaction with marketing communications, Instagram is at a very satisfied level. When looking at each item, the majority are satisfied with the content variety, the overall quality of the content on the Instagram page, news updates and publicity, the attractiveness of the images. Exclusive of the movies released and the frequency of content updates on Instagram pages, respectively. Overall, the cinema's Instagram tends to result in moderate use of the service.

The overall Twitter channel satisfaction is at a very satisfied level with the marketing communications on the Twitter channel. When looking at each item, the majority were satisfied with the overall quality of the content, the frequency of content updates, the speedy news updates, and the variety of content available and the attractiveness of movie reviews, which, in general, the cinema's Twitter channel tends to result in a high level of choosing to use the service.

Discussion

1. Digital media exposure behavior of movie theater consumers, the studies have shown that the smart phone devices to access social media are the mostly used. News and movies content are the most interested in which this is consistent with the work of Rattawat Pattanajirarut (2014) found that consumer behavior using online media for making decisions about using products and services. The people who have most influence on social media use are friends, colleagues and loved ones, respectively. The most popular communication channel is Facebook because it is updated every day and in trend. Followed by YouTube because of videos content, Instagram, photo content and Twitter can get news quickly and faster than other media, respectively. This is in line with the concept of Uraiporn Cholasirungsakulu (2011) found that social media is a powerful tool and influencing consumers of all groups. Therefore, the concept of digital marketing communication is used as a guideline for communication between organizations and consumers or service users which must be selected to suit the marketing strategy. There must be flexible, fast, and change according to the current situation in order to fully and appropriately meet the needs and selections of the service users. However, Line is the second most used communication channel which is consistent with the work of Niwat Chatawittayaklu (2016), said that digital technology marketing channels do not have a fixed formula. It depends on the need to communicate to consumers and the creativity of marketers to create media that meets the needs of consumers. Various channels can create opportunities to reach consumers and will reduce the disparity between small and large businesses. Moreover, both cost and customer base expansion. It is important to choose the right digital media for business and target audience as there is a huge variety of digital media nowadays.

2. Digital media exposure customer behavior from cinemas, the result shows that consumers get the most news from the cinema's Facebook page. The content topics that users are most interested as follow movie show times, news and tips about released movies, movie ratings and movie reviews, and promotional content for movies that have been released, cinema events, respectively. These accordance with the research of Pimploy Ratanamas (2011), found that both groups of movie audiences have similar media reception behaviors with different media receiving behaviors, classified by the time of day to day activities. Furthermore, the two demographic groups have the same preference for news stories: film production teams, film news and film reviews news.

3. Consumer satisfaction towards cinema digital marketing communications, the study found that overall consumers who use movie theaters have a high satisfaction level with marketing communications on Facebook channels. Most of them were satisfied with the attractiveness and appeal of the cinema's Facebook page the most. This is consistent with the idea of Arens (2002, cited in Phatarawadee Rienmanee, 2015) stated that Digital Publicity and Public Relations is to build relationships with various public communities. Moreover, it's positive publicity for the public community. To create a good image or attitude towards the company in the long run. By using various technologies or electronic systems through digital media on the Internet, using online tools or social media. Overall, the movie theater's Facebook channel tends to result in the choice of service at a high level, consistent with the concept of Nattaphan Ketchranan (2008), which means the decision means the process of Using thoughts and actions in perception study and analyze the problem and evaluate options. As well as making the right choices to deal with problems or opportunities that arises.

Suggestion and future work

1) This study is a quantitative research and a survey research model. The questionnaires is used as a data collection tool only. Those interested in conducting research on this topic should do a more qualitative, in-depth study with group interviews or in-depth interviews. In order to get in-depth information on consumer needs and understand the decision-making mechanisms for using the services from digital marketing communications in more detail.

2) In this study focus on the customer's behavior using the cinema service. In future research studies, the consumer's behavior that use mainstream movie theaters should be studied in order to know the difference in satisfaction as well as the decision-making process between the two groups of cinema consumers.

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