

Abstract

The objectives of this quantitative research were 1) to analyze the SWOT Analysis of Thai romantic movies; 2) to analyze the influences of integrated marketing communication in Thai romantic movies; 3) to analyze the influences of film elements of Thai romantic movies; 4) to analyze Thai romantic movies exposure behavior of the viewers in Bangkok metropolitan region; and 5) to analyze the factors influencing Thai romantic movies exposure behavior of the viewers in Bangkok metropolitan region including personal factors of the consumers, the factors of integrated marketing communication, and the film elements.

Interviewed by 3 film critic, 3 romantic filmmaker and 3 director of romantic movie. The research tools of this study was the questionnaires collected from 400 Thai viewers of age 15 to 40 who had been watched Thai romantic movies shown in Bangkok metropolitan region in year 2009 to 2011. The statistical data collection used in this study was Frequency, Percentage, Average, and Standard Deviation. This research used the Multiple Linear Regression with Enter technique to conduct the hypothesis testing.

The research found that 1) Environment and potential of romantic Thai films: strong points include famous and competent actors; skilled producers and directors; fun storyline comprising sorrow, loneliness, love and regret; impressive behind the scene; professional editing; application of technology; and capability of marketing strategy determination. Weak points include non-creative narration; repetition of same issues; lack of information, planning and systematic and continued human resource development. Opportunities of Thai films include government's promotion and support; diversity of culture and art for film making; natural and historical locations; and institutes encouraging film study and making. Obstacles include lack of law enforcement against infringement and film censorship, and insufficient information technology in film making. 2) The audiences of Thai romantic movie emphasize element , overall production and revenue at high level. 3) The audiences of Thai romantic movie emphasize the integrated

marketing communication , overall production and revenue at high level.4) Thai romantic movies exposure behavior was at a high level, 48% of the consumers watch four Thai romantic movies per year, 32.75% of consumers welcomed Thai romantic movies due to the trend, 30.50% of the person influencing consumer's exposure behavior were the leading actors/actresses of the movies; 5) in terms of the personal factors of the consumers, it was found that gender and occupation were the main personal factors influencing Thai romantic movies exposure behavior in year 2009 to 2011, in addition, age was the main factor of the movies exposure behavior in year 2011. In terms of the film elements, the directors, the actors/actresses, and the scripts were the main factors influencing Thai romantic movies exposure behavior in year 2009 to 2011. Furthermore, the film producers were the main factor influencing Thai romantic movies exposure behavior in year 2010 and 2011. It was found on the issue of integrated marketing communication that advertising, promotion, direct marketing, merchandising, and viral marketing were the main factors which influence on Thai romantic movies exposure behavior in year 2009 while the public relations and the viral marketing were the main factors in year 2010 to 2011.