

THESIS TITLE	MARKETING MIX AND ONLINE MARKETING COMMUNICATION INFLUENCING THE DECISION MAKING THROUGH STAGE PLAY OF GEN Y AUDIENCE
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### ABSTRACT

The objectives of this research were to study Demographic characteristics, the watching behavior of a stage play, marketing mix and online marketing communication affecting the decision to watch a stage play of the Gen Y group. It is quantitative research from a sample of 400 people using questionnaires as a tool and analyzes the data by using SPSS. Descriptive statistics are used to compare the differences between 2 independent variables with t-test statistics, the differences between more than 2 variables and analyze one-way ANOVA with F-test and use multiple regression analysis (MRA).

The findings revealed that most of the respondents are female between the ages of 22-24 years old. They are students who are studying for a bachelor's degree with an average income of 10,001 - 20,000 baht. They watch a stage play 1 time per month or less by preferring to watch the comedy at National theater. Most of them prefer to watch a stage play on Saturday in the evening. The reason for watching a stage play is charming and gives different ideas, most of the respondents are confident in the Workpoint's

producer. Moreover, respondents are confident in the actors. Most of the respondents prefer to go with their friends and there is any rest period.

The marketing mix factors were found that the factors of price, distribution channel, promotion, and the salesperson had the effect of the decision-making to watch a stage play of Gen Y at a high level. The product's factor had the highest level and the factor of using bargaining power had the lowest level respectively.

The aspect of online marketing communication was found that online marketing communication, advertisement, news distribution and direct marketing affecting the decision-making to watch a stage play of Gen Y at a moderate level. The sales by person (Sales by Person) had the highest level and the promotion had the lowest level respectively.