



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



ACE:FIIS
@ 2017
Saint-Petersburg.RU

CO-ORGANIZED BY:

FACULTY OF MANAGEMENT SCIENCE
SUAN SUNANDHA RAJABHAT UNIVERSITY,
BANGKOK, THAILAND

PETER THE GREAT POLYTECHNIC
UNIVERSITY, S.-PETERSBURG, RUSSIA

CO-SPONSORED:

UNIVERSITY OF ECONOMICS IN BRATISLAVA, SLOVAKIA

TABLE OF CONTAIN

Conference agenda		7
Chapter 1.		
Problems of economic integration and SME development in ASEAN region		19
Equity and efficiency: factors of interdependence in modern social and economic dynamics	<i>Prateep Wajeetongratana</i>	20
Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities	<i>Kunphattra Patarapongsathon</i>	25
Management style and Employee's Job Satisfaction (the case of Local and International hotels chains in Thailand)	<i>Chanpen Meenakorn</i>	29
Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists	<i>Thammamonr Khunrattanaporn</i>	36
Affecting Factors of the Palm Oil Price and AEC Trade Impact	<i>Pichamon Chansuchai</i>	43
Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Thai Movies Presented in EGV Seacon Bangkae cinema	<i>Pongsawee Supanonth</i>	48
Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province	<i>Sakapas Saengchai</i>	52
Factors Affecting the Organizational Performance of Direct Sales Business in Thailand	<i>Nattapong Techarattanased</i>	57
Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand	<i>Bundit Pungnirund</i>	64
An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand	<i>Wanida Suwunniponth</i>	70
Insuring Consumption Against The Health Shocks: A case of Thailand	<i>Yuthapoom Thanakijborisut</i>	76
Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)	<i>Rewadee Waiyawassana</i>	80
Digital economy as a factor of Small Medium Enterprise Empowering (the case of Indonesia)	<i>Supaporn Prajongjai Somtop Keawchaer</i>	85

Actual Economy: Social Challenges and Financial Issues in XXI century

The Model of Ethical Standard for Communication Arts Students	<i>Supraanee Wattanasin</i> 90
Thailand Contemporary History of Newspaper: From the Revolution to Reformation Era	<i>Surasit Vithayarat</i> 94
Chapter 2.	
International labor market development and modern HR-practices	99
Gender Pay Gap of the Thai Labor Market	<i>Siriwan Saksiriruthai</i> 100
Corporative organizational management in modern innovative business	<i>Punrapha Praditpong</i> <i>Supaporn Wimonchailerk</i> 103
Entrepreneurial Leadership and Effective Management in tactical development of SME (the case of Thai silk industry)	<i>Preecha Pongpeng</i> 107
National Human Resource Development Strategy in context of ACE formation	<i>Routsukol Sunalai</i> 111
Foreign Labor Force as a reason for National budget Loss (the case of Indonesia)	<i>Kanokwan Kaewprasert</i> 114
International Labor Migration as a Factor of Economic Growth	<i>Prapoj Na Bangchang</i> 117
Urbanization as a factor for ASEAN economic development (example of Indonesia)	<i>Ladaporn Pithuk</i> 120
Innovative Approaches to Cooperation within the Innovative Education Chain	<i>Chin Tangtarntana</i> 126
The Comparison of Saving Factors in the Employed Population	<i>Varangkana Chitraphan</i> 128
School performance and Financial Adequacy: Evidence from Thailand	<i>Runglaksamee Rodkam</i> 131
Economic regulation in terms of the multinational entrepreneurship development	<i>Wipanee Maen-in</i> 133
Innovations in Thailand banking Industry development: unlimited source or endless problems	<i>Charawee Butumrung</i> 139
Mathematics in Economic Analysis: What is its Role?	<i>Pittaya Klongkratoke</i> 142
The Marketing Communication Strategy of Thai film: Case of GTH's Studio	<i>Prakaikavin Srijinda</i> 144

Chapter 3.		
Tourism and service markets' development: issues, problems and solutions		147
Destination Branding As A Tool For Effective Tourism		
Macro-Marketing (The Case Of Bangkok, Thailand)	<i>Pisit Potjanajaruwit</i>	148
Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand)	<i>Supattra Kanchanopast</i>	153
Cashless Payment: new technologies Application in Thai tourism industry	<i>Ratsamee Ratana-u-bol</i>	156
Mega-event promotion and organization as tools of National Image-Building	<i>Narong Anurak</i>	160
Travelers' Motivation: impact of information factors in Tourists Visiting Intentions	<i>Nareenad Panbun</i>	163
Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)	<i>Phakit Treesukol</i>	167
Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence	<i>Suwimol Apapol</i>	171
Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho	<i>Poramatdha Chutimant</i>	176
Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia	<i>Siri-Orn Champatong</i>	182
Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand	<i>Mananya Meenakorn</i>	189
International Business Trends Under Impact Of Innovative Modernization	<i>Somchai Buaorong</i>	193
Economy of Thailand North-East (Isarn): local advantages and global prospects	<i>Suvimon Wajeetongratana</i> <i>Huda Wongyim</i>	196
News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok	<i>Wiroj Srihirun</i>	200
Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province	<i>Niracharapa Tongdhamachart</i>	205

Actual Economy: Social Challenges and Financial Issues in XXI century

Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand <i>Siridej Sirisomboon</i>	207
Chapter 4.	
New sources for effective economic and social development	210
State-of-the-Art and further developments in Business Model Research for Industry 4.0 <i>Richard Stechow, Magdalena Mißler-Behr</i>	211
An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0 <i>Katharina Hobusch, Magdalena Mißler-Behr</i>	217
Methodological Features Of Modeling GRP Production In The Northern And Arctic Regions <i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	222
Estimation of projected changes in the geological environment that affect the economy: new formulation of the problem and results of the study <i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	226
Corporate tax as a direct tool for supporting the public sector in the Slovak Republic <i>Jana Kušnirová</i>	229
City as an Object of Ecological and Economic Researches: the Example of Russian Cities <i>Shcherbakova Nadezhda Viktorovna, Khaikin Mark Mikhailovich</i>	232
Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory <i>Mokeeva Tatiana Vasilievna</i>	235
Investments in human capital: Effectiveness of investment in higher education in Russia <i>Y.Y. Kuporov, EA Avduyevskaya</i>	236
Aspects of Globalization Impact on Economic and Financial Processes <i>Volkova Nadejda V., Guzikova Ludmila A., Olga S. Nadezhina</i>	240
A Model Of Economic Growth, Including Taxation And Public Sector <i>Chernogorskiy Sergey A., Shvetsov Konstantin Vladimirovich</i>	241
Chapter 5.	
National eco-social system progress: challenges and promising	243
Illicit Capital Flow: Evaluation And Forecasting <i>Guzikova Ludmila, Lukevich Igor, Smirnova Olga</i>	244
Optimization of the Innovation Process Management at a Manufacturing Enterprise <i>Daniel S. Demidenko, Ekaterina D. Malevskaia-Malevich, Yulia A. Dubolazova</i>	247
Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability <i>Sokolitsyn Alexander Sergeevich, Ivanov Maxim Vladimirovich, Sokolitsyna Natalya Alexandrovna</i>	256

Contradictions In Regional Innovative Activity And Ways To Overcome Them		
	<i>Degtereva Victoriia, Goncharova Natalia</i>	260
Electronic Tax Administration: Development Trends	<i>N.G. Victorova, E.N. Yevstegneev, D.U. Yablokov</i>	260
Assessment of the Housing Policy Efficiency in Russia	<i>L.A. Guzikova, A.V. Bataev, E.V. Plotnikova</i>	262
Problems of Trade Financing in the Russian Federation	<i>L.V. Nikolova, M.D. Velikova, P.S.Serov</i>	265
Environmental protection by environmental taxes	<i>Juraj Válek</i>	268
The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic	<i>Marcela Rabatinová</i>	272
Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity	<i>Kovaleva E.A., Bogacheva T.V., Kutlyeva G.M.</i>	276
Chapter 6		
Actual economy: local solutions for global challenges		279
The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union	<i>Gonda Vladimír, Adamovský Peter</i>	280
Assessing The Impact Of Fossil Fuel Production On Territorial Economic Development	<i>O. E. Kichigin</i>	283
The Microeconomic and Macroeconomic Contexts of Remittances	<i>Magdaléna Přívarová, Andrej Přivara</i>	286
Impact of fiscal measures on the costs and consequences of unemployment	<i>Marta Martincová</i>	288
Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle	<i>Ján Lisý</i>	291
The Sustainable Economic Development Of Kazakhstan Through Improving Ecological State Of The Country	<i>I. Onyusheva, S. Kalenova, R. Nurzhaubayeva</i>	293
Comparison Of The Monetary Policy Of The Visegrad Four Countries In Terms Of Its Impact On The Economic Cycle	<i>Veronika Piovarčiová</i>	296
Human capital as an important aspect of the green economy	<i>Anufriev Valery, Kaminov Aitkali</i>	299
Evaluating The State Of Eco-Economy Of Kazakhstan	<i>S. Kalenova, I. Onyusheva, G. Yerubayeva</i>	301
How Taxation Affects Financial Decisions of a Firm in an Open Economy	<i>S.A. Chernogorskiy, K.V. Shvetsov, L.L. Pokrovskaya</i>	304

Chapter 7.		
Environmental issues of global economy development		305
Assessment of the reproduction process of agricultural enterprises		
	<i>M. F. Tyapkina, E.A. Ilina</i>	306
Key Performance Indicators in the Public Procurement Management: National Aspect		
	<i>E.Zolochevskaya, E.Popova, E.Medyakova</i>	310
The Activation Of The Investment Process In The Agrarian Sector Of The Republic Of Crimea		
	<i>Mochalina Olga Sergeevna</i>	314
Adaptability as a Tool for Managing an Enterprise in a Turbulent External Environment		
	<i>Alexey Shmatko, Valery Yanovskiy, Lubov' Shamina</i>	314
Change Of Financial Behavior Paradigm Of The Stock Market Subjects		
	<i>Kostyntine Malysenko, Vadim Malysenko, Elena Ponomareva</i>	319
Assessment of conditions of stationary state of the cities in the region due to the system approach		
	<i>Pakhomova Anna Ivanovna, Buryakov Stepan Anatolyevich, Degtyaryova Tatiana Viktorovna</i>	322
Public-private partnership as a tool for sea-ports' investment attractiveness increasing		
	<i>Ostovskaya Anastasiya Andreevna</i>	326
Attractiveness of the Arctic zone and the northern territories of Russia for migrants		326
	<i>Druzhinina Irina, Kurushina Elena, Kurushina Victoria</i>	
Government expenditures on education in The XXI century: quantitative evaluation and Limits of rationality		
	<i>Kharchenko Ivan, Kharchenko Lana</i>	330
Effective management of coal industry as a condition of rational subsoil		
	<i>Aliya Medebayeva</i>	334
MNCs as a factor for governance modernizing in XX century		
	<i>Denis Ushakov</i>	335
Small and Medium Business Owners and Constructs of Entrepreneurs: A Case Study of Thai Business Owners in Southern California, USA		
	<i>Yingsak Vanpetch, Mahachai Sattayathamrongthian</i>	340

References

- Anuman Chantawong 2004 Factors Affecting Demand and Supply of Purified Palm Oil Industry in Thailand. Master of Economics (Business Economics) Major Field Business Economics, Department of Economics. Thesis Kasetsart University Department of Agricultural Extension. Academics document, palm oil, Ministry of Agriculture and Cooperatives.2537.
- Nitipa Worrapantrakul 1998 An Analysis of Market Structure of Soybean Oil in Thailand, 1996 Master of Science (Agriculture Economic), Major Field Agricultural Economic, Department of agricultural and Resource Economic. Thesis Kasetsart University
- Prachachat Busines 2007. "Palm oil shortage or on the rise" Bangkok,10 December 2007,pp3-5
- Rungsan Hataiser. " Cointegration and Error Correction Approach : New choice of application for model of macro- economics of Thailand." Economics Journal of Thammasart, 13rd year, vol. no. 3 (September, 1995): 20-55
- Supakorn Kamlamert (1998) A Study on Structure and Factors Affecting the Price of Diesel Oil in Thailand. Master of Science (Business Economics), Major Field Business Economics, Department of Economics. Thesis Kasetsart University
- W. Mingmaneeaki, Principle of Microeconomic. Bangkok: Thai Wattana Panich Office of Agricultural Economics, 2012

Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Thai Movies Presented in EGV Seacon Bangkae cinema

Pongsawee Supanonth

Faculty of Management Science,
SuanSunandhaRajabhat University, Bangkok,
Thailand

pongsawee.su@ssru.ac.th

Abstract

This study aims to investigate the consumer behavior and marketing mixed factor effect on consumer decision making for movies presented in EGV seacon bangkae cinema . The research method will using quantitative research, data was collected by questionnaires distributed to the audience in the EGV seacon bangkae cinema for 400 sample by accidental sampling technique. Data was analyzed by descriptive statistic including percentage, mean, standard deviation and inferential statistic including: Independent t-test for hypothesis testing. The results showed that marketing mixed factors affecting consumer decision making for movies presented in EGV seacon bangkae cinema by gender as different as less than the 0.05 significance level. It was found that the main actor , promotion of EGV seacon bangkae cinema, facility of watching movies, kind of movie and quality of theater respectively had a vital influence on their attention and response which makes the advertisement more attractive is in harmony with the research hypotheses also.

Key-words Behavior, Marketing Mixed Factor, Resonance, Consumer Decision Making, EGV Seacon Bangkae cinema

Introduction

The beginning of the film formed in May 2398. When the film was, first movie was produced by Alexander Parked Britain later in the year until the year. 2435 the developer has produced a film projector by Thomas A. Edison regard the movie was filmed and released by the publisher and that is an evolution of the film & movie and a movie projector. Thus, it happened the film story about dance in various forms to film the first time. Edwin Porter, in the year. 2446 appear to have been very popular in the time and can be seen clearly more than the black and white film has no sound it become a film with the colors and sounds in the modern era.

In Thailand from there the film for the first time in years, Prof. Marchovsky 2440 by a Frenchman, an animated film called Parisian circulation Cinema Autograph at the grand theatre's grandson. Since then, Thailand has a movie ever to film to Thailand and many foreign films a day

The past and the present for over 100 years, the film has developed steadily and creatively coupled with a positive response from people in society continue sand finally, the person involve the film has to set a role on social issues to prevent a number of such entertainment. The film is cheap entertainment that help people get pleasure from imagining the rush on film to supplement additives is missing or can occur from real life of our people. The film society can lead to valuable content about environmental occur in each period and evolved products rich to help promote the economy into industry revenue for the country is magnificent Because the film is not just entertaining for groups only but the entertainment business that have value to the owner and those involved in the movie business can earn enormous and so on

It can be seen that the film comes in many social aspects together but the film also features specific examples, it is undeniable that the "media" kind of influence on the daily lives of people for a long time and when the film into the modern era, which is communication without borders. The key features of such films are linked to the status of a movie became. "Entertainment Business". This is due to the expectation of producing a film with any changes from the original to meet the needs of investors and consumers or audiences are interest in more movies. This results in a more productive way as can be seen from a variety of film genres, variety film came in with a mechanical system to produce clear. The status of the film, thus, changing the film industry as a fully film business.

From past to present For over 100years, the Thai Movies are developing and innovating continuously. Coupled with a positive response from people in society continues. And finally, the film has to have a role on social issues. A number of such entertainment. The film is an entertainment medium is to help people get pleasure from fantasy to life on film. .Additives to enhance the social aspect missing movies can be a valuable contents on the environment that occurs each period. The economic, social, political and cultural events of the past or news on a daily basis to communicate with people in society. The study People who are interested in learning film production from various educational institutions of art films to convey the beauty of art and help strengthen national identity. It has been regarded as the seventh art. To help promote the economy into industry revenue for the country gracefully. Because the film is not only entertainment for groups only. But the entertainment business that has value to the business owners and those involved in the movie business. Can earn enormous

EGV (EGV - Entertain Golden Village), a subsidiary of one of the theater business. Operated by the company EGV Entertainment Plc , started from the Foreign Investment andThailand by MrPoolvorlaks and his family Poolvorlaks with the Golden Heart of the West. Hong Kong and Village Roadshow in Australia. The use of trade names in the first Entertain Golden Village International (EGV) opened its first branch at the Mall Future Park Bang kae since 2537 under the name Bang EGV 10 a total of 10 plants (in particular. plant 3 is a two-story garage and a sound system THX) to promote the first time. Cinema in the world

And that the EGV cinema is the first in a multi-plex. The change in cinema system from a single plant or a plant Stand Alone There is many small theaters and reinforced by a digital sound system. Located inside the mall With ticket sales Ticket reservations and seat selection by computer. Then, in early 2543, EGV opened branches in the country's first multi-plex theater. Until the year 2547 Major Cineplex became the largest shareholder of the company EGV Entertainment Plc (Company) and embark divestiture. To withdraw from the stock exchange official.

The researcher is interested in researching the matter. "Consumer behavior has on the current movie: a case study cinema subsidiary EGV" to study the behavior of the audience to watch the films screened at the EGV Seacon Bangkae cinema. This is one factor that makes a significant contribution to the observations of the researchers in the current response of the audience that has continued for the film outside of the EGV.

Literature review

A. The Concept of Consumer Behavior

Consumer behavior is an individual's purchase and consumption decisions, influenced by culture, social class, and reference group. Customer retention is the rate at which customers remain engaged with an organization through renewals or continuing to purchase new products or services from the same organization. Customer loyalty is the desire of the customer to remain with an organization because of the value the customer receives in product, quality, sales support, and availability. Loyalty exists as behavioral or attitudinal.

Behavioral loyalty exists when a customer engages in the repetitive purchasing of an organization's products or services. Attitudinal loyalty is a consumer's bias for a brand and includes word-of-mouth advertising such as referrals. The study was limited to personal insurance. Personal insurance includes those types of insurance typically used by a household, such as homeowners' and automobile insurance. Other types of insurance include life and commercial. Personal insurance is undergoing changes in the analysis of consumers, leading to change in pricing strategy.

1. Consumer Decision Making

The review of the literature on decision-making begins with an examination of trade, economics and behavioral finance positions relevant to the aforementioned aims and constraints. The behavioral decision research approach is presented first because it may Consumers often act on information that is less than complete and far from perfect. As a result, they are often faced with at least some degree of risk or uncertainty in their purchasing decisions. However, risk is not the only factor consumers are sensitive to in the context of an Internet purchase; the perceived benefit provides consumers with an incentive for purchase behavior. Combining perceived risk and perceived benefit, Tarpey and Peter provided a valence framework which assumes that consumers perceive products as having both positive and negative attributes, and accordingly consumers make decisions to maximize the net valence resulting from the negative and positive attributes of the decision. This framework is consistent with Lewin's and Bilker's and theories, which provide a theoretical framework for this study.

2. Purchase and Intention to Purchase

Drawing on the Technology Acceptance Model, Theory of Reasoned Action, and Theory of Planned Behavior many e-commerce studies have shown that consumer intentions to engage in online transactions are a significant predictor of consumers' actual participation in e-commerce transactions. The relationship between intention and behavior is based on the assumption that human beings attempt to make rational decisions based on the information available to them. Thus, a person's behavioral intention to perform (or not to perform) a behavior is the immediate determinant of that person's actual behavior. Based on the intention-behavior relationship, we argue that behavioral intention, or more specifically intention to purchase (INTENTION) from a certain vendor through the Web, is a predictor of a consumer's actual behavior or purchase decision (PURCHASE).

3. Perceived Risk (RISK)

A consumers' perceived risk is an important barrier for online consumers who are considering whether to make an online purchase. In this study we define perceived risk (RISK) as a consumer's belief about the potential uncertain negative outcomes from the online transaction. Since the concept of perceived risk appeared in the marketing literature, various types of risk have been identified and. For example, Jacoby and Kaplan identified seven types of risks: financial, performance, physical, psychological, social, time, and opportunity cost risk. In the case of Web shopping, three types of risk are said to be predominant financial risk, product risk, and information risk (security and privacy). [5] Product risk is associated with the product itself; for example the product may turn out to be defective. Financial risk, including opportunity cost and time, is related not to the product but to the marketing channel (the Internet); for example the online transaction may be duplicated because of technological error or unintended double-click the purchase button. Information risk is associated with transaction security and privacy; for example, the requirement that a consumer submits credit card information through the Internet can evoke apprehension due to the possibility of credit card fraud. A consumer's perceived risk has been found to influence his or her online decisions [4]. It is common for a customer who is making an online transaction to be reluctant to purchase on the Web because the sense of risk may be overwhelming when compared to the traditional mode of shopping. In the case of a brick-and-mortar retail store (e.g., Wal-Mart), consumers can walk into the store and usually touch, feel, and

even try the product before deciding whether to purchase it. This immediately reduces the amount of perceived risk, and probably strengthens customers' positive opinions about the brick-and-mortar stores. In contrast, when purchasing from an Internet store, a customer has to provide substantial personal information, including address, phone number, and even confidential credit card information. After providing the necessary information, the shopper can only hope that the transaction will be processed completely and accurately. In most cases, he or she has to wait for days until the product or service is delivered and the transaction completed. Thus, it should not be surprising that consumers will be attentive to risk in online transactions, and such risk may influence their decisions about whether or not to purchase from an online vendor.

The selection of movies is considered a leisure activity that most people are motivated to participate in. Austin has discussed this issue with the classification of motivation people who make movies into three categories.

B. Marketing Mixed

From this research on consumer behavior has on the current movie case study on EGV seaconbangkae cinema" which will induce consumers as audiences turn to movies to stream out more or to make a movie out of the stream known by more people. It is very important to be part of the marketing films (4 P's) to help to attract people to watch films outside the stream. Services (Product or service) Chusit Chuchat referred to Nattatinejaiyen describes the product characteristics that include the following.

Basis of design (Basic Design) such as the T's aero components such means of cinemas in small, medium or large facilities abroad in cinema much.

Presentation (Presentation) to create an atmosphere and environment in cinema to the heart, such as pan con beautiful landscaping in boosting the public in cinema. The hall is beautiful Dressing and other area locations.

Services (Services) good service. J. motto for the service. And great personalities as a key component in delivering products to customers.

All (Brand) brand of products is well known. And a great Imagery The impression to the people.

For products related to the movie theater. Gibraltar is part of the five additional reasons included below.

The impression and the environment in cinema.

The facilities and services such as restaurants, recreational activities and transportation systems. Souvenir shop

Access to the source convenience and speed of travel is an important one. Therefore, access to sources require building production fundamentals such as roads, airport, port, railway vehicles and safety vehicles that are promoted by the central government. These are able to meet the demand. Interests of Consumers and affect the movie. Or in the consumer's home.

Price (price) for cases related to movies, including price. The fee for the movie discount duration of the payment value and appropriate that consumers are willing to pay to watch movies in theaters first time.

Channels of distribution (Place) are many products available and easy to purchase, it will allow consumers to assess what types of channels offered. It may influence the perceived image of the product. Which in this case means Convenient to watch movies in theaters and in homes of consumers. Organisms are classified into two categories.

Cinema means bringing out the movie theaters has set out - and the day of the screening. The exact time Consumers need to watch out.

Sales and rental of films means a store that sells. Or rental of films, DVDs, VCDs, which consumers will have the convenience of watching at home or in private. It requires a device to project itself is VCD, DVD and television.

Promotion (Promotion) promoting, marketing strategies can influence consumer purchase decisions every step of the process in to the news marketers to be "reminded" that the consumer knows he has a problem. Product marketers can be solved, and it can deliver more value to its competitors. When news of purchase to confirm that the correct purchasing decisions of customers consists of the five events.

Promotion (Sales Promotion), often in combination with advertising and sales. The staff act together. Promotion to the Bhagavad Bridges. Includes various activities, including the use of sample (Sample) Card promotion or coupon (Coupon) offering discounts (Price Packs) offering premium

(Premium) to stamp stored redeem (Trading Stamp) and. Send lottery sweepstakes (Sweepstake), in addition to promotion to the Bridges Bhagavad ago. May promote to the middleman or sales. By means of a special discount or distribute its grant to the mediator. Prize money (Bonus) competition between sales staff, etc.

PR (Public Relations) and publishing (Publicity) as a tool for promoting the market. The objective is to build a Thomas Federation of the public that are associated with the direct business, which include the Bridget Bhagavad dealers, employees, government and the public, the other by the civil Thomas Federation have. Its main aim is to build the imagination of businesses to feel good in the eyes of the general public rather than promotion.

Direct Marketing (Direct Marketing or Direct Response Marketing and Marketing Direct (Online Marketing) to communicate with the target to the enemy's response (Response) directly during the consultation refers to various methodologies. Marketing used to promote products directly to the fiddle and causes immediate response include telephone sales, sales using direct mail, sales by catalog, telephone sales, radio or newspapers, which attract the other hand. A response such as coupon redemption.

In conclusion, the concept of marketing that affects the movies. Consumer behavior is related to the decision-making process to acquire products and services that meet consumers' needs in various fields. In behavioral studies researchers have introduced the concept the behavior of the current movie with the respondents

Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province

Sakapas Saengchai

Faculty of Humanities and Social Sciences, Suan
Sunandha Rajabhat University, Bangkok, Thailand

sakapas.sa@ssru.ac.th

Abstract

The study of development of trading services on Thai border transport in ASEAN Free Trade Area, case study Ranong province. There are aims to study and analyze the expansion of trade links Transport of Thailand border. In the framework of cooperation and agreement of the ASEAN Free Trade Area and the ASEAN Economic Community. There is qualitative study which collection data from observation involved, depth interviews, discussion groups, government officials, entrepreneurs and people in Ranong province. The study indicated that the development of commercial transportation services is 1) Cross Border Supply has expanded transit of goods by sea and developing a deep water port in the cross-border transport services. Including transport links, with transport by land, 2) Consumption Abroad that Ranong is the border area to contact, investment, transactions, trade on coastal shipping. To connect with entrepreneurs and venture overseas to Thailand, 3) Commercial Presence establishment of centers providing freight and other services in ASEAN with the collaboration of public and private sector and 4) Presence of Natural Person has movement and personnel exchanges for state sector, professionals on transportation services and labor between ASEAN countries. To develop the knowledge, skills, abilities, potential for collaboration. And to strengthen cooperation in trade, economic development has the strengthening of the ASEAN Free Trade Area.

Key-words Development, Service, Transport, ASEAN