

Paper Review

The paper I chose to write about is “Why is popcorn so expensive at the Cinema? The Case of Thailand. The paper discusses the price of popcorn and pop drinks or ‘concession price’. The objective of this paper is to find out why the concession price is so high and whether a high concession price that most cinemas adopt nowadays is a good pricing strategy or not? The research is conducted with primary and secondary data. Including the surveys of 502 people and related research and journal, also information from Thailand's cinema. From what I read, there are some strengths and weaknesses spotted in this paper.

I think the strength of this paper is that there are figures that help the reader to see facts in picture and also there are explanations of those figures to explain further more. The explanations are clear and concrete. Another strength is there are direct interviews from the marketing director of SF Cinema city which makes the reader see some of the insights. Moreover, I think the paper widens the readers' view of pricing strategy and how cinemas cover their cost. Personally, I like how the author wrote the background and some of popcorn history which I think make me as a reader feel that the paper is relatable, interesting and not too difficult to read.

The weakness I spotted is that even though the paper included more than 500 collected samples, it did not mention the age group, occupation, income of the samples which might make the result not as precise as it should be. Moreover, it is interesting that the interview of SF cinema city's marketing director is included, but there is not much information about it. I think the author should include more interviews because it is information from the insight. Lastly, I think the theoretical framework part is a little bit confusing and difficult to follow, however after reading up to Game theory Model, the information became more understandable.

Finally, the research question is answered by gathering information that the pricing strategy that Thailand's cinemas are using is still the most suitable strategy for now.