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Comments on past seminar:

Why is Popcorn So Expensive at the Cinema? The Case of Thailand

According to most people's beliefs about their less surplus due to the expensive popcorn in the cinemas, this seminar would like to examine the strategy that has been adopted by most of the cinemas, which are low-priced tickets and high-priced concessions, particularly in the case of Thailand. The research also would like to prove whether a high concession price nowadays is a good pricing strategy for firms or not. Both primary and secondary sources of data were employed in this study. A total number of 502 surveys self-administered questionnaires, which I perceive as an acceptable amount, were launched for gathering the primary data, while The related research and journal and Thailand's cinema information will be used in the analysis as secondary sources.

The author applied Game Theory and two-part tariff in price discrimination as theoretical frameworks for this study which I consider them as appropiate theories to demonstrate and prove how this pricing strategy could be a Subgame Perfect Nash equilibrium which eventually contribute to convinced results. By using Game Theory, the outcome obviously shows that the cinema is moving toward the right direction. This paper would be beneficial to both producers since it indicates that, despite the high prices of popcorn and the other products provided by the cinema aside from its movies, the customers tend to be satisfied while the cinemas reach the highest profit simultaneously.

However, the author's interpretation might not be totally accurate since she took only one type of customer group into account which is the normal one in this model. These results might not cover the other levels of customers or other types of cinemas. The author did not identify the research gap clearly. Thus stating it clearly would better explain how can this seminar fill those gaps. Also, a larger number of respondents in her surveys would yield more robust results.