

# Research Motivation



Shin Kong Cinemas Taoyuan in Qingpu is the first complex cinema in Taoyuan, combining entertainment, movies, and shopping. This study aims to explore the reasons behind its ability to stand out in the diverse entertainment market.

Qingpu Xinguang Cinema combines the high-speed railway with surrounding facilities: Xpark Aquarium, Huatai Famous City, etc. to form a large-scale entertainment settlement. Featuring Dolby Cinema, theme theaters and complex shopping malls, it has transformed into an immersive entertainment center integrating movies, shopping and leisure.

# Research Objectives



- To introduce the business model of Shin Kong Cinemas Taoyuan (Qingpu).
- To explore the marketing strategies of Shin Kong Cinemas Taoyuan (Qingpu).
- To understand consumer experience and customer value through a questionnaire survey.
- To provide the operator with future business recommendations based on the results of the questionnaire analysis.

# Marketing Strategy

- Experiential movie-watching positioning
- Business circle tandem strategy
- Young ethnic group orientation
- Peripheral commodity management
- Community and topic marketing

## Analysis of research

(literature discussion question, volume analysis)

### Segmentation

(市場區隔)

- Top experience family
- Family leisure family
- Film and television technology control
- Love anime people
- Sightseeing Shunyou family

### Targeting

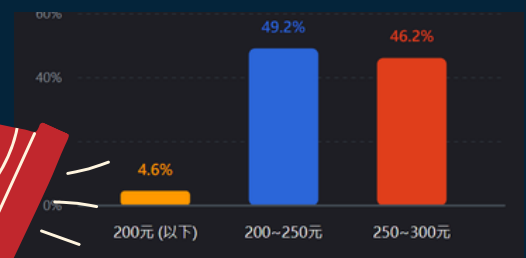
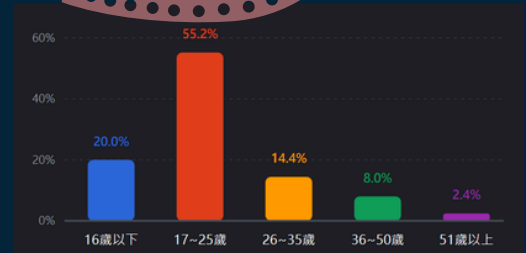
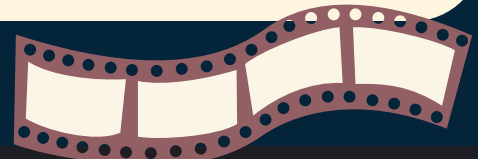
(目標市場)

- Young people aged 20-45 have spending power.
- Consumer groups who attach importance to "entertainment experience" and care about the environment and service quality
- Parent-child family

### Positioning

(品牌定位)

A composite cinema that combines life entertainment and immersive experience



Shin Kong Cinemas positions itself as a "hybrid cinema" combining entertainment and shopping mall elements. In marketing, it has established a comprehensive market promotion strategy through movie-branded merchandise, diverse online and offline ticketing channels, and cross-industry promotional collaborations.

It targets a young demographic that values a pleasant and comfortable experience. Multiple target consumers have expressed high satisfaction with the overall service quality of the cinema.

Optimization suggestions include flexible pricing and bundled offers, bundled marketing of food and beverage services with merchandise, integration of multiple payment methods, digital flow management, and improved customer flow.

The cinema faces internal and external challenges:  
 Internal – The chain is relatively small and operating costs are high.  
 External – It faces fierce competition from traditional commercial districts and changes in consumer behavior brought about by the rise of online streaming platforms.  
 Furthermore, the current ticket prices of 330 to 620 yuan are somewhat different from consumers' general expectations.