

THESIS TITLE	PERCEPTION ON MARKETING COMMUNICATION AFFECTING IMAGE OF MISS GRAND THAILAND BEAUTY PAGEANT
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ABSTRACT

This research titled “Perception on Marketing Communication Affecting Image of Miss Grand Thailand Beauty Pageant”. The method used in the study was quantitative research that collected the data from the sample of population in survey by online questionnaires. The objectives of the study were to study the demographic that affecting image of Miss Grand Thailand beauty pageant, study perception of follower of Miss Grand Thailand, marketing communication of Miss Grand Thailand and communication of Miss Grand Thailand affecting image. The sample size for this study is 400 participants who are like of Miss Grand Thailand Facebook page and follow Miss Grand Thailand Beauty pageant on Facebook page Miss Grand Thailand. The statistical analysis used for this study were percentage, mean, standard deviation (S.D.), t-test, One-way ANOVA, Pearson Product Moment Correlation Coefficient and multiple regression analysis.

The results showed that demographic characteristics of the respondents were males who have 21-30 years old and be single in marital status with bachelor's degree. Most of them works as employee in private companies and earned average monthly incomes of 10,001-20,000 THB. In addition, almost of all stay in Bangkok.

The perception about Miss Grand Thailand and the marketing communication that affecting image of Miss Grand Thailand on overall with a level of awareness is the middle.

And the perception about Miss Grand Thailand on product side, advertising, public relation, viral marketing and merchandising had relationship with image of Miss Grand Thailand.