

The Decision Making of Students to Study at Rajabhat University in Thailand

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Abstract : The research objective was to study the integrated marketing communication strategy that is affecting the student's decision making to study at Rajabhat University in Thailand. This research is a quantitative research. The sampling for this study is the first year students of Rajabhat University for 400 sampling. The data collection is made by a questionnaire. The data analysis by the descriptive statistic include frequency, percentage, mean and standardization and influence statistic as the multiple regression. The results show that integrated marketing communication including the advertising, public relation, sale promotion is important and significant with the student's making decision in terms of brand awareness and brand recognized. The university scholar and word of mouth have an impact on decision-making of the student. The direct marketing such as Facebook also relate to the student decision. In addition, we found that the marketing communication budget, university brand positioning and university mission have the direct effect on the marketing communication.

Keywords : decision making of higher education, integrated marketing communication, rajabhat university, social media

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