

## Customer Satisfaction for Integrated Marketing Communication in Department Store Chiang Mai Province

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**Abstract :** This paper aims to study integrated marketing communication (IMC) of department store in Chiang Mai with the object to understand how department stores manage communication in order to inform customer and how customers react to the received information. We study the example of 300 customers both Thai and foreigners who received the given information from the department stores and the reactions of these customers. This paper shows Central festival is the top destination to visit for Thai customers. On the other hand, Central Plaza is favored by foreign customers. However, all department stores need to use more IMC to make awareness for customer.

**Keywords :** integrated marketing communication, satisfaction, department store, consumer

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