

Sompong Sengmanee 2013: The Effectiveness of Online Integrated Marketing Communication on Attitude, Behavior and Satisfaction among Tourists in Chanthaburi. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph.D. 134 pages.

The purpose of this research was to study the effectiveness of online integrated marketing communication (IMC) on attitude, behavior and satisfaction among tourists in Chanthaburi. Questionnaires were used to collect survey data from 400 tourists people aged 15-60 years old in Chanthaburi. Analysis and data processing methods included frequency, percentage, mean, standard deviation and multiple regression analysis at a statistically significant level of 0.05.

The result of study found that online IMC tools the tourists' attitudes are online advertising ($\beta = .311$) Online Personal Selling ($\beta = .200$) and Online Sale Promotion ($\beta = .218$). The online IMC tool affecting behavior in tourism is Online Sale Promotion ($\beta = 2.173$) and the online IMC tool affecting satisfaction in tourism is Online Public Relations ($\beta = 2.766$). Consequently the organizations involving in the tourism in Chanthaburi Province should use this result to plan the Chanthaburi tourism more effectively.

Student's signature

Thesis Advisor's signature