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PRAVIT CHITNARAPONG : THE ROLE OF THE THAILAND MARKETING AWARDS IN MARKETING COMMUNICATION AMONG GRANTED COMPANIES. THESIS ADVISOR : ASSO. PROF. NANTAWAN SUSHATO, Ph.D. 207 PP. ISBN 974-636-587-8

The objective of this research was to investigate the role of the "Thailand Marketing Award", and its significance in marketing communication of the granted companies. In-depth interviews of the company executives concerning their motivation to participating in the award competition were conducted. Media professionals' opinions towards their role as a disseminating channel of the award and the granted companies' public images was also taken into consideration for the analysis.

Findings indicated that an integration of award winning into their marketing communication strategies by all the 5 companies varied due to size and reputation of the organization, types of products, and characteristics of their prospects. All of them, more or less, were benefited by the award in facilitating and promoting their employees' morale and job motivation as well as their corporate and product images. The companies with small sizes and less publicly known like ProSoft, however, were found to add the award value as asset to their advertising activities, sales promotion and personal selling the most.

It was also found that there was a variation in the companies' motivation to the competition. Some of them claimed to be persuaded by business friends while others needed either the award as their business assurance, or as a testimonial of their marketing plans by qualified experts, and as a need for promoting their reputations and good corporate images.

An analysis of the media opinion and their performance showed that their cooperation and participation in promoting the images of the award and the granted companies was due to their recognition of the credibility and reputation of the institutions and the award committee.

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