

Khanathip Jirasanyansagul 2014: An Integrated Marketing Communication of Sport Associations in the Professional Sport Development Plan. Doctor of Philosophy (Sports Science), Major Field: Sports Science, Faculty of Sports Science.  
Thesis Advisor: Mr. Phongsak Sawadikeat, Ph.D. 200 pages.

The purposes of this study were to find out the factors supported integrated marketing communications (IMC) of sports associations in the professional sport development Plan, and to create framework of integrated marketing communications of sports associations in Thailand. The research methodology used in-depth interviews of CEOs in thirteen sports associations for professional sports in Thailand and ten IMCs experts in Thailand about factors supported integrated marketing communications. 400 participants who were spectators, athletics and staff sport team answered the survey questionnaire of marketing communication relating behaviors. The statistics used in data analysis were mean, standard deviation and factor analysis.

Result first, the factors supported IMC of sports association were planning, tools, budget, timing and evaluating of processing. Second, factors that affect the decision making in participation include 6 factors, which explained 55.85 % of the variance. Factor 1, licensing and sponsorship, includes 8 items such as commercial value, sport logo and integrative promotion benefits and distinctive features (11.22%). Factor 2, personal contact and incentive, includes 12 items such as brand ambassador and incentive activities (10.82%). Factor 3, mass media, includes 9 items such as advertising and publicity (10.49%). Factor 4, social media, includes 5 items (8.14%). Factor 5, community relationship, includes 4 items (7.86%), and factor 6, atmospherics, includes 6 items (7.29%). Finally the model IMC of sports association presented confirmed by experts can be used efficiently.

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Thesis Advisor's signature