

Rungratsami Uengrangi 2013: Marketing Communication Factors Affecting Decision to Use Overseas Education Consultant Center among Consumers in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Natchuda Wijitjammaree, Ph.D. 167 pages.

This research aims to know Marketing Communication Strategies used in the Overseas Education Consultant Center, demographic characteristic affecting information need and exposure of marketing communication and the relationship between marketing communication exposure and decision to use overseas education consultant center among consumers in Bangkok. Using Qualitative research by the in-depth interviews. Quantitative research by using questionnaires 400 samples as a tool to collect the data, the results were as follow:

The overseas education consultant center's marketing communication strategies used 7 main marketing communication tools such as Advertising, Public relations, Sales promotion, Personal selling, Event marketing, Direct marketing and Customer service. The type of information depends on consumer's for people with ages between 14 to 17 years old, the information be directly presented to parents. And the information presentations with ages of over 18 years old will be direct to consumers who interest to study aboard.

The demographic characteristic of ages, income and major of study had affecting to information need about study aboard and the demographic characteristic of gender, ages, occupation, income, degree of study, major of study and continent had affecting to marketing communication exposure. The information need had positive relation with the marketing communication exposure and the marketing communication factors had positive relation with decision to use overseas education consultant center among consumers in Bangkok at 0.01 significant levels.

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Thesis Advisor's signature