

##4385223028 : MAJOR DEVELOPMENT COMMUNICATION

KEYWORD : MARKETING PUBLIC RELATIONS / EVENT ORGANIZING

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INTERNET FOR EVENT ORGANIZING

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The objectives of this research are to study the patterns, contents, and Marketing Public Relation strategies of the six web sites that had been promoted event organizing from the senders or web site administrator's standing point, as well as to study the perception of the audience on the Marketing Public Relations on Internet

The process of this research will be divided into two parts. The first part is to conduct "Qualitative Research" by analyzing patterns and contents of the web site, then apply the information or data resulted from the analysis to be the guideline for the in-depth interview of all the web site administrators of these 6 web sites. The second part is to conduct "Survey Research" by studying from a total of 200 samples of audiences and those who decided to purchase the show tickets. The tool used to gather the information are questionnaires, data analysis for frequency, percentage, mean, which processing via SPSS computer program.

The results are shown as follows:

1. Patterns and contents of the web site that show on entertainment website. There are two types of the purpose of patterns and contents of the web site which promoted the events. First, creating the web site to support core business that is on process. Second, creating the web site itself as the main business, which particularly emphasize on the entertainment section to promote the events, by presenting the pattern, message, picture, sound and effect, as well as picture animation. This includes the interpersonal communication; for example, Internet chat room, web board, which will be the pattern of the modernized communication on World Wide Web.

2. Strategy of transaction for every event on one single integrated web site, which is the strategy of <http://www.thaiticketmaster.com>, is the web site that has complete event details and facilitates online event ticket purchasing. This is the most effective strategy that attracts great attention from the samples. Then the others website create more strategies such as ; Strategy of activity pattern combination for each events, Strategy of event website information center and Strategy of artist value added.

3. Acknowledgement of Public Relation for events on Internet is still at the low level, and is still unable to reach the samples as much as television media, which is the most influential medium for advertising and public relation of the event.