

A Factor Analysis of Integrated Marketing Communication Influencing Decision Making to Visit Pathum Thani Province

การวิเคราะห์องค์ประกอบการสื่อสารการตลาดแบบบูรณาการที่มีอิทธิพลต่อการตัดสินใจเดินทางในจังหวัดปทุมธานี

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Abstract

For tourism, integrated marketing communication effectively builds an image. It promotes tourism by combining various communication channels to ensure consistency in terms of content, image, and the experiences that tourists will receive. The objective of this research is to examine the factors of integrated marketing communication that influence the decision to travel to Pathum Thani Province. This research employs survey research methodology. The population studied consists of tourists visiting Pathum Thani Province. A purposive sampling method was used, and the sample size was calculated using a formula at a 95% confidence level, resulting in 400 samples. The tool used for data collection in this research study is a questionnaire on the importance of integrated marketing communication on travel decisions in Pathum Thani Province, and data analysis was conducted using factor analysis and multiple regression analysis. The results of the factor analysis can be extracted into 4 components, namely creating sales stimulation activities, image creation with special activities, storytelling through reviews, and promotion through advertising. Multiple regression analysis found that image creation with special activities and promotion through advertising Influencing travel decision-making in Pathum Thani Province.

Keywords: Tourism; Integrated Marketing Communication; Factor Analysis; Pathum Thani

บทคัดย่อ

สำหรับการท่องเที่ยวการสื่อสารการตลาดแบบบูรณาการมีประสิทธิภาพในการสร้างภาพลักษณ์และส่งเสริมการท่องเที่ยวโดยการบูรณาการช่องทางการสื่อสารต่าง ๆ เพื่อให้เกิดความสอดคล้องในด้านเนื้อหา ภาพลักษณ์ และประสบการณ์ที่นักท่องเที่ยวจะได้รับ วัตถุประสงค์ของการวิจัยนี้คือการตรวจสอบปัจจัยของการสื่อสารการตลาดแบบบูรณาการที่มีอิทธิพลต่อการตัดสินใจเดินทางไปจังหวัดปทุมธานี งานวิจัยนี้ใช้ระเบียบวิธีวิจัยแบบสำรวจ ประชากรที่ศึกษาเป็นนักท่องเที่ยวที่มาเยือนจังหวัดปทุมธานี ใช้วิธีการสุ่มตัวอย่างแบบเจาะจง และขนาดตัวอย่างถูกคำนวณโดยใช้สูตรที่ระดับความเชื่อมั่น 95% จำนวน 400 ตัวอย่าง เครื่องมือที่ใช้ในการเก็บข้อมูลในงานวิจัยนี้คือแบบสอบถามเกี่ยวกับความสำคัญของการสื่อสารการตลาดแบบบูรณาการต่อการตัดสินใจเดินทางในจังหวัดปทุมธานี การวิเคราะห์ข้อมูลใช้การวิเคราะห์ปัจจัยและการวิเคราะห์การถดถอยพหุคูณ ผลการวิเคราะห์ปัจจัยสามารถแยกออกเป็น 4 องค์ประกอบ ได้แก่ การสร้างกิจกรรมกระตุ้นการขาย การสร้างภาพลักษณ์ด้วยกิจกรรมพิเศษ การเล่าเรื่องผ่านการรีวิว และการส่งเสริมการขายผ่านการโฆษณา การวิเคราะห์การถดถอยพหุคูณพบว่า การสร้างภาพลักษณ์ด้วยกิจกรรมพิเศษ และการส่งเสริมผ่านการโฆษณามีอิทธิพลต่อการตัดสินใจเดินทางในจังหวัดปทุมธานี

คำสำคัญ: การท่องเที่ยว; การสื่อสารการตลาดแบบบูรณาการ; การวิเคราะห์ปัจจัย; จังหวัดปทุมธานี



Introduction

Tourism in Thailand plays a crucial role in driving the economy, contributing to half of the country's economic growth. Before the COVID-19 pandemic, tourism generates over three trillion baht in revenue, with approximately one trillion baht coming from domestic tourism (Ministry of Tourism and Sports, 2020). To remain competitive and improve its tourism competitiveness index, Thailand is focusing on enhancing its tourism sector, as outlined in the 13th National Economic and Social Development Plan, where tourism is positioned as the second pillar to transform the country into a quality and sustainable destination. Despite the recent recovery from the COVID-19 pandemic, Thailand aims to generate 1-1.5 trillion baht in tourism revenue by 2022, targeting 10 million international tourists and 120 million domestic trips. The focus is on stimulating domestic tourism to offset potential losses if the international market faces further disruptions due to the pandemic (World Tourism Organi-

zation, 2020). Globally, many countries are leveraging their cultural assets to market products and services, using culture as a unique selling point to attract international tourists. Thailand's rich cultural heritage aligns with the creative economy, positioning the country as a leader in cultural tourism. This form of tourism appeals to travellers seeking meaningful experiences and knowledge about heritage, traditions, and local culture. It provides opportunities for tourists to explore areas with significant historical and cultural importance, learning about societal and human development through the lens of history, culture, and social values. Thailand's cultural tourism also showcases the beauty of its architecture and natural landscapes, offering insights into the lifestyles and living conditions of different eras.

Pathum Thani Province, part of the Bangkok Metropolitan Region, boasts a diverse range of tourism resources, including historical, ancient, religious, and natural sites, as well as

entertainment areas rich in arts and culture. Pathum Thani boasts a rich history, with roots in the Mon settlement era during Ayutthaya. Iconic landmarks like Wat Chedi Hoy and Wat Panyanantaram including traditional festivals, such as Loy Krathong and Mon cultural events, showcase the unique local heritage attract local and international tourists. The province offers eco-tourism opportunities like Rangsit Canal and riverside areas along Chao Phraya River, as well as agro-tourism activities like farm stays and community-based fruit gardens. Moreover, Pathum Thani, conveniently located just an hour from Bangkok, offers easy access to major venues like Thammasat University Convention Center, making it an ideal destination for day trips and events. Dream World, Future Park Rangsit, and Bangkok New Floating Market are modern attractions that cater to a diverse range of visitors. Creative tourism development involves cultural activities like Thai dessert-making classes and Muay Thai lessons, while artistic tourism showcases contemporary art exhibitions in modern urban areas (Tourism Authority of Thailand, 2024).

Despite Pathum Thani Province's rich tourism resources, there is a lack of effective planning to fully develop its attractions and draw in tourists. Some sites lack the potential and fail to connect with broader tourist routes, limiting their ability to encourage overnight stays. Additionally, urban expansion has led to environmental degradation, including issues such as garbage and wastewater pollution (Chumat et al., 2020). Another significant factor contributing to the low number of high-quality tourists is the inadequate public relations efforts and ineffective communication channels that fail to reach the target audience (Wisedsind et al, 2018). As a result, tourists often overlook Pathum

Thani and opt to visit more popular destinations in Thailand, where integrated marketing communication plays a vital role in their decision-making process. This aligns with Ubonwan and Ampol (2022) stated that marketing communication significantly influences the tourism decisions promoted by the Tourism Authority of Thailand. For these reasons, this research seeks to explore the integrated marketing communication factors that impacts travel decisions to Pathum Thani Province, to attract more tourists to the area.

Objective

To examine the factors of integrated marketing communication that influence the decision to travel to Pathum Thani Province.

Literature review

Concepts and Theories of Integrated Marketing Communication

Abey (2024) defines integrated marketing communication (IMC) as the strategic planning of marketing communications to facilitate both direct and indirect interactions between consumers and brands. The goal is to foster a clear understanding of the brand while building strong relationships with consumers. IMC employs various methods, including advertising, sales promotions, and public relations, to ensure that communications are clear, consistent, and impactful across different messages and channels. This perspective is supported by Manfred and Stefanie (2017) who characterizes integrated marketing communication as the process of developing and utilizing multiple marketing communication elements cohesively. The aim is to attract and persuade target customers to change their behaviour in response to these invitations by effectively leveraging all types of media to engage with the intended audience.

Sermchayut (2020) conducted a study on marketing promotion strategies for community tourism, highlighting that the primary objective of such strategies is to foster positive perceptions among tourists and encourage their decision to travel. For community tourism to thrive sustainably, it is essential to utilize all five marketing tools: advertising, public relations, sales promotions, sales staff, and direct marketing. The study emphasizes the importance of showcasing the community's way of life, wisdom, and cultural roots. By effectively communicating these aspects through various media, tourists and potential visitors can develop a genuine interest in engaging with the community. Furthermore, the research underscores the necessity of preserving local conditions, including the natural environment, cultural heritage, and social dynamics. This holistic approach not only helps in branding the community as a model tourism destination but also enhances its acceptance among tourists in the long term.

Attawutthichai et al (2024) examined the impact of online marketing communication forms, online media design, and media presentation through digital channels on travel decisions to the Mae Sot border economic zone in Tak Province. Their findings indicate that online media facilitates quicker and easier access to information, making it a vital tool for influencing tourists' travel choices. The study highlights the effectiveness of various online communication methods, particularly live broadcasting, which engages audiences enjoyably and interactively. Additionally, the use of still images effectively captures attention, while video clips provide comprehensive information through both visuals and audio. The researchers also emphasize the importance of creating compelling stories (Content) across different formats. This

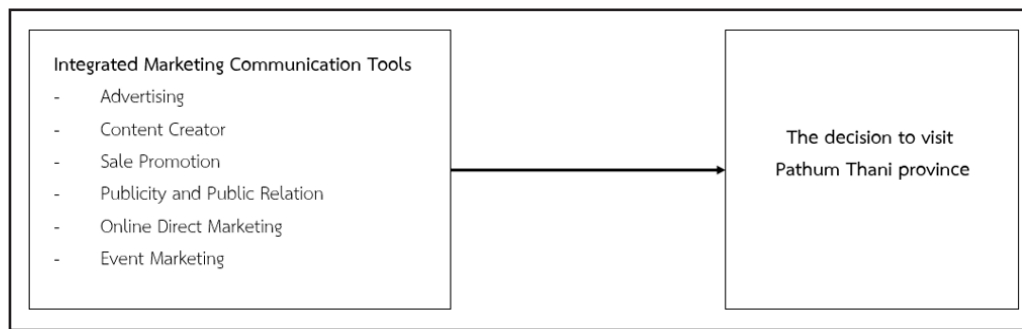
aligns with Sritham's (2017) assertion that social media significantly influences the decision-making process regarding tourist destinations in Thailand.

Wannaporn et al. (2022) studied the factors affecting experiential marketing that affect repeat tourism in Pattaya among Thai tourists. The research results found that experiential marketing is very important for repeat tourism in Pattaya by creating marketing activities to build loyalty to tourist attractions and positive repeat visits. This is consistent with the research of Chung and Buhalis (2020) who studied experiential marketing strategies that affect the decision to choose tourist attractions of foreign tourists in Chiang Mai Province. It was found that strategies for creating marketing activities that can create positive experiences affect the decision to visit.

Ployplai (2022) conducted a study on tourism discourse, revealing that various discourse strategies—such as the choice of vocabulary, perspective statements, imperative speech, causal statements, definitions of meaning, and friendly speech styles used by Thai bloggers—significantly influence travel decisions. This finding is supported by Jiwakunanan (2018), who noted that the impact of online reviews plays a crucial role in shaping travel decisions in destination provinces across Thailand.

In summary, the integrated marketing communication factors examined in this research include advertising, recommendations from content creators on social media, sales promotions, public relations, online direct marketing, and event marketing. These components are essential for effectively attracting and influencing potential tourists in their decision-making processes.

Conceptual Framework



Source: The Author

Methodology

This study employed a survey research method, targeting tourists visiting Pathum Thani Province. A purposive sampling technique was utilized to select participants. To determine the sample size, a formula was applied, achieving a total of 400 samples at a 95% confidence level. Exploratory Factor Analysis was conducted to analyze the data.

Population and Sample

The population used in this study is Thai tourists visiting Pathum Thani province, which had a total of 746,726 Thai tourists in 2021 (before the COVID-19 situation) (Ministry of Tourism and Sports, 2023). The sample size was determined using the sample size formula at a 95% confidence level as follows:

When n represents the sample size

E represents the maximum acceptable margin of error, which is equal to 0.05.

Z represents the confidence level at a statistical significance level of 0.5 or Confidence level of 95%, which is equal to 1.96. From the above formula, substituting the values into the formula gives the following.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{746,726}{1 + 746,726(0.05)^2}$$

$$n = 399.79$$

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$$n = 399.79$$

The result of the sample size calculation for this study yielded 399.79 samples. Therefore, the sample size for the research is concluded to be 400 samples, using a purposive sampling method.

Research Tools

The primary instrument for data collection in this research was a questionnaire designed to assess the importance of integrated marketing communication in influencing the decision to visit Pathum Thani Province. The questionnaire demonstrated a high index of consistency among the questions, with expert evaluations yielding a consistency index of 0.94. The overall reliability of the questionnaire was also 0.94. The content of the questionnaire comprised three parts:

1. Part 1: Basic information of the respondents including gender, age, marital status, highest education level, and income.

2. Part 2: Questions about tourism behaviour in Pathum Thani Province including reasons for travelling, period of travelling, vehicle for

travelling, and budget per day for spending.

3. Part 3: Questions about integrated marketing communication factors by using 5 levels of Likert scales. With the highest decision-making level being 5 points, a high decision-making level being 4 points. Moderate decision-making level: 3 points, low decision-making level: 2 points, and lowest decision-making level: 1 point.

4. Part 4: Question about the decision to visit Pathum Thani province factors by using 5 levels of Likert scales. With the highest decision-making level being 5 points, a high decision-making level being 4 points. Moderate decision-making level: 3 points, low decision-making level: 2 points, and lowest decision-making level: 1 point.

Data Collection

The researchers utilized a self-administered questionnaire for data collection, which was distributed via Google Forms during visits to tourist attractions in Pathum Thani Province.

Statistical Analysis

In this research, data analysis was conducted using established statistical software programs, following these steps:

1. Descriptive Analysis: The general data of the sample group were analyzed to determine their characteristics, including calculating the mean and standard deviation for the studied variables.

2. Correlation Analysis: A correlation matrix was created to analyze the relationships between pairs of variables. The Pearson correlation coefficient was used to obtain the correlation matrix for the observed variables in the integrated marketing communication component model. Additionally, Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measures of

Sampling Adequacy were utilized to ensure that the correlation matrix was significantly different from zero.

3. Factor Extraction: components were extracted from the dataset through factor analysis.

4. Factor Loading Selection: The factor loading values were examined to determine the significance of each component.

5. Factor Naming: The main factors were named based on the results of the factor analysis, reflecting the underlying themes identified in the data.

Result

The research results indicated that among the sample group of 400 participants, the majority were female (65%), with most respondents aged 30-39 years (51%). A significant portion held a bachelor's degree (75.30%), while many were single (63.50%) and employed in the private sector (69.80%). Regarding income, most participants reported monthly earnings of 30,001-40,000 baht (65.30%) and resided in the metropolitan area, including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon (43.80%). The primary reason for travelling to Pathum Thani Province was relaxation (82.30%), with most respondents travelling with family and relatives (42%) using private vehicles (90%). Most trips occurred on Saturdays and Sundays (43.80%), typically lasting one day (63.80%), with an average expenditure of 1,001-1,500 baht per day (40.80%).

The basic statistical analysis of the 20 integrated marketing communication variables revealed a mean value of 3.94 and a standard deviation of 0.90, as presented in Table 1.

Table 1

Displays the means and standard deviations for the 20 variables.

Variables	Level of Agreement	
	$\bar{X}$	SD
Television advertising	3.46	1.14
Radio advertising	3.16	1.17
Billboard advertising	3.85	0.85
Advertising on platforms like Traveloka, Booking.com, Agoda	4.06	0.86
Social media advertising on Facebook, Line, and Instagram	4.18	0.85
Search engine advertising (e.g., Google)	4.01	0.89
Influencer recommendations on social media	3.92	0.81
KOL recommendations via travel pages (e.g., Roam Alone, Asa Pha Pai Long)	4.01	0.82
Promotions such as discounts or price reductions	3.99	0.91
Membership promotions (e.g., membership cards)	3.77	0.96
Sweepstakes promotions (e.g., free travel package giveaways)	3.79	1.00
Tie-in promotions (e.g., accommodation packages with restaurant discounts)	3.90	0.89
Social media promotions	4.01	0.97
Recommendations and reviews	4.60	0.83
Live chat channels for inquiries and feedback	3.86	0.83
Personal travel privileges (e.g., discounts on accommodations or attractions)	4.03	0.90
Special activities (e.g., Rattanakosin Waterway tours, food tourism)	4.04	0.85
Participation in tourism promotion events and local fairs (e.g., Thai Travel Fair)	4.14	0.81
Sponsorship of events (e.g., sports competitions, drama filming locations)	3.95	0.90
Sales promotions through special events (e.g., free admission on public holidays)	4.07	0.85
	3.94	0.90

When the sample data were assessed for the appropriateness of factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's

Test were utilized, with the results presented in Table 2.

Table 2

Presents the values for the KMO (Kaiser-Meyer-Olkin) and Bartlett's Test.

KMO		
Kaiser-Meyer-Olkin Measure of Sampling	Adequacy	.847
Bartlett's Test of Sphericity	Approx. Chi-Square	7339.803
	df	190
	Sig.	.000

From Table 2, the KMO value was found to be .847, exceeding the threshold of .50. Additionally, Bartlett's Test yielded a Chi-Square value of 7339.803, with a significance value of .000, which is less than .05. These results indicate that all 20 integrated marketing communication variables are sufficiently related for factor analysis.

The communalities analysis indicated that the extraction of factors using the principal

factors analysis method had an initial value of 1 for all variables, signifying that these variables could account for all the variance. The extraction communalities for each variable ranged from .505 to .879, indicating that they could be categorized into any of the factors. The total variance explained is illustrated in Table 3.

Table 3

Presents the statistical values for each factor extracted from the questionnaire.

component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.028	50.139	50.139	10.028	50.139	50.139
2	2.267	11.335	61.474	2.267	11.335	61.474
3	1.317	6.585	58.058	1.317	6.585	58.058
4	1.075	5.373	73.432	1.075	5.373	73.432

From Table 3, the Initial Eigenvalues indicate that the total variance explained by the factors shows factor 1 accounts for the highest variance at 10.028, followed by factor 2 with a variance of 2.267, factor 3 with 1.317, and factor 4 with 1.075. The percentage of variance (% of Variance) for these factors is 50.139, 1.335, 6.585, and 5.373, respectively. Consequently, the cumulative percentage variance across all four

components is 73.432.

For the Rotated Component Matrix, the researchers employed the orthogonal rotation method using the varimax approach and selected factors with factor loading values greater than 0.5. The results indicated that the factor loading values changed in comparison to their values before the rotation, as presented in Table 4.

Table 4*Rotated Component Matrix*

Rotated Component Matrix				
Variables	Component			
	1	2	3	4
Discounts or price reductions on tourist attractions.	.784			
Membership promotions, such as applying for membership cards.	.760			
Sweepstakes or lucky draws for free travel packages.	.733			
Personal privileges like discounts on accommodation or entrance fees.	.716			
Advertising through billboards.	.702			
Recommendations from influential figures (KOLs) on tourism pages (e.g., Roam Alone, Asa Pha Pai Long).	.588			
Special events promotions, like free admission to temples on public holidays.		.823		
Organizing special activities, such as Rattanakosin Waterway tours and food tourism events.		.718		
Participation in tourism promotion events and local product exhibitions (e.g., Thai Travel Fair, One Tambon One Product).		.647		
Advertising via search engines like Google.		.640		
Public relations for Pathum Thani tourism through social media.		.569		
Advertising on platforms like Traveloka, Booking.com, and Agoda.			.825	
Advertising on social media channels such as Facebook, Line, and Instagram.			.766	
Providing live chat options for inquiries and feedback on websites or social media.			.628	
Influencer recommendations on social media.			.604	
Public relations through reviews and recommendations.			.556	
Joint marketing promotions, such as accommodation packages with restaurant discounts.			.545	
Advertising through radio.				.873
Advertising on television.				.863
Sponsorship of events, such as sports competitions and film locations.		.612		.676

From Table 4, the factor loading obtained from the Varimax rotation represents the correlation coefficient between each variable and the rotated factor. Variables were selected based on the highest weights and organized accordingly.

Component 1 comprises six variables with weights ranging from .588 to .784. These variables include tourism promotions such as discounts or price reductions at attractions, membership promotions (Members) like applying for a membership card, sweepstakes (Sweepstakes) for a chance to win free travel packages, personal privileges in tourism such as discounts on accommodation or entrance fees, advertising through public relations signs, and recommendations from influential figures (KOLs) on travel pages like Roam Alone and Asa Pha Pai Long. This component is named Creating Sales Stimulation Activities.

Component 2 includes six variables with weights ranging from .569 to .823. These consist of special event sales promotions, such as free visits to temples on public holidays, organizing special activities like Rattanakosin Waterway and food tourism events, participation in tourism promotion events and local product fairs or exhibitions like the Thai Travel Fair and One Tambon One Product Local Product Fair, advertising through search engines like Google, tourism promotion for Pathum Thani Province, and supporting reports for sports competitions, drama, and movie filming locations via social media. This component is named Image Creation with Special Activities.

Component 3 is made up of six variables with weights ranging from .545 to .825.

These include tourism advertising through social media platforms like Traveloka, booking.com, and Agoda; having a live chat channel for inquiries or feedback through the website or social media staff; tourism recommendations from influencers on social media; tourism promotions through recommendations or reviews; and tourism promotions via joint marketing (Tie-in Promotion), such as bundling accommodation packages with restaurant discounts. This component is named Story Telling through Reviews.

Component 4 consists of three variables with weights between .676 and .873. These include tourism advertising via radio, tourism advertising via television, and sponsorship of reports for events such as sports competitions and filming locations for dramas and movies. This component is called Promotion through Advertising.

The Results of testing marketing communication factors that influence the decision to travel in Pathum Thani Province using Multiple Regression Analysis statistics found that tolerance value had a value of 0.244 to 0.787 according to the evaluation criteria, all had a value less than 0.2 (Pedhazur, 1997). VIF had a value of 1.271 to 4.104, all had a value less than 10 (Miles and Shevlin, 2001) indicates that the independent variables that were analyzed are not related to each other, which does not cause a problem. (Multicollinearity), therefore, such data is suitable for multiple regression analysis.

Table 5*Multiple Regression Analysis*

Model	Coefficient				
	B	Std. Error	Beta	t	Sig
(Constant)	1.303	0.223		5.837	0.000
Creating Sales Stimulation Activities	0.147	0.085	0.130	1.737	0.083
Image Creation with Special Activities	0.391	0.083	0.329	4.717	0.000
Story Telling through Reviews	0.003	0.103	0.002	0.029	0.997
Promotion through Advertising	0.187	0.042	0.208	4.407	0.000
P-Value = 0.05 R = 0.555 R ² = 0.308 Adjusted R ² = 0.301					
F = 43.875 SE = 0.692 Durbin-Waston=2.095 Sig.=0.000					

From the multiple regression analysis with enter technique at table 5, there are 2 factors (image creation with special activities factor and promotion through advertising factor) influence the decision to travel in Pathum Thani province. It has a decision coefficient of 30 percent

Discussions

The research findings can be discussed to address the objectives as follows:

1. The analysis of the components of marketing communication that influence the decision to travel to Pathum Thani Province identifies four critical factors:

1.1 Sales Stimulation Activities: This involves actions or strategies to encourage the purchase of products and services, such as a discount or price-offs, membership registration, sweepstakes, and promoted those activities through promotional banners or travel recommendations from influencers. (KOL). As Phimonsonpong (2014) notes, sales promotions serve as vital tools for encouraging tourists to purchase more travel-related products and services, potentially leading to repeat purchases and increased sales for tourism businesses. This is supported by the article of

(R²=0.308) with a significance of 0.05. Considering the factors that have the greatest influence on decision making are Image Creation with Special Activities factor (Beta = 0.329), followed by Promotion through Advertising factor (Beta = 0.208)

Marium (2023) who emphasize that promotional activities, such as discounts and lucky draws incentivize tourists to visit attractions. To maximize effectiveness, these promotions should be communicated through influencers or KOLs, as highlighted by Doe & Smith (2020), who emphasizes the importance of engaging content on social media to stimulate tourism sales.

1.2 Image Creation through Special Activities: This factor refers to strategies aimed at developing a brand's image through activities that reflect its value and uniqueness to the target audience. These strategies refer to promote the image through organizing events during special occasions, to participate in tourism promotion fairs, local product exhibitions, or exhibitions with tourism advertisements through search websites or publicizing through social media. This is consistent with Hongthong's study (2017) points out that event marketing fosters shared

experiences that influence tourists' decisions. Similarly, Cuesta-Valiño et al. (2022) stated that events can be powerful tools for creating positive brand associations and enhancing brand image.

1.3 Storytelling through Reviews: This process involves sharing experiences and opinions in the form of reviews to facilitate decision-making for potential tourists. These tactics mean telling travel stories through social media or having a live chat option to inquire or comment by talking with website or social media staff, recommending travel through online social media by influencers, and promoting tourism through tie-in promotions. According to Kim & Ko (2016), storytelling through reviews conveys real experiences from a user perspective, with impactful reviews able to engage readers emotionally. This is supported by Ployplai (2022), who discusses how various rhetorical strategies in reviews influence travel decisions. Additionally, research by Ananda and Wandebori (2016) demonstrates that content created by beauty bloggers significantly impacts consumers' purchasing intentions.

1.4 Promotion through Advertising: This factor entails using advertising media to disseminate information about tourist attractions and services to capture the interest of the target audience. Advertising plays a crucial role in enhancing the visibility and awareness of tourism destinations across various channels, including television, radio, and online platforms. These strategies also include sponsoring various programs like sports competitions, filming locations for dramas, and movies. Jiang et al. (2022) emphasizes that effective advertising stimulates positive perceptions among tourists and influences their travel decisions. Furthermore, Xiong (2022) highlights that well-designed digital advertisements, characterized by appealing visuals and

relevant content, effectively influence tourist perceptions of cultural tourism. In conclusion, the results indicate that integrating these four components into marketing communication strategies can significantly impact the decision-making process for potential tourists considering travel to Pathum Thani Province.

2. The analysis of IMC's influence on travel decisions to Pathum Thani province found that there are 2 components significantly affect travel decisions to Pathum Thani province. The first component is image creation with special activities. This is consistent with Jiang (2022), who stated that the use of special promotion activities, such as short video marketing, significantly influences travel decisions by creating a favorable destination image. In addition, the research of Keke (2022) has shown that Travelers' perceptions of destinations and plans are greatly influenced by interactive material, such as that available on platforms like TikTok, particularly when combined with influencer or "Internet celebrity" marketing. The second component is promotion through advertising. The research of Frank et al. (2021) found that television remains effective for building emotional connections through vivid imagery and storytelling, which shape positive perceptions of destinations. Similarly, radio advertising, particularly local stations, effectively targets specific demographics by promoting nearby travel opportunities and events. This is consistent with Tan and Abd Halim (2021) stated that advertising-based marketing, particularly when paired with social media and user interaction, can greatly impact travel choices by improving the perception, legitimacy, and trust of a place. In summary, Advertising effectively influences travel decisions by engaging potential travelers emotionally and cognitively. Key aspects

include emotional appeal, unique activities, promotional offers, social media integration, and destination branding. High-quality visuals, unique activities, exclusive events, and limited-time offers make travel more appealing. Social media and digital integration further enhance the reach of promotional content. Consistent branding creates a strong destination identity.

Recommendation

Research Recommendations

1. Enhancing Knowledge and Skills:

It is essential to develop knowledge, understanding, and skills in communication and marketing management for individuals involved in tourism in Pathum Thani Province. This will enable the community to effectively utilize technology to attract tourists and disseminate tourism information promptly and consistently.

2. Establishing Cooperative Networks:

A collaborative network should be formed, comprising government agencies, private sectors, educational institutions, local administrative organizations, businesses, and communities. This

network should focus on a cohesive approach to overall tourism marketing communication in the province, ensuring alignment with current tourist attractions and conditions.

3. Utilizing Modern Communication Channels: Marketing communication channels should be created that leverage modern technology, including the Internet and social media, to promote the tourism identity of Pathum Thani Province effectively.

Recommendations for Future Research

1. Collecting Qualitative Data: Future research should involve gathering qualitative data from stakeholders in tourism management within Pathum Thani Province to validate the findings of this study.

2. Investigating Tourism Identity: A study should be conducted on the potential of Pathum Thani Province's tourism identity and its impact on the behaviour of target tourist groups. This can help identify unique advantages for marketing communication and enhance competitive positioning.



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