

ผลกระทบของปัจจัยด้านการสื่อสารการตลาดต่อการรับรู้
ภาพลักษณ์ของสนามบินภูเก็ตในมุมมองของผู้โดยสารชาว
ต่างประเทศ

Effects of Marketing Communication Factors on the Perception
of Phuket Airport's Image in the Opinions of Foreign Passengers

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บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาระดับความคิดเห็นของผู้โดยสารชาวต่างประเทศที่มีต่อการสื่อสารการตลาดและภาพลักษณ์ของสนามบินภูเก็ต และผลกระทบของเครื่องมือการสื่อสารการตลาดแบบบูรณาการต่อการรับรู้ภาพลักษณ์ของท่าอากาศยานภูเก็ตในมุมมองของผู้โดยสารชาวต่างประเทศ เป็นการวิจัยวิธีเชิงปริมาณ โดยกำหนดกลุ่ม

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ตัวอย่าง ได้แก่ ผู้โดยสารชาวต่างประเทศที่ใช้บริการท่าอากาศยานภูเก็ต จำนวน 400 คน โดยใช้วิธีการสุ่มตัวอย่างแบบสะดวก เครื่องมือที่ใช้ คือ แบบสอบถามผ่านการพิจารณาจากผู้ทรงคุณวุฒิ 5 คน และทดสอบจำนวน 30 ชุด มีค่าความเชื่อมั่นของแบบสอบถาม 0.98 วิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนา ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์สมการถดถอยพหุคูณ

ผลการศึกษาพบว่า 1) การสื่อสารทางการตลาดและภาพลักษณ์อยู่ในระดับมาก และ 2) เครื่องมือการสื่อสารการตลาดเชิงบูรณาการด้านการส่งเสริมการขาย การประชาสัมพันธ์ การตลาดทางตรง และการสื่อสารการตลาดการเชิงโต้ตอบแบบบูรณาการส่งผลต่อการรับรู้ภาพลักษณ์ของสนามบินภูเก็ตในมุมมองของผู้โดยสารชาวต่างประเทศ อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 โดยรวมอธิบายความแปรปรวนของการรับรู้ภาพลักษณ์ของสนามบินภูเก็ต 59% ส่งผลทิศทางบวกต่อการรับรู้ภาพลักษณ์ของสนามบินภูเก็ตในมุมมองของผู้โดยสารชาวต่างประเทศ สนามบินควรให้ความสำคัญกับการสื่อสารการตลาดเชิงโต้ตอบแบบบูรณาการในการสร้างการรับรู้ภาพลักษณ์ที่ดีในสายตาของผู้โดยสารชาวต่างประเทศ ในอนาคตบริษัทต่างๆ ควรประยุกต์ใช้เทคนิคการสื่อสารการตลาดเชิงโต้ตอบเพื่อดึงดูดและโต้ตอบกับผู้บริโภค เพื่อให้ผู้บริโภคมีส่วนร่วมโดยการสร้างความตระหนักรู้ ปรับปรุงภาพลักษณ์ หรือสร้างยอดขายสินค้าและบริการ

คำสำคัญ : การรับรู้ภาพลักษณ์ การสื่อสารการตลาด มุมมองผู้โดยสารชาวต่างชาติ

Abstract

This article aimed to study the opinions level of foreign passengers towards marketing communications and the image of Phuket Airport, and examine to the impacts of integrated marketing communication on the perception of Phuket Airport image in the perspective of foreign passengers. This research applies a quantitative method. The sample consisted of 400

foreign passengers using services of Phuket Airport. Samples were selected by a convenient sampling method. The tool used was a questionnaire reviewed by 5 experts and 30 units of try-out with the reliability of 0.98. The data were analysed using descriptive statistics, including frequency, percentage, mean, standard, deviation and inferential statistics of multiple regression analysis.

The findings revealed that : 1) marketing communication and airport image were at the high level; and 2) integrated marketing communication in sales promotion, public relations, direct marketing, and IMC interactivity had an effect on perception of Phuket Airport's image in the opinions of foreign passengers with the statistical significance level of 0.05. They mutually described the variance of perception of Phuket Airport's image by 59% which had a positive effect on the perception toward the airport's image in the opinions of foreign passengers. The airport should focus on integrated interactive market communications to create good image awareness in the eyes of international passengers. In the future, companies need interactive marketing communication techniques to attract and interact with consumers to involve consumers by raising awareness, improving image, or creating sales of products and services.

Keywords : image perception, marketing communication, foreign passengers' perspective

Introduction

Phuket International Airport has a negative image as a result of unpreparedness of the airport in the past decade. The survey result from

Skytrax (2022), an aviation research organization, evaluated the services and facilities scores given by 582 foreign passengers who used the services of the six airports of Airports of Thailand Public Company Limited (AOT), which is a state enterprise under the Ministry of Transport and Thailand's national airport management organization (AOT, 2020). According to the 10 year survey results of Skytrax airport review website during 2012-2021, it was found that Phuket International Airport had the lowest average satisfaction score of 2.09. The mentioned problems resulted in the negative image for the foreign passengers. This affected the recommendations given by them to other passengers since 80% did not suggested others use the services of Phuket International Airport (Skytrax, 2022). According to the aforementioned data, these were the causes of the problems affecting the negative image of Phuket International Airport. Therefore, it is necessary to create the positive image in order to meet the state enterprise strategic plans (the fiscal years of 2017 - 2022) regarding the operations of AOT that focus on being the world-class airport operator (AOT Operates the World's Smartest Airports) sustainably (AOT, 2020).

Image is very important for Phuket International Airport. It is accepted that the survival of the organization depends on the image (Prawira et al., 2019; Sharifsamet et al., 2020), because the image influences the success and failure of the organization in both the short and long term. If Phuket International Airport has a good image, it will be trusted, accepted, and ready to cooperate and support the operation (Chauhan, 2020). A study of research related to airport image for the past six years, 2015-2020 found few relevant overseas research studies have examined airports, (Chuchu, 2020; Prawira et

al., 2019). Three research studies in Thailand related to airport image were found. Two research studies were examined on the image of Suvarnabhumi Airport. (Nonthanathorn, 2015; Taraga, 2015) and a study was conducted on Mae Fah Luang-Chiang Rai International Airport (Nontanathorne, 2018). No research was found on the image of Phuket International Airport and no research on marketing communication strategies to improve the positive image of airports in Thailand. Marketing communication is at the heart of image building (Manhas et al., 2016). Therefore, marketing communication strategies have played an important role in good image communication (Sirisoponkitsakool, 2015) and are instrumental in empowering Phuket International Airports into the arena of competing using the powerful influence of communication. Therefore, it is an important determinant to create an image of value in the eyes of consumers (Diaconu et al., 2016).

Summary of Gap in Previous Research

The exploring of research related to marketing and marketing communications of airports both abroad and in Thailand for the past ten years found two foreign research studies related to airport marketing (Halpern & Graham, 2015) and two research studies in Thailand related to airport marketing (Paisilp, 2013). Two foreign research studies related to airport marketing communications were found (Sonari-Otobo & Ekeke, 2020; Spyra & Witczak, 2017). From the research study on marketing communications of airports in Thailand in the past ten years, it does not appear that anyone has studied such subjects in Thailand.

From a scrutiny of past research, it can be concluded that there are many relevant studies on this topic. A search for previous studies on marketing communication and promotion of airport's positive image both in Thailand and internationally between 2015 and 2021 found little research in International studies about an airport image and found only two research studies on such a topic (Sonari-Otobo & Ekeke, 2020; Spyra & Witczak, 2017). These mentioned that one of the key roles of airports is marketing communication. It is considered an important factor in the image setting process as it affects the passengers' selection of airports. The implementation of marketing communication is also crucial for building the image of an organisation, which also affects passengers' choice of airports.

An investigation of searches in Thailand revealed three searches in the airport image. Two of these studies involved the topic of social responsibility (Nonthanathorn, 2015, 2018) including a study of Suvarnabhumi Airport in 2020 and Mae Fah Luang Airport in 2018. There is research about building of Suvarnabhumi Airport's product brand (Taraga, 2015). However, there is no study about marketing communication of an airport in Thailand. This shows that Thailand lacks studies on marketing communication to support a positive image of airports.

Hence there is a crucial study gap for further investigation. As mentioned by Doherty (2014), organisations should pay more attention on an organisation's image so that associated people have a good impression on the organisation. Studying the process of marketing communication on different types of organisations' images, or an organisation's image and various associated sectors creates more knowledge and understanding about the

organisation's image about which such knowledge can also be implemented by other organisations. The importance of marketing communication that an organisation realises and widely uses can distinguish an organisation from others because of more competition and competitors. However, based on the study of problems, review of strategic plans, and research gaps, as mentioned above, it is necessary to strive to improve market performance to promote a positive image under the business strategy of Phuket International Airport as the gateway to Andaman, it plays an important role in promoting Thailand's tourism industry (AOT, 2020) and to achieve such a strategy. The researchers set out five objectives to develop a marketing strategy for foreign passengers to enhance the positive image of Phuket International Airport, starting with Objective 1: Studying the market situation and evaluate the effectiveness marketing strategy of Phuket International Airport, reflects the level of success of Phuket International Airport (Masunthia, 2015), as an indicator of the progress that has led to the growth and development of Phuket International Airport (Oláh et al., 2018). An effectiveness assessment can lead to the determination of the most appropriate marketing communication strategy (Krizanova et al., 2019) and to know the behaviour of passengers. In Objective 2, the researchers studied the media perception of foreign passengers, since each person has the criteria to choose different media according to the person's characteristics, and the need to embrace different media will result in different media exposure behaviours, which will allow Phuket International Airport to choose the right media for the target passenger (Kotler & Armstrong, 2020). For this research A research question is

what marketing communication factors affect the image perception of Phuket Airport?

Objectives

1) to study the opinions level of foreign passengers towards marketing communications and the image of Phuket Airport

2) to examine to the impacts of integrated marketing communication on the perception of Phuket Airport image in the perspective of foreign passengers.

Conceptual Framework

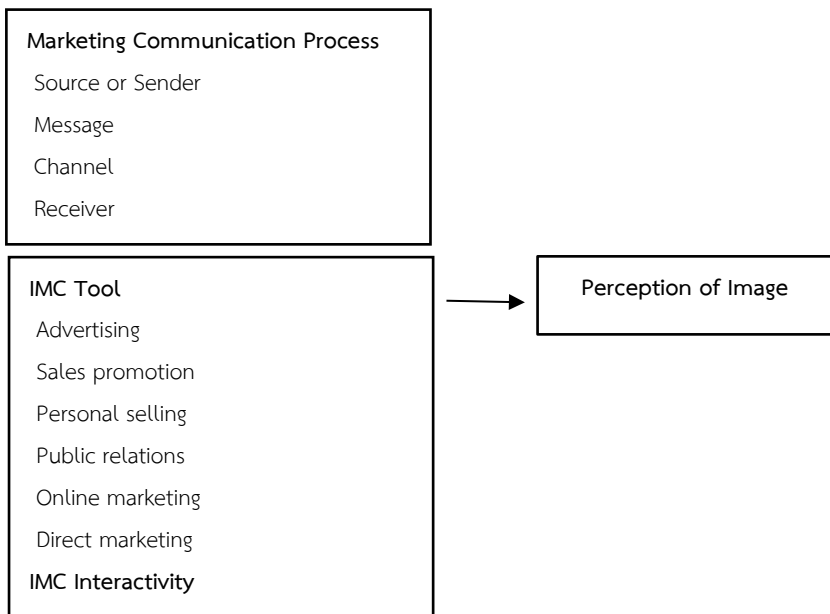


Figure 1 The Conceptual framework.

Literature Review

Perception arises from the presence of stimuli and situations affecting the five senses: eyes (sight), ears (hearing), nose (smell), tongue (taste), and body surface (touch.) These stimuli are perceived and interpreted as a result of perception, which is perceived differently depending on the individual's past experiences and backgrounds (Sakunmetta, 2014). Perception depends not only on the stimulus or the nature of the stimulus (Stimulus factor) but also on many factors (Khosla, 2016), both controllable and uncontrollable. Therefore, it is necessary to understand the perception and interpretation of the information according to understanding Individual's cognitive structure together (Suwansang, 2011).

Marketing communication in modern times is the focus of introduction of a wide range of marketing strategies, as market share requires marketing communication to eventually promote products and services to purchase decisions (Phamornkul, 2015). It is one of the factors determining the success of the organization (Font & McCabe, 2017). Communication has been applied as an element of the marketing communication process and a communication model is created to describe the elements contained in the communication process (Buathoeng, 2015). According to the concept of communication scholars, elements of the communication process are: 4-component approach includes source, message, channel, and receiver (Aumpaiphon, 2016). Marketing communication is at the heart of image building (Manhas et al., 2016). Therefore, marketing communication strategies have played an important role in good image communication (Sirisoponkitsakool, 2015) and are instrumental in empowering Phuket

International Airports into the arena of competing, using the powerful influence of communication. Therefore, it is an important determinant to create an image of value in the eyes of consumers (Diaconu et al., 2016). Marketing communication is strategic alternative that is the main engine for delivering positive information of Phuket International Airport to target passengers effectively (Font & McCabe, 2017; Nurittamont & Charoenkitthanalap, 2018; Spyra & Witczak, 2017). Successful marketing communication must understand the basics of perception of targeted passengers, which will help Phuket International Airport plan strategies in line with the needs of foreign passengers to ensure accurate, complete and clear communication through channels to encourage passengers to feel good about the organization (Chotphanit, 2018; Lertruengrit, 2016).

Based on a review of marketing communication processes, the researcher concluded that market factors that affect image perception are related to communication. It can help to create a marketing strategy of Phuket International Airport as well by the composition of the media process. There are 4 components of marketing materials: Source or Sender, Message, Channel, and Receiver. Source must study the behavioural characteristics and differences of the recipient for ease of communication, and the message sent to the recipient must have all the elements in order to receive the message effectively.

Integrated marketing communication is a concept that can be applied and is the most productive for products and services, so it is the key to communicating to consumers. Because marketing communications today are even more challenged by technological advances, the model of marketing is

not the same (Ponkawintip, 2018). The method of integrated marketing communication is to properly integrate different communication strategies in the same direction. However, the target consumer group must be taken into account and must cover all points of products and services that need to be communicated in the hope that products and services will be attracted (Charinsan, 2018). In summary, the concept of integrated marketing communication tools is a process of planning the use of media or communication strategies in a variety of ways. Each category has different purposes and methods of use consistently optimizes marketing communications, but they are subject to the same aims and plans and do not require simultaneous marketing communication tools. It must be used constantly to raise awareness and encourage consumers to accept and make decisions about how to buy goods or services as the business requires.

Within the relationship marketing paradigm, the IMC interaction factor refers to strategic actions aimed at building and nurturing connections with customers. This feature has been incorporated in many suggestions for IMC operationalization (Porcu et al., 2017), and has been regarded the most essential part of the IMC paradigm. Information and communication technologies (ICTS) are essential for this element of IMC because they allow for effective database administration, allowing customers' data to be transformed into customer knowledge. They also allow for multiple touch points with customers, as well as a continuous dialogue and meaningful relationship building through an efficient exchange of brand messages (Inversini, 2017). Integrated marketing communication interactivity is an open way of communicating, focusing on interacting with customers as well as

conducting one-on-one marketing communications. The interactive marketing model is very useful for marketing communication because it can increase sales and increase user satisfaction at Phuket International Airport. Therefore, interactive marketing communication techniques are needed to engage and interact with customers to raise awareness, improve image, and provide a positive customer experience.

Image is how people feel about things around them, but people can't recognize and understand everything. Therefore, people often remember only some parts or characteristics of those things that may not be clear enough to accurately interpret them (Akkadechpipath, 2018), and whose image affects purchasing decisions, as well as satisfaction, trust, loyalty to goods or services (Minkiewicz et al., 2011). Therefore, the business industry uses its image as a tool for managing the organization to be reliable, respected, and well-known in general. Nowadays, there are those who are interested in leading the image concept to help the administration to develop the organization to be reliable and trustworthy (Boonklang, 2017). In order to create a positive image, the organization must develop a systematic image by creating and developing an image consisting of: creation, promotion of prevention, and correction. If Phuket International Airport focuses on the composition of the image and image creation, it will lead to a positive image creation. Therefore, the researchers recognized the importance of promoting image, and explored the original image of Phuket International Airport to improve the image and lead to the development of a marketing strategy to enhance the positive image of Phuket International Airport to have competitive potential to be a World Class Hub for Aviation Business.

Research Scope

The foreign passengers using Phuket International Airport quantitative study has a population of foreign passengers via proportionate categorization of samples, a sample of the number of foreign passengers using international airports. The sample size in this study was 400 international travellers utilizing the Phuket International Airport service in 2022. Content is one of the market communications aspects influencing Phuket International Airport's image perception between October 2021 and February 2023. Phuket International Airport is located in the Thalang District of Phuket.

Methods

The research used quantitative research methods. The population and sample in the study consists of 400 foreign passengers using services of Phuket Airport, selected by purposive sampling technique according to the inclusion criteria. The samples used in this study were used to select non-probability sampling and convenience sampling from foreign passengers. It must be those who spend an hour or more at the airport. For this study, the researchers calculated the sample size based on the finite population sample size determination, so they chose to define the sample with Yamane (1973) formula at a confidence level of 95 percent and the sample size based on 5 percent tolerance. According to the Phuket International Airport 2019 (AOT, 2019) statistics, researchers selected a group of 10,318,181 foreign passengers as the basis for calculating the size of the samples as foreign passengers in 2019.

The quantitative research tool is questionnaire, which was divided into two Section: Section 1 is a survey on the demographic characteristics of respondents consisting of gender, age, education, monthly income, career, country, nationality, and marital status. Section 2 is a questionnaire of marketing communication factors that affect the perception on image of Phuket International Airport, consisting of Marketing Communication Process, IMC Tools and IMC Interactivity, with the following Marketing Communication Process; the 5 likert scale is applied to measure these factors.

For questionnaires validity, a questionnaire was created and a content validity and reliability test conducted as follows: (1) Conduct validity test by using Index of item Objective Congruence (IOC) method, accepted IOC should value 0.7 or higher (Rovinelli & Hambleton, 1977). The result of IOC test was 0.93. (2) Reliability Test is conducted by a try-out method, accepted reliability test should value 0.8 or greater. The result of reliability test 0.986 means that this questionnaire has high validity and reliability, which can be used to collect data. For data collection in this study, researchers collect data for analysis from primary data sources.

The researcher analyzed the data using a statistical computer program to perform hypothesis tests, which divided the analysis into descriptive statistics as follows: frequency, percentages, mean, and standard deviation and the Multiple Regression Analysis.

Results

Respondents' Demographics

General information of respondents found that most respondents are women, followed by men, and LGBTQ, 32-45 years of age, graduated with a bachelor degree, have monthly income USD. 1,001-2,000. They are employees of private companies, most of them travel from United States of America and are single.

The opinions level of foreign passengers towards marketing communications and the image of Phuket Airport

According to the table 1, it found that overall of marketing communication has a huge effect on perception of Phuket Airport image. The analysis of sub-components found that IMC interactivity, IMC tool and Process are in high effect. IMC interactivity (3.80) is the highest effect on perception of Phuket Airport image, followed by IMC tool (3.78) and Process (3.73).

Table 1 Marketing communication

Marketing Communication	Mean	S.D.	Meaning
Process	3.73	0.72	High Effect
IMC tool	3.78	0.76	High Effect
IMC Interactivity	3.80	0.67	High Effect
Overall	3.77	0.71	High Effect

In the case of process, it found that overall of process (3.73) has a high effect on perception of Phuket Airport image. The analysis of sub-

components found that all factors have an high effect. Receiver (3.79) is the highest effect on perception of Phuket Airport image, followed by channel (3.78), message (3.70) and source or sender (3.65), respectively, as table 2.

Table 2 Marketing communication: Process

Process	Mean	S.D.	Meaning
Source or Sender	3.65	0.72	High Effect
Message	3.70	0.72	High Effect
Channel	3.78	0.75	High Effect
Receiver	3.79	0.71	High Effect
Overall	3.73	0.72	High Effect

Table 3 marketing communication: IMC tool

IMC tool	Mean	S.D.	Meaning
Advertising	3.79	0.76	High Effect
Sales promotion	3.72	0.74	High Effect
Personal selling	3.72	0.75	High Effect
Public relations	3.81	0.78	High Effect
Online marketing	3.85	0.80	High Effect
Direct marketing	3.80	0.76	High Effect
Overall	3.78	0.76	High Effect

From the table 3, the IMC tool has a high overall impact on the image of Phuket international airport. Online marketing (3.85) has the highest level of effect to the airport image, followed by Direct marketing (3.80), Public

relations (3.81), Advertising (3.79), Sales promotion and Personal selling (3.72), respectively.

The overall IMC interactivity (3.80) has a high effect to airport image perception, while the highest impact is the online chat board (3.84), followed by corresponding to customers (3.81) and database facilitating customers (3.76), respectively, as table 4.

The level of image perception toward Phuket international airport is high. Most respondents perceived Phuket airport as “being international airport and strategic position as Gateway to the Andaman to facilitate passengers from all over the world” with the highest level (4.05), followed by physical image (4.02) and emotional image (3.91), respectively, see table 5.

Table 4 marketing communication: IMC interactivity

IMC Interactivity	Mean	S.D.	Meaning
Operation staff in Phuket Airport are able to correspond to messages constantly, quickly and efficiently via every communication channel.	3.81	0.82	High Effect
The database of Phuket Airport is provided with a direct channel that facilitates further inquiries, complaints, comments from passengers.	3.76	0.72	High Effect
Phuket Airport provides an online chat board for passengers to give suggestion and exchange ideas for making improvement and strengthening the airport image.	3.84	0.74	High Effect
Overall	3.80	0.67	High Effect

Table 5 perception of image

Perception of Image	Mean	S.D.	Meaning
Physical positive image of Phuket Airport, such as cleanliness of passenger terminals, passenger waiting chairs, signs and symbols in passenger terminals, food and drink, shopping areas in the airport, internet connection, airport operation staff, etc.	3.91	0.76	High
Phuket Airport positive image regarding feeling, such as impression, safety, atmosphere, modernity, etc.	4.02	0.66	High
Being international airport and strategic position as Gateway to the Andaman to facilitate passengers from all over the world.	4.05	0.64	High
Overall	3.99	0.59	High

Research hypothesis: The impacts of integrated marketing communication on the perception of Phuket Airport image in the perspective of foreign passengers

Multiple regression is applied to test the hypothesis, then the data conditions are checked as follows.

Firstly, all factors of IMC regarding to Advertising (x_1), Sales promotion (x_2), Personal selling (x_3), Public relations (x_4), Online marketing (x_5), Direct marketing (x_6), and IMC (x_7), and perception of image (PI) had positively skewed distribution; the kurtosis and skewness is in a range of 3 and 10. In addition, the relationship between two variables (Bivariate Relationship) was examined by calculating Pearson product moment correlation coefficient. It was found that the relationship between independent variables was positive with the

statistical significance level of 0.05, and correlation coefficient ranged from 0.54 to 0.85. Variables having the highest positive correlation coefficient were sales promotion and personal selling. Variables having the lowest positive correlation coefficient were public relations and perception of image, showing that no correlation in the variables studied exceeded 0.85.

The hypothesis is Advertising (x_1) , Sales promotion (x_2), Personal selling (x_3), Public relations (x_4), Online marketing (x_5), Direct marketing (x_6), and IMC (x_7) affecting affect perception of Phuket Airport image in the opinions of foreign passengers contained the following hypotheses: $H_0: \beta_i = 0$, Compared to $H_1: \beta_i \neq 0$ ($i = 1, \dots, 7$) , At the statistical significance level of 0.05.

From Table 6, it can be seen that IMC tools factors had an effect on perception of Phuket Airport image in the opinions of foreign passengers with the statistical significance level of 0.05. Sales promotion, public relations, direct marketing and IMC interactivity mutually described the variance of perception of Phuket Airport image by 59%. Sales promotion, public relations, direct marketing and IMC interactivity had a positive effect on perception of Phuket Airport image in the opinions of foreign passengers. The variable having the largest effect on perception of Phuket Airport image in the opinions of foreign passengers was IMC interactivity (II) ($\beta = 0.58$), followed by public relations (PR) ($\beta = 0.29$), sales promotion (SP) ($\beta = 0.22$) and direct marketing (DM) ($\beta = 0.19$), respectively. It can be seen that Tolerance value was not close to 0 and VIF value did not exceed 10, showing that all independent variables were not correlated, therefore, these variables were not subject to multilinear coherence, Tolerance > 0.01 and VIF < 10 (Kline, 2005). All factor

variables had an effect on the prediction by 59% ($R^2 = 0.44$), the rest of 41% was from the effect of other variables that did not include in the study, standard error from the prediction was 0.38, which can be written in the form of an equation as $PI = 1.45 + 0.18x_2 - 0.22x_4 + 0.15x_6 + 0.51x_7$

Table 6 Multiple Linear Regression of IMC Tools Factors and perception of Phuket Airport Image in the Opinions of Foreign Passengers

IMC Tools	Perception of Image (PI)				Sig.	Collinearity Statistics	
	B	S.E.	β	t	(p)	Tolerance	VIF
Constant	1.45	0.11		13.20			
X ₁	-0.08	0.05	0.10	-1.47	0.14	0.21	4.65
X ₂	0.18	0.06	0.22	2.87	0.00*	0.16	6.08
X ₃	0.09	0.05	0.11	1.68	0.09	0.21	4.59
X ₄	-0.22	0.05	0.29	-4.08	0.00*	0.20	4.84
X ₅	0.02	0.05	0.03	0.42	0.66	0.16	5.93
X ₆	0.15	0.06	0.19	2.49	0.01*	0.17	5.88
X ₇	0.51	0.05	0.58	9.33	0.00*	0.26	3.75

Note: $R^2 = 0.59$, Adjust $R^2 = 0.58$, Standard Error of Estimation = 0.38, Advertising (x_1), Sales promotion (x_2), Personal selling (x_3), Public relations (x_4), Online marketing (x_5), Direct marketing (x_6), IMC (x_7), and perception of image (PI)

New knowledge and utilization of research

Research results can be employed by Airports of Thailand Plc. (AOT) for business development e.g. to appropriately develop marketing communication strategy to promote positive institutional image in order to

maximise efficiency and effectiveness for a strong and continuous business growth. Phuket Airport Authority can focus on creating and producing online media that service users can use to search for information or following the news. This is because such media is easily accessible and can find information 24 hours a day. It is also a medium that can change information easily and quickly with a small budget but able to spread the news quickly.

Conclusion

Research results in response to the study on marketing communication factors affecting perception of Phuket Airport image showed IMC tools consisting of sales promotion, public relations, direct marketing and IMC interactivity have an effect on perception of Phuket Airport image in the opinions of foreign passengers. This is consistent with a study conducted by Laurie & Mortimer (2019). Researchers suggest that importance should be given to integrated marketing communication (IMC) increasingly. However, factors related to the effectiveness of marketing strategies of Phuket Airport do not affect marketing strategies to strengthen positive image of Phuket Airport. IMC tools are considered as the use of marketing communication tools through various channels and models for giving information. The most efficient communication channel is online communication. Phuket Airport creates a LINE group to send information about sales promotion, invitation to business operators like airlines, stores to do business with the airport, including inquiring about statistics of the number of passengers, flight details, etc. Since it is a two-way communication channel, questions or inquiries can be answered. Nowadays, communication through such a channel is successful

since problems can be solved immediately. In the meantime, this channel can be used to make better understanding as a whole picture, to inform preventive measures and cautions, including notification about relevant public utilities. This is consistent with a study conducted by Paisilp (2013) on Efficiency of Prediction Of marketing Communication Toward Line Application Of Aviation Industry finding that: 1) exposure to marketing communication through LINE application of aviation industry is associated with positive attitude; 2) exposure to marketing communication through LINE application of aviation industry is associated with positive consumer behaviour; 3) attitude towards marketing communication through LINE application of aviation industry is associated with positive consumer behaviour; 4) exposure to and attitude towards marketing communication through LINE application of aviation industry is associated with positive consumption behaviour; and 5) exposure to and attitude towards marketing communication through LINE application of aviation industry efficiently predict consumption behaviour.

Many research studies including Boonklang (2017) and Han et al. (2019) mention that a business uses its image as a tool for the administration of its agency or organization to gain reliability, acceptance, and reputation. At present, many people are interested in bringing the image concept to support administration so as to develop their organizations to gain reliability and trust. This is consistent with a study conducted by Ratitachanon (2019) stating that an image is the totality of impressions of each consumer with the identity an organization presents through advertisement, public relations, sales promotion or sponsorship including promotions and special events. Bandurat and Wongmontha (2021) identify harmoniously that marketing

communication strategies, such as advertisement and public relations can differentiate airport services and image, especially market positioning and service differentiation. Spyra and Witcza (2017) additionally state that efficient marketing communication should focus on creating organizational positive image.

Discussion

Many research studies including Boonklang (2017) and Han et al. (2019) mention that a business uses its image as a tool for the administration of its agency or organization to gain reliability, acceptance, and reputation. At present, many people are interested in bringing the image concept to support administration so as to develop their organizations to gain reliability and trust. This is consistent with a study conducted by Ratitachanon (2019) stating that an image is totality of impression of each consumer with identity an organization presents through advertisement, public relations, sales promotion or sponsorship including promotions and special events. Boonlae et al. (2021) identify harmoniously that marketing communication strategies, such as advertisements and public relations can differentiate airport services and image, especially market positioning and service differentiation. Spyra and Witcza (2017) additionally state that efficient marketing communication should focus on creating an organizational positive image. In addition, the research results are consistent with the concept of Boonklang (2017) which states that, the business industry employs its image as a tool for managing the company in order to be trustworthy, respectable, and well-known in general. Nowadays, there are people who want to lead the image idea in

order to assist the administration in developing the business to be reputable and trustworthy. People can't afford to recognize and comprehend everything around them, thus image refers to how they feel about the world around them. As a result, we frequently only recall specific details or traits of things, which makes it difficult to draw conclusions from them with accuracy (Akkadechpipath, 2018). Their reputation influences buying choices as well as satisfaction, trust, and loyalty to products or services (Minkiewicz et al., 2011).
Suggestions from Research

1) AOT should change project management model by allowing each airport in Thailand to be able to determine their own strategies to be consistent and appropriate to airport management in each area having spatial and environmental differences.

2) Phuket Airport should focus on using online media for marketing communication to strengthen its image and communication between service providers and service receivers since today online media gain much popularity and are able to access target customers broadly across the world.

3) Phuket Airport should emphasize service receivers to have behavior in sharing experiences they gain while using airport services for other people by organizing it as a part of sales promotion activities in order to create perception of image and services to other people who do not use airport services, such as sharing airport terminal pictures with impressive messages to compete for the prize, etc.

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