

## ABSTRACT

Title of Research	International Marketing Communication of Thai Products in Sultanate of Oman
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The Objectives of this research, International Marketing Communication of Thai Products in the Sultanate of Oman are 1) to study marketing communication in the Sultanate of Oman, 2) to study media exposure and social media application behaviors of the Omani, 3) to study the perception and expectation of Thai product and Thai Trade Exhibition of Omani consumers.

According to the objectives of this research, the researchers categorize the main parts of study into three pillars – firstly, international marketing communication in Oman and other related studies, secondly, social media exposure behavior which plays a significant role in international trade of Thai products in Oman and lastly, the perception and expectation of Thai products and Thai Trade Exhibition of Omani consumers.

This research is a mixed methods research, the data of qualitative part is collected all by studying relevant research documents. and In-depth interview with a representative of Thai government sector, Thai and Omani entrepreneurs who used to import or export Thai products to the Sultanate of Oman. For quantitative research data, the main tool used in this part is a questionnaire. The interviewers are randomized from 100 questionnaire respondents.

The result of this study shows that People in Oman have a high trust of the quality of Thai products that reach international standards and the attractiveness of the packaging design. The overall satisfaction of “Thai Trade Exhibition 2019” is also at the high level, majority of the samplings collected in the fair opt to come back to the next season of Thai Trade Exhibition in Oman. Most of the consumers requested more variety of products such as 1) Fashion (Clothing, Bags, and Shoes), 2) Thai Street Food, 3) Premium Organic products, 4) Electrical Devices, 5) Spices and Essential Oils, 6) Personal Care and Hair Products, 7) Cosmetics and Perfumes and lastly 8) Toys for young children.

However, Islamic culture has played an important role on international marketing communication. As word – of – mouth has been seen as one of the most powerful marketing tools in Oman, yet according to this research found that Arabic “Online Social Media Influencer” and “Key Opinion Leader” (KOL) are the most impactful marketing tools in Oman. Omani consumers tend to be

more attracted to VDO content via Facebook & Instagram stories, Snapchat & Youtube VDO's more than picture contents. Moreover, Halal trust mark is seen as the key to create trust which is the key to success in doing business with Omani. Halal trust mark does not only certify that the products can be consumed for Muslims, but it certify the process in making of those products that it is able to be used by Muslims as well.