



**Thesis Title** Approach for Logos Design of Hotels in Chiang Mai Province Using Image Perception from Customers

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### ABSTRACT

The purposes of this research are as following: (1) to study the style of hotel's logo that Thai and foreign tourists in Chiang Mai province prefer, (2) approach for logos design of hotels in Chiang Mai from local culture, (3) design effective hotel's logo for marketing management.

Data were collected from 322 Thai and foreign tourists by using a set of questionnaire and the 94 samples of Chiang Mai's hotel logos. Data were analyzed by matrix table analysis and statistic.

The result of this research shows that composition of logo design that Thai and foreign tourists in Chiang Mai province prefer to were (1) local culture (2) distortion (3) shadow and perspective (4) motion (5) plus Instrument picture and design in cool tone color and ancient type.

Approach for logos design of sample hotel by using image perception from customers. The result is found that customers significantly prefer a new logo than a old logo.