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**The Conceptual Framework: Multi-Group of Integrated Marketing
Communication Service Quality and Satisfaction toward Customer
Retention for Elderly Care Business in Thailand**

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Abstract

The purpose of this literature was to study the effect of multi-group of integrated marketing communication, service quality and satisfaction toward the repeat business of elderly care business customers in Thailand under the rapid changes in globalize society. This rationale generated the opportunity for elderly care business which was the good alternative for many families and elderly care business was on the expanding trend. Thailand had capability and strength on many dimensions in developing elderly care business of both domestic and overseas business since Thai people had service mind and generosity which were the fundamental of modern service market. Hence, the integrated marketing communication and service quality were key elements of elderly care business and created the competitive advantage for the organization. However, there was limited research study on the elderly care business in Thailand. This research was a mixed methodology between quantitative and qualitative research The research was developed from data compilation based on the related literature review. The population for this study was 500 elderly care business customers categorized as (1) elderly care business in private hospital and (2) private sector service business in Thailand.

Keyword: Integrated Marketing Communication, Service Quality, Satisfaction, Customer Retention, Elderly Care Business.