

The image factor of Bangkok Airways

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Abstract

This study aims to study factors affecting the image of Bangkok Airways. And to study the awareness of advertising media affecting the image of Bangkok Airways. Found that the marketing mix for product / product services affects Brand image and service image the price affects the brand image. And service image the distribution channels Sales affect the brand image. Marketing promotion affects the brand image. The staff affect the image of the service. Physical environment affects the image of the company. The service process does not affect the image of Bangkok Airways. Radio advertising Affecting the brand image Advertising signs affect the image of the company. And the image of Internet media services affects the image of the company. Brand image and service image. The print media does not affect the image of Bangkok Airways.

Keywords:

“service” “Advertising Media” “image”

Introduction

Service is important. The passengers will choose to travel by plane and choose to use the airline service. Passengers often choose from the service first. And this is a good image for the airline as well. Service means an activity that looks less or less tangible. Which is caused by the interaction between the customer and the employee Customers with the system of service or customers with the manufacturer and providing what customers need and responding to the needs of customers for Treatment needs Providing good service must cover customer service in whatever he wants. And the style he wants to achieve maximum satisfaction.

The advertising media is to help. Bring marketing news related to products and services from vendors to the target consumers effectively. Which the aviation business uses various types of media to send information Publicize various news of airlines such as flight routes Ticket price Channels for booking tickets to consumers. Advertising is an important tool that the company Used to persuade target customers and buyers by persuading The advertising is a presentation and promotion of opinions, products, services in the form that we want. With payment and sponsors. And a communication to motivate the target consumers to have behavior conducive to business growth, including buying, using services, which requires the purchase of media and time in mass communication to disseminate information about that product and service.

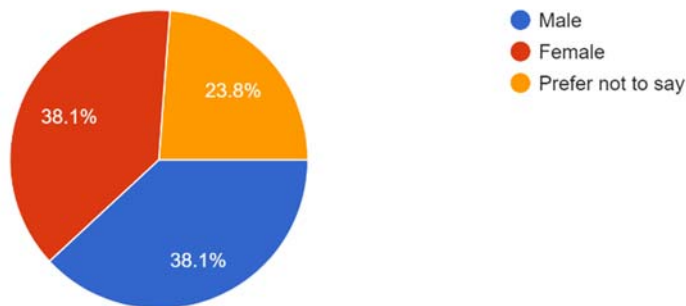
At present, the aviation business is highly competitive, whether it is competition in terms of facilities, services to meet the needs of consumers, including the image. Creating a good image for the organization Must start from all personnel in the organization There is an image that should be desirable. Have an operational plan and evaluation. The image means the image that occurs in the mind. Or feeling imprinted on various things Who have experienced themselves or received from telling others Which will be accumulated as an experience Which will influence decisions or discrimination.

Research methodology

From the survey found that the image of the airline that helps passengers decide to use the Bangkok Airways service is to pay attention, attention and provide details to customers clearly, Advertising media and Brand Ambassador also attract customers. Making customers more interested in airlines.

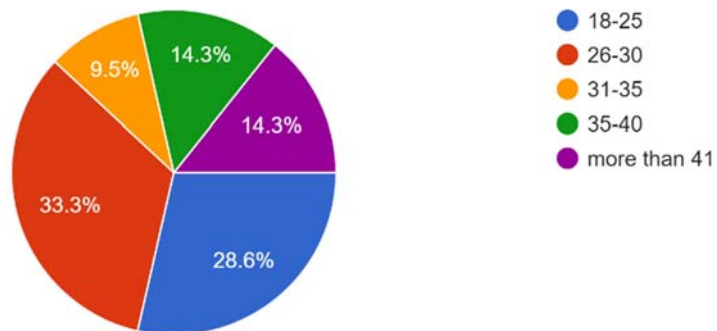
sex

21 responses



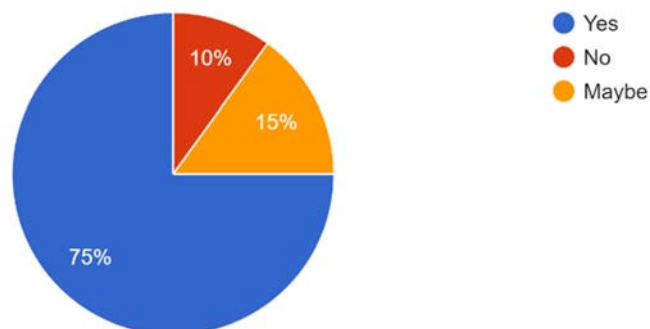
age

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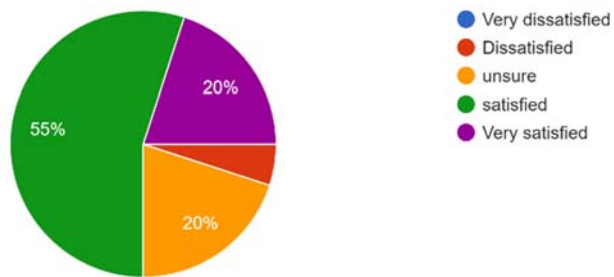
Have you ever traveled with Bangkok Airways?

20 responses



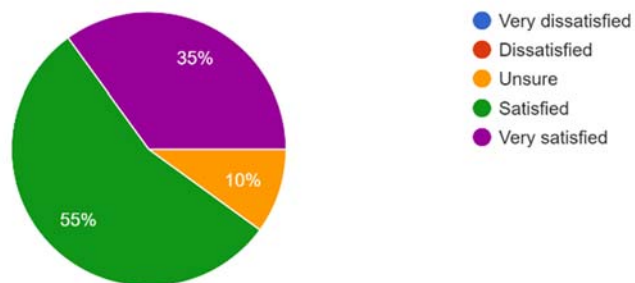
You are confident in the service of the airline. Bangkok Airway

20 responses



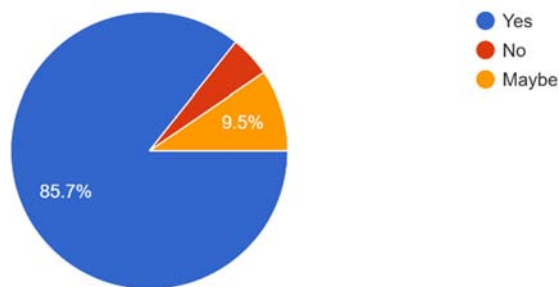
The brand can reflect the uniqueness of the airline as well.

20 responses



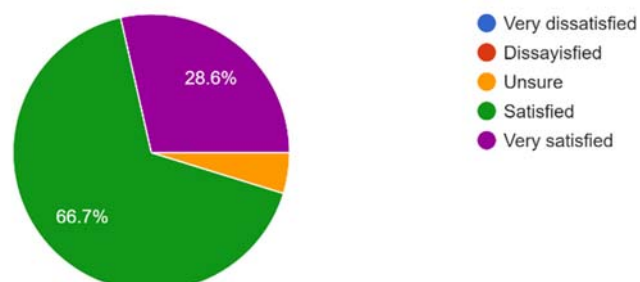
The staff is knowledgeable and can give advice when you need them.

21 responses



Bangkok Airways has excellence in both ground and flight services.

21 responses



Various types of advertising media, services, practices and dress code of staff have a significant impact on the image of Bangkok Airways. And from the survey found that most passengers of all ages are satisfied and confident in Bangkok Airways. And the image of Bangkok Airways, partly from telling Reviews of various websites online because Bangkok Airways takes care and cares for all passengers equally.

Recommendation

Bangkok Airways has a good image for a long time. Caring for care Service with humility and always giving good advice to passengers of all ages equally Therefore making passengers impressed and wanting to come back to use the service again. And Bangkok Airways has many promotions that attract passengers. if I would recommend an airline to one airline, I would like to choose Bangkok Airways for you.

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