

The image of Nok Air. Passenger perception

First Author: Supata Keskesorn College Suansunandha Rajabhat

University Thailand,

E-mail: tonaor_1231@hotmail.com

***Second Author: Benjapol Worasuwanarak, International College Suansunandha Rajabhat University, Thailand*

E-mail: Benjapol.wo@ssru.ac.th

Abstract

Direct competition between full service airlines and no-frills carriers is intensifying across the world. US and European full service airlines have lost a significant proportion of their passengers to low cost carriers, the experience now being repeated in the domestic markets of Asia. This paper attempts to provide answers to a number of critical questions: What are the key drivers of each type of airline's business model? Is there a difference in passengers' perceptions between low cost carriers and full service incumbents in a mature European market and in a rapidly developing Asian economy? What are the principle reasons why a passenger chooses a particular airline model? How could a legacy carrier encourage passengers to return and so regain their domestic market share? These questions are addressed using information obtained in passenger surveys that were recently conducted in Europe and Asia. Currently, there are many lowcost each other. Airline Airlines has a low-cost airline that is unique to our customers. and abroad under the brands "NOK". In addition, Nok Air, the airline of Thai people, the word "Nok" is Thai. Nok Air's many aircraft names, therefore, represent the Thai elegance. Through various gems, whether it be a diamond bird, blue bird, jade bird, Napa gold bird, pink bird, water diamond, Siamese ruby bird and topaz bird Which is the last one specially designed in Nok Air's 10th anniversary and named after the yellow gem Which is the main color of the airline in a point-to-point connection (Point-to-Point) as of December 31, 2017. The business consists of 20 Boeing aircraft, 737-800 Blu candy-bar 8 Q400 and seeking a number of ATR-72 aircraft. The number of investment programs (and amendments), the Office of the Board of investmernt (BOI), the Board of Investment in Mass Transit Projects and Large.

Keywords: Airline, Aircraft, Low-cost, Nok air, Thai air Asia

Introduction

Nok air is in a loss for many consecutive years. There are still cases of service And flight delays, affecting consumer confidence, causing people not wanting to use Nok air service. At the moment, Nok Air is accelerating Turnaround, the organization that is going to change From low-cost airline to "Lifestyle Airlines that does not focus on price competition But focus on offering tickets And services in the form "Segmentation by Lifestyle" to accelerate the loss figures And prepare within the organization before the year 2019 will be the year of expansion Both new aircraft And flight routes.

Money from the sale of shares Will be used to enhance the condition and increase the efficiency of the management to be in accordance with the plan to revive the business such as improving the airline Supports the expansion of flight routes By focusing on China Including having new products to offer to consumers To increase revenue from various ways Therefore, the best way is to tear away from the price of each airline and turn to create. "Brand Value" by developing products and services that meet consumers and will see changes in Nok Airlines to better.

Research Methodology

For the last decade, the tourism industry had been affected positively by the increasing demand in low cost airlines which offer the lower price in domestic routes and short international routes. Low cost airlines have changed the Thai airline industry for the last two decades. Even though low-cost airlines provide their service in the domestic market more than international market, the level of competition has increased with the number of low cost airlines. The first question comes to mind, what exactly is a low cost carrier? The low cost carrier can be defined as follows: no free food, drink, music or movies on the plan, no VIP lounge at the airport, one price with limited baggage, no refund, the use of electronic ticket, short haul with point to point traffic, no connecting flights, and the use of mainly secondary airports. In other words, the low cost carrier focuses on low cost strategy by managing cost effectively and efficiency in order to pass the low cost to the passengers. The growth of low cost airlines in Thailand and other ASEAN members has shown that they can successfully compete with full service airlines, especially in the area where demand is highly price sensitive. During an economic downturn or recession, consumers have a tendency to be price sensitive and there is an increasing demand for low cost airlines. Moreover, if the price gap between low cost airline and full service airline is widened, then there is an increasing demand for low cost airlines. On the other hand, if the price gap between the low cost airline and full service airline is narrowed, then there is a

decrease in demand for low cost airline. However, low price alone is not enough, customer satisfaction is vital for the long-term success which comes from high customer loyalty. In fact, satisfaction is a necessary factor but not sufficient condition for loyalty. Low cost airlines have become a very popular choice for domestic such as corporate image and brand of low cost airlines such as Nok Air Thai AirAsia will have different images and services. Thai Air Asia will have a main slogan that everyone ... can fly (now everyone can fly) as an incentive and encourage passengers who have never traveled by plane. Able to travel at a reasonable price, which is a simple travel pattern and the drinks of Thai AirAsia are outstanding because it is an airline that has reasonable prices from the price that can be controlled in all aspects. Air Asia is growing fast for birds. Air Bird is a simple name. And short to remember By the name of friendly media And a symbol of freedom Of travel Especially as a Thai name Which is like a bird Which is free to fly anywhere freely There is a color that is the color of Nok Air. By the yellow color Showing warmth and friendliness is a good meaning Nok Air is a low-cost, low-cost airline with an economical price. It is of interest to travelers who want to save their travel budget. The motto is We Fly Smiles. Every flight has a smile. And Nok Air is a great low-cost airline. Nok Air uses a single-price marketing strategy by dividing the price level in some routes. It is well known that low-cost airlines have to compete on price and Nok Air offers "Differentiation of services" for customers, such as transporting luggage that provides a higher total baggage weight than competitors and free drinking water and snacks throughout the flight. Safety standards Believe that being the number one passenger and receiving this standard from Thai Airways and Nok Air must improve the image because every time the crisis on this plane causes the image and confidence to be in "negative" status both in the eyes of passengers and investors and Nok Air will start to adjust itself more. But still cannot escape the same situation that has to inject prices to attract customers to sit on their own aircraft during the past 2-3 years. The government sector has encouraged the airline usage rate of tourism business to continue to expand. The following is when passengers have more numbers, low-cost airlines will be more competitive. Including changing positions from low-cost airlines to "Lifestyle Airlines" that focus on service and ticket sales that meet the needs of different customers, and ultimately a problem in the past that caused Nok Air's popularity continues to decline. Make many plays online That is a lot of flights delayed. Delays caused by both legs - but this time, Nok Air tried to solve this problem. Which is currently able to do well when his own plane, both leg-to-back - on time, up to 85% on all flights.

Conclusion

The image of low cost airlines as a whole On the brand side, the company has a relationship with the behavior of using low cost airlines. The time spent using Nok Air service In the low opposite direction and the image of low cost airlines as a whole Brand side And the company There is a relationship with the behavior of using low cost airline services in terms of time, frequency and cost. Using Air Asia Airlines In the opposite direction of the low level and the comparison of the product price attitude towards the promotion between Nok Air and Air Asia Different By attitude towards Air Asia, product, price and marketing promotion Higher than Nok Air The trend of using low-cost airlines found that overall service usage trends There is a relationship with the behavior of using low cost airline services in terms of time and frequency of using Nok Air Airlines service. And Air Asia Airlines In the opposite direction, low level.

Discussion and Recommendation

Nok Air, which everyone sees the outside image, is mostly delayed, and in my opinion, Nok Air is one of the best low-cost airlines compared to AirAsia. Used to sit on both airlines and the services of both airlines in terms of service, there is not much difference, but it is different that the airline There will be water and sweets, but Air Asia's airlines do not have, but Nok Air will have a lot of disadvantages: the frequent delay, which AirAsia does not have much news about the delay. Therefore making me and most tourists use other airlines rather than Nok Air.



References

- [1] Thajakan, N. (2555, July 03). Lowcostairline. Retrieved February 21, 2019, from https://lowcostairline8.blogspot.com/2012/07/vs.html?m=1&fbclid=IwAR3US_fmhQFIvVYFIeb0uhQQRftrYtV8fRzI_mb8E14tllx5INV5_Z-vqMg
- [2] การเปรียบเทียบภาพลักษณ์ และทัศนคติส่วนประสมทางการตลาดที่ส่งผลต่อพฤติกรรมการใช้สายการบินต้นทุนต่ำในเขตกรุงเทพมหานคร. (n.d.). Retrieved February 21, 2019, from <http://ejournals.swu.ac.th/index.php/MBASBJ/article/view/3773?fbclid=IwAR3Hhy19dsv97NApBpY-CKPAd9KmIisofTdtACsTGAfiVaIIndT-z-LOlqo>
- [3] ทำความรู้จักกับเครื่องบิน "นกอแอร์" ชื่อนกแต่ละลำ สำคัญอย่างไร. (n.d.). Retrieved February 21, 2019, from <https://content.nokair.com/th/About-Nokair/News/1543.aspx>