

Images Creative Strategies of Thai Airways

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Abstract

The level of importance of the decision to use the services of passengers and the factors leading to the image building strategy relationship between importance levels. Decision-making behavior of passengers using the service. Decisions apply to the importance of factors leading to the image-building strategy. And present a strategy to create a corporate image of Thai Airways. By analyzing personal characteristics based on gender-based respondents Age and number of times used in the past 6 months, the factors leading to THAI's first image-building strategy are safety. Public relations Service quality and the creativity and innovation and finally, the behavior of the passenger's decision to use the service is related to the factors leading to the Thai Airways brand image strategy of Thai Airways, and from the survey results found that the image building strategy of Thai Airways. Passengers giving the most importance to safety.

Keyword:

Images Creative Strategies, Thai Airways, Safety

Introduction

Thai Airways is one of the few airlines that have uniform changing procedures throughout the journey. The international flight attendants must change uniforms from the purple suit. (For dressing outside the cabin) is a Thai traditional dress (Seen from the airline's advertisement) while welcoming passengers on board the plane and having to change back to suit when taking passengers off the plane ranking website. The ultimate air hostess, the hostess girl in 10 airlines around the world. Thai Airways ranked 7th at the Arcen website, reasoning that female flight attendants looked good in purple-gold tones beautiful appearance, good travel service also smiling, friendly and well-mannered in addition, Thai Airways is also ranked as the best airline in the world.

Thai Airways was founded 57 years ago by the founding of SAS Airlines or Scandinavian Airlines, which was originally the No. 1 airline that has flights to America, Asia and Europe. The charm of Thai Airways is Thai traditional service to impress the passengers. Cabin crew will wear the hair in a bun and wearing Thai clothes in the beginning to serve passengers wearing a Thai dress and providing Thai traditional service that makes Thai Airways the first place in the mind for many Thai people. Importantly, last year, Thai Airways hired 565 new crew members and this year hired 215 crew members who were under the age of 24 to create a fresh and modern image. And this is one of the points that I think will make the image of Thai Airways even better Although the economic and financial matters of the organization are still not out of date and still not flourishing as before. But one thing that Thai Airways always tries to develop is the matter of service and maintaining the concept of Thai. This kind of self will be able to create brand loyalty for most people and all this is the national airline that Thai people always trust.

Health check for passengers before traveling international should check and consult experts about health examination and vaccination information before traveling and should study the precautions and situation information of the destination country before and during travel that may cause fatigue and stress, bloating, indigestion, earache, swollen feet, aches, insomnia or the most serious is Thrombotic veins how to avoid these problems in order to make a smooth journey is do not eat heavy amounts of food when on the machine and take a deep breath. Try to relax the mood to reduce the secretion of gastric acid,

which is the cause of flatulence. Try to drink plenty of water or fruit juice and avoid alcoholic beverages or caffeine to prevent dehydration. Use eye glasses instead of wearing contact lenses because the eyes are dry than usual when on the plane. If you want to use contact lenses, you should drop artificial tears periodically. Apply the cream frequently to prevent dry skin and wear clothes that are not too tight. Take off your shoes while on the machine and try to walk to reduce pain from sitting for a long time.

Objective

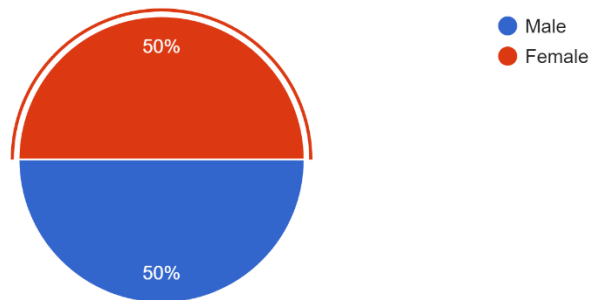
- 1.To find the level of importance of behavior decided to use the services of Thai Airways passengers
2. To find out the importance of factors leading to Thai Airways' corporate image building strategy
- 3.To find the relationship between the level of important behavior of the decision to use the services of passengers with the importance of the factors leading to the creation strategy Thai Airways image.

Research methodology

From the survey, it can be found that passengers trust in Thai Airways. And for safety such as health check for passengers before traveling international, image of Thai airways resulting in more passengers turning to use Thai Airways services.

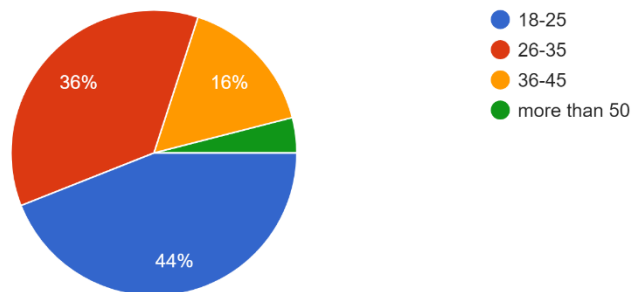
gender

24 responses



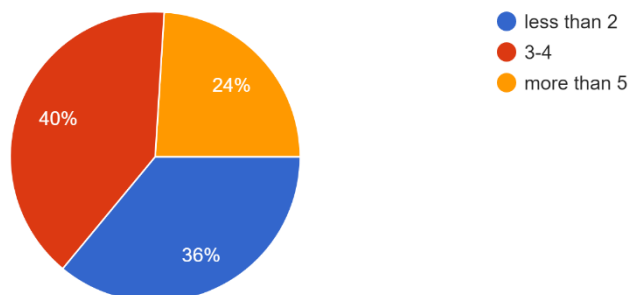
Age

25 responses



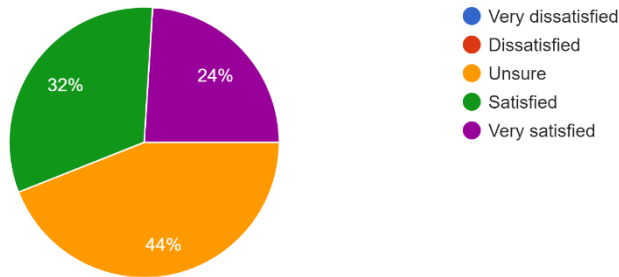
How often do you use Thai Airways service for a period of last 6 months?

25 responses



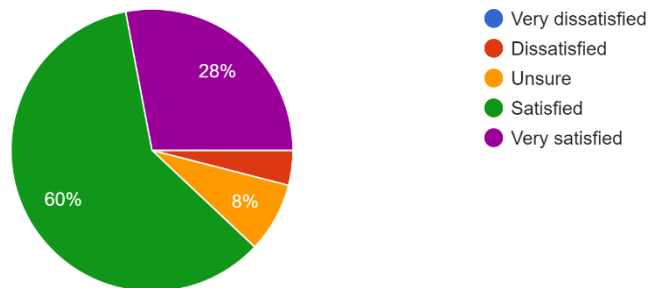
Do you believe in the safety of Thai Airways?

25 responses



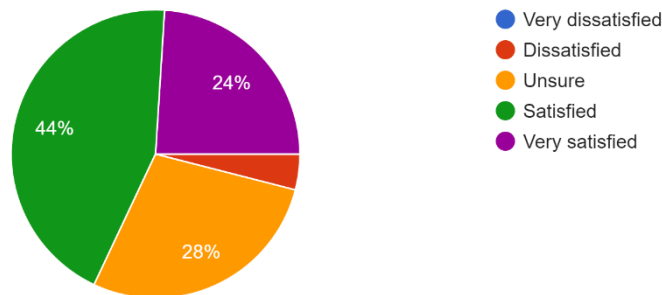
Do you satisfied with the services of Thai Airways?

25 responses



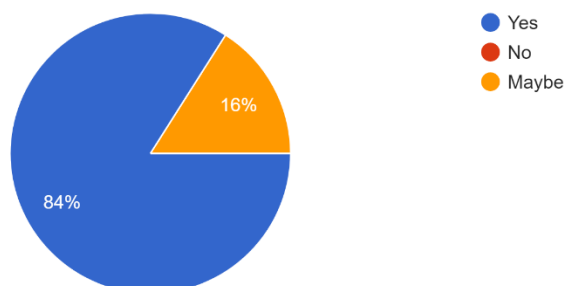
Do you satisfied with the creativity and innovation of Thai Airways?

25 responses



In deciding to use the service next time, you will choose to use Thai Airways again?

25 responses



Conclusion

Thai Airways has to invest in image development. The appearance of the company both in terms of Staff training crew and related agencies to improve quality serving food, supplying planes and new innovations come to provide public relations project activities supporting social responsibility activities public relations and the plan to create the image of Thai Airways Company. Fundamentals in supporting image creation the appearance of all Thai Airways companies has been successful. Safety is important and results towards the strategy of creating the image of the first Thai Airways company should focus on enhancing the image of safety is the first priority with aircraft maintenance. According to the program to improve the practice guidelines continued safety in order to minimize accidents training to develop an experienced pilot more expertise, providing new aircraft for service in various routes Aircraft maintenance and facilities convenience by changing the plane parts according time to improve ground service development and in the airport is safe if improving the image above security will help to make the image Thai Airways increased even more.

Recommendation

Service quality is important and affects the image-building strategy of Thai Airways. Therefore, executives or related parties should pay more attention to enhance the image of service quality. By improving the timeliness of flights of various airlines Thai Airways should improve ground and aircraft service. Improving food menus and components taste and smell of food Improvements in all service points, such as the first bag check-in service, arrive at the belt quickly and continuously improve service quality However, the image of service quality is related to the decision-making behavior of using service in decision making using high level service. Therefore, the important part in helping the decision of passengers choosing to use the Thai Airways Company because it is highly secure.

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