The purposes of this study were to investigate consumer behaviors in buying domestic airline service decision and the influence of advertising media on buying Bangkok Airways service. The data were collected from questionnaires, using 400 samples who had seen Bangkok Airways' advertising. Analysis included chi-square statistics, t-test and F-test for hypothesis testing at a confidence level of 95 percent.

The study revealed that most samples aimed to travel for tourism and leisure. The main reason for traveling by air was convenience and time saving. Besides, the airline that was usually chosen was Thai Air Asia because of its reasonable ticket price. Only 21.50 percent of the samples had used Bangkok Airways with the reason of good service and impression. The samples commented on Bangkok Airways' advertising media that it had an appropriate text, a modern appeal, entertaining and enjoyable, providing Bangkok Airways' reliable image and motivating repeated purchases. Advertising media affected the samples on buying Bangkok Airways service. It affected existing passengers more than travelers who had never used Bangkok Airways service. Hypothesis testing found that the influence of advertising media had affected different customers who had different occupation on buying Bangkok Airways service. A frequency and places of advertising media exposure as well as passengers' opinion on Bangkok Airways' advertising media correlated with buying Bangkok Airways service.

Bangkok Airways is not well-known by Thai passengers because of its inadequate advertising media and public relations. In order to provide customer with thorough information, Bangkok Airways should consider appropriate frequency, broadcast time and advertising media.

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Student's signature	Thesis Advisor's signature	