

Abstract

The thesis is a Quantitative Research, in a Survey Research Pattern, using self-administration questionnaires as a tool to collect data. The population is 300 foreigners and Thai passengers on Thai Airways international routes (according to the Table of Taro Yamane ($\alpha = .05$, $e < 6\%$). The data was collected during April 27 – May 2, 2009.

Objectives of this study are as follows:

1. To study the behavior of Thai Airways' passengers about media exposures towards Thai Airways' new corporate identity.
2. To study the passengers' attitudes towards Thai Airways' new corporate identity.
3. To study correlations between the passengers' background and media exposure behavior towards Thai Airways' new corporate identity.
4. To study the passengers' satisfaction towards Thai Airways' new corporate service which falls under the control of the re-branding.
5. To study the correlations between the passengers' background and the passengers' satisfaction towards Thai Airways' new corporate service which falls under the control of the re-branding.

Results

The research found that the majority of 150 Thai respondents (female= 91, male=59) are aged between 20-29 years old, are undergraduates and graduates, and have personal incomes ≤ 10000 baht (per month). The majority of 150 foreign respondents (female= 91, male=59) are English, American, Australian, and Indian nationalities, are aged between 20-29 years old, are undergraduates, graduates and freelancers, and have personal incomes ≤ 10000 baht (per month).

Behavior of the passengers:

Most respondents (both foreigners and Thais) fly international routes in economy class with Thai Airways about 1-3 times per year. Their destinations are Asia.

1. The behavior of Thai Airways passengers about media exposures towards Thai Airways' new corporate identity:

Most of Thai respondents fly for leisure. Almost all of them perceived the information of the Thai Airways' new corporate identity: form, logo from TV but some of them never remember it. On the contrary, almost all of the foreign respondents who fly for leisure never remember the information but some of them perceived it from TV.

2. The passengers' attitudes towards Thai Airways' new corporate identity:

The new logo, aircraft, counter service, uniform and reading material invoke positive attitudes towards Thai Airways' new corporate identity.

Most of the Thai respondents have very good attitudes towards the Thai Airways' new corporate identity: they like the new aircraft the most, followed by the uniform and the reading material respectively. Moreover, the foreign respondents also have very good attitudes towards the Thai Airways' new corporate identity: they like the new uniform the most, followed by the logo and the aircraft respectively.

3. Correlations between the passengers' background and media exposure behavior towards Thai Airways' new corporate identity:

It is found that some of the demographic variables (foreigners: sex and personal income (per month), Thais: age, both foreigners and Thais: education) correlate with the media exposure.

4. Correlation between the media exposure and the Thai Airways' new corporate identity:

The media exposure of the foreign passengers correlates with the attitude towards the new identity of Thai Airways. The different degrees of perceived information: the new identity, the form and the logo results in varying attitudes towards the Thai Airways' new corporate identity. On the whole, they have a positive attitude towards Thai Airways.

5. The passengers' satisfaction towards the new Thai Airways' service:

The passengers are very much satisfied with the new service. Of the services offered, "Thai Touch" is the most satisfying, the next is "High Trust", and the last is "World Class".

6. The correlations between the passengers' background and the passengers' satisfaction towards Thai Airways' new corporate service which falls under the control of the re-branding:

The "sex" variable has the most impact on the degree of satisfaction. Moreover, it is found that Thai Airways should communicate to their passengers of the new identity through the media and should conduct research on the factors that invoke positive attitudes towards the organization.

The passengers like the "Thai Touch" service the most, which reflects Thai identity. The airways should improve the "World Class" service because it is this service in particular that defines the Thai Airways to be an international airline. Media such as TV and websites are very popular, so the airline should improve their website to make it more convenient, more prompt, and more efficient. For example, the airline should improve the seating and ticketing system. In conclusion, the airline should improve anything that can raise the most satisfaction of the customers.