

ABSTRACT

This project studies on how the Nok Air, expands its business into the low cost airline market as a new entrant. The company has the strength in the pricing and service that can be the competitive advantage of them to be differentiated from competitors. It begins with the literature review on marketing management and the analysis of the marketing situation in the low cost airline market in Thailand.

To attract customer to fly with Nok Air, we have to use the right medium to attract them. In Low cost airline business, there are many competitors such as Air Asia which is the strongest competitor and One Two Go which gained almost 50% of market share.

The purpose of the descriptive study is to analyze of the customers' behavior and implement it into the marketing plan that suitable for the users of low cost airlines and also attract the customers to fly with Nok air.

We used the questionnaire technique as a tool of this project in order to analyze our questions and also provide communication study, collect information through questionnaires or interviewing 384 people who are users of low cost airlines.

The result of this study help us a lot to understand customers and also help to reach customer needs and could attract customers, increase customers' satisfaction and loyalty.