

**Research Project Title: CUSTOMERS' PERCEPTIONS TOWARD
BRAND LOYALTY OF LOW-COST AIRLINES**

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ABSTRACT

The major purpose of this study are to identify the variable factors which were related to customers' perceptions toward brand loyalty of Low-cost airlines and to provide recommendations to both existing operators and new-comers on Low-cost airline business to improve their own brand loyalty and all possible related factors to brand loyalty.

Four hundred respondents includes two hundred and eight females and one hundred and ninety-two males who ever flown by three Low-cost airlines serving Thai domestic routes which are Nok air, One-Two-Go, and Thai AirAsia were collected the data through questionnaire. Several methods of Descriptive statistical data analysis were taken to analyze sample profiles of the respondents while One-way analysis of variance was the method of inferential statistical data analysis applied to analyze the relationship between given factors variables and perception variables.

From the study, there was customer's perception toward brand loyalty of Low-cost airlines. Meanwhile, all four factors variables includes Brand familiarity, Brand reputation, Brand uniqueness, and Brand knowledge were related to perceptions toward brand loyalty of Low-cost airlines, due to the correlation coefficient value identified the relation between each factor variables and perceptions toward brand loyalty were equal to .648, .730, .520, and .321 respectively.