

Abstract

A study of " Marketing communication of Light Premium Class Airline in new media : In case study Facebook of THAI Smile Airways and Bangkok Airways" aims to 1) and analysis of the marketing communications using the Facebook of THAI Airways and Bangkok Airways airline Smile Airways by various media as a kind of marketing communication tool. 2) for a comparative study of the use of the airline's THAI Smile Facebook Airways and Bangkok Airways flights and 3) to make recommendations to guide the development of the media on Facebook to reach target customers more efficiently. Summary of study results.

1. Smile THAI Airways flights.

1.) Marketing communication using the Facebook of the airline THAI Airways in December – January Smile 2557 (2014) 2558 (2015) information shared as much publicity.

2.) A comparison of the data using the Facebook of Thai Airways in December-January, 2557 (2014) Smile 2558 (2015) found that the December data in shared 2557 (2014) an overview of the most.

2. Airline Bangkok Airways

1.) Marketing communication using Facebook's Bangkok Airways flights December 2557 (2014) – Jan shared information 2558 (2015) releases the most.

2.) A comparison of the data using the Facebook of the 2557 (2014) Bangkok Airways in December-January, 2558 (2015) found that the December data in shared 2557 (2014) an overview of the most.

3. Compare the airline THAI Airways to Bangkok Airways Smile.

1.) A comparative study of the use of the airline's THAI Smile Facebook Airways and Bangkok Airways flights December 2557 (2014) found that the airline THAI Airways shared a Smile in an overview of the most.

2.) A comparative study of the use of the airline's THAI Smile Facebook Airways and Bangkok Airways flight 2558 (2015) reveals that in January the airline Bangkok Airways is to share as much information in the overview.

Keywords: Light level premium airlines, new media, integrated marketing communications, development tools, Facebook.