

ACKNOWLEDGEMENTS

First of all, I would like to particularly thank The Thailand Research Fund for granting the scholarship for this research project of "The Impact of Price Perception on Customer Loyalty in the Airline Context".

Also, I would like to express my sincere gratitude to my mentor, Prof. Paul G. Patterson, School of Marketing, university of New South Wales, Australia for his valuable guidance and encouragement throughout this project. My deep gratefulness goes to Asst. Prof. Sirivan Serirat, Graduate School, Suan Dusit Rajabhat University, for her support and contribution to the success of this project.

Jirawat Anuwichanont, Ph.D.