

## **The Factor to flying with Low cost Airline in Thailand**

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### **Abstract**

Traveling by plane is another popular way of traveling that people in Thailand. Especially for long-distance travel, Whether traveling abroad or traveling within the country, Because it helps to save travel time and get more comfortable traveling. At present, there are various airlines, Many airline of the services traveling by the aircraft, Which has both Full Service Airline and Low Cost Airline, Each format has a level of service that different but the point that the low cost airlines have gained quite popularity is the result of having a relatively cheap ticket price and have a variety of marketing promotions compared to Full Service Airline. The aviation business model is very competitive in offering the cheapest routes and ticket prices to compete for market share, When discussing low-cost airlines that are available popular in Thailand there are 3 major airlines is Thai Airasia, Thai Smile and Nok Air, This study has objective to study the behavior and factors to choosing the service low cost airline services of Thai passengers who ever used low cost airlines from reviews via the website and most passengers choose what is the most low-cost airlines.

*Keywords:* Low Cost Airline, Full Service Airline, Passenger, Factor

## **Introduction**

Traveling by plane is another popular way of traveling that people in Thailand. In addition to traveling by private cars, buses or vans, Especially traveling abroad or traveling in a province that has a distance from the current location for a long distance because it helps to save travel time and get more comfortable traveling from the services of various airlines.

At present, there are many airlines that provide the journey services from the plane. Which has both Full Service Airlines and Low Cost Airlines, Both airlines tend to have similar flight routes, but the point that makes both airlines different and is another factor that passengers use to decide on using the service is the price of the ticket, which the Low cost airline will have cheaper than almost half the price of the Full service airline ticket including services such as loading luggage under the plane or food service on the plane, etc. Which full service airlines often have services available to purchase tickets without having to pay extra costs, same as low-cost airlines.

Although both airlines have different service characteristics, But it does not make all passengers choose only Full service airlines, Because low cost airlines, There are always interesting promotional offers all the time, which will help attract more attention to general passengers to use the service of low cost airlines, For example, traveling within the country, some passengers may choose to use low cost airlines for travel instead of full airline services, because it takes quite a few of travel time, no need to buy additional food on the plane, which will help save money and reduce fatigue from travel, by considering the service base of principle air transportation of low cost airline services is Don Mueang International Airport, will find that there is an increase in the number of passengers continuously every year.

When mentioned to low-cost airline that has services in Thailand, Will find that low-cost airlines that are quite popular for the Thai population are airlines in the AirAsia group, Such as Thai AirAsia, which provides domestic flights and Thai Air Asia X, which provides international flights, etc. because the airline, such routes have various routes compared to other low-cost airlines located in the region. Including having cheap tickets, as well as ongoing sales promotions that help convince decided to use the services of the customers as well.

## **Research methodology**

### Objective

- 1) To study the relationship between marketing mix factors (7Ps) and decision to use low cost airline services of the Thai population.

From the study and review of literature related to the research found that, There are marketing mix factors and demographic factors that influence the decision to use low cost airlines according to the following details.

#### 1. Consumer behavior theory

(Siriwan Serirat and Faculty, 2003, p. 129) has given meaning that consumer behavior, That refers to the study of the processes of persons involved with buying valuable products and services or experiences their.

Analyzing Consumer Behavior is searching and researching about the buying behavior and consumer use in order to know the nature of the demand and buying behavior, including consumer use, the compensation that can help marketers to manage marketing strategies that can meet the satisfaction of consumers can be appropriately.

#### 2. Marketing mix factors

Siriwan Serirat (1998) mentioned the marketing mix concept for service marketing mix, That is a concept related to a service marketing mix that are different from general consumer products by defining the marketing mix service or 7Ps in determining the marketing strategy consisting of various factors as follows :

##### 1) Product

When studied the factors of choosing the low cost airline service, domestic routes of Thai passengers found that the product factors are important in the overall at a high level when considering the sub-factors that Thai passengers pay most attention to famous for safety in flight operations.

Which has studied the factors that affect the decision to use low cost airlines of consumers in Bangkok found that product factors affect consumers decision to choose low cost airlines by giving consumers the importance of sub-factors, such as service destinations, the flight routes that provide services, including the number of flights that are sufficient to provide services.

## 2) Price

When studied the services marketing mix, factors Services that affect the decision to use low-cost airline services for passengers using the service at Chiang Mai AirPort, found that the price factors affect the decision to use low cost airlines, in the overall picture at a high level, The passengers more attention the airline having lower fares than other airlines There are details of fares and other service fees. Clearly and without fee in case of changing or returning the ticket. Passengers give priority to sub-factors such as the ticket price is appropriate for the traveling distance and passengers can choose how to pay for tickets in many forms.

## 3) Place

Which has studied the factors that affect the decision to use low cost airlines of consumers in Bangkok, found that the distribution channel factors affect the decision-making choose to use low cost airlines of consumers at a high level, The sub-factor that is important is the distribution of internet tickets for passengers. Including having a ticket reservation system in advance.

## 4) Promotion

About the factors in using low cost airline services, domestic routes of Thai passengers, The results showed that the marketing promotion factors had an effect on the decision to use low cost aviation, domestic routes of passengers are at a high level. The sub-factor that is important is having a discount on the ticket price.

At present, only Thai Air Asia Airlines can be seen, sales promotion by discounting the ticket price periodically, allowing passengers to book 5-12 months in advance, which can draw people into the airline's website a lot and in the sale of cheap tickets for in advance a long period of time, in addition to the airline being able to pull in cash for use in the business, can still sell tickets beyond the number of actual seats (Overbooking) again because of the opportunity Buying tickets in advance will cancel or change the trip.

## 5) People

When studied service marketing mix factors affecting the decision to use low cost airline services of passengers using the service at Chiang Mai Airport found that personnel factors affect the decision to use low-cost airline services in the overall at a high level, which gives importance to good service of the flight attendants as well.

## 6) Physical Evidence

The physical evidence factors affect the overall decision to use low-cost airline services at a high level, by sub-factors that are important is the atmosphere in the cabin has a system of safety standards for passengers, with a safety standard system in flight and checking the aircraft condition before traveling every time.

## 7) Process

When has studied the factors that affect the decision to use low cost airlines of consumers in Bangkok, The research found that Service process factors affecting the decision to use Low cost airlines of consumers at a high level, The consumers giving priority to taking care of passengers in the case of flight delays and the convenience of buying tickets in advance or the convenience of buying tickets via airline counters and the convenience of Check-in counters.

The study of factors that decide to use low-cost airline services in products and services, good reputation factor The safety has the highest average, which in the main Theories of factors influencing consumer purchasing decisions (Seri, 1999 and Chatraporn, 2007), Said that when buying products or services every time, consumers are at risk, Therefore, consumers will avoid that risk, one of which is to consider the good reputation of that product or service in terms of transportation, safety is an important thing that consumers choose because of air travel, Although the chance of an accident is less than other vehicles, but when the accident occurs the loss will be more and the chance of survival will be less than other vehicles. Therefore, consumers will choose safety first in decision-making.

## **Conclusion**

Traveling by plane is another popular way of traveling that people in Thailand. Especially for long-distance travel, Whether traveling abroad or traveling within the country, Because it helps to save travel time and get more comfortable traveling. Whether traveling abroad or traveling within the country, Because it helps to save travel time and get more comfortable traveling. At present, there are various airlines, Many airline of the services traveling by the aircraft, Which has both Full Service Airline and Low Cost Airline, and there is a very high competition in offer the cheapest flight routes and prices to compete for market share, when mentioned Low-cost airlines with services in Thailand and well-known will find that AirAsia the proportion of users is quite high compared to other Low-cost airlines.

After analyzing the marketing mix factors found that the factors that influenced the decision to use the AirAsia Airlines service when sorting out from very few, according to will be summarized as follows :

1 ) Price factors influence the decision to use the AirAsia service. In addition, customers often choose to use low cost airline services with the lowest ticket prices among all airline. AirAsia is considered the number one airline that sells the cheapest tickets, Which motivates most users to use the services of AirAsia.

2 ) Product factors influence the decision to use the AirAsia service, Having a safety system that has International standards, including being awarded the number one low-cost airline from SkyTrax for 7 consecutive years, helped create credibility and reputation for airlines. Which allows customers to have confident in the service and decide to use the service with AirAsia.

3 ) Process factors have an influence on the decision to use the AirAsia service of the population, The service process is fast, whether it is the check-in process, preparing the aircraft before leaving for a short period of time, waiting to load the baggage, including flights that are punctual will help build credibility and impress the customers, will make the decision to use the service with AirAsia.

4 ) Physical Evidence, Staff uniforms with beautiful help create an impression and To make the decision to use the service.

5) Place distribution channel factors and marketing promotion influence the distribution channel of many types of tickets helps to reach more customers, including payment methods in many forms, helping to create convenience for users to want to come back use the service again. In addition, the ongoing promotion of the market and the promotion of new promotions all the time will help create interest in customers.

### **Discussion and Recommendation**

Based on the results of the study of factors related to the selection Thai population, The researcher would like to suggest based on the marketing mix in each of the following factors:

- 1) Product factors Airlines should give priority to maintaining standards in Aviation safety and aircraft readiness checks before leaving to help create confidence for users and come back to use the service again
- 2) Price factor Airlines should give priority to maintaining the price of ticket sales because most customer tend to have images that remember AirAsia is a low-cost airline that is worth the price of affordable fares, as well as suitable for flight routes and flight times. This price strategy will help maintain the customer base in the long run.
- 3) Place distribution channels and marketing promotion factors, Airline should giving priority to the development of ticket distribution channels to be more accessible to customer of all groups thoroughly and also create convenience for the customer in another way.
- 4) People personnel factors, Airline should give priority to quality development in providing services to customers, whether they are service processes, as well as important human resources that contribute to building a good reputation and image for the organization, including pilots, flight attendants and the ground service staff, may arrange training increasing knowledge and service skills for sufficient staff and consistency, as well as continuous performance testing for employees in the organization to be alert and develop their potential at all times factors.
- 5) Physical Evidence factors, Airline should give significance with the first impression found which helps to feel good and impress immediately, to customer of the service found in the first step is the uniform of the ground service, which looks good and polite uniform will help impress the customer.
- 6) Process factors, Airline should give priority to the process, provide services at every step from the beginning that is check-in at the airline counter at the airport, which should be quick to reduce the wait time of the service customer, as well as preparation with the aircraft before departure should take appropriate time, not too long and safe to allowing the flight to be punctual and impressing customer.

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