

“Criteria of choosing International airline of Thais”

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ABSTRACT

The evolution of technology has been developed to answer Meet the needs of consumers various fields More convenient and faster, especially in terms of transportation. This considered air transportation most. Although the cost of the transportation industry is high cost but because of convenience, saving time more than traveling by other means. Making air transport an alternative and growing steadily.

At present, airlines with a market share of passengers traveling between countries are airlines known from the number of tourists who know that competing in airlines flying directly to foreign airlines, Thailand is one factor. That has resulted in passengers choosing to use non-airline airlines in Thailand. From factors many things that are causing the commercial airlines to compete in various fields more highly that is an important factor in the decision of the service user to choose to use the airline service.

Therefore, airlines must use various strategies to attract passengers to use the service Continuous improvement and development of products and services in order to meet the needs of passengers as much as possible.

Keywords

Passenger's Decision making.

INTRODUCTION

The government has a policy of opening up the aviation market through the Freedom of the Sky and encouraging investment by the Board of Investment (BOI), which gives tax privileges, aircraft and machinery to operators. This is the reason for the growing airline business and as a result has raised the competition level among airlines significantly. Each airline has an attractive service model offering passengers air travel services to different destinations. Therefore, this research aims to study the factors relating to the selection of airlines of Thai.

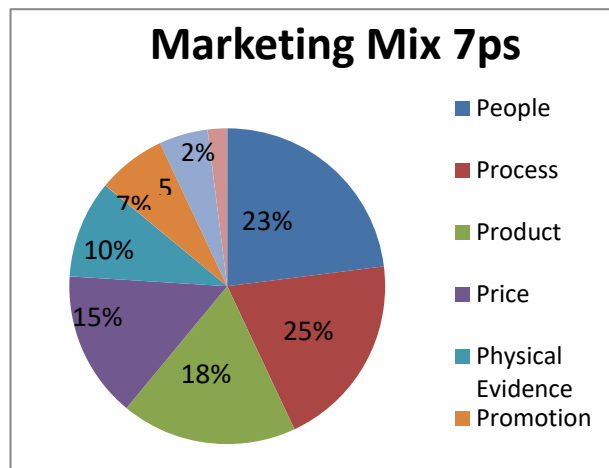
The samples used in this study were passengers who used the top 5 airlines with the number of users The most in the year 2009 at the 400 Suvarnabhumi International Airports. The research results revealed that the majority of passengers who selected the international airlines at Suvarnabhumi International Airport were females, aged under 30 years, getting married, holding a bachelor's degree, working as government officials or state enterprise employees, and earning an average income of more than 50,001 baht per month. The passengers' decision making on the selection of the international airlines, the passengers who decided to choose the services of the international airlines at Suvarnabhumi International Airport placed the highest importance on the staff that provided services.

Research Methodology

The research methodology is specific to a qualitative method.

1. Marketing mix factors 7Ps (People, Process, Product, Price, Physical Evidence , Promotion, Place)

There were 7 marketing factors which had an effect on the passengers' decision making on the selection of the international airlines at Suvarnabhumi International Airport. For the marketing factors which had an effect on the passengers' decision making on the selection of the international airlines, the passengers who decided to choose the services of the international airlines at Suvarnabhumi International Airport placed the highest importance on the staff that provided services and placed the second highest importance on the product. When considering each aspect of each factor, it was found that, in terms of the staff who provided services, they placed the highest importance on whether the staffs were willing to be attentive to passengers. In terms of the product, the passengers placed the highest importance on whether flight departures and arrivals were on time as scheduled.



Conclusion

The study of marketing factors that affect the decision to use the International Suvarnabhumi International Airport found that the factors affecting passenger decisions are as follows: (In descending order)

- I. Factors for staff service providers which results in the decision to choose the most international airline service is Employees are enthusiastic in giving services to passengers by service with willingness. Followed by the staff having expertise in the field and specializing in many languages And the least is the staff smiling by caring service.
- II. The product factor that affects the decision to choose the most international airline service is the airline departing and arriving at the time specified in the flight schedule and the number of flights sufficient to meet the needs and the least is the reputation and image of the airline.
- III. Service process factors in the process of providing services that affect the decision to choose to use international airlines is the quick and convenient check-in procedure, followed by the steps to purchase tickets without difficulty and minimal is the procedure for getting luggage quickly.
- IV. Fare factor price that affects the decision to choose the airline service between The most country is the fare price is appropriate when Compared with the quality, followed by the price Fares are appropriate compared to the distance and the least is the fare price is appropriate compared to competitors.
- V. The physical factor that affects the decision to choose the most international airline service is that the aircraft cabin has a clean seat Spacious, followed by the system Entertainment within the aircraft is modern and has a variety of facilities. And minimal is that there is a room for passenger certification.
- VI. Sales promotion factors that result in the decision to choose the airline service between most countries are passengers who are members of the mileage program, followed by airlines, offering special privileges to passengers using airline services or related and minor business the most is that airlines always have a variety of promotions.
- VII. The distribution channel factor that affects the decision to choose the most international airline service is the distribution channel and payment of a variety of fare, followed by the service center for changing the ticket and Provide information 24 hours a day.

The study of the process of making a decision to use the airline's passenger service at Suvarnabhumi International Airport found that passengers using the international airline service at Suvarnabhumi International Airport gave priority to the problem awareness process. Passengers want to travel with ease in the process of finding information. Passengers receive information from the airline from the Internet or other publications. Assessment Procedure Passengers give priority to travel times that are exactly as specified in the flight schedule. Passengers pay more attention to the price of the fare in the same budget as the convenience of buying and the evaluation process after the purchase. Passengers are satisfied with the overall picture of the airline service.

Discussion and Recommendation

From the study of passenger's decision to choose to use international airlines the researcher summarized the results as follows: (In descending order)

The findings from the research reveal that the factors that affect customers' decisions to use services can be shown in the order from the most influential to the least influential factors as follows, process, cleanliness inside the airplanes, personnel, marketing strategies and prices that suit the services, products and readiness of the channels for purchasing flight tickets, distribution channels and the building .As for the demographic factors, the research findings show that users with different genders, ages educations, occupations and incomes have the same decisions to use services.

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