

The factor of choosing low cost Airline in Thailand

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Abstract

The low-cost airline industry in Thailand is one of the largest in the Asian country and one of the fast growing globally. the factor choosing of Airline low cost in Thailand is an important issue for sustainability of business of the companies Relationships with the customers should be built well in order to achieve their satisfaction for customer in this study is to be a guideline for marketing management for low cost airlines and influence factors choosing Low-cost airline in domestic routes, Thailand. the study found that of product and service factor in high level and the reputation of safety is the highest point among the lists. This price factor, in general is in high level and the highest point is air fare is reasonable. distribution factor, in general is in high level and the convenience of buying the ticket via the airline's website is the highest point. promotion factor is in high level, ticket discount promotion is the highest point to influence them. service delivery factor is in high level, departure and arriving on-time is the highest point. people factor is in high level, the hospitality and efficiency of in-flight attendants is the highest point. physical evidence factor in general is in moderate level, the airline's office is modern and elegant decorate is the highest point.

Keyword : low cost airline

Introduction

In 2002, Thailand has an Open Sky Policy occurs that is right to fly between each other by reducing / terminating various restrictions in Air cargo and passenger transportation to provide Transportation is free. With the right to fly into effect use is considered an important factor that causes low cost airlines. (Low-Cost Airlines), many of which have opened providing services in domestic routes Since the end of the year 2005 onwards resulting from the emergence of low cost airlines to encourage tourists to travel by more planes Causing competition in the aviation business sector and other transportation sectors More, whether it is a train or Buses in terms of quality, price and service which businesses Need to increase efficiency to be better good effect to consumers in having more choices (Department of Negotiations International trade, 2008: 5) The strategy of low cost airlines consists of many things together but the same is the ticket price passengers with lower prices than economy class tickets Big airlines Most fly time is not more than 3 - 4 hours. food and beverage service on the machine can order from the receptionist on the machine.

low cost airlines are airlines that are well adapted to the current economic slowdown. And also helps stimulate the economy in the tourism industry, which is likely to continue growing Therefore, transportation is an important part of travel. low cost airlines are an option for travelers who want to save their travel budget. And have a tendency to use the service has grown substantially both the flight path and the frequency of service from the service that only the domestic flight routes have expanded, the business has expanded, each airline has price

competition. and fierce marketing promotion to attract users Therefore challenging the users to choose to use low cost airlines. Low cost airlines that provide services for both domestic routes including Thai Air Asia, Nok Air, Thai Smile Airways. Thai Lion Air and Thai Viet Jet Air etc.

Objective

1. To study the factors of choosing a low cost airline service for passengers on routes in Thailand.

Research Methodology

To know the factors of choosing a low cost airline service for passengers on routes in Thailand.

Information on low cost airline service selection factors has divided the factors into 7 factor according to the marketing mix of services.

1.1 Products and services

factor a good reputation for safety has to come first, which is the average of the main theoretical factors that influence the purchase decisions of consumers. the purchase of goods or services to all consumers at risk. Thus, consumers would have avoided the risk that one of these is considered to have a good reputation of a product or service. In the field of transport, safety is important because consumers choose to travel by air, although the chance of an accident is less than other vehicles. But when an accident then most of the losses are more likely to survive and have less than other vehicles. So consumers will choose safety come first in the decisions.

1.2 Price

The ticket price is appropriate. compared with airlines full service ticket price worth traveling and is selling tickets promotion makes it important to choose to use low-cost airlines. The clear price details advertising is a priority which is something quite as mentioned for the low-cost airlines often get blamed from quite a lot of customers that the price you see in the ads were bought but enough actually to have recurrent charges such as. fuel surcharge, airport tax and all of our seats are also a small number in each flight. Of course, these things are done to draw customers into service, but the airlines should also have a clear price details in advertising.

1.3 Distribution channels

The convenience factor of buying tickets via the airline website Therefore, every airline should regularly improve the website. Use this channel to promote marketing. Public relations until the development of sales through online channels the ticket distribution channels are diverse (such as the website, application counter, service), followed by the payment channel for a variety of tickets (such as cash and credit cards, bank counter service).

1.4 Marketing promotion

Ticket price reduction of special fare in festivals or tourist seasons is a factor that promotes the marketing of low cost airlines because most low-cost airline customers are sensitive to price advertising factors through various media will make the information news get more recognition. Of course, the cost reduction in order to be able to offer tickets at a low price. in public relations through various media (/ newspaper / magazine / television // website)

1.5 Service delivery

The check-in process is quick. Be on time (Plane departing and up to the schedule)

1.6 Staff

Friendly and efficient factors of the staff serving on the plane low cost airlines focus on this section. Whether it is checking the quality and consistency of the service of the receptionist Periodic service training for employees in order for employees to be alert in their work Employees are enthusiastic in providing services to passengers.

1.7 Physical environment

from the factors that passengers give the most importance is cleanliness and modernity within the aircraft. Therefore, airlines should maintain standard quality. new technology has been modified to enhance service including various devices on the plane should be checked regularly. for the safety of passengers.

From the results of the study, it was found that airline users About the most important products and services Travel safety Airlines ensure safety. More travel safety by focusing on travel safety, ensuring users and assisting in choosing airlines to achieve better safety standards.

Conclusion

The study of factors that decide to use the cable service low cost aviation products and services The factor of good reputation for safety has averaged in the first place.theories of factors influencing customer purchasing decisions said that when buying products or services every time, customers has a risk. therefore, customers will avoid that risk, one of these is considering the good reputation of that product or service In terms of transportation, safety is an important thing that customers choose because of air travel. the chance of accidents is less than other vehicles. but when the accident occurs, most of the losses will be greater and the chances of survival will be less than other vehicles. therefore, customers will choose safety first in decision making.

Discussion and Recommendation

This study is a low cost airlines in Thailand. without clearly specifying which case is the case of any airline only studying the overview, therefore, in the next study, the researcher may conduct a specific study at any airline. In order to be able to create a guideline for developing the strategy that is most suitable for that airline, whether it is a cost airline low or not.

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