

## **The benefit factor of low cost carrier in Thailand**

*\*First Author : Karnkawe Thongwong International College Suan Sunandha Rajabhat  
University, Thailand*

*Email : [karnkawe-thongwong@outlook.com](mailto:karnkawe-thongwong@outlook.com)*

*\*\*Second Author : Benjapol Worasuwanarak International College Suan Sunandha  
Rajabhat University, Thailand*

*Email : [benjapol.wo@ssru.ac.th](mailto:benjapol.wo@ssru.ac.th)*

### **Abstract**

Now a day the aviation industry in Thailand are very important and keep on expanding. People are living with aviation industry and become a part of daily life. And low cost airlines are main choice for passenger. In 2018-2019 aviation industry are grow up 15.2 percentage per year. Can look at from quantity of passenger to use 31 airports around Thailand. By the main airlines are famous for passenger is Thai Air Asia, Nok air, Lion air, Thai Vietjet. The most destinations are domestic and asean. The main reason to use low cost carrier is low price of ticket. And the low cost carrier have many advantages and disadvantages. But passenger focus on disadvantage such as on food between flight, baggage fee, small aircraft etc.

Keyword: Aviation industry, Low cost, Passenger, Airlines

### **Introduction**

Planning a trip abroad and you are on a budget constraint. There is one thing that can ease your issue. Choosing a low-cost flight everyone loves low-cost flights. Be it travelling with family for a holiday or on a solo trip, we always tend to find ways to save money. Well, in that case, low-cost flights are like a parachute! In the past few years, air travel has gained much popularity. One main reason for it can be because airlines offer flights that people can afford. Cheap travel is now a reality and many people are taking advantage of it.

## Research methodology

### Objective

- To learn about benefit of low cost airline.
- To learn about why the airline create many promotions.

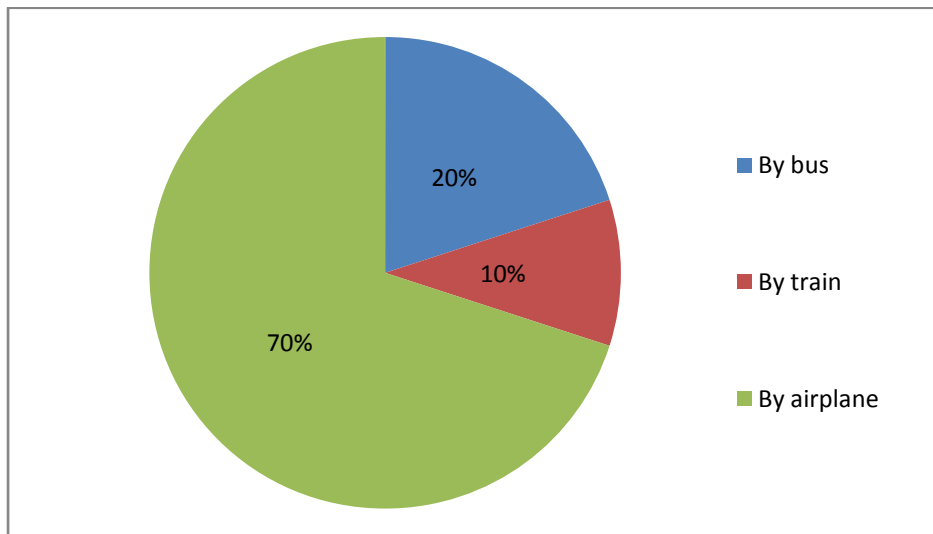
Benefit of low cost airline gets from passengers. When opting for a low-cost flight, we do need to keep in mind that the services provided will not be as great as the one offered on premium flights. However, consider a situation where you haven't had the time to make your air travel booking on time. Choosing a regular airline will cost you a fortune even though the destination chosen is short. This is where cheap flights come into play. This is one of the most important benefits of low-cost airlines/flights. And now have many low cost airlines. So they have many competitors. They will create new promotion or good suggestion for attract passengers to use each airline. If a lot of passenger that make a lot of profit. And the promotion they show about the advantages for passengers :

### Advantages

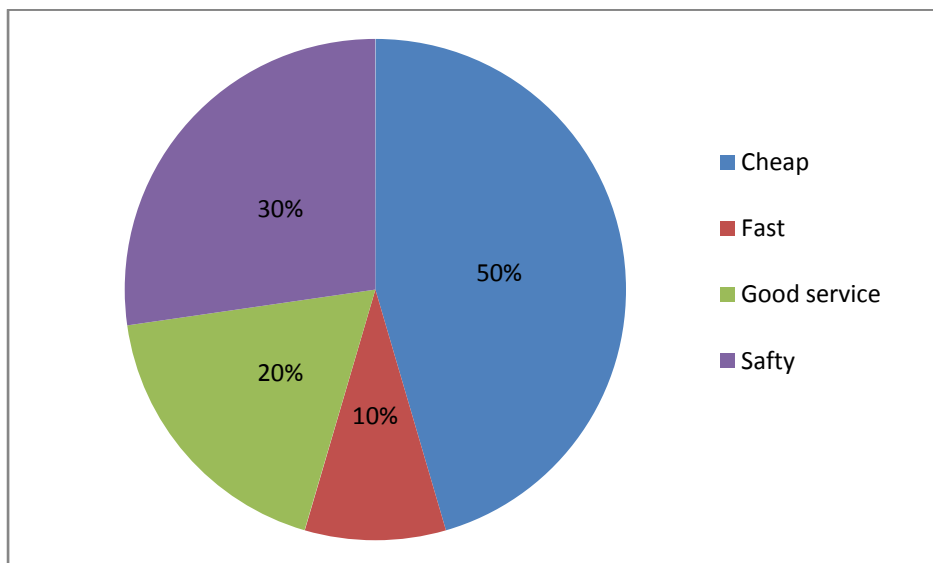
- One of the primary benefits of a low-cost flight is the amount of money saved. Opting for low airline fares can help you save up to a good percent of cash. Hence, you can use the money saved to enjoy a much better stay at the vacation spot of your choice.
- Sometimes, travelers choose to travel one way. Thus, you don't have to spend extra money for a return flight. Low-cost airlines do not charge the additional sum of money.
- We often find airlines giving out low-cost flights during off-peak seasons. So, if you have a definite plan for your trip, you can book flight well in advance and enjoy a hassle-free vacation.
- Frequent promotions. Every now and then, people will find big discounts on airfare for certain routes. These promotes will be available for a few days only so individuals have to stay alert. Checking the official website of the airline will present the available tickets for particular destinations. You can set the departure times to and from the specific location and manage your bookings yourself.
- New planes. Some airlines offer low-cost tickets because they have new planes. Some are under re-fleeting programs and introduce the latest airplanes for passengers to experience. Passengers get to enjoy state-of-the-art features and amenities, as well as a smooth and seamless flight experience.

This is an information form survey

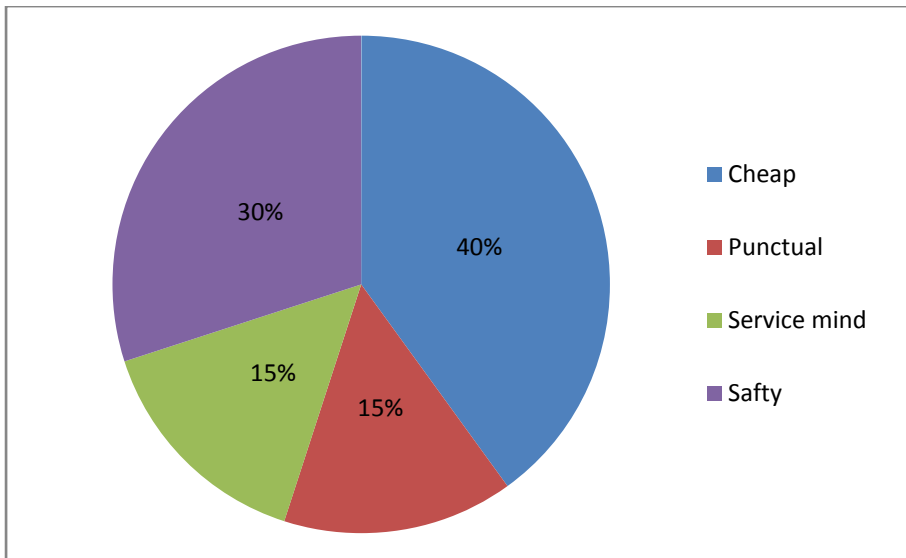
1. What type of vehicle that you use for travel



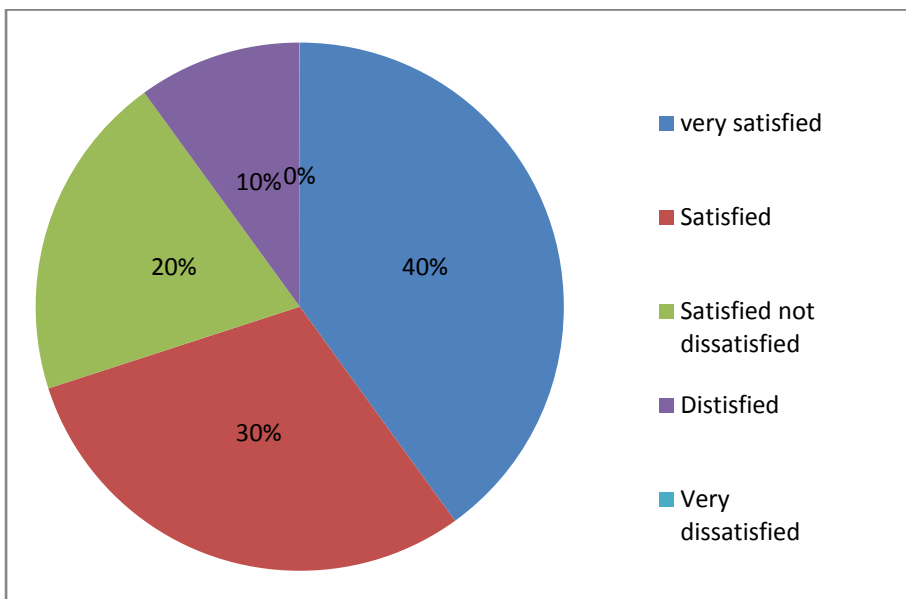
2. What reasons you choose low cost airline.



3.The essentials that airline should have.



4.How satisfy are you using low cost airline.



From survey the most vehicle that people should is airplane. The reason when people choose to fly with low cost airline is cheap price of ticket. The essential of low cost airline is cheap price. And the satisfy when passenger use low cost airline very satisfied

## **Conclusion**

Benefit of low cost airline is very effect to passengers. When they choose airline to fly to destination mainly reason are low price of ticket. Because they can bring remaining money to spend the other expenses such as booking hotel, eat food, other transportation, etc. The passengers spend less time on the aircraft. But when they spend a lot of time in the trip. The main group of passengers to use low cost airline are worker and students of university . There are groups do not have too much money. They will choose low cost of ticket first. Now a day many have low cost airline. So there are airline will create new promotions for attract the passengers to use ours airline. So the airline can attract a lot of passengers they can get a lot of profit too. Therefore benefit of low cost airline and promotion can help the airline get and lost profit.

## **Discussion and Recommendation**

The low cost airline have benefit from cheap price of ticket. If they have good promotion for passenger. They can attract many passengers to use the airline. But when a lot of passengers can effect to slowly service or bad service. There are reasons can make passengers not satisfied. Sometimes passenger tell to another about bad review or write in online can influence to image of airline. That ground staff hard work because many passengers. The ground staff can get sick. And have to take a leave can make not enough people for work.

## References

- Advantages and disadvantages of the low cost airlines. (n.d.). Retrieved February 14, 2019, from <http://uk.travelgenio.com/blog/advantages-and-disadvantages-of-the-low-cost-airlines/1614>
- Competitive advantage of low-cost carriers: Some implications for airports. (2003, December 03). Retrieved February 15, 2019, from <http://www.sciencedirect.com/science/article/abs/pii/S0969699703000838>
- The Pros and Cons of Low-Cost Airlines – Florida Tech Online. (2017, October 18). Retrieved February 16, 2019, from <http://www.floridatechonline.com/blog/aviation-management/the-pros-and-cons-of-low-cost-airlines/>
- Benefits of working for a low cost airline vs a premium airline. (n.d.). Retrieved February 17, 2019, from <http://www.linkedin.com/pulse/benefits-working-low-cost-airline-vs-premium-graeme-frater>
- Low-Cost Flights - Advantage or Disadvantage? - An 5RT Review. (2017, May 15). Retrieved February 20, 2019, from <http://www.5randomthings.com/low-cost-flights-advantage-or-disadvantage/>

## Appendix

### Your opinion about low cost airline.

1. What type of vehicle that you use for travel

By bus

By train

By airplane

2. What reasons you choose low cost airline.

Cheap

Fast

Good service

Safety

3. The essentials that airline should have.

Cheap

Punctual

Service mind

4. How satisfy are you using low cost airline.

Very satisfied

Satisfied

Satisfied not dissatisfied

Dissatisfied

Very dissatisfied

