

What is the most important prior that passenger use for choosing which airlines to fly with.

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Abstract

Nowadays **aviation industry** has grown very fast and grown continually because of the developments of technology and competition between those airlines. In the past the first prior of aviation for passenger is safety because air travel is new in the early day. Now the technology is lot better. It makes aircraft safer and the rules is stricter so every airlines are in the same standard. And another factor is **low-cost airlines**. So how do they compete in this market? And not only just big airlines compete to each other but also compete with those low-cost airlines too. In recent years the low-cost airlines make aviation industry comes very popular because the price of their ticket. It is different from the past that people who can use air travel is only rich or business people but now most of travellers they choose air travel because it faster and cheaper than the past. It is safer, cheaper, faster, further and more comfortable. There are a lot of choices more than in the past. So it is the choice for the customers to choose what they like. Each passenger has their own needs. Someone wants to be safe, some want to be cheap or even service are their needs. The objective of this research is find the most important prior for passenger that they use for choose which airlines they want to fly with. Is it different from the past?

Keywords: "Aviation industry", "Low-cost airlines"

Introduction

In the early age of aviation industry. The technology is not that good as today. The air travel is not really safe and comfortable like the present day. But now there are higher standard to make it safer. In the past, not everyone can use air travel because it is very expensive. It is for rich people or business people who has money for the ticket. But, now there are many new low-cost airlines established. It makes passengers have more choices. First they can choose to fly with full fare or low-cost airlines and it makes the aviation product which is transport is much more quantity than previous day. Of cause it is like other goods and services. When the product is less it will be expensive but in the other hand, if the product is too much. Its cost will decrease definitely. The core product in aviation industry is transport. Aviation industry also in the same marketing mechanism like another product. When there are many airlines fly in the same route it is make competition among them. Especially in nowadays there are many low-cost airlines come into this competition and take high percentage of market share in this industry too. In case of those airlines cannot compete in safety because they are in the same standard. They shall compete in other priors for example seat comfort, service, punctuality, etc.

But not every passenger want the same prior. Some still need safety. Some concern about the price or punctuality even they just need low price.

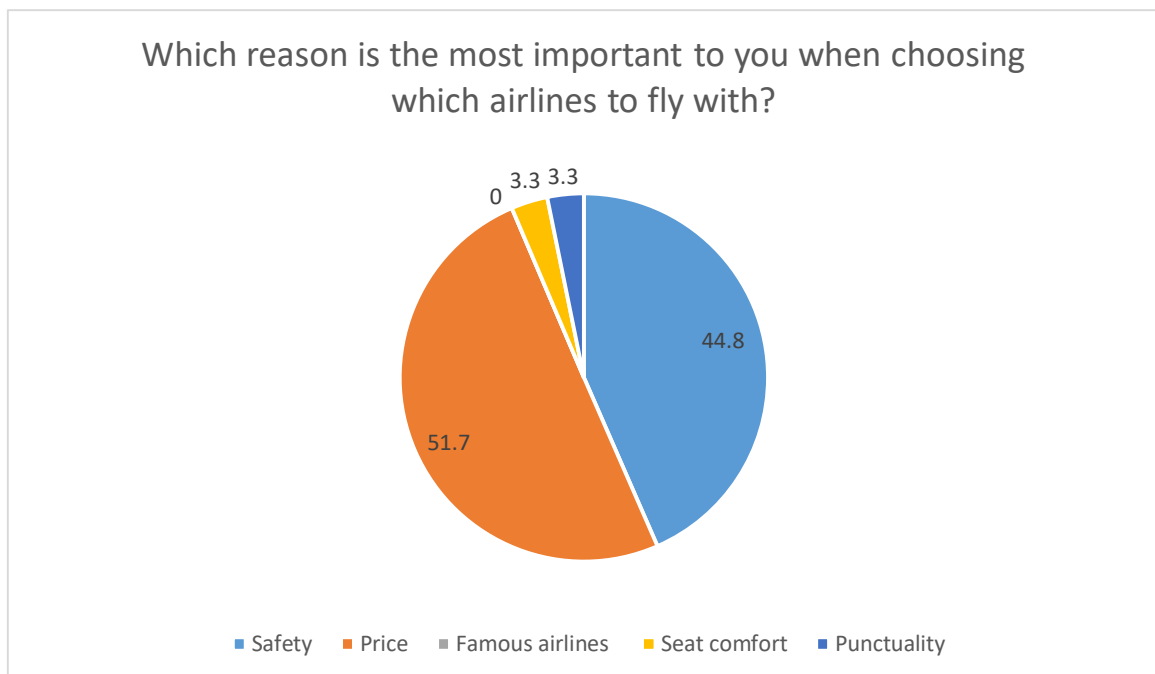
These factors are the reason why aviation industry have grown really fast in the recent years. Every airlines need to adapt theirs strategy related to the trend. Even full service airlines also need to compete in price because low-cost airlines are taken the market share in domestic route. So the main market of full service airlines is international routes. Which airlines can suit with the needs of the passenger that airlines will takes the share of aviation market. As nowadays the passenger has their choices to choose which airline suit their need. They will fly with that airline. The object of this research is to find the most important prior for passenger that they use for choose the airlines.

Objective

1. To study about the most important prior for passenger.
2. To use the information of this research to predict the trend in the future.

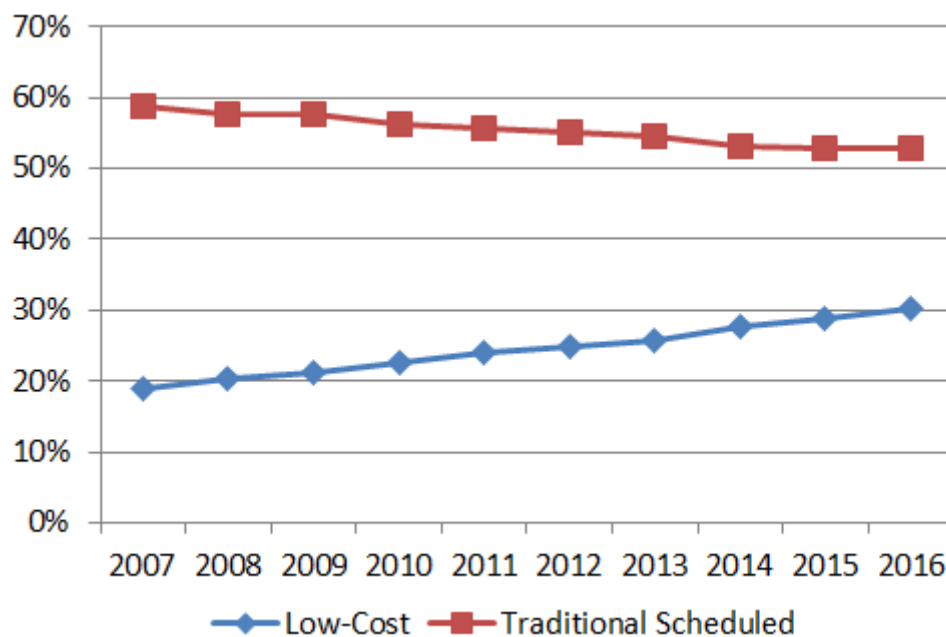
Research Methodology

To study about the most important prior for passenger. Nowadays **aviation industry** has grown very fast and grown continually because of the developments of technology and competition between those airlines. In the past the first prior of aviation for passenger is safety because air travel is new in the early day. Now the technology is lot better. It makes aircraft safer and the rules is stricter so every airlines are in the same standard. And another factor is **low-cost airlines**. They can trust in safety of the aircraft so they looking for other prior. Price is the threat for air travel in the past so they choose another transportation. It proved by the popularity of low-cost airlines. And the growth of aviation industry that has grown greater than previous day. That means people like to choose the cheapest ticket rather than other prior. I use the online survey to collect those information because it save cost and easy for repliers.



The result from 60 repliers.

From the result of the research which is came from the survey of 60 people. It shows that most of passenger in present day concern about the price rather than other prior such as safety, seat comfort, punctuality. It makes sense because the technology in this day makes the aircraft a lot safer than the past so people can trust in safety it also improve the trust in other priors too. How airlines compete after the improved technology? The answer is price. We can see that there are low cost airlines take a lot of the market share from the full service airlines. But passenger are still need safe flight under low price.



According to the STATFOR figures, LCC share of all flights was 19% in 2007 and climbed to 30% in 2016, almost a third of total traffic. In comparison, the traditional scheduled segment's share of all flights experienced a decline, from 59% in 2007 to 53% in 2016. And it still grown continuously. We can predict that the air travel would be cheaper in the future.

Conclusion

From the survey. We got the result that most of the respondents which is take 51.7% use price to be the first prior for choosing airlines to fly. And a slightly close to the price is safety which is takes 44.8%. It means that most of passengers are concern about the price rather than other prior but they still need to be safe too.

Discussion and Recommendation

As the majority of the answer that the price is the most important thing for passengers in the present they. In my own opinion. I think it is understandable and reasonable because the modern technology is much developed. They can trust in safety of the aircraft so they looking for other prior. Price is the threat for air travel in the past so they choose another transportation. It proved by the popularity of low-cost airlines. And the growth of aviation industry that has grown greater than previous day. That means people like to choose the cheapest ticket rather than other prior. For example Thai people choose Emirates rather than Thai airways because of the price of Emirates is cheaper than Thai airways even Thai airways is their national airlines.

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