

ABSTRACT

This research aimed at perceiving the views of some executives in the aviation field pertaining to the effect of low cost carriers on the Thai aviation industry, both positively and negatively.

The researcher used a cross sectional design to conduct the study. The subjects of the study were 110 executives of 5 aviation related organizations working in Bangkok. A questionnaire was used as the research instrument. Frequency as well as percentage was used in the study.

The major findings revealed that the executives agreed that the business of low cost carrier had a good effect on the Thai aviation industry. They revealed that passengers directly gained advantages from low cost carriers as transportation alternatives were increased and competition was enhanced. However, 92.7% of them normally selected full service airlines as a personal preference. Most of the subjects revealed that low cost carriers were better than full service airlines in terms of air fare (51.9 %), effective advertising campaigns (40.0%), and sales promotions (54.5%). Moreover, there were some elements given by the executives for improvement including the reliability (51.8%), some proper services (55.5%), both on ground and on board, punctuality (47.3%), and mileage programs (40.0%). Moreover, most of them (49.1%) agreed that the food and beverages served on board was a factor that gave much lower satisfaction than full service airlines.