

CHAPTER THREE

METHODOLOGY

This research is a survey aimed at perceiving the view of the management in aviation related organizations working in Bangkok, regarding the effect of low cost carrier, both positive and negative on Thai aviation industries in terms of various activities such as in terms of regulators, air operators, aviation training centers and air navigation providers as well.

This chapter describes the design and procedures used in this study as follows:

- Subjects
- Materials
- Procedure used in the collection as well as analysis of the data
- Data analysis.

3.1 SUBJECTS

The sampling frame of this research was the management or executives in the aviation field working in Bangkok. The purposive sampling data was applied in this research. The researcher focused on a particular population which was under the criteria of being related management working at the Department of Civil Aviation, International Civil Aviation Organization, Aeronautical Radio of Thailand, Airports of Thailand, Civil Aviation Training Center, and Thai Airways which is considered as the Thai national airline that normally brings a lot of profit to the country. Due to the small number of the population in which only 400 of them were included as the population of the study, only 150 of this population were selected, which was considered sufficient to represent the total sampling population.

3.2 MATERIALS

The purpose of this section is to describe materials as well as techniques employed in gathering of the data. A self administered questionnaire was developed and used as a tool for data collection in this study. The respondents were given questionnaires containing 3 parts as follows:

- 1) General background for gaining general information of the respondents.
- 2) Information as a passenger not just only as an executive
- 3) Attitude and future trend of the carrier so as to predict the possible trends for air transport in Thailand.

In this regard, only 120 questionnaires were expected to be returned from the target respondents.

The researcher conducted a pretest of the questionnaire. The questionnaires were randomly distributed to the management team via some operational officials at the selected organizations. The objectives as well as instructions were introduced in the questionnaire. The questionnaires included close-ended and open-ended questions, Likert Scale, and contingency questions were used in the study. The 5 points rating scale or Linkert Scale using for examining the views pertaining to the differences between low cost and full serviced airlines, then, was used in the third part of the questionnaire under the criteria and meaning of the rating scale presented as follows:

Rating Score	Interpretation of the score
5	Much better than full service airline
4	Better than full service airline
3	Same as full service airline
2	Lower than full service airline
1	Much lower than full service airline

Even though most of the executives in the aviation field are good at English, the questionnaires were translated into Thai so as to facilitate the understanding of respondents.

3.3 PROCEDURE

3.3.1 Research Design

Cross - sectional design was used in order to study the factors affecting Thai aviation industries by low cost carriers.

3.3.2 Data Collection

150 subjects from a population of 400 related executives were randomly selected. The questionnaires were distributed through some related officials selected at each organization.

In order to make the questionnaires more reliable, 30 pretest questionnaires were delivered. And the questionnaires, then, were collected ten working days later after distribution.

3.4 DATA ANALYSIS

The data collected from the questionnaire were processed by the Statistical Package for Social Science (SPSS) program to analyze the data. The descriptive statistics such as frequency and percentage was also used in the survey.

In summary, this chapter has shown the methodology of the research in which subjects, materials, procedures, and data analysis are included. In the next chapter, the result of the research will be presented.