CHAPTER 4
RESULT

The previous chapter explained the methodology of the study. This chapter reports the result of the study which is divided into three parts as follows:

4.1: General background of the respondents

4.2: Information from the executive as passengers

4.3: The executive's attitudes and future trends of low cost carriers which is divided into different parts:

- The management's satisfaction level, as passengers, with the airlines
- Attitudes towards the effect of the airline
- Other related suggestions regarding the operation of low cost airlines.

4.1 GENERAL BACKGROUND OF THE RESPONDENTS

This part consisted of a total of seven questions asking about the respondent's personal data regarding gender, age, educational level, marital status, monthly income, occupation, as well occupational level were included. The results, which were received from 110 respondents, were shown in terms of frequency and percentages.

4.1.1 Gender

Of the 110 respondents of the research, it was found that the larger part of the respondents in the survey were male. The study revealed that 61 respondents (55.5 %) were male and 49 respondents (44.5%) were female.

4.1.2 Age

Most of the respondents (20.9%) in management were the aged 40-44 years , while the rest of them were at the age of 30-34 years (15.5%), 55 years old and over (also 15.5%), 25-29 years old (14.5%), 45-49 years old (11.8%), 35-39 years old (9.0%), 50-54 years old (7.3%), and 20-24 years old (5.5%0 respectively.

4.1.3 Educational Level

According to the research, 58.2% of the respondents have graduated with a bachelor's degree , while the others graduated with a master degree (37.3%), at vocational level (1.8%), a level of under degree (also 1.8%), and higher than master degree (0.9%).

4.1.4. Marital Status

It was found that 50.9% of the respondents were single while the others were married (46.4%), widowed (1.8%), and divorced (0.9%) respectively.

4.1.5. Monthly Income

The monthly income of the respondents was categorized into 7 levels. 26.4% of the respondents have a monthly income categorized at the range of 10,000-20,000 Baht , while the others were between 21,000-30,000 Baht (19.0%), 31,000-40,000 Baht (15.5%), more than 70,000 Baht (12.7%), 41,000-50,000 Baht (11.8%), 61,000-70,000 Baht (8.2%), and 51,000-60,000 (6.4%) respectively.

4.1.6. Occupation

According to the research, it was revealed that 49.1% of the respondents who answered the questionnaire were state enterprise employees. The rest of the respondents were private company employees (24.5%), government officers (23.7%), and others (2.7%). Unfortunately, as the researcher did not get any questionnaire back from the management working at then International Civil Aviation Organization on a timely basis, the number of respondents from independent / international agency employees was not met.

4.1.7. Occupational Level

As previously indicated that all of the respondents were in management coming from the aviation field working in Bangkok, consequently, the details regarding occupational level was categorized into 3 different levels. The result showed that those who were in preliminary management were among the largest number of respondents who gave ideas in the questionnaire (69.1%), while the rest of the respondents were in middle managements (26.4%), and in high management (4.5%) consecutively. The overall details of the above mentioned part of the questionnaire are shown in table 4.1 as follows:

Table 4.1: General Background Information

General Background Data	Frequency (Percentage[%])
1. Gender	
Female	49 (44.5%)
Male	**61(55.5%)**
Total	**110 (100%)**
2. Age	
20-24 Years Old	6 (5.5%)
25-29 Years Old	16 (14.5%)
30-34 Years Old	17 (15.5%)
35-39 Years Old	10 (9.0%)
40-44 Years Old	**23(20.9%)**
45-49 Years Old	13(11.8%)
50-54 Years Old	8(7.3%)
55 Years Old and Over	17(15.5%)
Total	**110 (100%)**
3. Educational Level	
Vocational Level	2(1.8%)
Under Degree Level	2(1.8%)
Bachelor's Degree Level	**64(58.2%)**
Master Degree Level	41(37.3%)
Higher than Master Degree Level	1(0.9%)
Total	**110 (100%)**
4. Marital Status	
Single	**56(50.9%)**
Married	51(46.4%)
Divorced/Separated	1(0.9%)
Widowed	2(1.8%)
Total	**110 (100%)**

Table 4. 1(Continued)

General Background Data	Frequency (Percentage)
5. Monthly Income	
10,000-20,000 Baht	**29(26.4%)**
21,000-30,000 Baht	21(19.0%)
31,000-40,000 Baht	17(15.5%)
41,000-50,000 Baht	13(11.8%)
51,000-60,000 Baht	7(6.4%)
61,000- 70,000 Baht	9(8.2%)
More than 71,000 Baht	14(12.7%)
Total	**110 (100%)**
6. Occupation	
Government Officer	26(23.7%)
State Enterprise Employee	**54(49.1%)**
Private Company Employee	27(24.5%)
Independent / International Agency Employee	0
Others	3(2.7%)
Total	**110 (100%)**
7. Occupational Level (According to your organization)	
Preliminary Management	**76(69.1%)**
Middle Management	29(26.4%)
High Management	5(4.5%)
Total	**110 (100%)**

4.2 INFORMATION FROM THE EXECUTIVE AS PASSENGERS

In this part, there were five questions to gather related information given by the respondents considered as passengers, not only as an executive. The proportions showing how many respondents have ever traveled by low cost airline as well as never traveled by such airlines were shown in table 4.2. Moreover, the average time of traveled on the airline is also shown in the same table.

It was found that the proportion of the respondents who have travelled by low cost airline was 52.7% and who have never travelled by low cost airline was 47.3%. For those who used to travel by the airline, 48.2% of them normally travelled by using such airlines less than once a month, 2.7% of them chose to fly with the airline once a month and another 1.8% respondents flew with the airline more than once a month. The total number was 52.7%.

Table 4.2: Information regarding the usage of low cost carrier

Information as a Passenger	**Frequency (Percentage)**
8. Travel by Low Cost Carrier	
Yes	58(52.7%)
No	52(47.3%)
Total	110 (100%)
9. Average Times of Traveling by Low Cost Airline	
Less than Once a Month	**53(48.2%)**
Once a Month	3(2.7%)
More than Once a Month	2(1.8%)
Total	**58(52.7%)**

The following table 4.3 shows the proportion of the airlines that were frequently chosen by the respondents. It was revealed that most of the respondents still traveled with full service airlines and Thai Airways was mostly chosen by the respondents (43.4%) while Thai AirAsia, which was considered a low cost airline, was chosen by the second highest number of them (22.9%). The rest of them chose

Nok Airlines (15.1%), Bangkok Airways (13.3%), and Orient Thai Airlines (2.9%). Moreover, some of them (2.4%) chose to fly with other airlines which are Emirates Airline, Turkish Airline, P B Air, and Singapore Airline. As the respondents were able to choose more than one answer for the question asking about the airlines which the respondents always choose, thus, the total of frequency is not 100 but 166 instead.

Table 4.3: The proportion of the airlines chosen by the respondents

Information as a Passenger	Frequency (Percentage)
10. The Proportion of the Airline Chosen	
Thai Airways	**72(43.4%)**
Bangkok Airways	22(13.3%)
Orient Thai	5(2.9%)
Nok Airline	25(15.1%)
Thai Air Asia	38(22.9%)
Others (Emirates, Turkish, Singapore Airline)	4(2.4%)
Total	**166 (100%)**

Moreover, table 4.4 shows the percentage of the respondents' travel information pertaining to an airline that was recently used by the respondents. According to the table, it was found that most of the respondents (87.3%) recently flew with full service airlines while the others recently flew with low cost airlines (12.7%).

In addition, the table also shows the personal satisfaction of each type of airline according to their views. The proportion illustrates that most of the respondents personally preferred full service airlines (92.7%), while the others preferred low cost airlines (7.3%).

Table 4.4: The Airline recently chosen and personal preference of the respondents

Information as a Passenger	**Frequency (Percentage)**
11. The Proportion of the Airline Recently Chosen	
Full Serviced Airlines	**96(87.3%)**
Low Cost Airline	14(12.7%)
Total	**110 (100%)**
12. Personal Preference towards Each Airline	
Full Serviced Airlines	**102(92.7%)**
Low Cost Airline	8(7.3%)
Total	**110 (100%)**

4.3 THE EXECUTIVE'S ATITUDE AND FUTURE TRENDS OF LOW COST CARRIER

This part of the questionnaire shows the details regarding the management's attitudes and future trends of low cost carriers. This part shows the details of personal feelings towards the airline.

4.3.1 The Executive's Satisfaction Level, as Passengers, with the Airlines

Table 4.5 shows the attitude of the management's view toward satisfaction with the low cost airlines compared to full service airline. The questionnaire is divided into 13 parts in which different views are shown. Following the table, the largest number of the respondents develop the idea towards both airlines differently depending on different fields as follows.

- **Question 13:** regarding the price of air fare determined by the low cost carrier, most of the respondents (51.9%) agreed that low cost carrier provides a more better reasonable air fare or cheaper air fare compared to full servic airline.

- **Question 14**: Most of the respondents (42.8%) agreed that satisfaction in terms of frequent flights provided per week by both types of airline are alike.

- **Question 15:** The largest proportion of the respondents (51.8%) had lower satisfaction with low cost carriers in terms of reliability of flights compared with full service airlines such as higher rate of flight cancellations.

- **Question 16**: Most of the respondents (47.3%) had the same satisfaction with low cost carriers compared to full service airlines in terms of security matters.

- **Question 17:** Most of the respondents (50.9%) had the same satisfaction with the proper aircraft of low cost carrier and full service airline.

- **Question 18:** 59.1% of the respondents, which were considered the largest proportion of them, agreed that the level of satisfaction in terms of booking low cost airlines and full service airlines was similarly convenient.

- **Question 19:** Most of the respondents (49.1%) had much a lot lower satisfaction with food and beverage served on board compared to full service airlines.

- **Question 20:** Most of the respondents (55.5%) had lower satisfaction with services provided by low cost carriers compared to full service airlines.

- **Question 21:** Most of the respondents (47.3%) had lower satisfaction with low cost carriers in terms of punctuality compared to full service airlines.

- **Question 2**2: The highest proportion of the respondents (40.0%) had higher satisfaction with low cost carriers in terms of effective advertisement campaigns compared to full service airlines.

- **Question 23:** Most of the respondents (40.0%) had lower satisfaction with low cost carriers in terms of mileage programs than full service airlines.

- **Question 24:** Most of the respondents (53.6%) agreed that the satisfaction with low cost carriers in terms of the ownership of the airline was similar to full service airlines.

- **Question 25:** Most of the respondents (54.5%) had higher satisfaction with low cost carrier than full service airlines.

Table 4.5: The Satisfaction level with low cost airlines

General attitude towards low cost carriers	**Satisfaction Level (Percentage [%])**				
	5 Much better than full serviced airline	4 Better than full serviced airline	3 Same as full serviced airline	2 Lower than full serviced airline	1 Much lower than full serviced airline
13. Reasonable air fares	11.8%	**51.9%**	20.0%	13.6%	2.7%
14. Frequent flights per week	2.7%	12.7%	**42.8%**	34.5%	7.3%
15. Reliable flights (No cancelled flights)	0.9%	1.8%	29.1%	**51.8%**	16.4%
16. Safety matters	0%	0%	**47.3%**	40.9%	11.8%
17. Proper aircraft	0%	2.7%	**50.9%**	38.2%	8.2%
18.Convenient for ticket booking	0.9%	22.7%	**59.1%**	15.5%	1.8%
19. Food and beverage on board	0.9%	0.9%	10.0%	39.1%	**49.1%**
20. Proper service	0.9%	4.5%	15.5%	**55.5%**	23.6%
21. On time basis	0%	1.8%	42.7%	**47.3%**	8.2%
22. Effective advertisement campaigns	13.6%	**40.0%**	33.6%	11.8%	1.0%
23. Mileage programs	0%	2.7%	20.9%	**40.0%**	36.4%
24. Ownership (by Thai / foreigner)	0	6.4%	**53.6%**	36.4%	3.6%
25. Sales promotion	16.4%	**54.5%**	11.9%	13.6%	3.6%

4.3.2 Attitudes towards the Effect of the Airline

This part of the questionnaire shows the general attitude of the respondents regarding the effect of low cost carrier on Thai aviation industries. As the details show in table 4.6, 67.3% of the respondents personally agreed that low cost carrier generally had a good effect on Thai aviation industries while some of them (11.8%) thought conversely. Moreover, in terms of open sky policy which leads to the popularity of such airlines, 57.3% were satisfied with the open sky policy, while some of them (16.4%), again, thought conversely.

In addition, 47.3% of the respondents agreed that the carrier did not mainly support their organization's profit, 31.8% were of the idea that it mainly supported their organizations, and 20.9% agreed that it did not have any effect on the organization. Likewise, 40% thought that the carrier mainly attack their organization's profit, some of them (33.6%) thought differently, and the others (26.4%) agreed that it does not develop any attack on the organization.

Table 4.6 Attitude towards the Effect of Low Cost Carrier

The Attitude towards the Effect of the Airline				
(Percentage)	Yes	It depends	No	**Total**
26. The carrier had a good effect on Thai aviation industries	67.3%	20.9%	11.8%	100%
27. Satisfaction with the open sky policy that leads to the popularity of the carrier	57.3%	26.3%	16.4%	100%
28. The carrier mainly supports your organization's profit	31.8%	20.9%	47.3%	100%
29. The carrier mainly attacks your organization's profit	33.6%	26.4%	40.0%	100%

However, 56.4% of the respondents agreed that the future prospect of the carrier will be better than for full service airlines. Only 1.8% revealed that it will be much worse than full service airlines as shown in table 4.7

Table 4.7 The Future Prospects of the Carrier

(Percentage)	Better	Much Better	Worse	Much Worse	Nothing Changed	**Total**
30. Future prospect of the carrier	56.4%	10.9%	16.4%	1.8%	14.5%	100%

Moreover, 54.5% of the respondents were of the idea that the carrier will be more popular than full service airlines in the future while the rest (45.5%) agreed that full service airlines will be better as shown in table 4.8

Table 4.8 Future Popularity

(Percentage)	Full Service	Low Cost	**Total**
31. The airline expected to be popular in the future	45.5%	54.5%	100%

The result in the questionnaire also shows the strongest as well as the weakest points of both airlines (table 4.9). According to the respondents' view, 33.0% of them agreed that proper service provided is the strongest point of full service airlines whereas air fare became the weakest point of the airlines (51.8%). Meanwhile, reasonable air fares (58.2%) and proper services (25.5%) were the strongest and the weakest point, respectively, of low cost carriers.

4.3.3 Other related suggestions regarding the operation of low cost airline

For open ended questions asking for related comments and suggestions on the influence of low cost carriers on Thai aviation industries, the comments as well as suggestions of the respondents are mainly categorized as follows:

1. The carrier will mostly be beneficial directly to passengers not only for the air operators themselves.

2. It can be a significant factor that is able to drive the growth of the airline industry in Thailand.

3. As the carrier can produce much more competition in the aviation field, thus, any related development will then be easily met. Consequently, more alternative modes of transportation for passengers are also made available. As such, it also helps enhance the popularity of tourism in Thailand.

In order to make the carrier provide with higher quality services, some respondents' suggest as follows:

4. Safety matters, provision of services, and reliability in terms of the cancellation of flights should be more seriously addressed.

5. Related regulators such as the Ministry of Transport and Department of Civil Aviation should develop exact policies, such as the slot allocation of air routes, which can effectively control the growth of the carrier.

6. Any advertisement and sales promotion undertaken by such carrier should be reasonable and appropriately launched, not overstated.

Table 4.9: The strongest as well as the weakest points of both airlines

32. The strongest point of full service airlines	Frequency (Percentage[%])
Reasonable air fares	9(8.2%)
Frequent flights per week	1(0.9%)
Reliable flights (No cancelled flights)	27(24.5%)
Safety matters	26(23.7%)
Proper aircraft	2(1.9%)
Convenient ticket bookings	1(0.9%)
Food and beverage on board	4(3.6%)
Proper service	**33(30.0%)**
On time basis	5(4.5%)
Effective advertisement campaigns	1(0.9%)
Mileage programs	0(0)
Ownership (by Thai / foreigner)	0(0)
Sales promotions	1(0.9%)
Total	**110(100%)**

33. The strongest point of low cost carriers	Frequency (Percentage[%])
Reasonable air fares	**64(58.2%)**
Frequent flights per week	1(0.9%)
Reliable flights (No cancelled flights)	0(0%)
Safety matters	0(0%)
Proper aircraft	0(0%)
Convenient ticket bookings	1(0.9%)
Food and beverage on board	1(0.9%)
Proper service	2(1.8%)
On time basis	0(0%)
Effective advertisement campaigns	10(9.1%)
Mileage programs	1(0.9%)
Ownership (by Thai / foreigner)	1(0.9%)
Sales promotion	29(26.4%)
Total	**110(100%)**

34. The weakest point of full service airlines	Frequency (Percentage[%])
Reasonable air fares	**57(51.8%)**
Frequent flights per week	2(1.9%)
Reliable flights (No cancelled flights)	1(0.9%)
Safety matters	2(1.9%)
Proper aircraft	0(0%)
Convenient ticket bookings	4(3.6%)
Food and beverage on board	1(0.9%)
Proper service	3(2.7%)
On time basis	3(2.7%)
Effective advertisement campaigns	9(8.2%)
Mileage programs	1(0.9%)
Ownership (by Thai / foreigner)	1(0.9%)
Sales promotion	26(23.6%)
Total	**110(100%)**

35. The weakest point of low cost airline	Frequency (Percentage[%])
Reasonable air fares	3(2.7%)
Frequent flights per week	2(1.8%)
Reliable flights (No cancelled flights)	23(20.9%)
Safety matters	27(24.5%)
Proper aircraft	6(5.5%)
Convenient ticket bookings	1(0.9%)
Food and beverage on board	6(5.5%)
Proper service	**28(25.5%)**
On time basis	13(11.8%)
Effective advertisement campaigns	0(0%)
Mileage programs	1(0.9%)
Ownership (by Thai / foreigner)	0(0%)
Sales promotion	0(0%)
Total	**110(100%)**

In summary, this chapter has presented the results of the study. All of the results are shown in tables together with detailed explanations. The findings of the study will be summarized and discussed in the next chapter.