

APPENDIX A

Questionnaire

This questionnaire is a part of the Research Methodology of M.A. Students for English for Careers, the Language Institute, Thammasat University under the topic of “The Influence of Low Cost Carriers on the Thai Aviation Industry”. The information gained from this study will be used for academic purposes only. Your answer will be treated confidentially. Please complete the questionnaire and thank you for your kind cooperation. Should you have any questions, you can contact me, Ms.Rusnee Mustapa, at 086 7028625 or e-mail;rusneew@yahoo.com.

Please read the questions below and mark X in [] the answer that most represents you or your opinion.

Part I: General Background

1. Gender

[] Male

[] Female

2. Age

[] 20-24 years old

[] 25-29 years old

[] 30-34 years old

[] 35-39 years old

[] 40-44 years old

[] 45-49 years old

[] 50-54 years old

[] 55 years old and over

3. Educational Level

[] Vocational level

[] Under degree level

[] Bachelor's degree level

[] Master degree level

[] Higher than Master degree level

4. Marital Status

[] Single

[] Married

[] Divorced/Separated

[] Widowed

5. Monthly Income

[] 10,000-20,000 Baht

[] 21,000-30,000 Baht

[] 31,000-40,000 Baht

[] 41,000-50,000 Baht

51,000-60,000 Baht 61,000- 70,000 Baht

More than 71,000 Baht

6. Occupation

Government Officer

State enterprise employee

Private company employee

Independent / international agency employee

Others (please specify)

7. Occupational level (According to your organization)

Preliminary management

Middle management

High management

Part II: Information as passengers

8. Have you ever traveled by low cost carrier?

Yes

No

(If not, please skip to the question No. 10)

9. How often have you traveled by low cost carrier?

less than once a month

Once a month

more than once a month

10. Which airline do you always choose? (More than one answer can be chosen)

Thai Airways

Bangkok Airways

Orient Thai

Nok Airline

Thai Air Asia

Others (please specify)

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11. Which kind of airlines have you used recently?

Full Service Airlines

Low Cost Airline

12. Which kind of airline do you personally prefer?

Full Service Airlines

Low Cost Airline

Part III: Attitude and future trend of the carrier

Pleas answer by marking X in the block that suits your answer

General attitude of low cost carrier	Satisfaction Level				
	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					
14. Frequent flights per week					
15. Reliable flights (No cancelled flights)					
16. Safety matters					
17. Proper aircraft					
18. Convenient ticket booking					
19. Food and beverage on board					
20. Proper service					
21. On time basis					
22. Effective advertisement campaigns					
23. Mileage programs					
24. Ownership (by Thai / foreigner)					
25. Sales promotion					

Note.....

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32. What is the strongest point of full service airlines? (Please choose one from question No.13-25)

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33. What is the strongest point of low cost airlines? (Please choose one from question No.13-25)

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34. What is the weakest point of full service airlines? (Please choose one from question No.13-25)

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35. What is the weakest point of low cost airlines? (Please choose one from question No.13-25)

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36. Other comment and suggestion on the influence of low cost airline on Thai aviation industries

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--- Thank you---