INFLUENCING FACTORS RELATED TO THAI CONSUMERS' CHOICE OF AN AIRLINE ON INTERNATIONAL ROUTES

By
ROONGTIP SIRISUKSAKULCHAI

A Survey Research Report for
MS 7000 research/IS project
Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Management

December 2007

Assumption University
COLLEGE OF INTERNET DISTANCE EDUCATION
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Master Project/IS Title: INFLUENCING FACTORS RELATED TO THAI CONSUMERS' CHOICE OF AN AIRLINE ON INTERANTIONAL ROUTES

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ABSTRACT

Objectives

The objectives of this research were to study (1) the most important airline attributes (Airfare, Air Safety, Airline Reputation, Flight Schedules, In-flight Services, and Airline Staffs) had significant relationship with Thai consumers' purchasing intention in choosing an airline on international routes, and (2) to verify the differences in Thai consumers' demographic factors and purchasing intention when choosing an airline on international routes.

Methodology

This is a survey research used of convenient sampling technique. The population was approximately 2.2 million Thai people who were traveling aboard by air transportation. The samples were Thai people who were aged above 20 years old, who had traveled on international flights, and who had purchased an international flight ticket or at least had been a part of the purchasing intention decision. The data collecting instruments were using of 411 questionnaires distributed at Suvarnabhumi Airport. The data were analyzed by using SPSS with Spearman's Rho and ANOVA statistical techniques.

Major Findings

On the first objective, it was found that all six airlines' attributes had been the influential factors with Thai consumers' purchasing intention for international flight airline tickets. The important of factor were ranked as (1) Airline Reputation, (2) In-flight Services, (3) Airfare, (4) Flight Schedules, (5) Airline Staffs, and (6) Air Safety. On the second objective, it was found that the differences in Thai consumers' demographic factors had no differences in their purchasing intention for international flight tickets.

Keywords: airlines, airline attributes, factor influencing, airline reputation, in-flight services, airfare, flight schedules, airline staffs, air safety, ticket purchase, purchasing intention, airline ticket.

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Roongtip Sirisuksakulchai

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CHAPTER 1

INTRODUCTION

1. Introduction and Research Background

The airline industry is a unique and fascinating industry. Airline companies are plentiful and like most competitive businesses, their services vary. Choosing an airline to fly with could be one of the most important decisions consumer make. Flying is no more risky than any other form of transportation, however knowing that you are going to be thousands of feet above the ground with no safety net can make for some pretty nervous times.

A growing numbers of passengers, growing number of airline operators, reduced barriers to travel and the entrances of new companies into the market have induced intense competition in the industry in recent years. The Asia-Pacific region has enjoyed steady expansion of air traffic since the end of the 1990s.

The airline industry is considered to be an important business that impacts and facilitates other businesses. There are many airline companies around the world that operate international flights. Many of airline operators tend to offer the similar service attributes on the same close-by destinations, it causes fierce competition characteristics in the airline industry. Consumers have more choices and can enjoy their freedom in choosing an airline according to their individual preference.

This research provides the insights into the behavior and attitudes of Thai consumers by concentrating on those major influencing factors which are Airfare, Air Safety, Airline

Reputation, Flight Schedules, In-flight Services, and Airline Staffs that are attributes consumers take into their consideration before adopting a purchasing intention.

2. Statement of the Problem

This study was aiming to investigate "influencing factors related to Thai consumers' choice of an airline on international routes."

3. Research Objectives

A careful reviewed of those question areas lead to the development of the research objectives were as follows:

1) To determine the most important airline attributes those have significant relationship with Thai consumers' purchasing intention in choosing an airline on international routes.
2) To verify the differences in Thai consumers' demographic factors and purchasing intention when choosing an airline on international routes.

4. Research Questions

All of the research questions below were to investigate whether those major factors have relationships with Thai consumers' purchasing intention in choosing an airline on international routes. The formulations of research questions related to the problems of this study were:

1. Does airfare have a relationship with Thai consumers' purchasing intention?
2. Does air safety have a relationship with Thai consumers' purchasing intention?
3. Does an airline's reputation have a relationship with Thai consumers' purchasing intention?

4. Do flight schedules have a relationship with Thai consumers' purchasing intention?
5. Do in-flight services have a relationship with Thai consumers' purchasing intention?
6. Do airline staffs have a relationship with Thai consumers' purchasing intention?
7. How are demographic factors related to Thai consumers' purchasing intention?

5. Scope of the Research

The focus of this study was only on international route airlines' product/service attributes. The key attributes of airline product/service to be focused on were classified into six areas: Airfare, Air Safety, Airline Reputation, Flight Schedules, In-flight Services, and Airline Staffs.

This study was aimed at Thai consumers who have international traveling experiences and those who plan to travel in the future. The population was all Thai people who live in Thailand and had experiences in traveling on international routes. The target respondents were Thai people who were aged above 20 years old, who had traveled on international flights, and who had purchased an international flight ticket or at least had been a part of the purchasing intention decision. The area of survey was at Suvarnabhumi Airport, Thailand. This study was conducted by using questionnaires survey research technique.

6. Significance of the Study

The data derived from this research would be useful in analyzing of Thai consumer's purchasing intentions towards airline attributes to meet the majority of Thai consumers' preferences. The result of this research would be beneficial for the Thai and international airline companies who were operating in Thailand and for those who view Thailand as

their future potential market. The results of this research were beneficial for the following:-

- *Thai and Asian airlines business operators* – to boost strengths and opportunities for Asian airlines to complete against foreign airlines.
- *International airlines business operators* – to increase business efficiency through creating a better business vision and mission for operating an airline business in Thailand.
- *Marketers* – to understand Thai customer needs in order to develop the most effective strategies and tactics to serve them better. In today's competitive market situation, a deeper understanding of customer needs helps marketers gain a competitive advantage and establish good relationships with the consumers.

All independent variables were represented as important airline attributes that Thai consumers expect from airline product/service. Those important factors could be viewed as the keys to success of airline businesses in Thailand. In order for airline operators to succeed in the Thai market, they should understand consumer decision influencing factors to develop their services and create strategic plans to meet those important attributes. The data and information derived in this study could be used for further research and development of the same area of interest.

7. Limitations of the Study

The study was focused on only six areas of airline attributes which are Airfare, Air Safety, Airline Reputation, Flight Schedule, In-flight Services, and Airline Staffs; that influence Thai consumers in choosing an airline on international routes. As a result, it could not be generalized to cover other factors that may influence Thai consumers' purchasing intention.

The research was conducted on Thai respondents at Suvarnabhumi Airport, Thailand. The study was limited to Thai consumers' purchasing intention only on international flights. Hence, the findings might not really be generalized to domestic flights or international flights in other countries.

Furthermore, Thai consumer's purchasing intention from the flying experience might differ when they made their purchase as individual or group so that the findings might differ in terms of demographics, psychographics, and behavior.

Finally, this research was conducted during a specific time period; therefore the findings could not be generalized for other points in time.

8. Definition of Terms

Air safety: A broad term encompassing the theory, investigation and categorization of flight failures, and the prevention of such failures through appropriate regulation, as well as through education and training (Wikipedia, 2007)

Air traffic control (ATC): A service provided by ground-based controllers who direct aircraft on the ground and in the air. The primary task is to separate certain aircraft to prevent them from coming too close to each other by use of lateral, vertical and longitudinal separation (Wikipedia, 2007)

Airline club: A club or private lounge area for members that is owned and operated by an airline in selected airport worldwide (Semer-Purzycki, 2001)

Airline reputation: An airline's reputation is an integral part of its overall performance. Understanding public perceptions of airlines should be the first step in airline efforts to

improve their service, maintain customer loyalty, and compete in the marketplace. (Fombrun, 2000)

Airline: The commercial system of air transportation, consisting of domestic and international certificated and charter carriers (Wells, 1994).

Base fare: The published fare amount on the ticket exclusive of taxes (Semer-Purzycki, 2001)

Code sharing: A cooperative agreement between two or more airlines to share the sale of seats on one airline's aircraft. (Semer-Purzycki, 2001)

Connecting flight: Air service between two cities that contains one or more intermediate stops during which the passenger changes aircraft and flight numbers (Semer-Purzycki, 2001)

Consumer: A person who searches for, buys, uses, evaluates and disposes of goods and services. (Schiffman and Kanuk, 2007)

Destination: A flight itinerary term that identifies the city where the itinerary ends. (Semer-Purzycki, 2001)

Direct flight: Single plane service between two cities that contains one or more intermediate stops along the route (Semer-Purzycki, 2001)

Frequent-flier: An airline's marketing program designed to build passenger loyalty and that allows the traveler to accumulate flown mileage on a particular airline; the mileage can then be trades in for rewards such as class upgrades or free tickets for future trips. (Semer-Purzycki, 2001)

International Air Transport Association (IATA): A worldwide agency composed of the majority of international airlines, the main functions of which are to establish standard faring and ticketing procedures for international travel (Semer-Purzycki, 2001)

International Civil Aviation Organization (ICAO): A specialized agency of the United Nations composed of contacting states whose purpose is to develop the principles and techniques of international air navigation and to foster the planning and development of international air transport. (Wells, 1994)

Nonstop flight: Single plane service between two cities that contains no intermediate stops along the route (Semer-Purzycki, 2001)

CHAPTER 2

REVIEW OF LITERATURE

This chapter will include a review of literature, previous empirical research, theoretical framework, and the related theories necessary to develop the conceptual framework of the research. This chapter will provide insight literature review on airline attributes and how they influence Thai consumers' purchasing intention.

1. Air Transportation

Air Transportation is a fast growing industry, highly capital intensive, highly sensitive to business cycles, facing increasingly deregulated environment and hence one with a highly competitive background. The world air transport is very concentrated. Half of the world's largest fleet is operated by just 17 largest airlines (of some 650 world-wide) (ICLP Report, 2007).

The main components of demand for airline services are business travelers, tourism, freight transport, and mail transport. Flight schedules tend to be the crucial competitive issues for business travelers, while tourists and personal travel is much more price sensitive. Airline services enable access to other goods, such as vacations, business meetings, or foreign-sourced products. Thus, the demand for airline services is closely linked to the demand for these other goods.

Over the last 18 months, airlines, both in Asia and around the world, have been under severe margin pressure due to the spectacular rise in the price of jet fuel. The airlines have reacted by imposing fuel surcharges, which have compensated the increased cost

only to a limited extent. Another approach has involved rationalizing routes and resolving bottlenecks at airports to avoid having aircraft burning extra fuel unnecessarily. In this difficult trading environment, it is becoming increasingly clear which airlines are adapting and surviving and which are floundering (Mintel Report, 2006).

In 2007, Thailand's outbound tourism is likely to post a continuing growth from the year before despite the possible economic slowdown and political uncertainties. The foreign tourism market of Thailand in 2007 is forecasted to grow by 7%. It is expected that there will be totally 3.6 million Thai tourists traveling to foreign countries. As a result, the amount of money draining out of the country will be THB 96 billion, or rising by 9% from 2006. (KResearch Survey, 2007).

1.1 Airline Alliances

Alliances are increasingly significant as they are very effective at redirecting traffic, hence revenue, to the benefit of the alliance members. Airlines are required to have a citizenship to maintain their operating rights, making intercontinental mergers impossible. Airlines, therefore, have created alliances (the main being Star, Oneworld, Skyteam, Wings and Qualiflyer) to capture revenue synergies of an expanded network. By doing this, they gain as much as 70%-80% of outright merger benefits. In addition, there are also some sizeable cost savings attainable through sharing operating facilities, maintenance and handling capabilities.

1.2 Air Safety

Air accidents tend to make national, even international, news. In major airliner accidents, hundreds of passengers may be affected. Those flight failures can be prevented through appropriate regulation, as well as through education and training. Therefore, the

entire industry and the government bodies who regulate and support it put a great deal of effort into making air transportation not only appear safe, but demonstrating that it is the safest mode of transportation available.

Human factors including pilot error are another potential danger, and currently the most common factor of aviation crashes. There has been progress in safety throughout the history of aviation, such as the development of the pilot's checklist in 1937. Pilot error and improper communication are often factors in the collision of aircraft. The ability of the flight crew to maintain situation awareness is a critical human factor in air safety. Human factors incidents are not limited to errors by the pilots. Crew Resource Management is a modern method now widely used to improve the human factors of air safety.

By the 2000s, price wars among airlines were common. With the drop in travel due to the events of September 11, 2001, airlines faced a tougher environment. Dissatisfied customers were deal prone and had little loyalty. Terrorism can also be considered a human factor. Crews are normally trained to handle hijack situations. After the September 11, 2001 attacks, stricter measures are in place to prevent terrorism using passenger screening technology, air marshals, and precautionary policies. In addition, counter-terrorist organizations monitor potential terrorist activity.

1.2.1 The attack on September 11, 2001

Four commercial airliners were hijacked en route to California from Logan International, Dulles International, and Newark airports. Two of the airliners were flown into the World Trade Center, one each into the North and South towers, one was flown into the Pentagon, and the fourth crashed near Shanksville, Pennsylvania. Three buildings in the World Trade Center Complex collapsed due to structural failure on the day of the attack.

In order to prevent the case of hijacker a new policy "Reinforced Cockpit Doors" has been applied to all commercial airlines. Cockpit doors on most commercial airlines have been strengthened, and are now bullet proof. Another task of airport security is to prevent hijacks by screening passengers and keeping anything that could be used as a weapon (even smaller objects like nail clippers for example) off aircraft.

1.2.2 SARS

In considering that on an airplane, hundreds of people sitting in a confined space for extended periods of time should result in the ready transmission of airborne infections should not come as a surprise. For this reason, airlines place restrictions on the travel of passengers with known airborne contagious diseases (e.g., tuberculosis). During the SARS epidemic of 2003, awareness of the possibility of acquisition of infection on a commercial aircraft reached it zenith when on one flight from Hong Kong to Beijing, 16 of 120 people on the flight developed proven SARS from a single index case. The two most common respiratory pathogens to which air passengers are exposed are parainfluenza and influenza.

1.2.3 Rules on Liquids and Gels in Carry on Baggage

Current TSA Rules on Liquids and Gels in Carry on Baggage should less than 100 millilitres. Some items should not be carried on an aircraft in either carry-on or checked baggage because of the danger they represent for the passengers and crew. Many of these items are commonly used at work or in the home, but may become a hazard in flight due to changes in temperature and pressure that can cause items to leak, generate toxic fumes or start a fire. Some exemptions are allowed for medical devices and personal care items.

Each passenger is allowed only one of these quart sized plastic bag for their liquids and gels.

According to the rules, Thailand started implementing new security measures on the carriage of liquids, gels, aerosols and the like in hand baggage on board scheduled, non-scheduled and private flights both domestic and international from Thailand as of 1 June 2007 (The Airports of Thailand Public Company Limited, 2007)

1.3 Airfare

Fare level is the most critical product feature for many market segments, especially in many price-sensitive leisure or VRF markets. It may be less important for business markets which are price-inelastic, though even here marked fare differentials between airlines may have an impact. Fares are also the most dynamic product feature that can be changed almost daily, at least in deregulated markets.

Several independent studies and a US Commerce Department survey of international travelers have shown that pricing is the most important single factor in choosing an airline, well ahead of the availability of a non-stop service. Price and schedule are the key factors when choosing a carrier, according to research from global loyalty marketing specialists ICLP. Airlines can differentiate their offering, by providing distinctive levels of service at the best possible prices (ICLP Report, 2007)

1.4 Flight Schedules

1.4.1 Direct flights

Customer needs vary over short haul versus long haul, time minimization is a critical consideration on short haul whereas overall journey comfort and

service plays a stronger hand in flights of over four hours. Although two airlines both fly from point A to point **B,** their routing is usually different. Some routes, particularly long-haul routes, may include several connections, change of aircraft, and long stopovers. That can add up to an extra day of traveling. Make sure that great fares are quoted does not entail unnecessary travel time. Every passenger want to arrive at the destination fresh and ready to go, not feeling as if they have gone through a war getting there.

1.4.2 Convenient schedules

From the customer's point of view, the critical convenient schedule features in any market are the number of frequencies operated, their departure and arrival times. Different market segments will have differing schedule requirements. Short-haul business markets generally require at least a morning and an early evening flight in each direction on weekdays so as to allow business trips to be completed in a day.

1.5 Previous Good Experience

The same applies to a product or service. If customer purchases a product for the first time for whatever behavioral reason of the day it may be, as we all do, whether consciously or subconsciously, and the product delivers and then some, and on a longer-term basis, they will become a user of that brand. And, they as a good experience customer will spread the news to all your friends, which then becomes a sort of viral marketing.

2. Previous Empirical Research

2.1 A Survey of International air travel, US Department of Commerce (2005)

The recent research from a survey of international air travel US Department of Commerce had found that the most important factors among air travelers when choosing an airline are price 33%, convenient schedule 17%, frequent flyer 14%, non-stop flights 11%, previous good experience 7%, and others. The minor factors such as safety reputation, loyalty to carrier, employer policy, in-flight service and on-time reputation were ranked behind those factors.

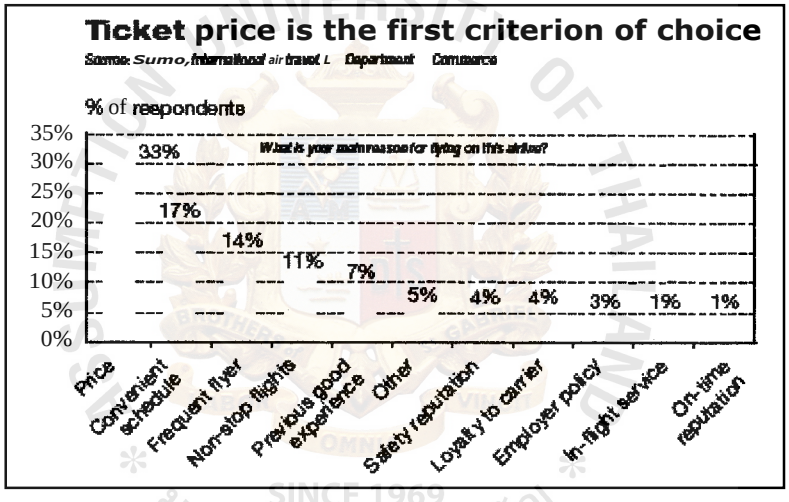

Figure 2.1: Ticket Price is the First Criteria of the choice

Source: Survey of International air travel US Department of Commerce (2005)

2.2 A Survey of Loyalty Management in Airline Industry (2002)

From the survey, most people did indeed indicate that there was more than one reason that influenced their decision to fly with an airline. The main reasons here seem to be the perceived Quality and the Level of Service on offer of the chosen airline, with 31% and 28%, respectively. Price, with 27%t, was equally dominant, even though participants were asked not to consider Price when making a decision.

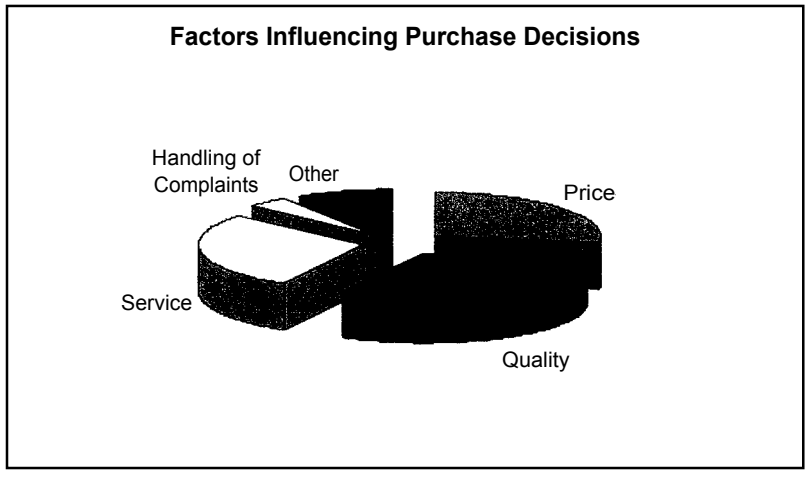

Figure 2.2: Factors Influencing Purchasing Decisions

Source: A Study of Loyalty Management in the Airline Industry in London (2002)

It appeared that reputation and name of an airline were important factors, as was security measures of the airline. Other respondents mentioned the quality of food and the total hours of flight time in accordance with the route of travel as decision-influencing factors. The vast majority of respondents rated the importance of flight times and routings as either very important, 51% or fairly important, 43%. Moreover, Convenience and thus the overall service-offer were viewed as vital by most customers. An airline which offered convenient flights for its customers could positively influence long-term loyalty among its regular patrons.

2.3 Price and Schedule Most Important Factors for Airline Travelers, ICLP Report (2007)

Price and schedule were the key factors when choosing a carrier, according to research from global loyalty marketing specialists ICLP (2007). The recent research had found that the two most important factors amongst air travelers when choosing an airline were Price 62%, and Schedule at 54%, rather than the Frequent Flyer Programme at 21% and Brand Loyalty at only 13%. Obviously, getting to a specific destination at a given

time was a fundamental part of the airline's hard product. Price always a determining factor in the majority of purchase decisions. Next was seat comfort 27%, while 22% of the sample said the choice was determined by company policy. Surprisingly, membership of a frequent flyer programme was important for only one in five respondents, and a mere 13% were influenced by brand loyalty.

3. Theoretical Framework

3.1 Consumer Behavior

Kotler (2005) stated that the aim of marketing is to meet and satisfy target customers' needs and wants better than competitors. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, service, ideas, or experiences to satisfy their needs and wants. Studying consumers provides clues for improving or introducing products or services, devising channels, crafting messages and developing other marketing activities. Consumer behavior can be defined as the actions and decision processed of people who purchase goods and services for personal consumption (Skinner, 1994).

From the above definitions, it is implied that consumer behavior is the blend of complex interaction of many factors, most of which will vary from an individual to the other. The aim of marketing is to meet and satisfy target customers' needs and wants, but understanding customers is complex. Customer may satisfy their needs and wants but act otherwise.

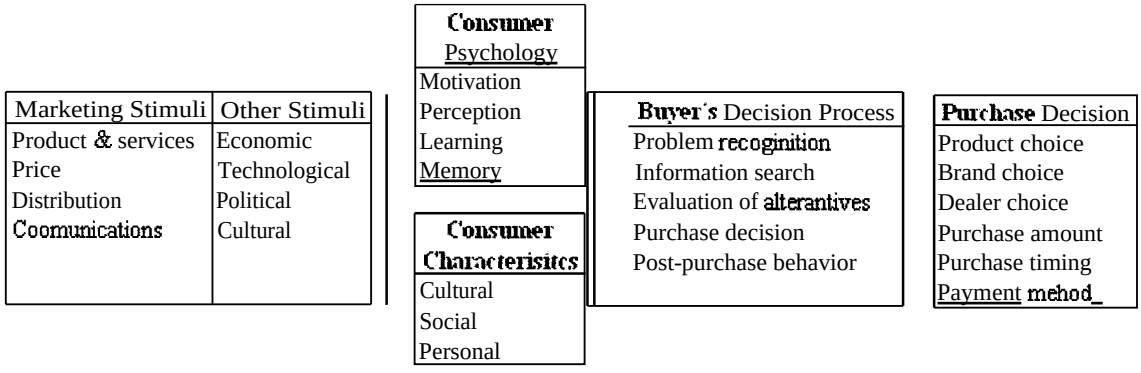

Figure 2.3: Model of Consumer Behavior

Source: Kotler, P. (2005) Marketing Management (12th Edition), pp. 174.

Kotler (2005) stated that the starting point for understanding consumer behavior is the stimulus-response model shown in Figure 2.3. Marketing and environmental stimuli enter the buyer's consciousness. A set of psychological process combine with certain consumer characteristics to result in decision processes and purchase decisions. Four keys psychological processes are motivation, perception, learning, and memory which fundamentally influence consumer responses to the various marketing stimuli. A consumer's buying behavior is influenced by consumer characteristics such as cultural, social and personal factors. The major factors influencing consumer behavior are as follow:

- *Cultural factors:* culture, subculture, and social class are particularly important in buying behavior.
- *Social factors:* a consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses.
- *Personal factors:* these include the buyer's age and stage in the life cycle; occupation and economic circumstances; personality and self-concept; lifestyle and values.

- ***Psychological factors:*** a consumer's behavior is influenced by psychological processes such as motivation, perception, learning, and memory.

3.2 Consumer Buying Decision Process

The consumer passes through five stages: problem recognition, information search evaluation of alternatives, purchase decision, and postpurchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long forward. But consumers do not always pass through all five stages in buying a product. They may skip or reverse some stages (Kotler, 2005). Pride and Ferrell (1997) mentioned that consumer buying behavior is the decision process and acts of ultimate consumers involved in buying and using products.

Figure 2.4: Five-Stage Model of the consumer Buying Process

Source: Kotler, P. (2005) Marketing Management (12th Edition), pp. 181

3.2.1 Stage 1: Problem Recognition

The buying process starts when the buyer recognition a problem or need. The need can be triggered by internal or external stimuli. With an internal stimulus, one of the person's normal needs-hunger, thirst, sex-rises to a threshold level and become a drive; or a need can be aroused by an external stimulus (Kotler, 2005). The consumer decision-making process begins when a buyer recognizes a problem or an unsatisfied need or desire (Skinner, 1994).

3.2.2 Stage 2: Information Search

An aroused consumer will be inclined to search for more information. The relative amount and influence of these sources vary with the product category and the buyer's characteristic. The consumer received the most information about the product from most commercial sources. Each information source performs a different function in function, whereas personal sources perform a legitimizing or evaluation function (Kotler, 2005).

3.2.3 Stage 3: Evaluation of Alternatives

In this stage, the consumer forms preferences among the brands in the choices set. There are several processes, the most current models of which see the process as cognitively oriented. The consumer is performing judgment largely on a conscious and rational basis. Some basic concepts will help understand consumer evaluation processes: First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need (Kotler, 2005).

3.2.4 Stage 4: Purchase Decision

In executing a purchase intention, the consumer may make up to five sub-decisions: brand, dealer, quantity, timing, and payment. Purchases of everyday products involve fewer decisions and less deliberation (Kotler, 2005). There are two factors could intervene between the purchase intention and the purchase decision as figure below:

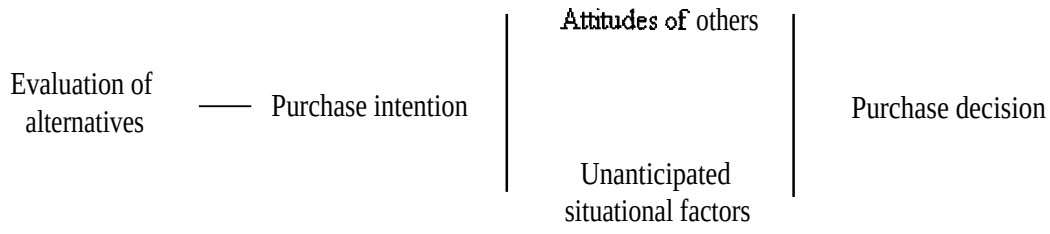

Figure 2.5: Steps between Evaluation of Alternatives and a Purchase Decision

Source: Kotler, P. (2005) Marketing Management (12th Edition), pp. 187

Wells and Prensky (1996) mentioned that the actual purchase also takes place during this stage. Purchase is the heart of consumer behavior; it involves the exchange of something of value to the individual for, a product that will satisfy hid or her need. However, the consumer may terminate the buying process prior to the purchase if one or more of the terms are unacceptable.

3.2.5 Stage 5: Postpurchase Behavior

Kotler (2005) suggests that after the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable thing about other brands, and will be alert to information that supports his or her decision. Satisfaction or dissatisfaction with the product will influence subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again while dissatisfied consumers may abandon or return the product.

3.3 **Marketing Mix for Service**

Marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, Ang, Leong and Tan, 1999). Theories

of marketing management and strategy need to evolve and change to keep pace with changes in the marketplace and in marketing practice (Goldsmith, 1999).

The marketing mix is a conceptual framework which highlights the principal decisions that marketing manager make in configuring their offerings to suit customers' needs. The tools can be used to develop both long term strategies and short term tactical programmes (Palmer, 2004).

3.3.1 Product

Gwin (2003) stated that consumers have preference for characteristics (attributes) of products. Product and product attributes are major stimuli that influence consumer affect cognition and behavior. These attributes may be evaluated by consumers in terms of their own values, beliefs, and past experience. Peter and Olson (2002) mentioned that consumers can have knowledge about different types of product attributes. Consumer Knowledge about concrete attributes represents tangibles, physical characteristics of a product.

1) Product Brand & Brand Image

A brand is a distinguish name or symbol intended to identify and differentiate products from those offered by competitors (Harell, 2002). Brands are very powerful concepts in the business. They send strong signals about what the product represents. A brand image can make or break a company's reputation. To a consumer, a trusted brand promises high quality, but a tainted reputation means poor quality or bad service.

2) Product Safety

Consumers have the right to be protected from products or services that may be hazardous to their health or safety. A safe product refers to one

protects the health and safety of persons, a product should be regarded as defective if it does not comply with the standard of reasonable safety that a person is entitled to expect of it (Abbott, 1992). A product or service can be potentially harmful to consumers for three basic reasons: problem with its quality or features, used by consumer in an unsafe manner, and the combination of the two (Hoyer and Macinnis, 1997).

3.3.2 Price

The price is the amount a customer pays for a product. Bovee and Thill (1992) suggested that pricing and product image is closely related. The price of the product is also influenced by external factors that include the nature of the market and demand, competition, and other environmental factors.

Price can be both an indicator of the amount of satisfies needed to purchase a product and an indicator the level of quality. Higher price lead to higher perceived quality and consequently to greater willingness to buy. At the same time, the higher price represents a monetary measure of what must be sacrificed to purchase the good, leading to reduced willingness to buy (Dodds, Monroe and Grewal, 1991)

Lichtenstein, Ridgway and Netemeyer (1993) define the price/quality schema as a consumer's generalize belief that price levels are positively related quality levels. However, empirical findings suggest that use of the price/quality schema in purchasing can differ according to the purchase situation and/or the individual consumer (Peterson & Wilson, 1985).

3.3.3 Place

Hawkins (2001) stated that place (distribution), having the product available where target customers can buy it, is essential to success. Zikmund

and Amico (1996) stated that determining how goods get to the customer, how quickly, and in what condition involves places, or distribution strategy. Assael (1998) suggested that it is possible that consumers who wish to reduce the time and effort in brand selection also seek to minimize time and effort in store selection. Walters and Bergiel (1989) mentioned that Place or Distribution means the movement of goods and service between the points of consumption through organization that perform a variety of marketing activities.

3.3.4 Promotion

Kotler (2000) stated that advertising is any form of non-personal presentation and promotion of ideas, goods, or services b an identified sponsor. The sales promotion is a variety of short-term incentives to encourage trail or purchase of a product or service. Hawkins (2001) mentioned that marketing communications include advertising, the sales force, public relations, packaging and nay other signal that the firm provides about itself and its products. Graeff (1995) stated that promotional strategies can have varying objectives, from informing and creating internets in a new product, to creating and maintaining positive brand attitudes and purchase intentions, to persuading consumers to behave in a desire way.

3.3.5 People

Booms and Bitner (1981) stated that all people that are directly or indirectly involved in the consumption of a service are an important part of the extended marketing mix. Knowledge worker, employees, management and consumers often ass significant value to the total product or service offering. McDonald and Payne (1996) mentioned that since people are an essential

element in the production and delivery of service, the quality and behavior of the company's staff largely determine the quality of the service. This is particularly true in respect of those whose jobs involve high levels of customers contact.

3.3.6 Physical evidence

This is the environment in which the service is delivered and any tangible goods that facilitate the performance and communication of the service. Customers look for clues to the likely quality of a service also by inspecting the tangible evidence. The ability and environment in which the service is delivered, both tangible goods that help to communicate and perform the service, and the intangible experience of existing customers and the ability of the business to relay that customer satisfaction to potential customers (Booms and Bitner 1981).

3.3.***7 Process***

Booms and Bitner (1981) mentioned that procedure, mechanisms and flow of activities by which services are consumed are an essential element of the marketing strategy. Process decisions radically affect how a service is delivered to customers. Mcdonald and Payne (1996) stated that the procedures, routines and policies, which influence how a service is created and delivered to customers, could clearly be instrumental in determining how customer friendly' the company is perceived to be. Lovelock, Patterson and Walker (1998) suggested that employees often depend on efficient and effective "backstage" processing systems to enable them to deliver high quality service.

3.4 Maslow's Hierarchy of Needs

Abraham Maslow (1954) attempted to synthesize a large body of research related to human motivation. Maslow posited a hierarchy of human needs based on two groupings: deficiency needs and growth needs. Within the deficiency needs, each lower need must be met before moving to the next higher level. Once each of these needs has been satisfied, if at some future time a deficiency is detected, the individual will act to remove the deficiency. The first four levels are:

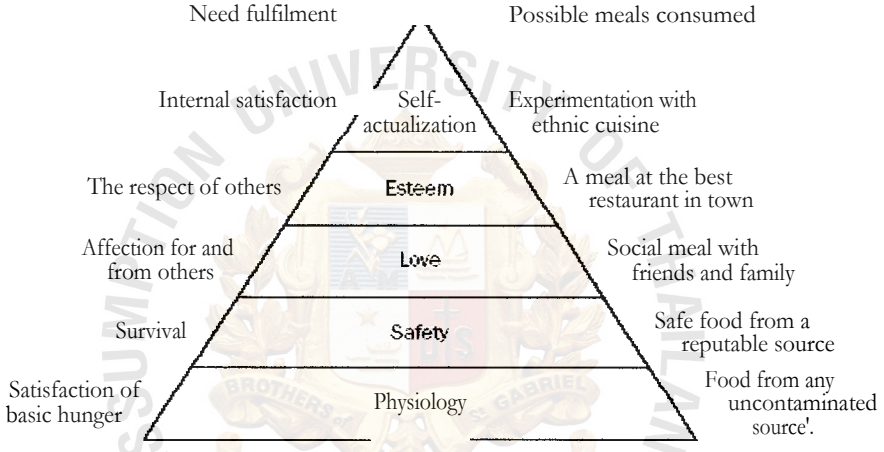

Figure 2.6: Maslow's Hierarchy of Needs

Source: Maslow, A.H. (1970) Motivation and Personality, 2n[d] edition

- *Biological and Physiological needs* – air, food, drink, shelter, warmth, sex, sleep, etc.
- *Safety needs* – protection from elements, security, order, law, limits, stability, etc.
- ***Belongingness*** *and Love needs* – work group, family, affection, relationships, etc.
- *Esteem needs* – self-esteem, achievement, mastery, independence, status, dominance, prestige, managerial responsibility, etc.

- *Self-Actualization needs* – realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

According to Maslow (1970), an individual is ready to act upon the growth needs if and only if the deficiency needs are met. Daniels (2001) suggests that Maslow's ultimate conclusion that the highest levels of self-actualization are transcendent in their nature may be one of his most important contributions to the study of human behavior and motivation. Norwood (1999) proposes that Maslow's hierarchy can be used to describe the kinds of information that individual's seek at different levels.

3.5 Demographic Factors

Kotler (2005) mentioned that the market is divided into groups on the basis of variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class. Consumer needs, wants, and usage rates and product and brand preferences are often associated with demographic variables. Kardes (1999) stated that buying patterns and spending habits very dramatically as a function of many different demographic variables. Skinner (1994) stated that demographic factor is a personal characteristic that is the factors influence consumer-buying decision and divide the consumer population into subcultures.

3.5.1 Gender

Gender identity is considered to be a two-dimensional model, with masculine traits comprising one dimension, and feminine traits the other. Psychologists believe that varying degrees of these traits coexist within an individual (Gill, 1987). Bern's (1981) gender schema theory posits that individuals acquire and display traits, attitudes, and behaviors consistent with their gender identity, so gender identity is predictive of broad gender-related

constructs. If one wants to understand other gender constructs, e.g., gender role attitudes, a measure specific to that construct would have to be used.

3.5.2 Age

Sheth, Mittal and Newman (1999) suggested that age refers to the length of time elapsed since a person's birth. Age is a powerful determinant of consumer behavior. A person's age affects his of her interests, tastes, purchasing ability, political preferences, and investment behavior. Kotler (2005) mentioned that consumer wants and abilities change with age.

3.5.3 Occupation

Hawkins (2001) mentioned that differences in consumption between occupational classes have been found for products. Occupational class also influences media preference, hobbies, and shopping patterns. Skinner (1994) stated that occupation could affect the type of clothing a person buys, transportation choices, food purchases, and the need for timesaving products.

3.5.4 Income

Hawkins, Best and Coney (1992) stated that the amount of money or its equivalent one received during a period in exchange for labor or service is called individual income. Income plays an important role for many products and services. Changes in disposable income (income after tax) can be directly linked to changes in market demand for many durable products and nonessential services. The increased buying power will directly affect purchases of an assortment of durable and unendurable products. Peter and Olson (1996) mentioned that people at different income levels tend to have different values, behaviors, and life styles.

3.5.5 Educational Level

Hawkins, Best and Coney (1992) suggested that education has a strong influence on one's tastes and preferences. As education levels increase, they can expert to see many changes in preference to occur in the demand for beverages, automobiles, media, and home computers. Skinner (1994) stated that education also influences how decisions are made. Educated consumers seek more information and demand better quality product.

4. Conceptual Framework/Research Model

The conceptual framework explicates the relationship between influencing factors and consumer's buying decision based on previous empirical researches provided evidence. The models were used as representations of theoretical systems that the researcher tested, examined and generally analyzed. The conceptual; framework of this study was presented below:

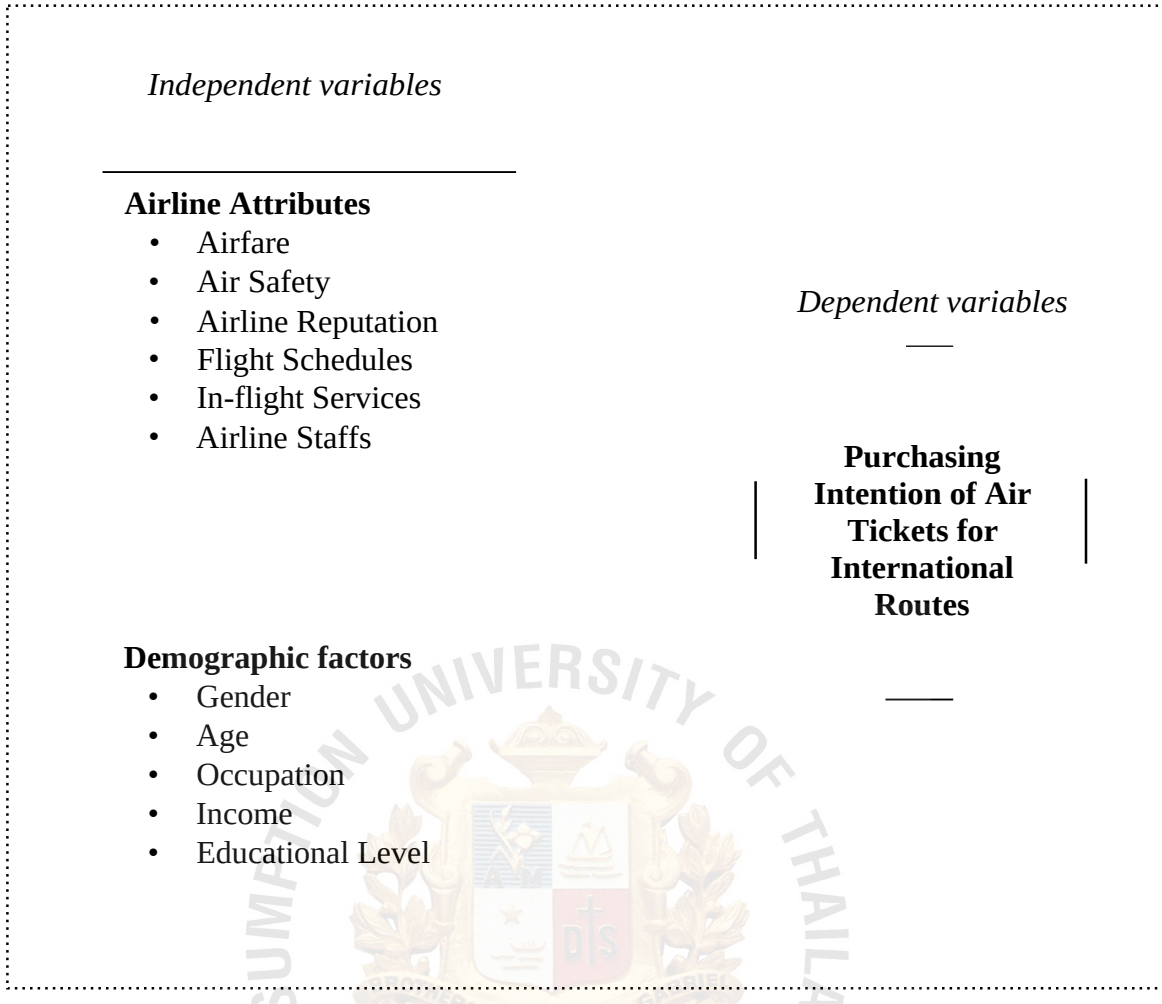

Figure 2.7: Conceptual Framework/Research Model

There were many factors affecting consumer's buying decision. Here, the framework was built to understand factors influencing the purchasing intention of air travel on international routes.

In the framework, independent variables were airline attributes and demographic factors. Airline attributes included airfare/price, air safety, airline brands/reputation, direct flight, convenient schedule, and in-flight services. Demographic factors were gender, age, occupation, income, and educational level.

The dependent variable in this framework was aiming at purchasing intention of Thai consumers for airline travel on international routes.

5. Operational Definitions of the Constructs

Table 2.1: Operational Definitions and Components

Concept	Conceptual Definition	Operational Components	Level of Measurement
Airfare	The amount of money charged for the product/service.	On-line ticket Discount ticket Free ticket	Interval scale
Air Safety	The condition of being safe; freedom from danger, risk, or injury when using airline.	Human errors Maintenance Air Traffic Control Weather condition Diseases Hi-jacking	Interval scale
Airline Reputation	A social evaluation of the public toward an airline.	Airline brands Airline image Airline alliances	Interval scale
Flight Schedules	Number of flights operated by airlines.	On-time Performance Convenient schedules Frequency of flights Non-stop/Direct flight	Interval scale
In-flight Services	Tangible and intangible products and services provided to customer inside the aircraft by flight attendant.	Cabin comfort Lavatory cleanliness Seat comfort Entertainment system Meal & beverage service Flight attendant service	Interval scale
Airline Staffs	Airline personnel who deliver product/services.	Attitudes of ground agents and air crews	Interval scale
Purpose for travel	Main objective of the traveling	Business Leisure Study Visit friends/relatives	Nominal scale

Gender	Sex identification of one person	Male or female	Nominal scale
Age	Number of years calculating the life of one person.	Duration of life specific to one person.	Ordinal scale
Occupation	Employment of one person.	Career occupied by one person.	Nominal scale
Income	The amount of money received over certain period as payment for work or as interest o investment.	Individual average income per month	Ordinal scale
Educational Level	Level of a person's formal education.	Individual highest degree of study	Nominal scale
Purchasing Intention	The intention to purchase a particular airline ticket.	Prefer traveling by air Convenient and time saving Spectacular experience Worth than other transportations Worldwide destinations	Interval scale

6. Research Hypotheses

After the identification of the proper variables, the network of association among the variables needed to be elaborated so that relevant hypotheses could be developed and subsequently tested.

Ho1: There is no relationship between airfare and purchasing intention for international air ticket.

Hal: There is a relationship between airfare and purchasing intention for international air ticket.

Ho2: There is no relationship between air safety and purchasing intention for international air ticket.

Ha2: There is a relationship between air safety and purchasing intention for international air ticket.

Ho3: There is no relationship between airline reputation and purchasing intention for international air ticket.

Ha3: There is a relationship between airline reputation and purchasing intention for international air ticket.

Ho4: There is no relationship between flight schedules and purchasing intention for international air ticket.

Ha4: There is a relationship between flight schedules and purchasing intention for international air ticket.

Ho5: There is no relationship between in-flight services and purchasing intention for international air ticket.

Ha5: There is a relationship between in-flight services and purchasing intention for international air ticket.

Ho6: There is no relationship between airline staffs and purchasing intention for international air ticket.

Ha6: There is a relationship between airline staffs and purchasing intention for international air ticket.

Ho7: There are no differences between demographic factors (age, gender, occupation level, education, and income) and purchasing intention for international air ticket.

Hal: There are differences between demographic factors (age, gender, occupation level, education, and income) and purchasing intention for international air ticket.

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this chapter is to describe the research methodology employed in this study including data collection techniques, method, sampling design, and sample size. Zikmund (1997) stated that research methodology is defined as a part of the body of the report that explains the research design, sampling, procedures, and other technical procedures used for collecting the data. The research methodology was aimed at explaining the process of conducting the research which includes research method used respondents and sampling procedures, research statistical treatment of data collection.

1. Research Methods

The questionnaire was used to gather information from a sample of people. Survey provides quick, inexpensive, efficient and accurate means of assessing information about a population (Zikmund 2000). The research is conducted to clarify and define the nature of a problem (Sekaran 1992).

In this research, a sample survey method was used for data collection. The reason of using this method was that a survey provides a quick, inexpensive, efficient and accurate means of assessing information about the respondents. The researcher conducted a survey by using questionnaires to gather data from the target respondents. The survey questionnaire was distributed to target respondents at Suvarnabhumi Airport. These were Thai people, aged above 20 years old, who have traveled on international flights, and purchased an international flight ticket themselves.

2. Population and Sampling Procedure

2.1 Target Population

Population refers to the entire group of people, events or thing of interest that the researcher wishes to investigate (Sekaran, 1992). Devis and Robert (1993) suggested that population refers to the complete set of unit of analysis under investigation. Zikmund (1997) mentioned that population is defined as any complete group of entries that share some common set of characteristics.

The target population of this research study was Thai consumers who are traveling on international flights. According to the statistical data for 2005, the number of Thai people who traveled by air on international flights was 2,007,718 people. By the year 2006, the number increased to 2,176,214 people, accounting for a 8.4% increase from the previous year (Immigration Bureau, 2005-2006).

2.1 Sampling Procedure

The researcher used convenient sampling procedure for selecting the target respondents. The target respondents were Thai people who are aged above 20 years old, who have traveled on international flights, and who have purchased an international flight ticket or at least have been a part of the purchasing intention decision.

2.3 Determining Sample Size

Anderson (1996) suggested that population over 1,000,000 with 95 percent confidence level requires a size of 384 samples. In this study, population was based on statistical information of 2006 which was 2,176,214 people. The sample size of this study was determined from the table proposed by Anderson as shown below:

Table 3.1: Theoretical Sample Size for Different Size of Population

Population	**Required sample for tolerate error**			
	5%	**4%**	**3%**	**2%**
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	536	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	**384**	600	1,067	2,400

Source: Anderson, G. (1996) Fundamentals of Educational Research, pp.202

However, for the data to be more reliable, this study used of approximately 400 respondents as the sample size.

2.4 Sampling Method

Non-probability sampling was used in this research. Non-probability sampling is defined as a technique in which units of the sample are selected on the basis of personal judgment or convenience; the probability of any particular member of the population being chosen is unknown (Zikmund, 2002). The primary reasons for using this approach were that it is less time consuming and requires a limited budget while obtaining the required data from target respondents.

3. Research Instrument/Questionnaire

In this study, the researcher used a survey as the research technique and self administered questionnaire as the instrument to acquire data on respondents' purchasing intention.

The questionnaire was divided into 2 parts in order to gather data that is related to the topic of study. The questionnaire was structured and all 400 questionnaires present the same sequence of questions.

Part I: This part represented factors that were associated with Thai consumers' purchasing intentions on international routes air ticket. The five point-scales were used in this section, rating from very important (5), slightly important (4), neutral (3), slightly unimportant (2), and not at all important (1), accordingly.

Part II: Demographic data were limited to questions enquiring about the purpose of travel of the respondents, gender, age, income, occupation, and education level. Other demographic data appeared unimportant to the outcomes of the study and would have increased the length of the questionnaire, which was intended to be as short as possible. Hence, these were deleted.

For accuracy and ease in terms of response, the questionnaire had to be translated into Thai language before distributions.

3.1 Pretesting

The objective of pre testing of the instrument was to examine its reliability. Therefore, the researcher distributed 30 copies of questionnaire for pretesting purpose. Vanichbuncha (2001) stated that to conduct the pretest, the number of respondents should be at least 25 samples.

To be reliable, a survey question must be answered by respondents the same way each time. According to Weisberg, Krosnick, and Bowen (1996), researchers could assess reliability by comparing the answers respondents give in one pretest with answers in another pretest. Then, a survey question's validity was determined by how well it measures the concept it is intended to measure.

Table 3.2: Table of Reliability

Variable	Standardized Item Alpha
Airfare	0.6062
Safety	0.8341
Airline Reputation	0.7769
Flight Schedules	0.6295
In-Flight Services	0.7686
Airline Staffs	0.8212
Thai consumers' Purchasing Intention	0.8495

Source: Analyzed by SPSS

In order to evaluate the questionnaire, all questions were tested in SPSS program by using the Cronbach's Coefficient Alpha Scales. Reliability is the degree to which measures are free from random error and therefore yield consistent results (Zikmund, 2000). Sekaran (1992) noted that if the reliability value is equal to at least 0.6, it was considered reliable. Hence all measures used in the questionnaire were perceived as having adequate reliability and were used without any adjustments.

3.2 Questionnaire Design

Kumar and Rajkumar (1999) described this step as translating research objectives into information requirements. This helped to add clarity to the questions asked. In this research, there were four types of question styles:

3.2.1 Dichotomous (closed-ended)

They were used for questions with two possible opposing outcomes, for example 'Yes' and 'No'. They tended to be easier to answer and require less effort when interpreting the results - they were directly comparable to answers by other respondents. For example:

Gender ❑ Male ❑ Female

3.2.2 Multichotomous (closed-ended)

Questions of this type offered a range of possible answers, similar to a multiple-choice test. Again, they tended to be easier on the respondent and equally on the questionnaire- interpreter. For example:

Traveling purpose (Please choose only 1 answer)

❑Business ❑ Leisure ❑ Study

❑Visit friends/relatives (VFR)

3.2.3 Likert scale

The respondents were asked to indicate his or her degree of agreement with the statement or any kind of subjective or objective evaluation of the statement. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique. They were asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured. For example:

In-flight services	5	**4**	3	2	1
• Cabin comfort and cleanliness					
• Lavatory cleanliness					
• Seat comfort					
• Quality of in-flight entertainment system					
• Quality of meal and beverage service					

3.3 Sample Questions

Airfare

- Air ticket is cheaper when purchasing on-line
- Sales promotions
- Discount ticket or cheapest price ticket
- Cheaper prices than other airlines
- Mileage redemption for a free ticket

Air safety

- Safety from errors made by flight crew and flight attendants
- Safety from aircraft condition and maintenance
- Safety from Air Traffic Control (ATC)
- Safety from weather condition
- Safety from serious diseases and infections
- Safety from aircraft hi-jacking

Airline reputations

- Reputation on long time and well established airlines
- Reputation on top class famous airlines
- Reputation on airline image published on difference media
- Reputation as a national airline

- Reputation on the minimal aircraft accidents' and human death statistics
- Reputation as a member of famous airline alliance

Flight schedules

- On-time performance
- Convenient schedule
- Frequency of flight schedule
- Non-stop flight or Direct flight (no aircraft change, not include stopover for fuel dumping)

In-flight services

- Cabin comfort and cleanliness
- Lavatory cleanliness
- Seat comfort
- Quality of in-flight entertainment system
- Quality of meal and beverage service
- Quality of Flight Attendant

Airline staffs

- Friendliness, cordiality, cheerful and politeness
- Responds promptly to customer requests
- Skilled at their jobs
- Language proficiency
- Polite ways of speech
- Accuracy of information provided

Purchasing intention for airline ticket

- Prefer traveling by air
- Traveling by air is convenient and time saving

- Traveling by air creates spectacular experience
- Traveling by air is worth than other transportations
- Traveling by air provides you worldwide destinations

Personal Information

Traveling purpose (Please choose only 1 answer)

- Business
- Leisure
- Study
- Visit friends/relatives (VFR)

Gender

- Male
- Female

Age

- Less than 20 years old
- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- Over 60 years old

Occupation

- Professional
- Student
- Management
- Housewife
- Private Business
- Unemployed
- Company employee
- Government employee
- Retired

Monthly income (baht)

- Less than 10,000
- 10,001-20,000
- 20,001-30,000
- 40,001-50,000
- 50,001-100,000
- More than 100,000

- 30,001-40,000

Education

- Lower than Bachelor Degree
- Bachelor Degree
- Master Degree or higher

4. Collection of Data/Gathering Procedures

There were two main sources of data, which were primary and secondary data. The primary data were collected through the questionnaires. The secondary data was collected from textbooks, journals, articles, previous studies and theoretical studies. On the primary data, the researcher prepared the questions both in English and Thai for better understanding of respondents. The researcher distributed all questionnaires by herself at Suvarnabhumi Airport.

Data from the questionnaire survey were analyzed and the research hypotheses tested by using SPSS program. The researcher had overseen the research process, data coding, data base development, conducted data analysis, and be responsible for the final version of the study report. The completion of this project was expected to consume approximately 6 months.

5. Statistical Treatment of Data

To analyze the data collected from the respondents, the statistical Package for Social Science (SPSS) program was used for both Descriptive Analysis and Spearman's Rho Correlation Coefficient and ANOVA were also used to analyze and test of six hypotheses of airline attributes to identify the relationship with Thai consumers' purchasing intention for international routes airline ticket.

Descriptive Statistics involve the use of unvaried, divaricates and multivariate analysis. These methods incorporate the use of frequency distributions, percentage tables and measures of central tendency (Jenning, 2001). It is used for describing the primary data about demographic data in frequency table and percentage.

Spearman's Rho Correlation Coefficient is appropriate measure of correlation when the data for one of the variable is expressed as ranks instead of scores or intervals. The statistics appropriate for ordinal data are referred to as non-parametric statistics (Gay and Diehl, 1996)

Table 3.3: Statistical Techniques for Hypothesis

Hypothesis Testing		Statistical Technique
Ho1:	There is no relationship between airfare and purchasing intention for international air ticket.	Spearman Rho
Ho2:	There is no relationship between air safety and purchasing intention for international air ticket.	Spearman Rho
Ho3:	There is no relationship between airline reputation and purchasing intention for international air ticket.	Spearman Rho
Ho4:	There is no relationship between flight schedules and purchasing intention for international air ticket.	Spearman Rho
Ho5:	There is no relationship between in-flight services and purchasing intention for international air ticket.	Spearman Rho
Ho6:	There is no relationship between airline staffs and purchasing intention for international air ticket.	Spearman Rho
Ho7:	There are no differences between demographic factors and purchasing intention for international air ticket.	ANOVA

CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter presents the analysis of data collected through a survey of 411 respondents. The data had been interpreted by using SPSS program. The data analysis was divided into two sections. In the first section, all the respondents' demographic data were identified. The second section was composed of the analyses involved with hypotheses testing.

1. Population and Samples

The target population of this research study was Thai consumers who were traveling on international flights. According to the statistical data for 2006, the number of Thai people who traveled by air on international flights was 2,176,214 people. A convenience sampling procedure had been used for selecting the target respondents. The target respondents were Thai people who are aged above 20 years old, who had traveled on international flights, and who had purchased an international flight ticket or at least had been a part of the purchasing intention decision.

After distribution of questionnaires to target respondents at Suvarnabhumi Airport, there were 411 respondents who replied to the questionnaires; therefore, the researcher used them as the valid data for analysis.

2. Descriptive Data Analysis

In this part, the Descriptive Statistics were used for finding out the demographics profiles of respondents. Zikmund (1999) mentioned that Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret.

2.1 Demographic Characteristics of the Respondents

According to the study, the demographic characteristics of all respondents include purpose of travel, gender, age, occupation, income, and educational level.

2.1.1 Purpose of Travel

Table 4.1: Purpose of Travel

Purpose of Travel	Frequency	Percent
Business	107	26.0
Leisure	241	58.6
Study	16	3.9
Visit Friends/Relatives	38	9.2
Others	9	2.2
Total	**411**	**100.0**

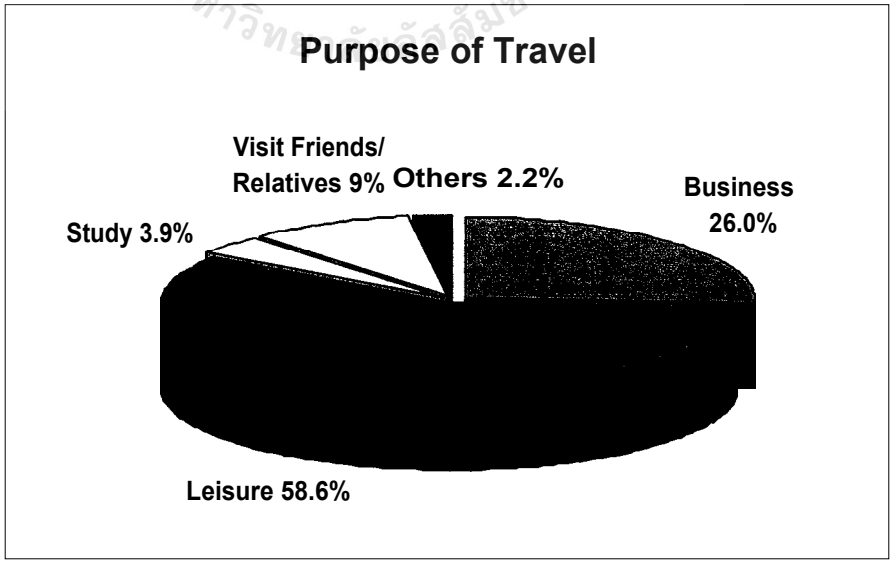

Figure 4.1: Purpose of Travel

From table 4.1, there were 241 respondents or 58.6% of all respondents whose travel purpose is for leisure. This respondent group was the largest portion of the population. While, the minority group was the group of 9 respondents who had other purposes of travel with proportion of 2.2%. A total of 107 respondents or 26% were on business trips when they travel abroad. The travel purpose of 38 respondents or 9.2% go to visit friends or relatives. And 16 respondents or 3.9% go to study abroad.

2.1.2 Gender

Table 4.2: Gender

Gender	Frequency	Percent
Male	211	51.3
Female	200	48.7
Total	**411**	**100.0**

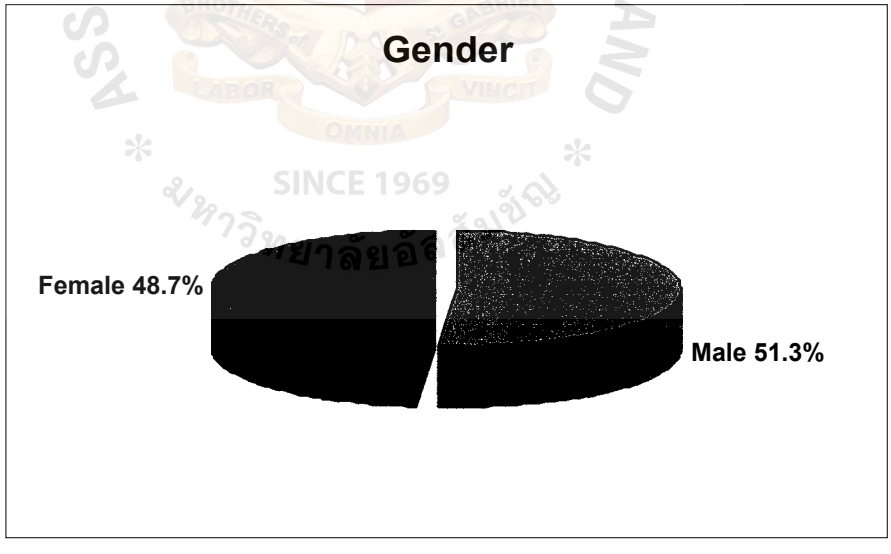

Figure 4.2: Gender

From the table 4.2, most of respondents were male, accounting for 51.3% or 211 respondents, while 200 respondents were female, accounting for 48.7%.

2.1.3 Age

Table 4.3: Age

Age	Frequency	Percent
less than 20 years old	2	.5
20 - 29 years old	147	35.8
30 - 39 years old	133	32.4
40 - 49 years old	65	15.8
50 - 59 years old	53	12.9
more than 60 years old	11	2.7
Total	**411**	**100.0**

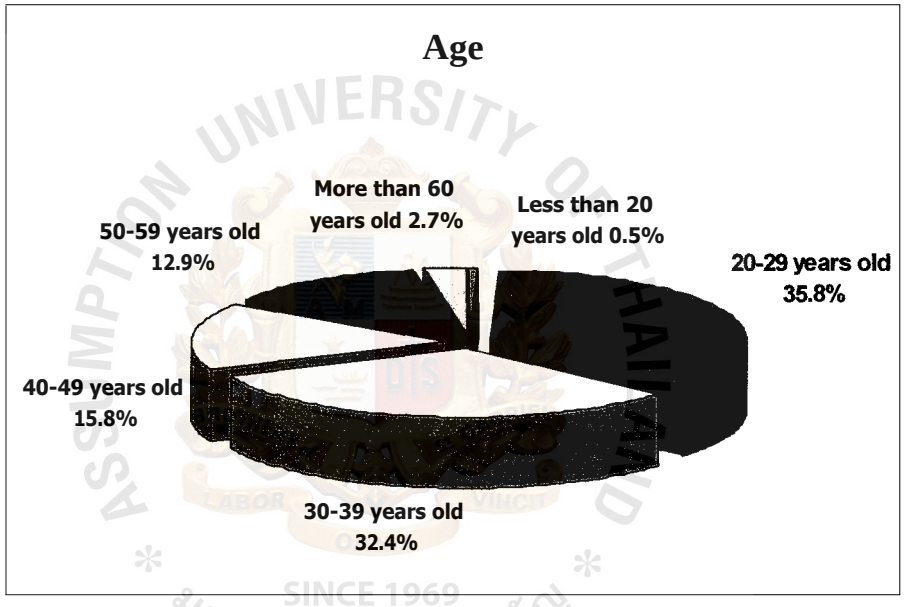

Figure 4.3: Age

From table 4.3 shown that there were 147 respondents or 35.8% of all respondents, whose ages were between 20-29 years old, represented the majority group of respondents. While, the minority group was the group of 2 respondents whose ages were less than 20 years old representing only 0.5%. The ages of 133 respondents or 32.4% are between 30-39 years old. Total of 65 respondents or 15.8% had ages between 40-49 years old. And 53

respondents or 12.9% and 11 respondents or 2.7% had ages between 50-59 years old and more than 60 years old, respectively.

2.1.4 Occupation

Table 4.4: Occupation

Occupation	Frequency	Percent
Professional	11	2.7
Student	27	6.6
Management	34	8.3
Housewife	9	2.2
Private Business	70	17.0
Unemployed	3	.7
Company Employee	218	53.0
Government Employee	28	6.8
Retired	5	1.2
Others	6	1.5
Total	**411**	**100.0**

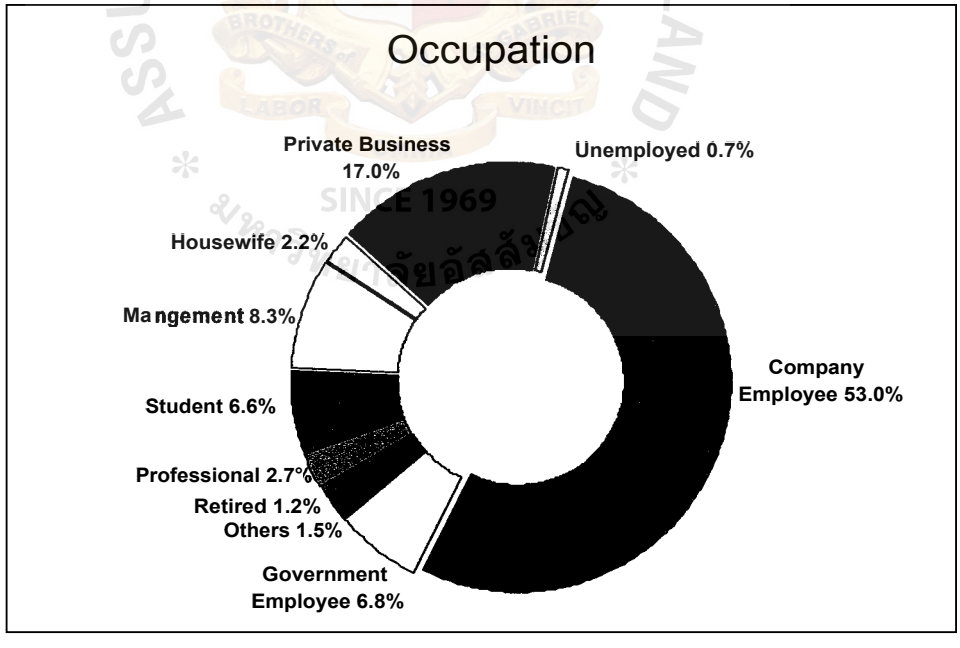

Figure 4.4: Occupation

Table 4.4 indicated that there were 218 respondents or 53% who worked as company employee, representing the majority group of respondents,

followed by 70 respondents, or 17%, who had their own businesses. Whereas, 3 respondents or 0.7% were unemployed, represented the minority group. 34 respondents or 8.3% and 28 respondents or 6.8% were in management position and government employees respectively. There were 27 students, 11 professionals, 9 housewives, and 5 retirees.

2.1.5 Income

Table 4.5: Income

Income	Frequency	Percent
less than 10,000	17	4.1
10,001 - 20,000	22	5.4
20,001 - 30,000	54	13.1
30,001 - 40,000	74	18.0
40,001 - 50,000	110	26.8
50,001 - 100,000	116	28.2
more than 100,000	18	4.4
Total	**411**	**100.0**

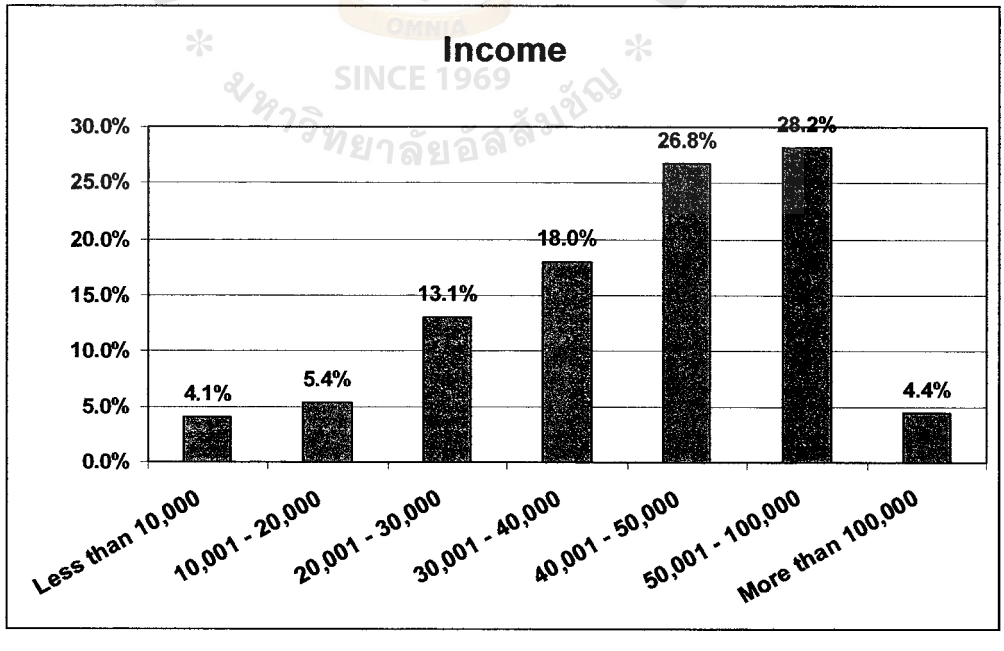

Figure 4.5: Income

From table 4.5, most of the respondents had income between 50,001-100,000 Baht, composing 116 respondents or 28.2%. A total of 110 respondents or 26.8% had monthly income between 40,001-50,000 Baht, 74 respondents or 18% had income between 30,001-40,000 Baht, 54 respondents or 13.1% had income between 20,001-30,000 Baht, 22 respondents or 5.4% had income between 10,001-20,000 Baht, and 18 respondents or 4.4% had income more than 100,000 Baht. Whereas, 17 respondents or 4.1% had income less than 10,000 Baht, represented the minority group of respondents.

2.1.5 Education Level

Table 4.6: Education Level

Education Level	Frequency	Percent
Lower than Bachelor Degreee	44	10.7
Bachelor Degree	295	71.8
Master Degree or higher	72	17.5
Total	**411**	**100.0**

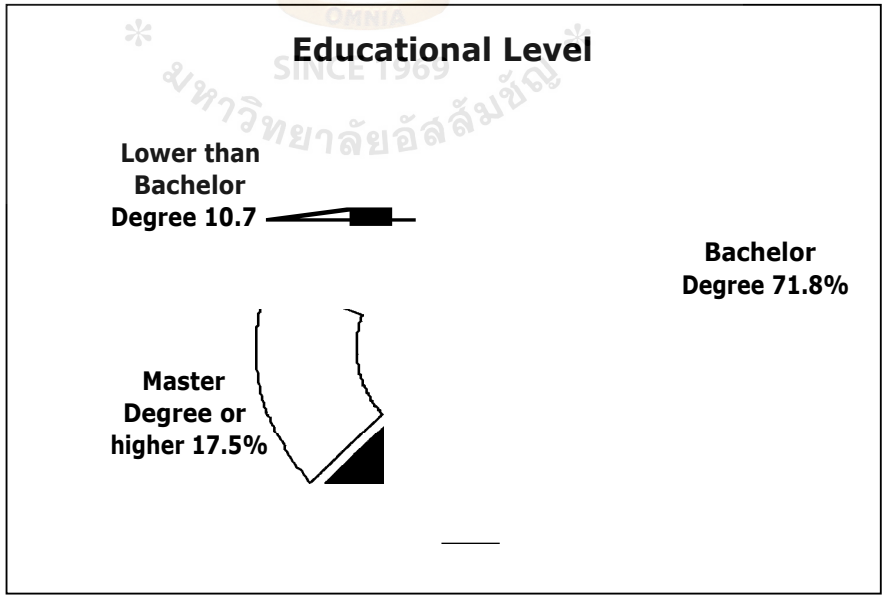

Figure 4.6: Educational Level

Most of respondents, 295 respondents or 71.8%, were graduated from Bachelor degree, followed by 72 respondents or 17.5% whose education level were Master degree or higher. While, only 44 respondents or 10.7% had education level lower than Bachelor degree, represented the minority group.

3. Test of the Hypotheses

This section was established to find out the relationship between factors such as Airfare, Air Safety, Airline Reputation, Flight Schedule, In-flight Services, and Airline Staffs had relationships with Thai customers' purchasing intention. As the research's data normality was unusual distribution, Spearman Rho (Nonparametric Correlation) had been used to test the hypotheses.

And the correlation results acquiring from the test were interpreted according to Correlation Coefficient Range as follows:

Table 4.7: Correlation Coefficient Range

Correlation Coefficients	Correlation Level
-1.00	Perfect negative correlation
-0.95	Strong negative correlation
-0.50	Moderate negative correlation
-0.10	Weak negative correlation
0.00	No correlation
+0.10	Weak positive correlation
+0.50	Moderate positive correlation
+0.95	Strong positive correlation
+1.00	Perfect positive correlation

As the significance level of this study had been set at 0.05, the null hypothesis would be rejected when Sig. (2-tailed) or p-value was less than 0.05 significance level (a).

3.1 Hypothesis 1

Ho1: There is no relationship between airfare and purchasing intention for international air ticket.

Hal: There is a significant relationship between airfare and purchasing intention for international air ticket.

Table 4.8: Analysis of Correlations of Airfare towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Airfare	Spearman's rho	Correlation Coefficient	.264**
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

According to the results shown in table 4.8, the p-value is 0.000, which less than level of significance, equals to 0.05. Thus, the null hypothesis is rejected. It implied that there is significant relationship between airfare and purchasing intention for international air ticket.

The correlation coefficient was 0.264 meaning that there was nearly weak positive correlation between airfare and purchasing intention for international air ticket. Thus it can be concluded that if better airfare provided, the level of customers' purchasing intention will increase slightly.

3.2 Hypothesis 2

Ho2: There is no relationship between air safety and purchasing intention for international air ticket.

Hat: There is a significant relationship between air safety and purchasing intention for international air ticket.

Table 4.9: Analysis of Correlations of Safety towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Safety	Spearman's rho	Correlation Coefficient	.102*
		Sig. (2-tailed)	.039

*. Correlation is significant at the 0.05 level (2-tailed).

In table 4.9, the p-value is 0.039, which less than the significance level of 0.05, the null hypothesis is rejected. This means that there is significant relationship between air safety and purchasing intention for international air ticket.

The correlation coefficient was 0.102 meaning that there is weak positive correlation between safety and purchasing intention for international air ticket. Thus it can be concluded that if better safety provided, the level of customers' purchasing intention will increase slightly.

3.3 Hypothesis 3

Ho3: There is no relationship between airline reputation and purchasing intention for international air ticket.

Ha3: There is a significant relationship between airline reputation and purchasing intention for international air ticket.

Table 4.10: Analysis of Correlations of Airline Reputation towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Airline Reputation	Spearman's rho	Correlation Coefficient	.349**
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Since the p-value is 0.000 that less than the significance level of 0.05, the null hypothesis is rejected. This means that there is a significant relationship between airline reputation and purchasing intention for international air ticket.

The correlation coefficient was equaled to 0.349, which falls in the nearly moderate positive correlation. The more improvement in the airline reputation, the higher the level of customers' purchasing intention.

3.4 Hypothesis 4

Ho4: There is no relationship between flight schedules and purchasing intention for international air ticket.

Ha4: There is a significant relationship between flight schedules and purchasing intention for international air ticket.

Table 4.11: Analysis of Correlations of Flight Schedules towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Flight Schedule	Spearman's rho	Correlation Coefficient	260*
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

The table showed that the p-value is equal to 0.000, which less than the 0.05 significance level, so, the null hypothesis is rejected. It is implied that there is a significant relationship between flight schedules and purchasing intention for international air ticket.

The correlation coefficient was 0.260, thus, the level of correlation falls in nearly weak positive correlation level. Thus it can be concluded that the better flight schedules provided, the customers' purchasing intention tends to be increased slightly.

3.5 Hypothesis 5

Ho5: There is no relationship between in-flight services and purchasing intention for international air ticket.

Ha5: There is a significant relationship between in-flight services and purchasing intention for international air ticket.

Table 4.12: Analysis of Correlations of In-flight Services towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
In-Flight Service	Spearman's rho	Correlation Coefficient	.312**
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

As the p-value is equal to 0.000, which less than the significance level of 0.05, the null hypothesis is rejected. This means that there is a significant relationship between in-flight services and purchasing intention for international air ticket.

The correlation coefficient was equaled to 0.312, which falls in nearly moderate positive correlation, meaning that if better in-flight services are provided, the customers' purchasing intention will tend to be increased.

3.6 Hypothesis 6

Ho6: There is no relationship between airline staffs and purchasing intention for international air ticket.

Ha6: There is a significant relationship between airline staffs and purchasing intention for international air ticket.

Table 4.13: Analysis of Correlations of Airline Staffs towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Airline Staff	Spearman's rho	Correlation Coefficient	.256**
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

From the table, the p-value is equal to 0.000, which less than the 0.05 significance level, thus, the null hypothesis is rejected. It is implied that there is a significant relationship between airline staffs and purchasing intention for international air ticket.

The correlation coefficient between these two factors was equaled to 0.256, which the level of correlation falls in nearly weak positive correlation. It means that the better the quality of airline staffs, the higher the customers' purchasing intention.

3.7 Hypothesis 7

In this part, the one-way ANOVA is used to determine the difference between demographic factors and Thai consumers' purchasing intention.

The null hypothesis will be rejected when Sig. or p-value is less than a, 0.05 significance level.

Ho7: There are no differences between demographic factors and purchasing intention for international air ticket.

Hal: There are differences between demographic factors and purchasing intention for international air ticket.

Table 4.14: Analysis of Variance (ANOVA) on Demographic Factors towards Customer's Purchasing Intention.

ANOVA

Demographic Factors	Customers' Purchasing Intention	
	F.	Sig.
Purpose of Travel	.377	.825
Gender	.713	.399
Age	.713	.614
Occupation	.584	.810
Income	.550	.770
Education Level	.229	.795

From table 4.12, it can be concluded as follows:

3.7.1 Purpose of Travel

There is no difference between purpose of travel and purchasing intention for international air ticket. Because p-values is equal to 0.825, which is greater than the 0.05 significance level, hence the null hypothesis is accepted.

3.7.2 Gender

There is no difference between gender and purchasing intention for international air ticket. As p-values is equal to 0.399, which is greater than the 0.05 significance level, the null hypothesis is accepted.

3.7.3 Age

As the p-value is equal to 0.614, which is greater than the significance level of 0.05, the null hypothesis is accepted. This means that there is no difference between age and purchasing intention for international air ticket.

3.7.4 Occupation

The p-value is equal to 0.810, which is greater than the 0.05 significance level, so, the null hypothesis is accepted. It is implied that there is no difference between occupation and purchasing intention for international air ticket.

3.7.5 Income

Since the p-value is equaled to 0.770 that is greater than the significance level of 0.05, the null hypothesis is accepted. This means that there is no difference between income and purchasing intention for international air ticket.

3.7.6 Education Level

As p-values is equal to 0.795, which is greater than the 0.05 significance level, the null hypothesis is accepted. This means that there is no difference between educational level and purchasing intention for international air ticket.

4. Answers to Research Questions

4.1 Research Questions 1-6

According to the research questions shown in Chapter 1, on which variables have the most significant relationship with the customers' purchasing intention, table 4.13 was employed to demonstrate this.

Table 4.15: Conclusions of Correlations of Airline Attributes towards Customer's Purchasing Intention.

Correlations

			Customers' Purchasing Intention
Airfare	Spearman's rho	Correlation Coefficient	.264****
		Sig. (2-tailed)	.000
Safety	Spearman's rho	Correlation Coefficient	.102*
		Sig. (2-tailed)	.039
Airline Reputation	Spearman's rho	Correlation Coefficient	***.349****
		Sig. (2-tailed)	***.000***
Flight Schedule	Spearman's rho	Correlation Coefficient	.260**
		Sig. (2-tailed)	.000
In-Flight Service	Spearman's rho	Correlation Coefficient	.312****
		Sig. (2-tailed)	.000
Airline Staff	Spearman's rho	Correlation Coefficient	.256**
		Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

As the correlation value of airline reputation is equal to 0.349, which is the highest value when compared with other variables, it can be concluded that the airline reputation has the highest relationship with customers' purchasing intention.

Whereas, the safety factor has the lowest relationship with customers' purchasing intention, and the correlation value is equal to 0.102.

4.2 Research Question 7

From the above results shows that Purpose of travel, Gender, Age, Occupation, Income, and Educational level do not show any differences with purchasing intention for international air ticket, therefore, it can be concluded that there are no differences between demographic factors and purchasing intention for international air ticket. Hence, the null hypothesis 7 is accepted.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter will summarize and discuss the results of the data analysis in the previous chapter. It consists of four parts. The first part is the summary of the research. The second part is the discussion. The third part is the recommendation of the research findings. The last part consists of suggestions for further research.

1. Summary of the Research

This section interprets the results from the data gathered, which include a summary of respondents' characteristics, a summary of purchase intention of airline attributes and a summary of hypotheses testing.

1.2 Summary of the Respondents' Characteristics

Based on the data of 411 respondents which had been collected from the survey research, there were 58.6% of respondents who traveled for Leisure and 26% for Business purposes. A total of 411 respondents were divided into 51.3% of Male and 48.7% of Female. The majority of the respondents were aged between 20-29 years old (35.8%) and 30-39 years old (32.4%), respectively. With regards to occupation of the respondents, the findings had shown that most of the respondents were Company Employees (53%). The majority of respondents' average monthly incomes were between 50,001-100,000 Baht (28.2%) and 40,001-50,000 Baht (26.8%), respectively. For educational level, the

majority of respondents were graduated from Bachelor's Degree consisted of 295 respondents accounting for 71.8% of the total respondents.

Table 5.1: Summary of the Results of Respondents' demographic data

Demographic Factors	Major Respondents	Number of Respondents	Percentage
Purpose of Travel	Leisure	241	58.6%
Gender	Male	211	51.3%
Age	20-29 years old	147	35.8%
Occupation	Company Employee	218	53%
Income Level	50,001— 100,000 Baht	116	28.2%
Educational Level	Bachelor Degree	295	71.8%

1.2 Summary of Hypotheses Testing

The hypotheses testing were divided into two groups. The first group consists of six airline attributes. The second group was the test of demographic factors. The summary results of hypotheses testing were shown in Table 5.2 and Table 5.3 as follows:

Table 5.2: Summary of Hypotheses Testing on Airline Attributes

Hypotheses Testing	Statistical Technique	Level of Significance	Results
Ho1: There is no relationship between airfare and purchasing intention for international air ticket.	Spearman Rho	.264	**Reject Ho**
Ho2: There is no relationship between air safety and purchasing intention for international air ticket.	Spearman Rho	.102	**Reject Ho**
Ho3: There is no relationship between	Spearman Rho	.349	**Reject Ho**

airline reputation and purchasing intention for international air ticket.			
Ho4: There is no relationship between flight schedules and purchasing intention for international air ticket.	Spearman Rho	.260	**Reject Ho**
Ho5: There is no relationship between in-flight services and purchasing intention for international air ticket	Spearman Rho	.312	**Reject Ho**
Ho6: There is no relationship between airline staffs and purchasing intention for international air ticket.	Spearman Rho	.256	**Reject Ho**

Table 5.3: Summary of Hypotheses Testing on Demographic factors

Hypothesis Testing	**Statistical Technique**	**Level of Significance**	**Results**
Ho7: There are no differences between demographic factors and purchasing intention for international air ticket.	ANOVA		**Failed to reject Ho**
• Purpose of Travel		.825	**Failed to reject Ho**
• Gender		.399	**Failed to reject Ho**
• Age		.614	**Failed to reject Ho**
• Occupation		.810	**Failed to reject Ho**
• Income		.770	**Failed to reject Ho**
• Educational Level		.795	**Failed to reject Ho**

2. Discussion

According to the research objectives shown in Chapter 1, there were two main research objectives that had been formulated. The discussion of each objective is presented as follows:

Objective 1: To determine the most important airline attributes those have significant relationships with Thai consumers' purchasing intention in choosing an airline on international routes.

From the summarized table 5.2, using the Spearman's Rho testing for six airlines attributes, the results show that all six airline attributes have relationships with Thai consumers' purchasing intention for international flights.

The 1st Important Attribute: Airline Reputation

Airline reputation shows the highest correlation value when compared with other airline attributes, thus, it can be concluded that the airline reputation has the most significant relationship with customers' purchasing intention. It means that airline reputation is the most influential factor in Thai consumers' purchasing intention when they choosing an airline on international routes. From a survey on Loyalty Management in Airline Industry (2002), it appears that reputation and name of an airline were important factors, as are security measures of the airline.

The 2' Important Attribute: In-flight Services

In-flight service represented the second most influencing factor for Thai consumer in choosing an airline on international routes. The majority of Thai consumers were

concerned about cabin comfort and cleanliness, seat comfort, and lavatory cleanliness, respectively. From the survey on Loyalty Management in Airline Industry (2002), most respondents indicated that there was more than one factor that influenced their decision to fly with an airline. Those reasons were the perceived Quality (31%) and the Level of Service (28%).

The 3rd Important Attribute: Airfare

Airfare was the third influential factor for Thai consumers' purchasing intention for international flight tickets. The majority of Thai consumers were concerned about buying discounted tickets or cheapest price tickets and appeared to always choose a cheaper priced ticket. According to research from global loyalty marketing specialists ICLP Report (2007), it was found that the two most important factors amongst air travelers when choosing an airline were Price 62% and Flight Schedule at 54%. Price always was a determining factor in the majority of purchase decisions. The survey of Loyalty Management in Airline Industry (2002) implied that price was the third factor with 27%. While a survey of international air travel US Department of Commerce (2005) found that price was the most important factors among air travelers when choosing an airline which was 33%.

The 4th Important Attribute: Flight Schedules

Flight schedule was the fourth most influential factors for Thai consumers' purchasing intention for international flight ticket. The majority of Thai consumers were concerned about convenient schedule, on-time performance and non-stop flight or direct flight, respectively. From the survey on Loyalty Management in Airline Industry (2002), convenience and thus the overall service-offer were viewed as vital by most customers.

An airline which offers convenient flights for its customers can positively influence long-term loyalty among its regular patrons. While a survey of international air travel US Department of Commerce (2005) found that convenient schedules and non-stop flights were the second and fourth most important factors among air travelers when choosing an airline which accounted of 17% and 11%, respectively.

The 5th Important Attribute: Airline Staffs

Airline Staffs came in the fifth rank as an influential factor for Thai consumers' purchasing intention for international flight tickets. The majority of Thai consumers' preferred polite ways of speech, responding promptly to customer requests, and friendliness, cordiality, cheerful and politeness, respectively. Those characteristics were basic service manners and very important for airline service staffs and flight attendants to possess.

The 6th Important Attribute: Air Safety

The safety factor had the lowest relationship with customers' purchasing intention. The main reason why Thai consumers were least concerned about air safety among those six factors was that international flight operators generally hold a good reputation for safety and well established airline companies have few incidents of flight accidents compared to numbers of flights operated in a year. Because of these reasons, Thai consumers rely on their operations, thus, air safety was not counted as an important influential factor for Thai consumers' purchasing intention. Moreover, itemized questions in this section might have been too deep for consumers to understand so that the evaluation of itemized questions were different based on their previous knowledge and

experiences. In addition, this survey was conducted before the aircraft accident of One-Two-Go at Phuket Airport.

Objective 2: To verify the differences in Thai consumers' demographic factors and purchasing intention when choosing an airline on international routes.

For this research objective, hypothesis 7 was evaluated by using Analysis of Variance (ANOVA) to test the differences between demographics factors and Thai consumers' purchasing intention. Those demographic factors were purpose of travel, gender, age, occupation, income, and educational level.

From the summarized table 5.3, the results show that there were no differences between demographic factors and purchasing intention for international air ticket. This means that Thai consumers who had different demographic factors such as purpose of travel, gender, age, occupation, income, and educational level had no difference in terms of their purchasing intention.

3. Recommendations on Application of Research Findings

In order for airline operators to succeed in the Thai market, they should understand consumer decision influencing factors to develop their services and create strategic plans to meet those important attributes. The recommendation here focuses on how to improve airline attributes based on the most three influential factors which are Airline reputation, In-flight services and Airfare, which can make each airline operator a competitive airline among Thai consumers.

3.1 Airline Reputation

Consumers rate airlines primarily on their perceptions of each airline's reputation on service quality, reliability, management strength, workplace, and growth prospects. Thai consumers would often make their decision based on airline reputation, and its advertisements. Positive reputation can create brand loyalty and repeat purchases, while negative reputation can ruin long term survival of business. To be a high reputation airline, airline operators should be successful at conveying these traits as they are more likely to be liked, trusted, and admired by the public. Furthermore, in order to be a top class airline, airline operators should create and maintain their reputation by improving product/service, concerning on customer satisfaction, developing human resource factor, and maintaining high quality services.

3.2 In-flight Services

There are many components in improving in-flight services from Thai consumers' point of view. Each and every component can reflect the in-flight service quality and create ultimate overall in-flight service image. In order to make an improvement, airline operators should concentrate on both tangible (aircraft decoration and arrangement) and intangible components (human staffs and services). Here are the recommendations for improving in-flight services:

- *Refurbishing aircraft interiors:* new look sidewalls and dividers, new overhead bin doors and lavatories, and carpets for a clean and modern appearance.
- *Improving seat comfort:* installing of new seats which offering more legroom, personal space and provide more service options.

- *Flight Attendant Training:* proactive training program for flight attendants should be provided to enhance the ways of thinking and become even more service-minded.
- *Improving In-flight Entertainment System:* new digital media with new LCD flat screens, VDO/Audio on demand with touch screen and handset with a wide variety of movies and songs.
- *Improving In-flight Meals:* special and popular menus should be prepared by chefs from leading restaurants and pre-ordered meals and expand the product offering and increase the number of meals stocked on each flight.

3.3 Airfare

Airline pricing is a complex process that reflects the nature of the demand for air travel, the cost of providing service and the management process of balancing revenues and costs to earn a profit. The pressure of competition from other airlines has an important impact on airfares.

From the findings, the majority of Thai consumers were concerned about discounted ticket or cheapest price ticket and been always choose a cheaper prices ticket over costlier ones from other airlines. Airline operators should set their airfare as low as possible by finding the optimal pricing for their airfare and creating the competitive airfare to overcome their rivals in Thai market. Other marketing strategies should also be implemented in order to create higher value for the product/service. Promotion tool such as double point frequent flyer awards may help avoid direct price wars.

Business and non-business travelers have a particularly strong influence on airline pricing. Business travelers are typically considered to have relative low prices sensitivity. They often require flexibility to change travel arrangements at the last minute. Business

travelers generally pay much higher prices than non-business travelers. For Non-business travelers, they are generally considered to be price sensitive. Airlines can increase revenues by lowering prices.

4. Suggestions for Further Research

This research study was to study how airline attributes (Airfare, Air Safety, Airline Reputation, Flight Schedules, In-flight Services, and Airline Staffs) had relationships with Thai customers' purchasing intention. Further study should apply a greater number of airline attributes, so that comparative studies could be accessed and take airline attributes as the benchmark.

In addition, research on the topic can be deduced from the limitations of the research. The scope of this research was limited only to Suvarnabhumi Airport, Thailand. Therefore, further studies should be extended to other geographic areas since consumers in different areas may have different factors influencing their purchasing intention for airline tickets.

Furthermore, further research should study airline attributes for a particular airline that can influence Thai consumers' purchasing intention in order to boost strengths and eliminate weaknesses of those particular airline operators and to be competitive in Thai market.

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APPENDIX A

QUESTIONNAIRE

Dear Sir/Madam,

This Research Project is a partial fulfillment of Master of Science in Management student of Assumption University, Bangkok, Thailand. The questionnaire is proposed to obtain information about **"factors influencing Thai consumers in choosing an airline on international routes."** We will appreciate if you kindly spend a few minutes going through these questions and completed it.

The information you provide will help us better understanding the factors influence purchasing intention of Thai consumers towards international airline ticket. All information is for academic proposed. Your answers will be treated with the strictly confidential and will not be made available to third party.

Your kindly cooperation would be much appreciated. Thank you very much for your cooperation and have a nice trip.

Part I: Factors influencing Thai customers in choosing an airline on international routes.

Please give the scores for factors that influence your purchasing intention on international routes by indicating by marking **"√"** in **"5"** for **"Very important"** and **"1"** for **"Not at all important."**

	Very Important				Not at all Important
1. Airfare	**5**	**4**	**3**	**2**	**1**
1.1 Air ticket is cheaper when purchasing on-line					
1.2 Sales promotions					
1.3 Discount ticket or cheapest price ticket					
1.4 Cheaper prices than other airlines					
1.5 Mileage redemption for a free ticket					

2. Air safety	**5**	**4**	**3**	**2**	**1**
2.1 Safety from errors made by flight crew and flight attendants					
2.2 Safety from aircraft condition and maintenance					
2.3 Safety from Air Traffic Control (ATC)					
2.4 Safety from weather condition					
2.5 Safety from serious diseases and infections					
2.6 Safety from aircraft hi-jacking					

3. Airline reputations	5	4	3	2	1
3.1 Reputation on long time and well established airlines					
3.2 Reputation on top class famous airlines					
3.3 Reputation on airline image published on difference media					
3.4 Reputation as a national airline					
3.5 Reputation on the minimal aircraft accidents' and human death statistics					
3.6 Reputation as a member of famous airline alliance					

4. Flight schedules	5	4	3	2	1
4.1 On-time performance					
4.2 Convenient schedule					
4.3 Frequency of flight schedule					
4.4 Non-stop flight or Direct flight (no aircraft change, not include stopover for fuel dumping)					

5. In-flight services	5	4	3	2	1
5.1 Cabin comfort and cleanliness					
5.2 Lavatory cleanliness					
5.3 Seat comfort					
5.4 Quality of in-flight entertainment system					
5.5 Quality of meal and beverage service					
5.6 Quality of Flight Attendant					

6. Airline staffs	5	4	3	2	1
6.1 Friendliness, cordiality, cheerful and politeness					
6.2 Responds promptly to customer requests					
6.3 Skilled at their jobs					
6.4 Language proficiency					
6.5 Polite ways of speech					
6.6 Accuracy of information provided					

Please give the scores for your purchasing intention for airline ticket on international routes by indicating by marking **“√”** in **"5"** for **"Strongly agree"** and **"1"** for **"Strongly disagree."**

	Strongly agree				Strongly disagree
7. Purchasing intention for airline ticket	**5**	**4**	**3**	**2**	**1**
7.1 Prefer traveling by air					
7.2 Traveling by air is convenient and time saving					
7.3 Traveling by air creates spectacular experience					
7.4 Traveling by air is worth than other transportations					
7.5 Traveling by air provides you worldwide destinations					

Part II: Personal information

1. Traveling purpose (Please choose only 1 answer)

❑Business ❑Leisure

❑Study ❑Visit friends/relatives (VFR)

❑Others_____

2. Gender □ Male □ Female

3. Age

❑Less than 20 years old □ 20-29 years old ❑30-39 years old

❑40-49 years old □ 50-59 years old ❑Over 60 years old

4. Occupation

❑Professional ❑Student ❑Management

□ Housewife ❑Private Business ❑Unemployed

❑Company employee ❑Government employee ❑Retired

❑Others_____

5. Monthly income (baht)

❑Less than 10,000 ❑10,001-20,000 ❑20,001-30,000

□ 30,001-40,000 ❑40,001-50,000 ❑50,001-100,000

❑More than 100,000

6. Education

❑Lower than Bachelor Degree

❑Bachelor Degree

❑Master Degree or higher

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยของนักศึกษาปริญญาโท คณะวิทยการการจัดการ สาขาธุรกิจการจัดการ มหาวิทยาลัยอัสสัมชัญ **ปัจัยที่มีผลต่อการตัดสินใจเลือกสายการบินในเส้นทางต่างประเทศของ** man ขอขอบคุณที่ท่านสละเวลาและให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้เป็นอย่างสูง

ข้อมูลที่ได้เพื่อประโยชน์ในการศึกษาและความเข้าใจต่อความตั้งใจเลือกซื้อตั๋วโดยสารในเส้นทางต่างประเทศของผู้บริโภคชาวไทย ข้อมูลทังหมดใช้เพือประกอบการศึกษาเท่านัน ความคิดเห็นของท่านจะถือเป็นความลับและไม่ถูกเปิดเผยโดยเดดขาด

ส่วนที่ 1 ปัจจัยที่มีผลต่อการเลือกสายการบินในเส้นทางต่างประเทศของคนไทย

กรุณาให้คะแนนปัจจัยที่มีผลต่อการเลือกสายการบินในเส้นทางต่างประเทศของคุณ ในช่อง **"5"** เมื่อ **"สำคัญมากที่สุด"** และ "1" Ito **"สำคัญน้อยที่สุด"** ตาม lf1J

สำคัญมากที่สุด ————

1. ราคาตั๋วโดยสาร	5	4	3	2	1
1.1 ราคาตั๋วถูกกว่าเมื่อสั่งซื้อทางอินเตอร์เน็ต					
1.2 รายการส่งเสริมการขาย					
1.3 ตั๋วที่ราคาถูกที่สุด/ตัวลดราคา					
1.4 เปรียบเทียบราคาตั๋วโดยสารระหว่างสายการบิน					
1.5 ใช้แต้มสะสมเพื่อแลกตั๋วฟรี					

2. ความปลอดภัย	5	4	3	2	1
2.1 ความปลอดภัยในการปฏิบัติหน้าทีของนักบินและพนักงานต้อนรับ					
2.2 ความปลอดภัยของตัวเครื่องและการซ่อมบำรุง					
2.3 ความปลอดภัยในการกำกับของหอบังคับการบิน					
2.4 ความปลอดภัยจากสภาพอากาศ					
2.5 ความปลอดภัยจากเชื้อและโรคติดต่อ					
2.6 ความปลอดภัยจากการโจรกรรมของผู้ก่อการร้าย					

3. ชื่อเสียงของสารการบิน	5	4	3	2	1
3.1 เชื่อมั่นในชื่อเสียงของสายการบินที่ก่อตั้งมาเป็นเวลานาน					
3.2 เชื่อมั่นในชื่อเสียงที่ได้รับการยอมรับว่าเป็นสายการบินชั้นนำ					
3.3 เชื่อมั่นในชื่อเสียงของภาพลักษณ์ที่ประชาสัมพันธ์โดยสื่อต่างๆ					
3.4 เชื่อมั่นในชื่อเสียงของสายการบินประจำชาติ					

3.5 เชื่อมั่นในชื่อเสียงของสายการบินที่มีสถิติอุบัติเหตุและผู้โดยสารเสียชีวิตต่ำ					
3.6 เชื่อมั่นในชื่อเสียงของสายการบินที่มีการเข้าร่วมกลุ่มพันธมิตรการบิน					

4. ตารางเวลาเดินทาง	5	4	3	2	1
4.1 เครื่องออกตรงเวลา					
4.2 เวลาเดินทางสะดวก					
4.3 ความถี่ของเที่ยวบิน					
4.4 บินตรง ไม่ต้องต่อเครื่องหรือเปลี่ยนเครื่อง (ไม่รวมการจอดเพื่อเติมน้ำมัน)					

5. บริการภายในเครื่อง	5	4	3	2	1
5.1 ความสะดวกสบายและความสะอาดในห้องโดยสาร					
5.2 ความสะอาดของห้องน้ำ					
5.3 ความสะดวกสบายของที่นั่งโดยสาร					
5.4 คุณภาพของระบบให้ความบันเทิง					
5.5 คุณภาพของเครื่องดื่มและอาหาร					
5.6 คุณภาพของการให้บริการของพนักงานต้อนรับ					

6. เจ้าหน้าที่	5	4	3	2	1
6.1 มีความเป็นมิตร อบอุ่นเป็นกันเอง ร่าเริงมีชีวิตชีวา					
6.2 ตอบรับความต้องการของผู้โดยสารได้รวดเร็วทันใจ					
6.3 มีความสามารถและมีประสิทธิภาพ					
6.4 มีความสามารถทางด้านภาษาต่างประเทศ					
6.5 ใช้วาจาสุภาพ					
6.6 สามารถให้ข้อมูลได้ถูกต้องแม่นยำ					

กรุณาให้คะแนนความคิดเห็นต่อความตั้งใจเลือกซื้อตั๋วโดยสารจากสารการบินในเส้นทางต่างประเทศ โดยใส่เครื่องหมาย " √ "

ในช่อง **"5"** เมื่อ และ **"1"** เมื่อ **"ไม่เห็นด้วยอย่างยิ่ง"** ตามลำดับ

เห็นด้วยอย่างยิ่ง ⟶ ไม่เห็นด้วยอย่างยิ่ง

7. ความตั้งใจเลือกซื้อตั๋วโดยสารจากสารการบิน	5	4	3	2	1
7.1 ชอบเดินทางโดยเครื่องบิน					
7.2 เดินทางโดยเครื่องบินสะดวกรวดเร็วและประหยัดเวลา					
7.3 เดินทางโดยเครื่องบินเป็นประสบการณ์ที่พิเศษ					
7.4 เดินทางโดยเครื่องบินคุ้มค่ากว่า					
7.5 เดินทางโดยเครื่องบินสามารถไปยังทุกที่ทั่วโลก					

2 ข้อมูลส่วนตัว

1. **วัตถุประสงค์ของการเดินทาง (เลือกตอบเพียง 1 ข้อ)**

El ท่องเที่ยว ☐ ศึกษาต่อ El เยี่ยมเพื่อนและ

_____

2. **เพศ** ☐ ชาย **O หญิง**

อายุ El ต่ำกว่า 20 ปี ☐ 20-29 ปี O 30-39 ปี

☐ 40-49 ปี ☐ 50-59 ปี ☐ 60 ปีขึ้นไป

4. **อาชีพ**

❑ ผู้เชียวชาญ ☐ นักศึกษา **o ผู้บริหาร/จัดการ** ❑ whim

D ☐ พนักงานบริษัท ❑ ข้าราชการ

❑ เกษียญอายุ_____โปรดระบ_____

5 **รายได้ต่อเดือน** (11111)

• 10,000 ☐ 10,001-20,000 ☐ 20,001-30,000 O 30,001-40,000

0 40,001-50,000 ☐ 50,001-100,000 ☐ มากกว่า 100,000

6. **การศึกษา**

☐ ปริญญาโทหรือ 51121

APPENDIX B

Reliability

****** Method 2 (covariance matrix) will be used for this analysis

RELIABILITY ANALYSIS - SCALE (ALPHA)

Correlation Matrix

	FARE1	FARE2	FARE3	FARE4	FARE5
FARE1	1.0000				
FARE2	.1232	1.0000			
FARE3	.1774	-.0164	1.0000		
FARE4	.3208	.0763	.3698	1.0000	
FARE5	.2426	.0051	.3890	.3996	1.0000
FARE6	.0703	.2913	.3260	-.0870	.3748

	FARE6
FARE6	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.5667	2.8667	4.2667	1.4000	1.4884	.2436

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
FARE1	17.9667	9.6195	.2855	.1301	.5407
FARE2	18.1667	8.5575	.1719	.1608	.6038
FARE3	17.6000	7.9034	.3999	.2996	.4817
FARE4	17.6000	8.9379	.2940	.3758	.5321
FARE5	17.1333	8.6713	.4739	.3672	.4755
FARE6	18.5333	7.3609	.3465	.3844	.5110

Reliability Coefficients 6 items

Alpha = .5704 Standardized item alpha = .6062

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (A L P H A)

Correlation Matrix

	SAFE1	SAFE2	SAFE3	SAFE4	SAFE5
SAFE1	1.0000				
SAFE2	.3576	1.0000			
SAFE3	.3978	.1011	1.0000		
SAFE4	.5167	.2181	.7662	1.0000	
SAFE5	.4796	.3750	.5607	.6270	1.0000
SAFE6	.3204	.1120	.6567	.6212	.7279

	SAFE6
SAFE6	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.2111	3.9000	4.6000	.7000	1.1795	.0874

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
SAFE1	20.7333	13.7885	.5356	.3545	.8330
SAFE2	20.6667	14.8506	.2653	.2395	.8678
SAFE3	21.3333	10.3678	.7094	.6445	.7968
SAFE4	21.3667	9.8954	.7805	.6722	.7788
SAFE5	21.1333	11.2920	.7582	.6584	.7866
SAFE6	21.1000	11.5414	.6949	.6433	.7992

Reliability Coefficients 6 items

Alpha = .8407 Standardized item alpha = .8341

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS SCALE (A L P H A)

Correlation Matrix

	REPUT1	REPUT2	REPUT6	REPUT8	REPUT9
REPUT1	1.0000				
REPUT2	.5312	1.0000			
REPUT6	.5275	.1839	1.0000		
REPUT8	.5124	.0579	.4719	1.0000	
REPUT9	.1379	.2580	.4411	.0806	1.0000
REPUT10	.6350	.4009	.5994	.3152	.3555

	REPUT10
REPUT10	1.0000

N of Cases = 22.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.5379	2.9545	4.3182	1.3636	1.4615	.3202

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
REPUT1	17.4091	9.3961	.7044	.6544	.7032
REPUT2	17.2727	12.0173	.3895	.4061	.7813
REPUT6	18.1364	9.5519	.6610	.5429	.7155
REPUT8	18.2727	10.9697	.4213	.3761	.7799
REPUT9	16.9091	12.2771	.3422	.3059	.7903
REPUT10	18.1364	9.9329	.6844	.5326	.7120

Reliability Coefficients 6 items

Alpha = .7833 Standardized item alpha = .7769

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS SCALE (A L P H A)

Correlation Matrix

	FLIGHT1	FLIGHT2	FLIGHT3	FLIGHT4
FLIGHT1	1.0000			
FLIGHT2	.2926	1.0000		
FLIGHT3	.3185	.3196	1.0000	
FLIGHT4	.1249	.0845	.6489	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.2500	3.9667	4.4333	.4667	1.1176	.0426

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
FLIGHT1	12.6333	3.8264	.3198	.1475	.6119
FLIGHT2	12.5667	3.5644	.2901	.1622	.6395
FLIGHT3	13.0333	2.7920	.6643	.5208	.3569
FLIGHT4	12.7667	3.0816	.3914	.4415	.5718

Reliability Coefficients 4 items

Alpha = .6257 Standardized item alpha = .6295

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS SCALE (A L P H A)

Correlation Matrix

	SERV1	SERV2	SERV3	SERV4	SERV5
SERV1	1.0000				
SERV2	.7114	1.0000			
SERV3	.1694	.1205	1.0000		
SERV4	.4537	.2475	.1409	1.0000	
SERV5	.6795	.4152	.3352	.6284	1.0000
SERV6	.0986	.1010	.4412	.2757	.5274

	SERV6
SERV6	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.1389	3.6000	4.5000	.9000	1.2500	.1029

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
SERV1	20.5000	6.8103	.6317	.7417	.7093
SERV2	20.5333	7.2920	.4463	.5296	.7547
SERV3	20.3333	8.2299	.3360	.2166	.7755
SERV4	21.2333	6.6678	.5123	.4041	.7400
SERV5	20.8667	5.8437	.8090	.7452	.6516
SERV6	20.7000	7.2517	.3939	.4812	.7707

Reliability Coefficients 6 items

Alpha = .7713 Standardized item alpha = .7686

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS SCALE (A L P H A)

Correlation Matrix

	STAFF1	STAFF2	STAFF3	STAFF4	STAFF5
STAFF1	1.0000				
STAFF2	.5260	1.0000			
STAFF3	.6260	.5781	1.0000		
STAFF4	.1317	.3347	.3897	1.0000	
STAFF5	.2431	.3363	.5740	.7290	1.0000
STAFF6	.2953	.3611	.3660	.4890	.5228

	STAFF6
STAFF6	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.1556	4.0000	4.4333	.4333	1.1083	.0243

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
STAFF1	20.9000	8.5759	.4777	.4717	.8126
STAFF2	20.8333	8.4885	.5822	.4189	.7864
STAFF3	20.9333	8.2713	.7102	.6210	.7601
STAFF4	20.7667	8.5299	.5404	.5677	.7961
STAFF5	20.5000	8.5345	.6567	.6593	.7721
STAFF6	20.7333	8.8230	.5430	.3455	.7947

Reliability Coefficients 6 items

Alpha = .8161 Standardized item alpha = .8212

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******

RELIABILITY ANALYSIS SCALE (A L P H A)

Correlation Matrix

	PURCHA1	PURCHA2	PURCHA3	PURCHA4	PURCHA5
PURCHA1	1.0000				
PURCHA2	.4978	1.0000			
PURCHA3	.4826	.5049	1.0000		
PURCHA4	.6614	.6216	.5983	1.0000	
PURCHA5	.5761	.3559	.4676	.5361	1.0000

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.8667	3.4667	4.5333	1.0667	1.3077	.1983

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
PURCHA1	15.5000	9.8448	.6950	.5177	.8039
PURCHA2	14.8000	11.1310	.6031	.4243	.8291
PURCHA3	15.8667	9.9126	.6307	.4164	.8228
PURCHA4	15.8667	9.9126	.7698	.6088	.7857
PURCHA5	15.3000	10.1483	.5959	.3967	.8324

Reliability Coefficients 5 items

Alpha = .8465 Standardized item alpha = .8495

Frequencies

Statistics

		Purpose of Travel	Gender	Age	Occupation	Income	Education Level
N	Valid	411	411	411	411	411	411
	Missing	0	0	0	0	0	0

Frequency Table

Purpose of Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	107	26.0	26.0	26.0
	Leisure	241	58.6	58.6	84.7
	Study	16	3.9	3.9	88.6
	Visit Friends/Relatives	38	9.2	9.2	97.8
	Others	9	2.2	2.2	100.0
	Total	411	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	211	51.3	51.3	51.3
	Female	200	48.7	48.7	100.0
	Total	411	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20 years old	2	.5	.5	.5
	20 - 29 years old	147	35.8	35.8	36.3
	30 - 39 years old	133	32.4	32.4	68.6
	40 - 49 years old	65	15.8	15.8	84.4
	50 - 59 years old	53	12.9	12.9	97.3
	more than 60 years old	11	2.7	2.7	100.0
	Total	411	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional	11	2.7	2.7	2.7
	Student	27	6.6	6.6	9.2
	Management	34	8.3	8.3	17.5
	Housewife	9	2.2	2.2	19.7
	Private Business	70	17.0	17.0	36.7
	Unemployed	3	.7	.7	37.5
	Company Employee	218	53.0	53.0	90.5
	Government Employee	28	6.8	6.8	97.3
	Retired	5	1.2	1.2	98.5
	Others	6	1.5	1.5	100.0
	Total	411	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000	17	4.1	4.1	4.1
	10,001 - 20,000	22	5.4	5.4	9.5
	20,001 - 30,000	54	13.1	13.1	22.6
	30,001 - 40,000	74	18.0	18.0	40.6
	40,001 - 50,000	110	26.8	26.8	67.4
	50,001 - 100,000	116	28.2	28.2	95.6
	more than 100,000	18	4.4	4.4	100.0
	Total	411	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than Bachelor Degreee	44	10.7	10.7	10.7
	Bachelor Degree	295	71.8	71.8	82.5
	Master Degree or higher	72	17.5	17.5	100.0
	Total	411	100.0	100.0	

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	Airfare
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.264**
		Sig. (2-tailed)	.	.000
		N	411	411
	Airfare	Correlation Coefficient	.264**	1.000
		Sig. (2-tailed)	.000	.
		N	411	411

**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	Safety
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.102*
		Sig. (2-tailed)	.	.039
		N	411	411
	Safety	Correlation Coefficient	.102*	1.000
		Sig. (2-tailed)	.039	.
		N	411	411

*. Correlation is significant at the 0.05 level (2-tailed).

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	Airline Reputation
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.349**
		Sig. (2-tailed)	.	.000
		N	411	411
	Airline Reputation	Correlation Coefficient	.349**	1.000
		Sig. (2-tailed)	.000	.
		N	411	411

**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	Flight Schedule
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.260**
		Sig. (2-tailed)	.	.000
		N	411	411
	Flight Schedule	Correlation Coefficient	.260**	1.000
		Sig. (2-tailed)	.000	.
		N	411	411

**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	In-Flight Service
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.312**
		Sig. (2-tailed)	.	.000
		N	411	411
	In-Flight Service	Correlation Coefficient	.312**	1.000
		Sig. (2-tailed)	.000	.
		N	411	411

**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Customers' Purchasing Intention	Airline Staff
Spearman's rho	Customers' Purchasing Intention	Correlation Coefficient	1.000	.256**
		Sig. (2-tailed)	.	.000
		N	411	411
	Airline Staff	Correlation Coefficient	.256**	1.000
		Sig. (2-tailed)	.000	.
		N	411	411

**. Correlation is significant at the 0.01 level (2-tailed).

Frequency Table

Airfare **1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.9	1.9	1.9
	2	18	4.4	4.4	6.3
	3	87	21.2	21.2	27.5
	4	176	42.8	42.8	70.3
	5	122	29.7	29.7	100.0
	Total	411	100.0	100.0	

Airfare 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	2.9	2.9	2.9
	2	24	5.8	5.8	8.8
	3	102	24.8	24.8	33.6
	4	181	44.0	44.0	77.6
	5	92	22.4	22.4	100.0
	Total	411	100.0	100.0	

Airfare 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	21	5.1	5.1	5.6
	3	75	18.2	18.2	23.8
	4	127	30.9	30.9	54.7
	5	186	45.3	45.3	100.0
	Total	411	100.0	100.0	

Airfare **4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.9	1.9	1.9
	2	6	1.5	1.5	3.4
	3	61	14.8	14.8	18.2
	4	144	35.0	35.0	53.3
	5	192	46.7	46.7	100.0
	Total	411	100.0	100.0	

Airfare 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	6.6	6.6	6.6
	2	57	13.9	13.9	20.4
	3	126	30.7	30.7	51.1
	4	131	31.9	31.9	83.0
	5	70	17.0	17.0	100.0
	Total	411	100.0	100.0	

Safety 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.7	.7	.7
	2	6	1.5	1.5	2.2
	3	40	9.7	9.7	11.9
	4	109	26.5	26.5	38.4
	5	253	61.6	61.6	100.0
	Total	411	100.0	100.0	

Safety 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	2	2	.5	.5	.7
	3	29	7.1	7.1	7.8
	4	91	22.1	22.1	29.9
	5	288	70.1	70.1	100.0
	Total	411	100.0	100.0	

Safety 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	2.9	2.9	2.9
	2	20	4.9	4.9	7.8
	3	87	21.2	21.2	29.0
	4	117	28.5	28.5	57.4
	5	175	42.6	42.6	100.0
	Total	411	100.0	100.0	

Safety 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.9	1.9	1.9
	2	18	4.4	4.4	6.3
	3	80	19.5	19.5	25.8
	4	140	34.1	34.1	59.9
	5	165	40.1	40.1	100.0
	Total	411	100.0	100.0	

Safety 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	2.9	2.9	2.9
	2	20	4.9	4.9	7.8
	3	71	17.3	17.3	25.1
	4	119	29.0	29.0	54.0
	5	189	46.0	46.0	100.0
	Total	411	100.0	100.0	

Safety 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.4	3.4	3.4
	2	18	4.4	4.4	7.8
	3	64	15.6	15.6	23.4
	4	106	25.8	25.8	49.1
	5	209	50.9	50.9	100.0
	Total	411	100.0	100.0	

Airline Reputation 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.5	1.5	1.5
	2	15	3.6	3.6	5.1
	3	87	21.2	21.2	26.3
	4	173	42.1	42.1	68.4
	5	130	31.6	31.6	100.0
	Total	411	100.0	100.0	

Airline Reputation 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.0	1.0	1.0
	2	13	3.2	3.2	4.1
	3	72	**17.5**	17.5	21.7
	4	176	42.8	42.8	64.5
	5	146	35.5	35.5	100.0
	Total	411	100.0	100.0	

Airline Reputation 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.5	1.5	1.5
	2	27	6.6	6.6	8.0
	3	168	40.9	40.9	48.9
	4	154	37.5	37.5	86.4
	5	56	13.6	13.6	100.0
	Total	411	100.0	100.0	

Airline Reputation 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	4.6	4.6	4.6
	2	26	6.3	6.3	10.9
	3	137	33.3	33.3	44.3
	4	163	39.7	39.7	83.9
	5	66	16.1	16.1	100.0
	Total	411	100.0	100.0	

Airline Reputation 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.9	1.9	1.9
	2	7	1.7	1.7	3.6
	3	62	15.1	15.1	18.7
	4	125	30.4	30.4	49.1
	5	209	50.9	50.9	100.0
	Total	411	100.0	100.0	

Airline Reputation 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	6.8	6.8	6.8
	2	46	11.2	11.2	18.0
	3	191	46.5	46.5	64.5
	4	104	25.3	25.3	89.8
	5	42	10.2	10.2	100.0
	Total	411	100.0	100.0	

Flight Schedule 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.2	1.2	1.2
	3	39	9.5	9.5	10.7
	4	151	36.7	36.7	47.4
	5	216	52.6	52.6	100.0
	Total	411	100.0	100.0	

Flight Schedule 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.5	.5	.5
	3	31	7.5	7.5	8.0
	4	138	33.6	33.6	41.6
	5	240	58.4	58.4	100.0
	Total	411	100.0	100.0	

Flight Schedule 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.7	.7	.7
	2	15	3.6	3.6	4.4
	3	93	22.6	22.6	27.0
	4	172	41.8	41.8	68.9
	5	128	31.1	31.1	100.0
	Total	411	100.0	100.0	

Flight Schedule 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.5	1.5	1.5
	2	9	2.2	2.2	3.6
	3	59	14.4	14.4	18.0
	4	146	35.5	35.5	53.5
	5	191	46.5	46.5	100.0
	Total	411	100.0	100.0	

In-Flight Service 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	3	31	7.5	7.5	7.8
	4	155	37.7	37.7	45.5
	5	224	54.5	54.5	100.0
	Total	411	100.0	100.0	

In-Flight Service 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.5	1.5	1.5
	2	7	1.7	1.7	3.2
	3	41	10.0	10.0	13.1
	4	170	41.4	41.4	54.5
	5	187	45.5	45.5	100.0
	Total	411	100.0	100.0	

In-Flight Service 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	4	1.0	1.0	1.5
	3	32	7.8	7.8	9.2
	4	151	36.7	36.7	46.0
	5	222	54.0	54.0	100.0
	Total	411	100.0	100.0	

In-Flight Service 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.5	1.5	1.5
	2	18	4.4	4.4	5.8
	3	99	24.1	24.1	29.9
	4	182	44.3	44.3	74.2
	5	106	25.8	25.8	100.0
	Total	411	100.0	100.0	

In-Flight Service 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	2	13	3.2	3.2	3.4
	3	68	16.5	16.5	20.0
	4	210	51.1	51.1	71.0
	5	119	29.0	29.0	100.0
	Total	411	100.0	100.0	

In-Flight Service 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	2	6	1.5	1.5	1.7
	3	57	13.9	13.9	15.6
	4	202	49.1	49.1	64.7
	5	145	35.3	35.3	100.0
	Total	411	100.0	100.0	

Airline Staff 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.2	1.2	1.2
	3	49	11.9	11.9	13.1
	4	186	45.3	45.3	58.4
	5	171	41.6	41.6	100.0
	Total	411	100.0	100.0	

Airline Staff 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.5	.5	.5
	3	45	10.9	10.9	11.4
	4	208	50.6	50.6	62.0
	5	156	38.0	38.0	100.0
	Total	411	100.0	100.0	

Airline Staff 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	.7	.7	.7
	3	58	14.1	14.1	14.8
	4	200	48.7	48.7	63.5
	5	150	36.5	36.5	100.0
	Total	411	100.0	100.0	

Airline Staff 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	13	3.2	3.2	3.6
	3	79	19.2	19.2	22.9
	4	205	49.9	49.9	72.7
	5	112	27.3	27.3	100.0
	Total	411	100.0	100.0	

Airline Staff 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.5	.5	.5
	3	33	8.0	8.0	8.5
	4	157	38.2	38.2	46.7
	5	219	53.3	53.3	100.0
	Total	411	100.0	100.0	

Airline Staff 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	7	1.7	1.7	2.2
	3	54	13.1	13.1	15.3
	4	177	43.1	43.1	58.4
	5	171	41.6	41.6	100.0
	Total	411	100.0	100.0	

Customers' Purchasing Intention 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2.2	2.2	2.2
	Disagree	23	5.6	5.6	7.8
	Neutral	106	25.8	25.8	33.6
	Agree	153	37.2	37.2	70.8
	Strongly Agree	120	29.2	29.2	100.0
	Total	411	100.0	100.0	

Customers' Purchasing Intention 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	18	4.4	4.4	4.4
	Agree	139	33.8	33.8	38.2
	Strongly Agree	254	61.8	61.8	100.0
	Total	411	100.0	100.0	

Customers Purchasing Intention 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	8.5	8.5	8.5
	Disagree	48	11.7	11.7	20.2
	Neutral	161	39.2	39.2	59.4
	Agree	114	27.7	27.7	87.1
	Strongly Agree	53	12.9	12.9	100.0
	Total	411	100.0	100.0	

Customers' Purchasing Intention 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	3.9	3.9	3.9
	Disagree	41	10.0	10.0	13.9
	Neutral	165	40.1	40.1	54.0
	Agree	121	29.4	29.4	83.5
	Strongly Agree	68	16.5	16.5	100.0
	Total	411	100.0	100.0	

Customers' Purchasing Intention 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	11	2.7	2.7	3.6
	Neutral	55	13.4	13.4	17.0
	Agree	133	32.4	32.4	49.4
	Strongly Agree	208	50.6	50.6	100.0
	Total	411	100.0	100.0	