This study aims to explore the pronunciation of English consonants by Thai airline ground staff. The objectives of the study were 1) to investigate the problems of the pronunciation of English consonants in Thai airline ground staff; 2) to describe the variations of the pronunciation of English consonants in Thai airline ground staff; and 3) to examine the factors affecting the variations of English consonants in the pronunciation of Thai airline ground staff. The qualitative method was employed to explain the problems of the pronunciation and their variations, whereas quantitative method was conducted to examine the factors affecting the variations of the pronunciation. Thirty Thai airline ground staff were included as the participants of the study.

The participants were classified into three groups according to their scores from the English language experience questionnaire: GS-High (n=11), GS-Mid (n=11), and GS-Low (n=8). Sixty words with the occurrence of the problematic consonants drawn from the authentic airline announcement were used to construct three speech styles: 1) casual conversation; 2) long text reading; and 3) word list reading. The
speech data collection procedure was from the least careful speech style to the most careful speech style.

The findings revealed that 1) in all three speech styles, the problematic consonants found were /z/, /ʒ/, /ð/, /ʤ/, /v/, /ʧ/ and /g/ occurring in word-initial, word-medial, and word-final position, and the problematic consonant clusters found were /zd/, /ndʒd/, /nz/, /nθs/, /kʰtʰ/, /nd/, and /stʰ/ occurring in word-final position; 2) the variations of the problematic consonants deviated from standard pronunciation by the phonological processes of substitution, deletion, and insertion; and 3) the factor affecting the variations of the consonants was the speech styles.

It was shown that there was not a statistically significant difference in pronunciation of English consonants among the three groups of English language experience: GS-High, GS-Mid, and the GS-Low group. However, the pronunciation of English consonants by Thai airline ground staff in three different speech styles: Word List, Long Text, and Casual conversation was statistically significant different.

The study also provided implications for pedagogy, teacher education, material development, and airline administration as well as recommendations for further research.