

**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.