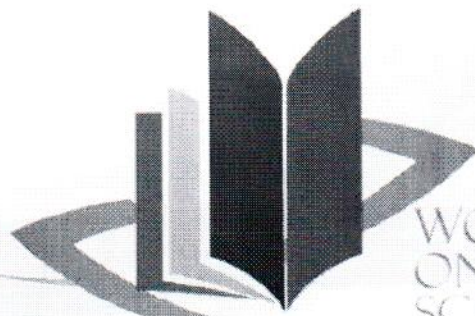


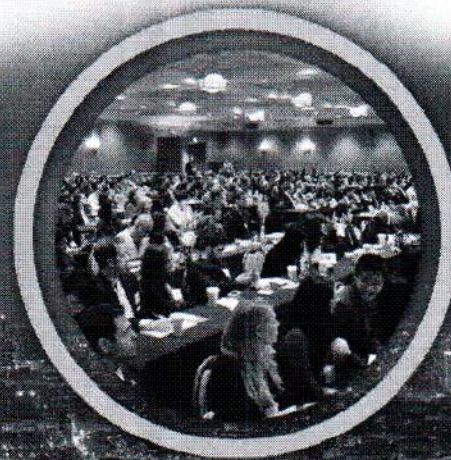
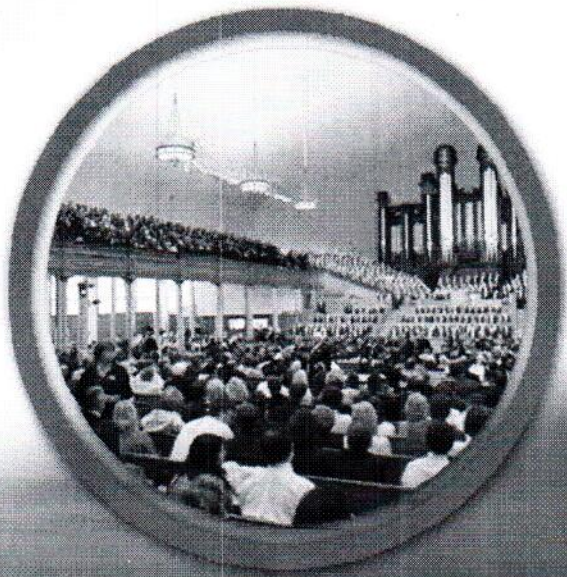
9th



WORLD CONFERENCE
ON EDUCATIONAL
SCIENCES

World Conference on Educational Sciences (WCES-2017)

01-04 February 2017
Hotel Aston La Scala
Convention Center
Nice, France



Proceedings Book
Part II

**9th World Conference on Educational
Sciences
(WCES-2017)**
www.wces.info

**01-04 February 2017
Hotel Aston La Scala Convention Center
Nice – France**

PROCEEDINGS BOOK

Part II

Editor in Chief

Prof. Dr. Steven M. Ross, Johns Hopkins University, USA

Editors

Prof. Dr. Jesús García Laborda, University of Alcalá, Spain
Prof. Dr. Huseyin Uzunboylu, Near East University, Cyprus

This journal and the individual contributions contained in it are protected under copyright by SPROC Ltd. and the following terms and conditions apply to their use:

Photocopying

Single photocopies of single articles may be made for personal use as allowed by national copyright laws. Permission of the Publisher and payment of a fee is required for all other photocopying, including multiple or systematic copying, for advertising or promotional purposes, resale, and all forms of documents delivery. Special rates are available for educational institutions that wish to make photocopies for non-profit educational classroom use.

For information on how to seek permission visit www.awer-center.org

Derivative Works

Subscribers may reproduce tables of contents or prepare lists of articles including abstracts for internal circulation within their institutions. Permission of the Publisher is required for resale or distribution outside the institution. Permission of the Publisher is required for all other derivative works, including compilations and translations (please consult www.awer-center.org)

Electronic Storage or Usage

Permission of the Publisher is required to store or use electronically any material contained in this journal, including any article or part of an article (please consult www.awer-center.org).

Except as outlined above, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the Publisher.

Notice

No responsibility is assumed by the Publisher for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions or ideas contained in the material herein. Because of rapid advances in the medical sciences, in particular, independent verification of diagnoses and drug dosages should be made.

Although all advertising material is expected to conform to ethical (medical) standard, inclusion in this publication does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made of it by its manufacturer.

Dispute

Subject to Nicosia (Cyprus) Jurisdiction only, in case of any dispute.

Publisher Contact

SciencePark Science, Organization and Counseling LTD.
13 Subat Street, No: 17, 99030
Kyrenia – Cyprus

E-mail: info@sproc.org

Tel: +90 5338366993

Fax: +90 3928157195

www.sproc.org

Editorial Contact

Huseyin Uzunboylu
Near East University, Faculty of Education
Department of Educational Sciences
Nicosia, Cyprus
Tel. +90 392 6802000 - 111

Editorial Assistant

Zeynep Genç

Technical Staff

Semih Çalışkan
Yücehan Yücesoy
Meltem Haksiz
Vasfi Tugun
Basak Baglama

Proofreading

Minaketan Patra
creativewriters.world@gmail.com

Cover Design

Semih Çalışkan
Azmiye Yinal

©2017 SciencePark Research, Organization and Counseling LTD. All rights reserved. The ideas published in the journal belong to the authors.

Message from the Guest Editors

It is the great honor for us to edit proceedings of “9th World Conference on Educational Sciences (WCES-2017)” held on February 01-04 February 2017, at the Hotel Aston La Scala Convention Center Nice – France. This privileged scientific event has contributed to the field of educational sciences and research for nine years.

As the guest editors of this issue, we are glad to see variety of articles focusing on the curriculum and instruction, educational technology, educational administration, guidance and counselling, educational planning, measurement and evaluation, learning psychology, developmental psychology, instructional design, learning and teaching, special education, distance education, lifelong learning, mathematics education, social sciences teaching, science education, language learning and teaching, human resources in education, teacher training, pre-school education, primary school education, secondary school education, vocational education, college and higher education, learner needs in the 21st century, the role of education in globalization, human rights education, democracy education, innovation and change in education, new learning environments, environmental education, professional development, nursery education, health education, sport and physical education, multi-cultural education, mobile learning, music education, art education, history education and etc.

Furthermore, the conference is getting more international each year, which is an indicator that it is getting worldwide known and recognized. Scholars from all over the world contributed to the conference. Special thanks are to all the reviewers, the members of the international editorial board, the publisher, and those involved in technical processes. We would like to thank all who contributed to in every process to make this issue actualized. A total of 100 full papers or abstracts were submitted for this conference and each paper has been peer reviewed by the reviewers specialized in the related field. At the end of the review process, a total of 38 high quality research papers were selected and accepted for publication.

I hope that you will enjoy reading the papers.

Guest Editors

Prof. Dr. Steven M. Ross, *Johns Hopkins University, USA*

Prof. Dr. Jesús García Laborda, *Univesity of Alcalá, Spain*

Prof. Dr. Huseyin Uzunboylu, *Near East University, Cyprus*

WCES-2017

Organized by

Alcala University

Near East University

University of Kyrenia

Academic World Education and Research Center

Association for Human, Science, Natura, Education and Technology

Honorary Chair

Steven M. Ross, *Johns Hopkins University, USA*

Chair

Jesús García Laborda, *University of Alcalá, Spain*

Co-Chair

Conchi San Martín, *University of Barcelona, Spain*

Teresa Magal-Royo, *Polytechnical University of Valencia, Spain*

International Program Committee

Counseling and Guidance

Kobus Maree, *Pretoria University, South Africa*

Educational Technology

Huseyin Uzunboylu, *Near East University, Cyprus*

Assessment and Evaluation in Education

Ali Baykal, *Bogazici University, Turkey,*

Curriculum and Instruction

Cem Babadođan, *Ankara University, Turkey,*

Special Education

Anastasia Alevriadou, *University of Western Macedonia, Greece*

Social Sciences Education

Çiđdem Hürsen, *Near East University, North Cyprus*

Environmental Education

Kamisah Osman, *Universiti Kebangsaan, Malaysia*

Educational Administration and Supervision

Özge Hacifazlıoğlu, *Bahcesehir University, Turkey*

Foreign Language Learning and Teaching

Ali Rahimi, *University of Bangkok, Thailand*

Mathematics and Science Education

Murat Tezer, *Near East University, North Cyprus*

Gifted Child Education

Deniz Ozcan, *Near East University, North Cyprus*

Educational Psychology

Jongho Shin, *Seoul National University, South Korea*

Arts Education

Ayşe Cakır İlhan, *Ankara University, Turkey*

Local Organization Committee

Ana Pavón Sevilla, *University of Alcalá, Spain*

Begoña Montero, *Universidad Politécnica de Valencia, Spain*

Jesús de la Fuente Arias, *University of Almería, Spain*

Julia Haba Osca, *University of Alcalá, Spain*

Mary Frances Litzler, *University of Alcalá, Spain*

Secretariat

Nazlı Uzunboylu, *Manchester Metropolitan University, UK*

wces.info@gmail.com

Previous Conferences

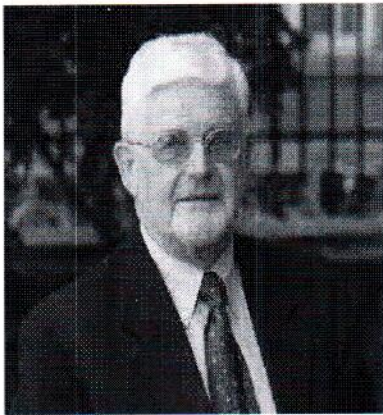
2016, Madrid, Spain
2015, Athens, Greece
2014, Valletta, Malta
2013, Rome, Italy
2012, Barcelona, Spain
2011, Istanbul, Turkey
2010, Istanbul, Turkey
2009, Kyrenia, Cyprus

International Scientific Committee

Ekkehard Nuisl, *University of Kaiserslautern, Germany*
Habil Simona Sava, *West University of Timisoara, Romania*
Alejandro Iborra Cuéllar, *University of Alcala, Madrid, Spain*
Ali Baykal, *Bahcesehir University, Turkey*
Ayşe Çakır İlhan, *Ankara University, Turkey*
Bekir Özer, *Eastern Mediterranean University, North Cyprus*
Carmen Pérez-Sabater, *Universidad Politécnica de Valencia, Spain*
Fatoş Silman, *Cyprus International University, Cyprus*
Gönül Akçamete, *Near East University, Cyprus*
Gul Celkan, *Middle Georgia State College, USA*
Gülsün A. Baskan, *Hacettepe University, Turkey*
Ferhan Odabaşı, *Anadolu University, Turkey*
Hafize Keser, *Ankara University, Turkey*
Jacobus G. Maree, *University of Pretoria, South Africa*
Jan Parker, *Open University, UK*
Jean Underwood, *Nottingham Trent University, UK*
Dr. Kinshuk, *University of North Texas, USA*
Maria Helena Esteves, *University of Lisbon, Portugal*
Marilyn Campbell, *Queensland University of Technology, Australia*
Mehmet Çağlar, *Near East University, North Cyprus*
Mehmet Gürol, *Firat University, Turkey*
Nejdet Osam, *Eastern Mediterranean University, North Cyprus*
Nick Rusby, *British Journal of Educational Technology, UK*
Servet Bayram, *Yeditepe University, Turkey*
Carmen Pérez Sabater, *Universitat Politècnica de València, Spain*
Demet Erol Öngen, *Akdeniz University, Turkey*
Mohammad H. Yarmohammadian, *Isfahan University of Medical Sciences, Iran*
Nadire Çavuş, *Near East University, North Cyprus*
Zehra Özçınar, *Atatürk Teacher's Academy, North Cyprus*
Ahmet Güneyleli, *Near East University, North Cyprus*

Fezile Özdamlı, *Near East University*, North Cyprus
Jaleh Hassaskhah, *University of Guilan*, Iran
Malik Amjad, *University College of the North*, Canada
Mehmet Erdem, *University Of Las Vegas Nevada*, USA
Ana Loureiro, *Polytechnics Institute of Santarem*, Portugal
Elena Lupu, *Oil and Gas University*, Romania

KEYNOTES



Erik De Corte

Center for Instructional Psychology & Technology (CIP&T)
University of Leuven, Belgium

Bio: Erik De Corte is Emeritus Professor (of Educational Psychology) in the Faculty of Psychology and Educational Sciences at the University of Leuven, Belgium where he chaired from August 1994 till July 1998 the Department of Educational Sciences. His major research interest is to contribute to the development of theories of learning from instruction and the design of powerful learning environments, focusing thereby on learning, teaching, and assessment of thinking and problem solving. He was the first President (1985-1989) of the European Association for Research on Learning and

Instruction (EARLI). During the academic year 2005-2006 he stayed as a Fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford.

Keynote Title: "Learning design: Creating powerful technology-supported learning environments"

Abstract: The interdisciplinary research in the learning sciences has and still does substantially contribute to meet the current need for new environments for learning by developing and elaborating new perspectives on the ultimate goal of school education, and on the nature of learning to achieve this goal. In this presentation I will first briefly review such a perspective. Against this background I will discuss the current state-of-the-art of the use of technology for learning in today's classrooms, its shortcomings and needed directions for the future. This will be followed by the presentation of an example of learning design, namely a design experiment in which technology was used productively in fifth- and sixth-grade classrooms in the format of computer-supported collaborative learning. In the last part I will focus on the latest cutting-edge use of educational technology, namely the MOOCs (Massive Open Online Courses).



Ramanathan Subramaniam

National Institute of Education

Nanyang Technological University, Singapore

Bio: Dr. R. Subramaniam is an Associate Professor at the National Institute of Education in Nanyang Technological University in Singapore. He has previously held the administrative appointments of Associate Dean (Educational Research) and Associate Dean (Graduate Academic Programs) at the Institute. His current research interests are in the areas of science education, physics education, chemistry education, STEM education, primary science education, informal science education and science communication. Publications number over 100, and this comprises 75 papers in peer-reviewed international journals, 40 peer-reviewed chapters in edited books of international publishers, 6 books published by international publishers and 3 guest-edited special issues of international journals. He has successfully graduated 5 PhD and 10 Master's degree students in various areas of science education.

Keynote Title: "Informal science education: Why the role of science centers will become even more important in the future"

Abstract: Informal science education is a key avenue through which many people, including students, enhance their learning beyond the formal science curricula. There are several approaches for fostering informal science education – for example, via television, newspapers, magazines, World Wide Web, science centers /science museums, etc. This presentation will focus more on the role of science centers in reaching out to the public through exhibitions, enrichment programs, promotional activities and other means. In particular, I argue that the institutional mechanisms for the promotion of informal science education by science centers provide a platform to reach out to many people, thus contributing towards sensitizing them to not only fundamental knowledge in the sciences but also other developments in science and technology. Linkages between science centers and schools have great potential to bridge the nexus between formal and informal science education sectors. While science centers are common in the developed world, there are very few science centers in the developing world. I also argue that there is a need for more science centers to be set up in developing countries so as to boost science literacy levels as well as foster public understanding of science. Findings on research on science centers from the author's research group are also shared in this presentation.



Dr. Manuel Roblizo Colmenero

Universidad de Castilla La Mancha – Madrid

Keynote Title: “Information and communication technologies applied to educational practice: the transit from the myth to reality”

Bio: Dr. Manuel Roblizo Colmenero is a lecturer in Sociology in the Faculty of Education of Albacete, University of Castilla-La Mancha, Spain. He holds a BA Philosophy degree from Universidad de Valencia, PhD in Political Sciences and Sociology from UNED and BSc (Honors) Social Sciences with Sociology from The Open University.

Keynote Title: “Information and communication technologies applied to educational practice: the transit from the myth to reality”

Abstract: All through the last decades, the progressive implementation of information and communication technologies has occurred in educational practices all around the world. From the very beginning of the process, a number of expectations arose focused as much on the desirable increase in students’ involvement as on their potential growth in achievement. Nowadays social scientists and analysts have at their disposal a really wide empirical evidence that makes possible an effective assessment about what has actually changed in education due to the impact of new technologies. Our purpose is to pose this topic for discussion, founded on the findings of the different reports that international institutions provide to the educational community. Given its comparative nature, it is possible to transcend every country’s context and go beyond frontiers in order to highlight what is underlying in this new reality.



Nicole BIAGIOLI

Université Sophia Antipolis – France

Bio: Nicole Biagioli is full professor at Université Sophia Antipolis, Nice. Specialist of French language and literature, she was among the first persons in France to introduce creative writing in language learning methodology and assessments. She is currently the director of a laboratory of Education sciences: I3DL EA 6308, involved in researches about an interdidactical approach of learning

act. Interdidactical approach tries to highlight interdependency of subject matters, educational partners and psychological, social and cognitive aptitudes, as a common origin both of the schooling process and the school stereotyping.

Keynote Title: “School violence through contents taught in school: implications for teachers and learners”

Abstract: School violence has been one of the most frequently studied subjects for about ten years with educational inequalities in the literature of educational research. We are among the people who think that the two subjects are not without links between them. So we have been led to wonder whether school itself was not partly responsible of violent behavior of human beings that it hosts. We hypothesize that school itself creates a climate of violence because of its structure and functioning. This specific form of violence is more dangerous than the ordinary one, because it is invisible. Either victims or executioners internalize it, or they are not even aware of it. We will study this violence of the school in four main domains: educational theories, educational methods, taught contents, and assessments. For each, we shall propose corresponding figures of resilience and repair.

CONTENTS

Nich Wongsongja, Narong Kulnides	Model of crime map by forensic evidence in three southern border provinces of thailand	1-5
Tanakwan Budsabun, Kitthisak Khlaeo Chansukh	Isolation of acetic acid bacteria from flowers that collected in suan sunandha Rajabhat University, bangkok, Thailand	6-10
Sivapan Choo-In	Assessment of heavy metal contamination in surface water of Samut Songkhram province. Thailand	11-18
Narong Kulnides, Nich Wongsongja	Knowledge management in forensic computer	19-24
Somruay Apichatibutarapong	Undergraduates' attitude towards business forecasting technique on mobile devices	25-32
Anat Thapinta	Utilization of organic wastes for refuse derived fuels production: A case study of Suan Sunandha Rajabhat University (SSRU)	33-40
Busarin Eamthanakul, Orrawan Rewthong, Sansanee Sansiribhan, Narun Luewarasirikul	A development of multimedia lessons in fifth primary mathematics for deaf students	41-47
Paiboon Jeamponk	The practice of local government executives to global warming in Thailand	48-53
Wichan Lertlop, Chiraporn Nilaphan	A comparison of student achievement and scientific attitude in Chemistry of Matthayomsuksa 5 students between using learning cycle with application model and IPST model	54-60
Chookait Pudprommarat	A new discrete distribution and its application	61-67
Nunyong Fuengkajornfung	Effect of pineapple core fiber on the quality of bread	68-73
Tidarat Sanphom	The result of the substitution of wheat flour with purple sweet potato flour affecting the quality of brownies	74-83
Komon Paisal	The learning student teams – achievement division: STAD and GSP program in learning 'applications of the derivative'	84-88
Chalernpol Tapsai	Semantic analysis of implied meaning of Thai words by using co-occurrence analysis technique	89-92
Wattana Panphut	The study of antimicrobial activity from piper retrofractum vahl	93-99
Thanat Krobthong, Adisai Thovicha	The students' attitude towards physics learning using the interactive science simulations	100-106
Sakuntra Kumchoo	The knowledge of green coloring and smelling identity in green curry pastes with the acceptance consumer behavior	107-115
Nitinarth Charoenpokaraj, Petchpanom Chitman	Species diversity and abundance of birds for birding activity along mangrove nature trail in Bangkaew sub-district, Meuang district, Samut Songkhram province, Thailand	116-121
Tatsanawalai Utarasakul, Ronbanchob Apiratikul	How green meeting can reduced greenhouse gases emission in education sector?	122-127
Ronbanchob Apiratikul	Prediction of downwind distance with maximum ground level concentration of air pollution from stack sources by power law technique	128-137
Sathapath Kilaso, Patsara Sirikamonsin	The integrated teaching of relational database subject by apply with android application design	138-143
Chantarat Manvichien	Thai airline passengers' opinion and awareness on airline safety instruction card	144-149

Sakul Jariyachamsit	Service quality factors and strategies for increasing the value added of home stay business: A case study of ranong province, Thailand	150-155
Jeffrey Dickie	Understanding the classroom environment: A coded analysis for teaching	156-163
Sommaya Prachyangprecha	Matching perceptions of ethical leadership role modeling in Thai business schools	164-167
Rojanard Waramontri	A study on the effects of low cost carriers model on tourism industry	168-172
Jirapom Weenuttranon	Study of consumer acceptance on food package in Taling Chan district, Bangkok	173-185
Patthama Hirunyophat	Development of ready-to-eat purple sweet potato soup in retort pouches	186-195
Sansanee Sansiribhan, Anusorn Rattanathanaophat	Study on rural energy consumption and GHG emission: Case study of the rural household in Kanchanaburi, Thailand	196-201
Pimporn Thongmuang	Hydroquinone contamination in online whitening skin cosmetic products	202-208
Ammara Ittipoungse, Chanyapat Sansuwon, Idhisak Sridam	Atomic absorption measurement of heavy metal in dried longan	209-214
Srisuwan Kasemsawat, Sivapan Choo-In, Tatsanawalai Utarasakul	Surface water quality management for community's sustainable water consumption in Amphawa district, Samut Songkhram province, Thailand	215-222
Sarisa Pinkham, Hataipan Chantawangso, Thiwakorn Saikaew	Effects of teaching by computer-assisted instruction on some basic mathematics of fifth grade students in Thailand	223-231
Orrawan Rewthong, Siwimol Chuarung, Busarin Eamthanakula, Sansanee Sansiribhan, Narun Luewarasirikul	Evaluation of electric energy consumption and energy utilization index of Suan Sunandha Rajabhat University	232-238
Rujijan Vichivanives, Kittiya Poonsilp	The development of access to library resources analysis system	239-248
Rattanathip Rattanachai, Tanawat Rodprom, Siwanat Kantab	The visualizing three-dimensional model USING normal mapping technique; learning media FOR assembling computer	249-255
Korawin Kungwola, Napat Hampornchai	Risk-based ranking for selecting key issues in professional development course	256-262
Theppaluk Komolvani	Communication factors influenced on low-cost consumers' experiences	263-266

Communication factors influenced on low-cost consumers' experiences

Theppaluk Komolvaniij ^{a*}, International Collage, Faculty of Science and Technology, Rajabhat University, 10100, Bangkok, Thailand.

Suggested Citation:

Komolvaniij, T. (2017). Communication factors influenced on low-cost consumers' experiences.

Selection and peer review under responsibility of Jesus Garcia Laborda, University of Alcala, Spain

©2017 SciencePark Research, Organization & Counseling. All rights reserved.

Abstract

Communication is a tool which would enable the human understanding function working properly since they were a baby. The consumers which are the human try to communicate achieving what they need, likewise, the suppliers try to communicate responding the consumers' needs. The low-cost airlines sometimes were the last choice to choose for consumers due many factors. The aim of this paper is to identify the air travellers' experiences about communication of low-cost airlines in Thailand reflected to their satisfaction after service. This paper investigates by second-order confirmatory factors analysis to examine in communication tool of Berlo's theory; Sender sends the Message through the Channel to Receiver (SMCR Model) which low cost airlines mixed with marketing tools to meet satisfaction of air travellers in five characteristics; the communication skills which is the individual skill, the attitude towards the audience, the knowledge about thing to communicate, the social system which includes various aspects of the society and the culture of a particular society. The first conceptual framework analysed on consumers' perception prior to purchase factors which are safety and convenient. The second conceptual framework analysed on low-cost airlines' communication characteristics toward low-cost airlines' safety and convenient. This article found the consumers relied on the low-cost airliners personnel communication skills, attitude and knowledge prior to purchase responsively to the experiences after the service.

Keywords: Communication, low-cost airlines, satisfaction, analysis, service, SMCR;

* ADDRESS FOR CORRESPONDENCE: **Theppaluk Komolvaniij**, International Collage, Faculty of Science and Technology, Rajabhat University, 10100, Bangkok, Thailand.
E-mail address: Theppaluk.ko@ssru.ac.th / Tel.: +66 2 350 3501

1. Introduction

Human basic needs must be completed by the opposite responsive but how the human needs would be responded. The mental image of ourselves and others are creating in minds. The human brain will process an image of society and things to be liked. Human learned through the environment they were around, expecting and presume that the other can make them meet the expectation. Consumers also feel the same, once they have decided to choose or need something, the expectation occurred. In Thailand, there are many airlines to response the consumers' needs. There are so many Premium airlines also Low-cost airlines in the past ten years. These made the competition between airlines more and more. Premium airlines need to sell the ticket and service that passenger would not be upset, in a meanwhile, Low-cost airlines are doing hard work on communicating with the selling tickets. As the research paper of Department of Civil Aviation analyzed that the airline industry was affected by the economic crisis in 2009, the airline industry still survive with the expectation of passenger growth consequently. This was why the airline tried to communicate to their passengers in all aspects. Once the communication occurred, the consumers would choose the airlines they need with the expectation that the airlines would keep the promises to consumers. The promises that happened during the communication between the advertisements along with the service of the airlines that served through each airline's personnel.

2. Methodology

This article based on the secondary-confirmation analyzing on the result of the Low-cost airlines' consumers' experiences after they have been served by using the Berlo's communication theory as the core; Sender, Message, Channel, Receiver (SMCR). The first framework is the perception about safety and convenient of the airlines through the communication characteristics before the consumers received the service. The second framework is the perception about safety and convenient of the airlines through the communication characteristics after the service.

2.1. Literature

A human communicate when the human's brain required something, along with the perception that human has in the previous knowledge form up as the mental image. Basic communication tool was the advertisement through the media to express about the company. A common pattern of communication in the past has been changed by new communication technology by giving a new role of acting. Powell's study described one of powerful new media environment (as cited in Warner J. Severin, Jane W. Taker, Jr (2001)) is the digital. We have to admit that we are in the technology period of communication. McManus identified some of the new media environment characteristics is previously distinct technology such as printing and broadcasting are merging, shifting from media scarcity to media abundance, shifting from content geared to mass audiences to content tailored for groups or individuals, and shifting from one-way to interactive media (as cited in Warner J. Severin, Jane W. Taker, Jr (2001)). These new media communication, most of the airlines need to adapt themselves to the world to respond to the consumers as quick as possible. Once the media has been used, the consumer would use their mental image plus the characteristics from the airlines met their needs or not which reflected to the human's cognitive behavioral.

Leslie Becker-Phelps Ph.D. with Megan Kaye (2016) identified that Cognitive Behavioral Therapy (CBT) is a straight forward way to identify how you tend to get into that pit- and then think yourself back out again. Thoughts, feelings and behaviors are all intertwined and related to sensations. These reflected an interpersonal communication which we communicate message through our body or even the digital media.

2.2. Related research

Annamaria Esposito (2014) studied on marketing communication strategies in low cost, low price, high value service companies found that the companies could not overlook over communication which is ultimately inspires many of offers can conveying intangible values which was the reason why customers believe and buy the products. Kannapat Kankaew (2012) studied on passenger's

expectation and satisfaction on airlines delivering services: a case study of full services airline in Thailand described the passengers paid attention to the safety and services of the airlines through airlines' personnel and their channels of the communication. The satisfaction was high in all aspects of the service. Vittavat Udomkitti (2006) studied Factors influencing customers' buying decisions process of low-cost airlines services in Thailand found that marketing mix are related with the decision making of the customers especially in the service area.

2.3. Methodology

The methodology in this paper was second-order confirmatory with the theory of the Berlo's communication theory that the airlines had used crossed with the communication characteristics effectively responding to the consumers' needs.

3. Results

This paper found that the airlines had used the communication theory with all characteristics of communication aspects with the consumers about the airlines reputation. With the five characteristics of communication factors; skills of the airlines to communicate in all services, attitude of the airlines personnel through the journey, knowledge of the airlines personnel to solve some situations, social system which airlines use the technology to communicate, and social culture which could be sensitive in all aspects in Thailand. Even though, the airlines are low-cost carrier, the consumers paid attention to the communication which communicated from the airlines in all aspects to decide about purchasing. After servicing, the consumers found that they met the expectation with clear communication from the airlines.

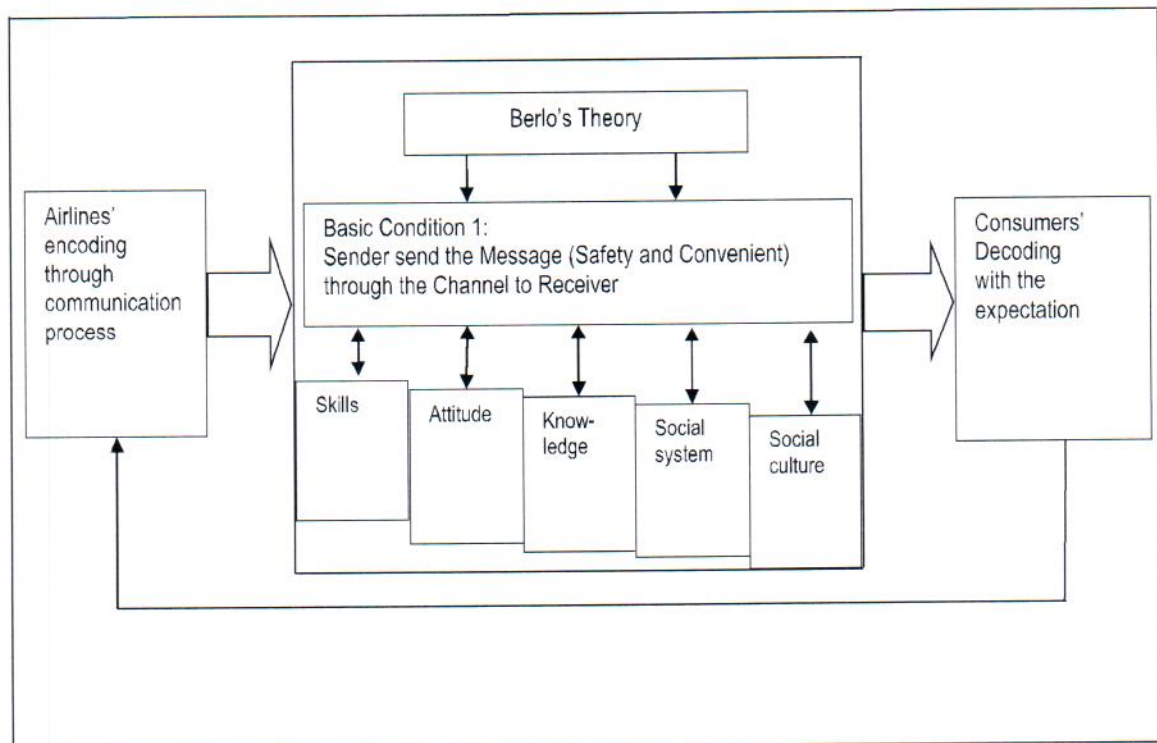


Figure 1. Communication Theory with the five characteristics between airlines and consumers

Komolvaniij, T. (2017). Communication factors influenced on low-cost consumers' experiences.

The airlines communicated with the promotions and the services they provide to the consumers through all media. The consumers received the information and form the mental image which differently created in person about the airlines. The results showed that the consumers received what they have imaged and presume about the service that the airlines would provide for the consumers. The airlines would resume communicating clearly in what they could do for consumers and keep their promises to consumers. Also, the message that airlines made to the consumers was the important messages which were safety and convenient of the consumers who would receive when using the services from the airlines. The consumers responded with the high satisfaction of the services that they had received from the airlines' clear communication.

4. Conclusions

This paper found the importance of communication through all types of media by the airlines which were low-cost carriers. The mean of the communication to respond back from consumers could be when they decided to purchase a ticket without suspicions. Whichever, the communication is always the best tool to make us understand well, distinguish satisfied results. Especially, the message about the safety and convenient which passengers would receive, once they had decided to use the service from the low-cost airlines.

5. Recommendations

This paper is not completed with the study of full premium service airlines about their communication schemes. This should be next study to know if there are any differences to use the communication tools to communicate with the consumers. Even the near future, what type of communication we would use to communicate for clear understanding among the human being.

References

- Becker-Phelps, Leslie, Ph.D. (2016) *Love, the psychology of attraction*. Penguin random house. United Kingdom.
- Dennis C. & John O.M. (2014). *Introduction to Psychology, 12th edition*. Cengage Learning, China.
- Esposito, Annamaria. (2014). Marketing communication strategies in low cost, low price, high value service companies. *Conference proceedings 15th Toulon-Verona Conference "Excellence in Services"*, 319-331.
- Kankaew, Kannapat (2016). *Passenger's expectation and satisfaction on airlines delivering services: A case study of full services airlines in Thailand*. Bangkok.
- Kotler, Philip. *Marketing Management, 11th edition*. Se-Education Public Company, Thailand.
- Severin, Werner J. and Tankard, Jr., James W. (2001) *Communication theories: Origins, Methods, and Uses in the Mass Media*. Addison Wesley Longman.
- Theerakiti Navarat Na Ayuddhaya. (2015). *Service Marketing: Concepts and Strategies, 4th edition*. Chulalongkorn University Press, Thailand.
- Vittavat Udomkitti. (2006). *Factors influencing customers' buying decisions process of low-cost airline services in Thailand*, PDF Format. UTCC, Thailand.
- Zeithaml A. Valarie., Bitner J. Mary. (2000). *Services Marketing: Integrating Customer Focus Across the Firm. 2nd edition*. New York: McGraw-Hill Irwin.