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AN INVESTIGATION OF INTERNATIONAL PASSENGERS ABOUT LEVEL OF UNDERSTANDING CABIN CREW SAFETY BRIEFING

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Abstract- The objective of this research was to investigate international passengers' level of understanding cabin crew safety in the airplane during the preparation to take off. Certainly safety is vital and it is important to know if international passengers pay attention to cabin crew safety briefing and be able to understand the instruction or not. This study utilized the quantitative research method. The independent variables of this study included gender, age, levels of education, occupation, travelling purpose, and travelling frequency whereas the dependent variables was level of understanding the cabin crew safety briefing. A simple random sampling method and purposive method were utilized to obtain 200 respondents. The findings showed that the ranking the first three levels of importance by highest mean to lowest mean as follows: the level of understand depend on the readiness of the international passengers, the level of understand depend on the personality of the air crews, and the level of understand depend on the quality of sound in the airplane. In addition, the overall means of understanding was 4.56 with 0.9800 SD.

Keywords- International Passengers, Understanding, Cabin Crew Safety Briefing

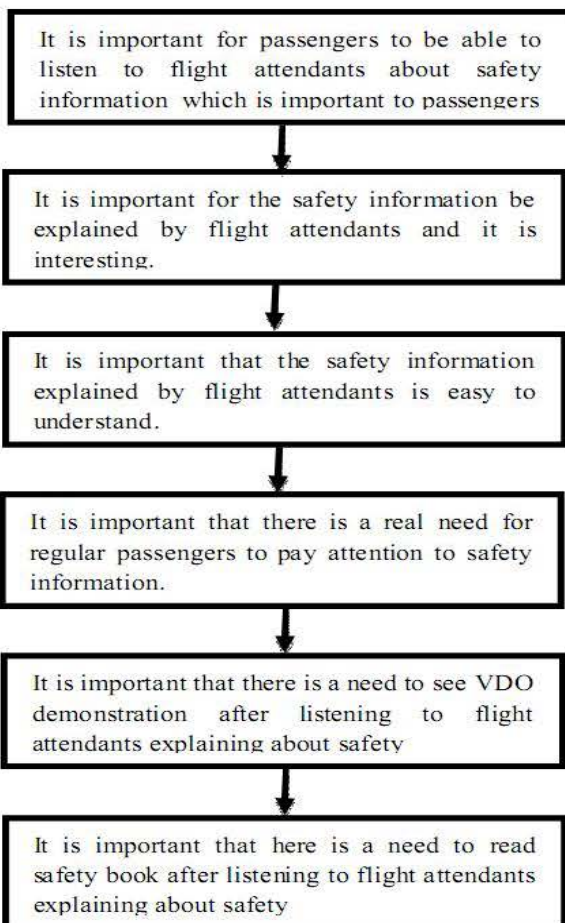
I. INTRODUCTION

For the last decade, airline business is one of the profitable business of Thailand which is competing for international airlines head-on and also with other companies from ASEAN countries such as Singapore, Malaysia, and Vietnam. Airline industry is national symbol of nation as well as an important industry of every ASEAN country in that it generates stable passengers' revenues of foreign currency, and creates many service jobs. In the past, Thailand had an edge over other ASEAN countries in attracting international and domestic passengers in terms of low cost, better service, friendly service, interesting culture, and relaxing business environment. Nowadays, all the ASEAN countries promote their airline business which has improved and enhanced the level of competition and service standard. Now in order for Thailand to keep the airline business growth sustainable, Thailand needs to attract and find new passengers as well as motivate the same passengers to reuse the Thai airline and business. For passengers to loyal to the particular airline, the price, the service, the marketing, and many small details that can increase the level of passengers' satisfaction. Image of safety is also an important part of factor of customer loyalty. Airline safety and business has been regulated by many important organizations and international Air Transport Association (IATA) [1]. Understanding the safety knowledge is a must for any passengers. It is therefore a focus of this research study to investigate the level of passengers' understand and aware of cabin crew safety briefing during the preparation to take off and to find way to make any suggestion to make the safety information to be more interesting and can be helpful during an emergency situation. There are many researches about passengers' satisfaction but little research about safety and how the passengers pay attention to the

safety information or understand the safety information, for that matter. Therefore, the focus of this study is about safety in order to find the best way to develop a feasible suggestion about safety in airplane.

Safety first is an important slogan as well as the fact of life Safety is the most important factor for the airline industry. However, safety issues may have not been the major issues for the Thai airline industry during the last two decades. Even though there is an increasing number of low-cost carriers which has increased the level of competition in Thai airline industry [1]. The first question which comes to mind, what exactly is safety knowledge provided by the flight attendants providers on the airplane? There are three safety knowledge tools provide on the airplane; these are safety card, safety demonstration video, and cabin crew safety briefing. The airline business is one of the most profitable industries of Thailand which is competing with both domestic and international airlines including airlines from many ASEAN countries which may offer low prices and high quality of safety standards such as Singapore Airline. The airline industry has become an important industry for every ASEAN country because it brings international tourists and creates many job opportunities. In the last two or three decades, Thailand has had an edge over other ASEAN countries in attracting international and domestic passengers in terms of low price and friendly service but Thailand has never used safety as key marketing [2]. Nowadays, it is imperative to include safety as one of the key marketing tools to embed the idea in the mind of passengers or to create an image of safety in the passengers' perception. For passengers loyal to particular airline, the price, the service, the marketing, and many small details can increase the level of passengers' satisfaction. The safety Image is also an essential part of customer loyalty. Airline safety and business has been

regulated by many important organizations and international Air Transport Association (IATA) [3]. Hence, the important focus of this research study was to investigate the level of importance of these three safety knowledge providers in the airplane which are safety card, cabin crew safety briefing, and safety demonstration VDO show in the airplane. Therefore, the focus of this study concerns the importance of safety from the perspective of passengers in order to understand safety in the perspective of passengers. Safety knowledge on the airplane must be provided to passengers. The safety on the airplane is the joint responsibility between passengers and cabin crew together with airline staff. The more passengers are informed, the better safety will be in case of emergency. Chang and Yang (2011) stated in their study of cabin safety and emergency evacuation that many passengers who survived from the airplane crash believed that they should pay heed to the safety card, safety demonstration, and preflight briefing [4]. Moreover, from the study, it was found that most of passengers rarely pay attention to the safety instructor on the airplane. They thought that it was not interesting. In addition, the value of strong brand for airline is associated with a safety image in the mind of passengers. Therefore, if the cabin crews on the airplane take the safety demonstration seriously, the passengers are more likely to take the safety issues seriously too.



II. METHODOLOGY

To achieve the objective of this study, Suvannabhumi airport was chosen as the site to gather information because it is a gate way to Thailand and the largest tourist destination of Thailand. The target population was passengers who visit Bangkok. The Sample size for this study was 200 with the total collection duration of one month. The sampling method was simple random sampling. A questionnaire was utilized as the tool for collecting data. The independent variables of this study included gender, age, level of education, occupation, and income. Independent variables included safety information factors. Descriptive statistics utilized in this research included percentage, mean, and standard deviation and t-test.

The objectives of this research were to study Thai passengers’ level of understanding and awareness of the cabin crew safety briefing in the airplane during the preparation to take off. Also, the findings of this research can be used to enhance passengers’ satisfaction in the future. The accidental sampling technique and Taro Yamane’s sampling technique was utilized to get a sample group that included 400 passengers[5].The total of 25 pilot samples was tested to achieve a Cronbach alpha more than the recommend level of 0.70 for the reliability.

III. FINDINGS

The findings of this study needed to answer the question of the objectives of the study. The findings of this research revealed demographic information, male and female respondents were collected in almost the same proportion, or 55:45 respectively. The majority had the age between 21-40 years old. About 65 percent of the respondents were single, 24.5 percent were married, and the remaining were either divorced or widowed.

Up to 61.5 percent of the respondents had a college degree or high school diploma. The majority of respondents or about 80.5 percent would be considered to be middle class with an average in come between 35,000-50,000 US dollars per year

TABLE I
LEVEL OF OPINION ON CABIN CREW BRIEFING

	Mean	S.D.	Opinion
About Safety information			
1. It is important for passengers to be able to listen to flight attendants about safety information which is important to passengers	4.65	0.819	Highly agree
2. It is important for the	4.59	0.991	Highly

safety information be explained by flight attendants and it is interesting.			agree
3. It is important that the safety information explained by flight attendants is easy to understand.	4.58	0.769	Highly agree
4. It is important that there is a real need for regular passengers to pay attention to safety information.	4.49	0.568	Medium agree
5. It is important that there is a need to see VDO demonstration after listening to flight attendants explaining about safety	4.48	1.397	Medium agree
6. It is important that here is a need to read safety book after listening to flight attendants explaining about safety	4.56	0.9800	Medium agree
Overall			

The findings from TABLE I revealed the level ranking of importance by highest mean to lowest mean as follows: Safety information is important, Safety information is easy to understand, Safety information is interesting, it is important to pay attention to safety every flight, there is a need to watch VDO demonstration, and there is a need to read safety book. In addition, the overall means is 4.56 with 0.980 SD.

IV. DISCUSSION

From the findings, it can be concluded that the majority of passengers had rated the overall importance of the safety in cabin crew at a high level of but not the very high level of importance since the overall mean is 4.56 which is a little bit more than 4.5. In addition, to be able to listen to the safety information was rated with the highest ranking level of importance. This finding concurred with many study which reported that passengers still think about safety on airplane is an important factor. However, the findings disclosed that to read the safety book had a low ranking level of importance. This finding shows the common belief that the majority of passengers will listen or watch the safety information but would not likely to read it.

4.1 SUGGESTIONS

In general, safety is always important. It should have been a goal of 100 percent for all passengers to understand and pay attention to the safety rules and understand the safety knowledge and protocol. Since the level of importance of the safety demonstration

VDO, safety card, and cabin crew safety briefing were high but not very high, it is imperative to enhance the level of safety awareness of passengers. Moreover, after watching the safety demonstration VDO, the passengers would not think it was important to read the safety card or pay attention to cabin crew safety briefing anymore. In other words, the passengers were more likely to think that one safety factor was enough and did not pay attention to the other safety factors. Therefore, it is important to inform passengers that all the safety knowledge is vital for passengers especially in case of an emergency. Moreover, the cabin crew must present the safety information seriously in order to draw attention from the passengers. For the passengers with children, it is important to make safety card in the form of cartoon or with picture that children can understand it easily and find the information more interesting. The safety demonstration VDO could be made more entertaining and to attract the passengers and children to the safety information.

V. LIMITATIONS AND FUTURE STUDIES

One of the limitations of this paper came from the sampling technique. Therefore, in order to get more specific results, the future research should survey international and domestic passengers based on their country of residence to obtain representative opinions from a variety of sample. Then, the findings may be able to generalize to find more specific answer to devise a proper marketing plan. Therefore, future research should use a proportion and random sampling technique with a diverse group of international and domestic passengers. Moreover, future studies should use small group interviews to investigate the reasons behind their opinion of safety on airplane.

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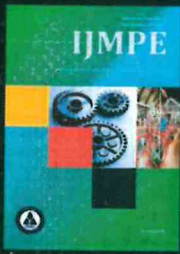
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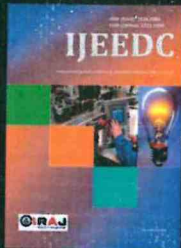
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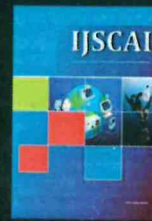
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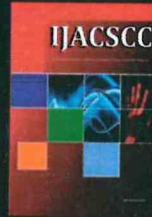


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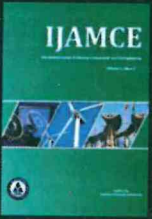


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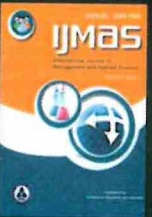
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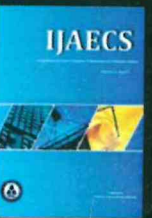
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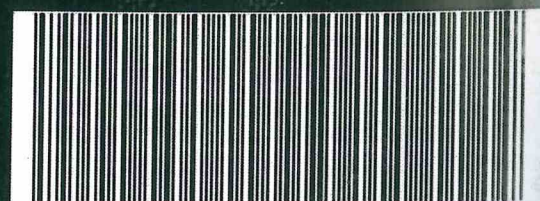
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