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Date of Event

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## EDITORIAL

It is my proud privilege to welcome you all to the IASTEM International Conference at Kyoto, Japan in association with The IIER. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, IASTEM, The IIER for organizing this event in Kyoto, Japan. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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M.E, Ph.D. Professor,  
Karpagam College of Engineering.,  
Coimbatore, India.



# IMAGE FACTORS AND SERVICE FACTORS AFFECTING DOMESTIC PASSENGERS AT THAI INTERNATIONAL AIRPORTS

<sup>1</sup>NATTHANICHA WITTHAYATHAWORN, <sup>2</sup>KEVIN WONGLEEDEE

Institution of Lifelong Learning and Creativity  
E-mail: Natthanicha.wi@ssru.ac.th

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**Abstract-** Thai international airports are very busy during the last two or three decades. The growth of both domestic and international passengers requires better services and better images. The purposes of this research were to investigate the model of image factors and service factors that affecting both domestic and international passengers of Thai International Airports. This research was designed to be a mixed research method by utilizing both quantitative and qualitative to seek for the results. Major problems and obstacles of image and service factors were studied and investigated from sample groups, informants, and primarily & secondary data. Purposive sampling was conducted to obtain the important 15 informants. Content validity, reliability, and practicality were tested with a pilot study. A period of study covered one year from data collection until reach the conclusion. The benefits of this research included better information to enhance the marketing strategic plans, as well as management plan to improve Thai International Airports to be one of the best international airports of ASEAN

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Index Terms - Thai International Airports, Image Factors, Service Factors, Passengers

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## I. INTRODUCTION

It is the vital to understand that low cost airlines to allow middle class and lower income to fly with cheaper prices than full service airlines. In other words, it helps to increase in the demand of tourism industry. However, many suspected that the safety and quality may not be able to maintain a high standard level the same as the full service airlines. Nowadays, consumers begin to understand the meaning of low cost airline as a cheap ticket to fly with no food or beverages. The definitions of low cost airline can be coined as follows: the airlines which offer no free food and beverages, the ticket can be low with a lot of promotions, one price with limited baggage, no refund, the use of electronic ticket, short haul with point to point traffic, no connecting flights, and the use of mainly secondary airports [1] [2]. Moreover, the demand of low cost airlines depends on the price gap between low cost airline and full service airline. The marketing factors that can influence the decision to choose to fly with low cost airlines included product, price, channel of distribution, promotion, people, process, and physical environment. Therefore, it was imperative to investigate the decision and marketing factors that influence passengers' decision to fly low cost airlines.

## II. REVIEW OF LITERATURE

Passengers' decision making to choose to fly low cost airlines is based on theory of consumer purchasing behaviors. Consumers tend to buy by comparing their marketing factor which includes product, price, a channel of distribution, promotion, people, process, and physical

environment. For instance, if the quality of the service is the same, price might be the main determinant or the main factor of decision. Serirat, et. al. and Kotler offered one of the best ways to analyze consumer behavior by utilizing 6 W questions and 1 H question [3] [4]. The first W question is who is kind of consumers can be called as our target consumers? The second W question is what does consumer want to buy? The third W question is why does the consumer buy this particular product and service? The fourth W question is who are in the process of decision making in the buying? The fifth W question is when does the consumer intent to buy now and in the near future? The sixth W question is where or the main location of stores that the consumer often buy? Finally, the H question is how does the consumer buy? These questions help to search for useful marketing information to understand how consumers make a decision to buy something which can be applied to low cost airline business.

## III. METHODOLOGY

The population of this study included all passengers of low cost airlines at Suvanabhumi airport. A random sampling technique was utilized to obtain 400 samples [5]. There are three parts of an English questionnaire which are questions of demographic such as gender, age, education, income, and occupation, questions about the behavior of passengers such as how often they use the low cost airline, when do they often fly, and questions about comments and opinions of the respondents. In additions, in order to obtain validity and reliability, the questionnaire had been read and commented by three experts in the field of airline and marketing business research.

#### IV. FINDINGS

The demographic findings of this research paper reported that male and female respondents were at the same proportion. Up to eighty percent of the respondents were age between 20 - 40 years of age. Most were married. The majority of respondents earned undergraduate degree as the highest level of education. Most of them have an income per month between 20,001- 30,000 Baht per month. Up to 65 percent reported that their frequency of traveling by using low cost airline was 2-3 times a year. The findings also revealed that the marketing factor influence the main decision for the respondents to choose low-cost carriers was low price in which passengers could buy it online. Also, the findings indicated that the first three market factors influencing the decision of the respondents to choose low-cost airlines were low price, direct flights, and online system.

TABLE I  
PROFILE OF THE RESPONDENTS

Items	(N=400) 100%
Gender	
1. Male	50
2. Female	50
Age	
1. (1-20) years old	12
2. (21-30) years old	40
3. (31-40) years old	40
4. (Over 40) years	8
Education	
1. Up to high-school	3
2. Up to undergraduate	89
3. More than undergraduate	8
Occupation	
1. Management/Administration	31
2. Professional/ Technical	31
3. Students	18
4. Agricultural person	10
5. Others	10
Income/ per month	
1. (10,000- 20,000) baht	12
2. (20,001-30,000) baht	58
3. (30,001- 50,000) baht	16
4. More than 50,000 baht	14
Purpose of travel	
1. Business	10
2. Holiday	42
3. Education	25
4. Others	23
Travel Frequency	
1. Once a year	5
2. Two to three times a year	65
3. Four to five times a year	25
4. More than five times a year	5

TABLE II  
REASONS FOR FLYING LOW COST AIRLINE

Items	(N=400) %
Reasons for flying low cost airline	
1. Comfortable	4
2. Safety	1
3. Time saving	12
4. Peer pressure	1
5. Low price	24
6. Convenient	3
7. Online system	17
8. Promotion	11
9. Direct flight	22
10. Location	5

The findings from table 2 revealed that low price is the key reason for passengers to choose to travel with low cost airline.

Moreover, the online system and direct flight was ranked as number 2 and 3 respectively.

#### V. RECOMMENDATION

Since the most three important factors are low price, direct flight, and online system in this quantitative study, there should be a marketing plan that can be developed from this findings to focus on this three factors of influencing. For example, the advertising to promote low cost airlines should focus on the low price, direct flights, and online system

#### VI. FUTURE STUDIES

One of the limitations of this research paper came from the use of quantitative technique. There should be a use of qualitative technique to find out the reasons behind marketing factors that can influence the decision making. Also, future research should use a simple random sampling technique with a diverse group of low cost passengers both domestic and international passengers. Moreover, future studies should use a focus group and small group interviews to investigate the reasons behind their choices to make a decision to fly with low airlines.

#### ACKNOWLEDGMENT

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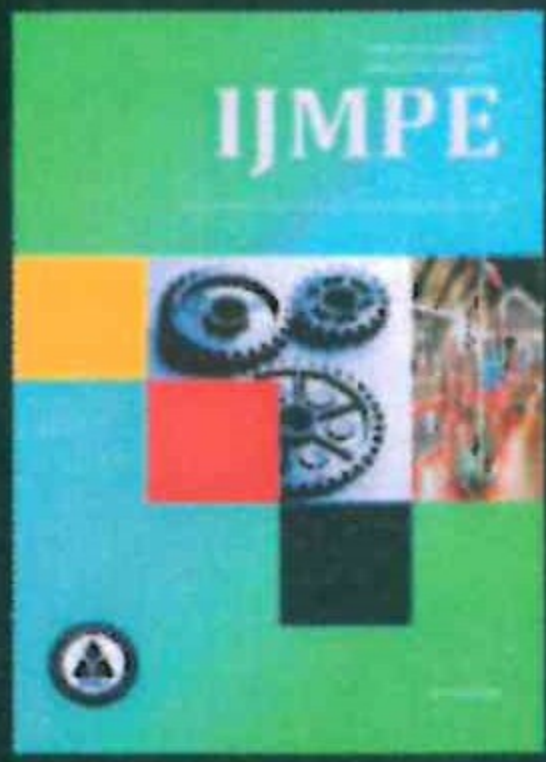
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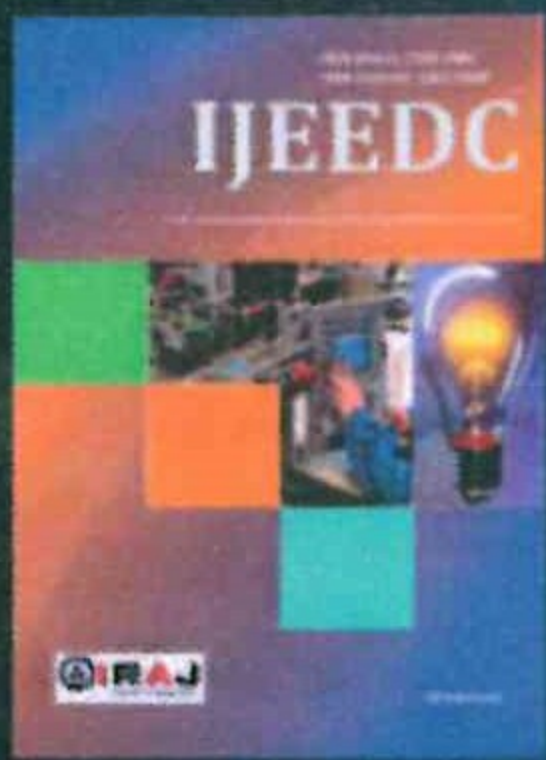


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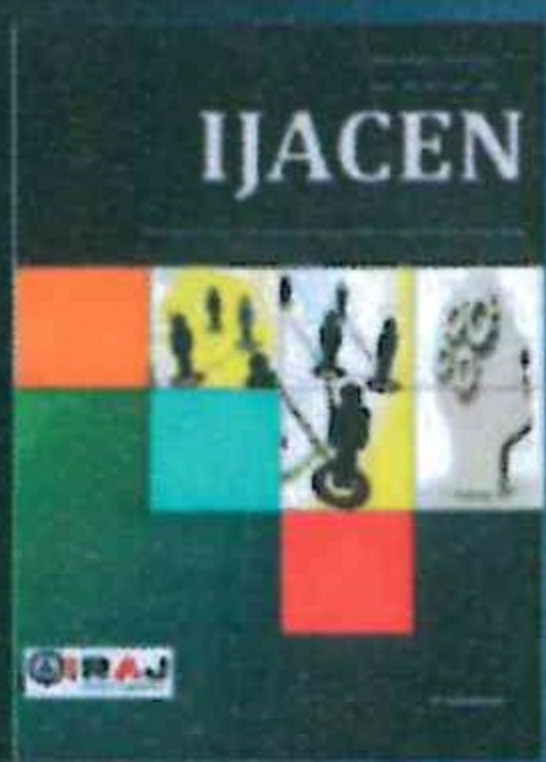


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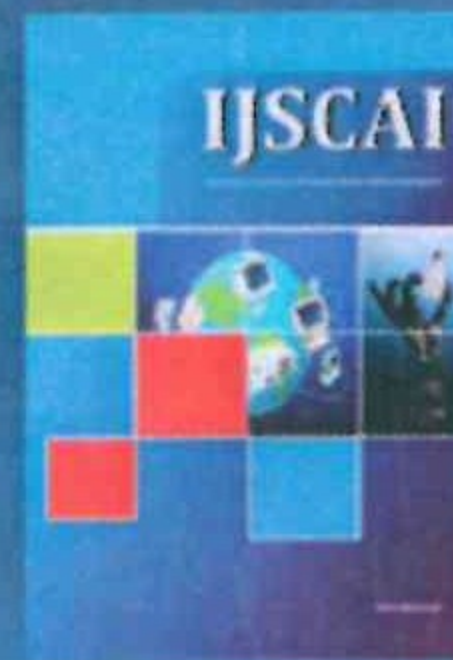
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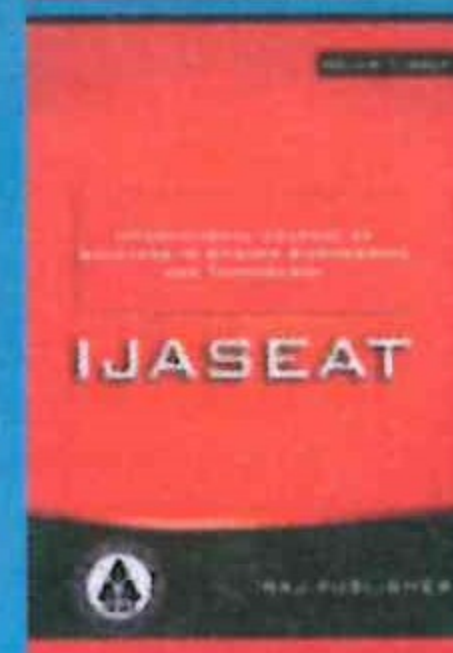
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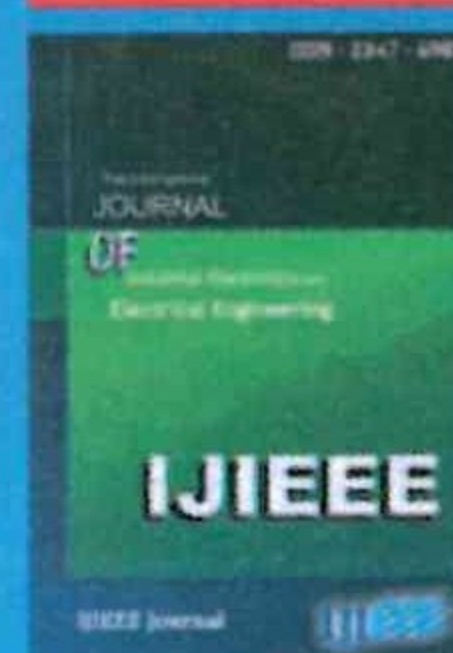
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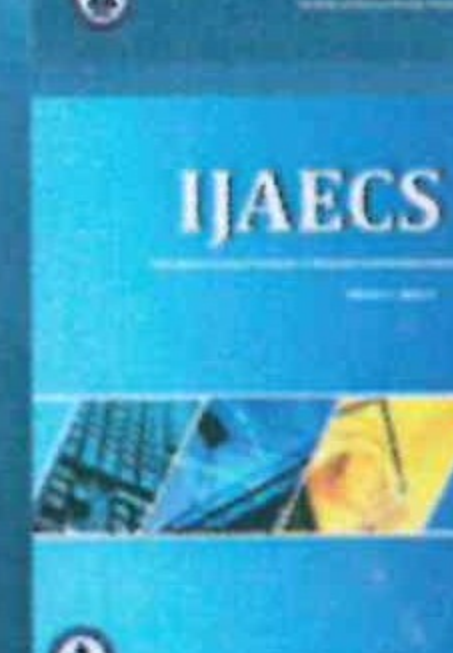
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