STUDY ON BEHAVIOR OF THE PASSENGERS ON THAI DOMESTIC SCHEDULED AIRLINES SERVICES

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Abstract - The objective of the study was to explore behavior of the passengers on Thai domestic scheduled airlines services. The study was a quantitative research by using questionnaire with 400 samples of Thai passengers flying domestic scheduled airlines services. Most of respondents were female at the age of 30-39 years with the education in Bachelor degree, having the occupation as private company employees with monthly income of 30,000 baht up. Most of passengers used Thai Air Asia (FD) service, and the purposes were for traveling, having a frequency of flying less than a time per month, and knew the airline's news and booking ticket via internet. Thai airlines that provide domestic routes services should develop and improve the communication system with passengers so that they can get news, products, prices, distribution channels and sales promotion through the internet channel to be more efficient and effective

I. INTRODUCTION

Now, air transportation is considered to be more popular traveling. Because of the evolution of transportation and technology that causes competition in all form of transportations including air transportation. Airfreight business or various airlines start to adapt and develop services that meet the needs of international and domestic travelers so that they can choose form of transportation services in accordance with their needs and lifestyles. This is one of the factors that airfreight business has adjusted its marketing strategy by focusing on domestic traveling group and responding to the needs of middle-income group. In addition, it creates a low-cost airline which makes it an option for domestic traveling.

There are 9 providers of airfreight or domestic airline in Thailand: Thai Airways, Nok Air, Thai Air Asia, Bangkok Airways, Thai Lion Air, Kan Air, Thai Smile, Tiger Air and Orient Thai. As mentioned above, travelling in Thailand by air transportation is becoming more popular because it is convenient, save time and lower cost including promotion of various airlines so that everyone is able to fly (Now Everyone Can Fly). It is interesting to study the behavior of passengers on service of Thai airlines in domestic routes in order to further improve the service of Thai airlines.

II. DETAILS EXPERIMENTAL

2.1. Materials and Procedures

Sampling group is the passengers who use Thai domestic scheduled airlines services.

Tools of collecting data is questionnaire which created by studying relevant documents and research in order to get the answer according to the stated objectives. It is divided into 2 parts as follows:

Part 1 : the questions about demographic data of respondents, including gender, age, education level, occupation and monthly income. It contains a single-choice answer and using the nominal scale.

Part 2 : The question about the behavior of using Thai airlines on domestic routes, including airline that used the service, the purpose of traveling, service using frequency, how to book tickets and channels of knowing information of airlines. It contains a single-choice answer and using the nominal scale.

Quality inspection of quantitative data collection tools, the researcher has tested the validity and reliability of research as follows:

1. Validity, the questionnaire was tested by expert and asked for an advice to improve with selecting only the questions that are straightness and the tested before colleting the actual data is to find the reliability of the questionnaire.

2. Reliability, researcher applied the modified questionnaire to test with the sample that is not the actual sample.

Researcher conducted the study and collected primary data and secondary data as follows:

1. Secondary data is a data collection from the study of related theories, books, articles, concepts, research and search the various websites and then create a questionnaire.

2. Primary data is selected from sample population by convenience sampling which 400 Thai passengers who travel by Thai domestic airlines services.

III. RESULTS AND DISCUSSION

The results of the data analysis are as follows:

Basic information	amount (people)	Percentages
1. Gender		
Male	128	32.0
Female	272	68.0
2. Age		
Under 20 years	7	1.8

20-29 years	120	30.0
30-39 years	156	39.0
40-49 years	90	22.5
50-59 years	18	4.5
60 years up	9	2.3
3. Education level		
Lower than Bachelor degree	19	4.8
Bachelor degree	270	67.5
Master degree	96	24.0
Doctoral degree	15	3.8
4. Occupation		
Student	62	15.5
Government officials/employee	85	21.3
Private company employee	138	34.5
Freelance/private business	115	28.7
5. Monthly income		
Lower than 10,000Baht	52	13.0
10,001-20,000 Baht	97	24.3
20,001-30,000 Baht	82	20.5
30,001Baht up	169	42.3

Table 1: The amount and percentage of basic information of respondents

According to Table 1, the result showed that most of respondents were female, totaling 272, equivalents to 68 percentages and males totaling 128, equivalents to 32 percentages.

Most of respondents aged between 30-39 years old, totaling 156, equivalents to 39 percentages, between 20-29 years old, totaling 120, equivalents to 30 percentages, between 40-49 years old, totaling 90, equivalents to 22.5 percentages, between 50-59 years old, totaling 18, equivalents to 4.5 percentages, 60 years old up, totaling 9, equivalents to 2.3 percentages and lower than 20 years old, totaling 7, equivalents to 1.8 percentages.

Most of respondents graduated Bachelor degree, totaling 270, equivalents to 67.5 percentages. Master degree was 96, equivalents to 24 percentages. Lower than Bachelor degree was 19, equivalents to 4.8 percentages and Doctoral degree was 15, equivalents to 3.8 percentages.

Most of respondents were private company employees, totaling 115, equivalents to 28.7 percentages, including 85 government officials or government employees, equivalents to 21.3 percentages and 62 students, equivalents to 15.5 percentages.

Most of respondents had monthly income were 30,000 Baht up, equivalents to 42.3 percentages, between 10,001-20,000 Baht were 97, equivalents to 24.3 percentages, between 20,001-30,000 Baht were 82, equivalents to 20.5 and lower than 10,000 Baht were 52, equivalents to 13 percentages.

Thai domestic scheduled airlines services	Amount (people)	Percentages
Thai Airways(TG)	73	18.3
Thai Air Asia (FD)	191	47.8
Nok Air(DD)	65	16.3
Bangkok Airways (PG)	20	5.0
Thai Lion Air (SL)	36	9.0
Thai Smile (WE)	14	3.5
Orient Thai(OX)	0	0.0
Kan Air (K8)	0	0.0
Tiger Air (TR)	1	0.3

Table 2: The amount and percentages of Thai domestic scheduled airlines services

According to Table 2, the results showed that most of respondents used Thai Air Asia (FD) was 191, equivalents to 47.8 percentages. Thai Airways (TG) was 73, equivalents to 18.3 percentages. Nok Air (DD) was 65, equivalents to 16.3 percentages. Lion Air (SL) was 36, equivalents to 9 percentages. Bangkok Airways (PG) was 20, equivalents to 5 percentages. Thai Smile (WE) was 14, equivalents to 3.5 percentages and Tiger Air (TR) was 1, equivalents to 0.3 percentages.

Behavior of the Passengers on Thai Domestic Scheduled Airlines Services	Amount (people)	Percentages
1. Purpose		
Travelling	287	71.8
Business	50	12.5
Visiting relatives	51	12.8
Education	12	3.0
2. Frequency		
Less than 1 time/month	276	69.0
1 time/month	53	13.3
2 time/month	27	6.8
3 time/month	12	3.0
More than 3 time/month	32	8.0
3. Method of ticketbooking		
Calling to airline company	22	5.5
Booking at airline company	10	2.5
Via internet	261	65.3
Via application	94	23.5
Booking with agency	13	3.3
4. Channels of airlines' information acknowledge		
Internet	351	87.8
SMS	4	1.0

Friends/acquaintances	24	6.0
Television	7	1.8
Radio	0	0.0
Publications	14	3.5

Table 3: The amount and percentage of behavior of Thai passengers on Thai Domestic Scheduled Airlines Services

According to Table 3, the result found that most of purpose of flying was traveling totaling 287 respondents, equivalents to 71.8 percentages. Visiting relatives was 51 respondents, equivalents to 12.8 percentages. Business was 50 respondents, equivalents to 12.5 percentages and education was 12 respondents, equivalents to 3 percentages respectively.

Most of passengers flied with frequency of less than 1 time per month was 276 passengers, equivalents to 69 percentages, 1 time per month was 53 passengers, equivalents to 13.3 percentages, more than 3 times per month was 32 passengers, equivalents to 8 percentages, 2 times per month was 27 passengers, equivalents to 6.8 percentages, and 3 times per month was 12 passengers, equivalents to 3 percentages respectively.

Most of passenger book ticket via internet was 261, equivalents to 65.3 percentages, via application was 94, equivalents to 23.5 percentages, calling to airline company was 22, equivalents to 5.5 percentages, booking with agency was 13, equivalents to 3.3 percentages, booking at the airline company was 10, equivalents to 2.5 percentages respectively.

Most of passengers knew airline's news via internet was 351 passengers, equivalents to 87.8 percentages, from friends/acquaintances was 24 passengers, equivalents to 6 percentages, from publication was 14 passengers, equivalents to 3.5 percentages, from television was 7 passengers, equivalents to 1.8 percentages, from SMS was 4 passengers, equivalents to 1 percentage.

IV. CONCLUSION

The study of basic information of respondents showed that most of respondents were females, aged between 30-39 years old with a bachelor's degree and work as private company employee with 30,000 Baht up of monthly income.
The study of behaviour of passengers on Thai domestic scheduled airline service were
Most of respondents used Thai Air Asia (FD) service was 191, Thai Airways (TG) was 73, Nok Air (DD) was 65, Lion Air (SL) was 36, Bangkok Airways (PG) was 20, Thai Smile (WE) was 14, and Tiger Air (TR) was 1 respectively.
Most of purposes of travelling were travelling, visit relatives, business and education respectively.
The frequency of respondents' airline service using found that most of respondent flied less than 1 time per month, and the second was 1 time per month. The sequent percentage of booking ticket form the highest

to lowest were via internet, via application, calling to airline company, booking at agency and walk in at airline company which corresponds to PhatcharaphonChaowaphong (2016), studied on The Study of Marketing Communication Factors Related to the Decision to Buy Jet Airway Tickets found that the marketing communication factors in the advertising of electronic media networks were related to the decision to buy ticket of Jet Airways Airline. Moreover, MinyaOblod's the result of research found that most passengers called to Thai Air Asia for booking ticket, and then contact directly with Thai Air Asia Company, booking via internet and booking at agency.

Most of passengers know airline's news via internet, from friend or acquaintance, publication, television and SMS respectively which corresponds to the study of MinyaOblod (2015) on the behavior of passengers on Thai Air Asia Airline Service showed that most of passengers knew the airline's information via internet, from acquaintance, publication television and radio respectively.

The results of research were most passengers used the Thai Air Asia (FD) service, with the travelling purpose. They flied less than 1 time per month, booking ticket via internet and knew airline's information via internet as well. Therefore, airline company should focus on improving the airline's information via internet which is a popular channel to be more efficient. This was accordance with KunnapatKankaew (2012) studied on Passenger's expectation and satisfaction on airlines delivering services: A case study of full services airline in Thailand. The result was found that the factors affecting passenger's choice toward airline using assessed by the marketing mix elements.

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