

**A STUDY OF MOTIVATION FACTORS INFLUENCING THAI
PASSENGERS IN SELECTING LOW COST AIRLINES TO FLY
DOMESTIC FLIGHTS IN THAILAND**

VERADET MHUDTONGON

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
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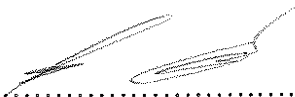
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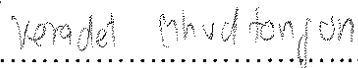
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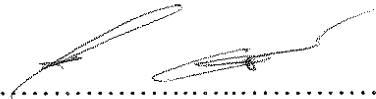
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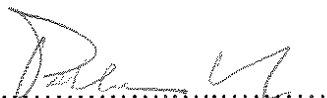
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ABSTRACT

Low cost airlines provide a significant transportation choice that changes the traditional transportation patterns of Thai passengers. There are various factors influencing Thai passengers when paying attention to low cost airlines. This study aimed to explore the motivating factors influencing the Thai passengers' choice to fly on low cost airlines in Thailand. Motivation theory (Push and Pull) was employed as the main instrument in this study. Moreover, decision making styles and corporate reputation were considered as important factors. Four hundred and fifty surveys were collected and 400 final surveys were utilized for the study. The results showed that the motivating factors that vitally stimulated Thai passengers was the purpose of the journey and the variety of flight routes. The decision making style that most affected Thai passengers was the brand loyalty factor. Finally, a positive image and reputation influenced the confidence and trust in using the service by Thai passengers. The information and knowledge from this study will assist airlines to readapt the strategies of their companies in order to meet the actual preferences of Thai passengers.

**KEY WORDS: MOTIVATION FACTORS (PUSH&PULL)/ DECISION MAKING
STYLES/ CORPORATE REPUTATION**

126 pages

การศึกษาปัจจัยในการกระตุ้นของผู้โดยสารชาวไทยในการเลือกใช้สายการบินต้นทุนต่ำเพื่อบินเส้นทางภายในประเทศ

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บทคัดย่อ

สายการบินต้นทุนต่ำได้กลายเป็นตัวเลือกที่สำคัญสำหรับการเดินทางของคนไทยในปัจจุบัน มีหลายองค์ประกอบที่ทำให้คนไทยหันมาให้ความสนใจกับการเดินทางโดยการการบินต้นทุนต่ำ ดังนั้นงานวิจัยนี้มีจุดมุ่งหมายที่จะศึกษาว่าอะไรคือปัจจัยที่กระตุ้นให้คนไทยเลือกเดินทางกับสายการบินต้นทุนต่ำเส้นทางภายในประเทศ ทฤษฎีแรงกระตุ้นผลึกและดึงจึงถูกนำมาใช้เป็นเครื่องมือหลักในการทำวิจัยในครั้งนี้ นอกจากนี้รูปแบบในการตัดสินใจและชื่อเสียงขององค์กรเป็นอีกหนึ่งปัจจัยสำคัญที่ส่งผลต่อการตัดสินใจเลือกใช้สายการบินของคนไทยอีกด้วย งานวิจัยในครั้งนี้เก็บข้อมูลโดยการตอบแบบสอบถามของผู้โดยสารชาวไทยว่าอะไรคือแรงกระตุ้นให้เลือกใช้สายการบินต้นทุนต่ำ ผลการวิจัยแสดงให้เห็นว่าปัจจัยสำคัญที่กระตุ้นให้คนไทยเลือกใช้สายการบินต้นทุนต่ำคือ จุดประสงค์ของการเดินทางและความหลากหลายของเส้นทางบิน โดยรูปแบบในการตัดสินใจที่คนไทยมักจะคำนึงถึงในการเลือกใช้สายการบินคือ เลือกจากสายการบินที่ตนเองชื่นชอบเป็นหลัก และปัจจัยสุดท้ายที่มีผลการเลือกใช้สายการบินต้นทุนต่ำของคนไทยคือ ภาพลักษณ์และชื่อเสียงที่ดีของสายการบิน ดังนั้นผู้ประกอบการสายการบินต้นทุนต่ำสามารถนำผลการศึกษาวิจัยในครั้งนี้ไปใช้ในการวางแผนกลยุทธ์เพื่อให้ตอบสนองความต้องการของผู้โดยสารชาวไทยให้มากขึ้น

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CHAPTER I

INTRODUCTION

This chapter describes the history and significance of low cost airline industry which divides as a United States, Asia, Southeast Asia and Thailand which shows the growing trend of low cost airline regarding to the rapidly increasing number of passengers.

1.1 Background

1.1.1 History

Airline industry in the global today comprised of over 2000 airlines and there were aircrafts more than 23,000 aircrafts with over 3,700 airports provided, in the US airline industry, approximately 100 certificated passenger airlines operate over 11 million flight departures per year, and carry over one-third of the world's total air traffic and total number of revenue passengers boarding aircraft in US airlines were 745 million passengers in 2006. (Massachusetts Institute of Technology, 2012). Interestingly, low cost airlines in United States accounted for 7% of US domestic passengers in 1990 and since mid-1990, US low cost airlines has grown rapidly, and it became a famous transportation choice for US passengers by it carried 25% of all US domestic traffic as a group in 2005, in addition low cost airlines in USA consisted of Southwest, JetBlue, AirTran, and Frontier (Massachusetts Institute of Technology, 2012).

Low cost airline originated and grew in United States, the performance of low cost airline have showed the success of this business proving by a number of domestic operations (Thanasupsin, Chaichana & Pliankarom, 2010). Low cost airline was born in 1971 at Texas with three Boeing, 737 aircrafts consisting of three Texas cities which are Dallas, Houston, and San Antonio, Southwest Airlines became the

first airline creating the idea of low cost airline phenomenon with the concept of low fare offering by serving a short-haul destination (Kerensky, 2007). Moreover, Southwest came up with a concept of lowest operating cost structure in the domestic airline industry by provided no meal service, no frequent flyer miles, no airport lounges and high aircraft utilization with rapid turnaround (Southwest, 2011). In additional, Southwest Airlines was the first low cost airline that launched an advertisement involved low fare offering services in US while competitors were only focus on increasing ticket fares. Reducing fares technique rescued Southwest stake their claim in the airline industry (Haberkorn et al., n.d.) Hence, Southwest became as the model of low cost airline concept for others airlines around the world.

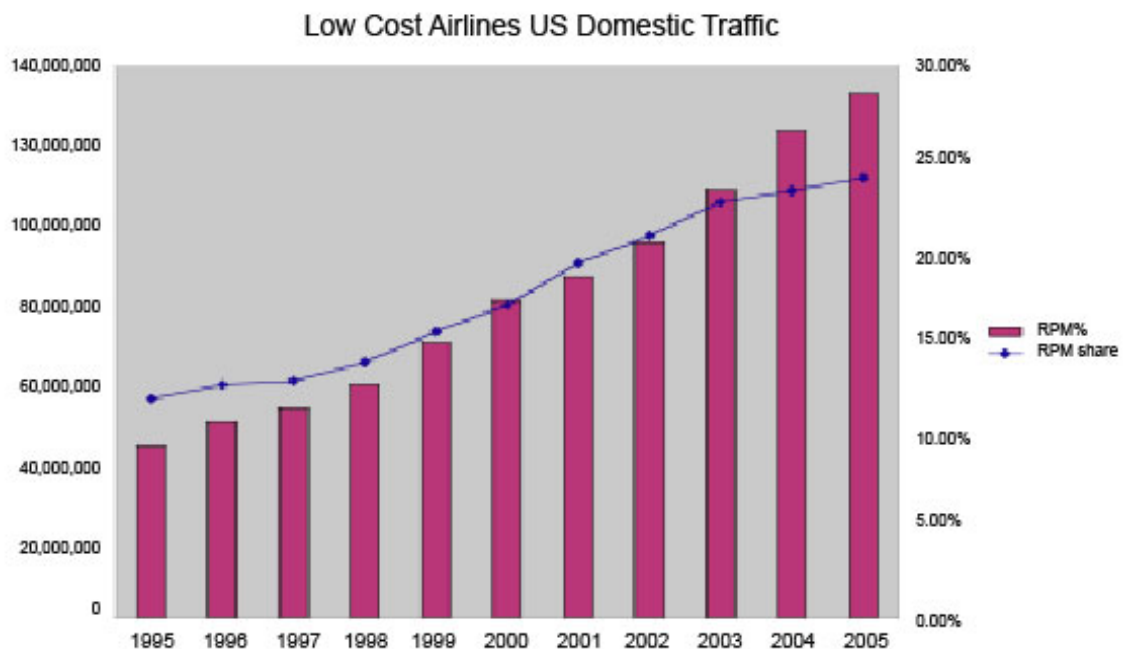


Figure 1.1: Low Cost Airlines US Domestic Traffic

(Massachusetts Institute of Technology, 2012).

1.1.2 Low cost airlines in Asia

Low cost airline initiated in Asia in 1990s, Japan and the Philippines were the primordial country that operated airline domestic flight by offering low fare. According to Shuk-Ching Poon & Waring (2010), Japan launched Skymark Airlines and Hokkaido International Airlines as the very first low cost airline domestic service in Japan and in the same time Cebu Pacific became the first low cost airline in The Philippines. The starting of low cost airline considered as an innovation for airline transporting services in Asia which provided point to point services by using price sensitive in order to attract travelers flying within country borders (Shuk-Ching Poon & Waring, 2010).

Table.1.1: Early-start low cost airlines in Asia.

Name of LCC	Based in	Operated since
Skymark Airlines	Japan	1996, Flying since 1998
Hokkaido International Airlines	Japan	1996, Flying since 1998
Cebu Pacific	The Philippines	1996

(Shuk-Ching Poon & Waring, 2010).

According to Shuk-Ching Poon & Waring (2010) there was only a few operators in Asia joined this industry at the beginning, low cost airlines rapidly developed in North, South and South East Asia in 2000.

Table1.2: A chronology of development of the low cost airlines in Asia

Name of LCC	Based in	Operated since
Lion Air	Indonesia	2000
AirAsia	Malaysia	2001
Citilink Garuda	Indonesia	2001
Skynet Asia Airways	Japan	2002
Air Decan	India	2003
Thai AirAsia	Thailand	2003, flying since 2004
Indonesia AirAsia	Indonesia	2004
One-Two-go	Thailand	2004
Nok Air	Thailand	2004
Spring Airlines	China	2004
Valuair	Singapore	2004
Tiger Airways	Singapore	2004
Jetstar Asia	Singapore	2004
Viva Macau	Macau	2004, flying since 2006
SpiceJet	India	2005
Hansung Air	Korea	2005
Spring Airlines	China	2005
IndiGo	India	2006
Jeju Air	Korea	2006
Oasis	HKSAR China	2006
AirAsia X	Malaysia	2007
Eastar Jet	Korea	2007
Mihin Lanka	Sri Lanka	2007
Pacific Airlines	Vietnam	2007
Jin Air	Korea	2008
Tigerair Mandala	Indonesia	2011

Table1.2: A chronology of development of the low cost airlines in Asia (cont.)

Name of LCC	Based in	Operated since
Japan Air Asia	Japan	2012
Philippines Air Asia	Philippines	2012
Jetstar Japan	Japan	2012
Malindo Air	Malaysia	2012
Peach Aviation	Japan	2012
Thai Lion Air	Thailand	2013
Vanilla Air	Japan	2013
Golden Myanmar Airlines	Myanmar	2013

(Shuk-Ching Poon & Waring, 2010) and ICAO (2014)

According to Lopez (2010), Asian low cost airline have managed to gain considerable market share from the legacy carriers over the last two years, the leisure passengers increasingly prefer low cost airlines for their trip and low cost airlines are the one to point out the destination and passengers choose according to best price. A large number of full service airline operations in Asia increasingly joined this market since they importantly recognize the opportunities and significances of low cost airline. According to Airline Trends (2011), these new market opportunities, plus strong competition from the likes of Air Asia, Cebu Pacific, Lion Air, IndiGo, Spring and Skymark, has led several full-service airlines in the region, such as Qantas (Jetstar), Singapore Airlines (Tiger), Malaysian Airlines (Firefly) and Korean Air (JinAir) to set up their own low-cost subsidiaries in recent years and market share (in terms of seats) of low cost airlines within Asia is expected to reach nearly 20 percent by the end of 2011.

Global low cost scheduled capacity growth year on year by increasing from 13% to 18% in January, considering with available seats; North America became the highest regional growth followed by Central & South America and Asia Pacific (OAG FACTS, 2012). Interestingly, the increasing number of passengers in Asia brought low cost airline within Asia Pacific now accounts for 25% of the regional volume (OAG FACTS, 2012). Low cost airline in Asia rapidly grew time to time indicating from the increasing number of passengers who flew low cost airlines which made Asia gained the largest region by seat volumes. According to CAPA (2012), Asia Pacific was the region that maintained the leading position in relation to total seat volumes in Jul-2011 and the seat volume within the region grew by 6% year-on-year for Jul-2011, frequencies and seat capacity to/from Asia Pacific has increased by 11% and 9% respectively.

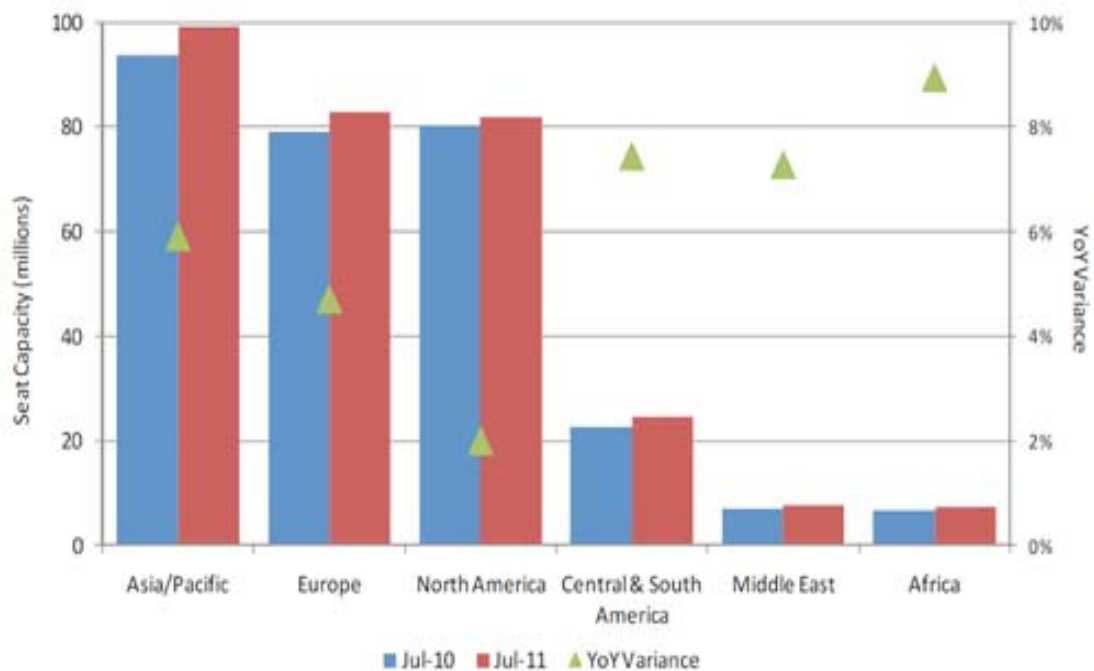


Figure 1.2: Intra-regional seat capacity within region: Jul-2011 (CAPA, 2012).

1.1.3 Low Cost Airlines in Southeast Asia

In South East Asia airline industry has grown rapidly, low cost airlines impacted the airline industry by serving domestic and short-haul regional routes. According to Haneke (n.d.), low cost airline played the significant role in this region in terms of outstanding performance and growing rapidly, Air Asia, Lion Air and Cebu Pacific considered as the important low cost airlines in this region which used price strategy as the major factor to compete with exiting competitors. Becoming of low cost airline has affected to the performance of airline industry, low cost airline have captured 62% of domestic ASEAN air travel markets, based on seats offered in the market low cost airlines account for 27% of all intra-ASEAN country traffic (Haneke, n.d.).

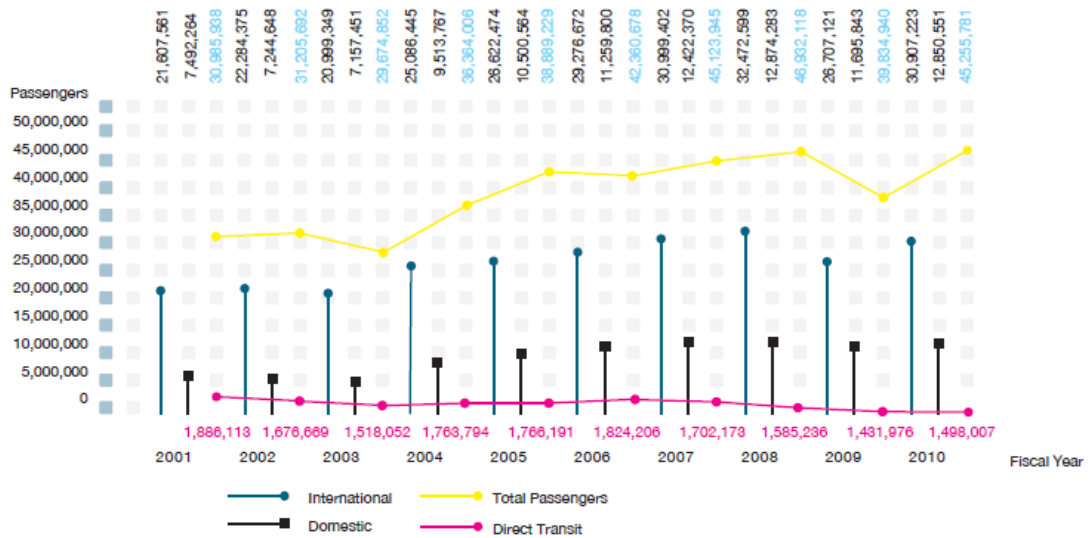
In southeast Asia, there have been several low cost airlines in operation, including Air Asia in Malaysia; Jetstar Asia, Valuair, and Tiger Airways in Singapore; Adam Air and Airasia's AWAIR, Lion Air, and Mandala in Indonesia; Cebu Pacific and South East Asian Air in the Philippines, and Air Asia, One-Two-Go, and Nok Air in Thailand (Thanasupsin, Chaichana & Pliankarom, 2010). Low cost airlines in South East Asia gained a massive profit from air travel market.

1.1.4. Low Cost Airlines in Thailand

Tourism industry boosts massive revenue to Thailand's economy particularly hospitality and tourism field. Thousand travelers visited Thailand for leisure, meeting and incentive thereby Thailand has developed the country's infrastructures to support both of foreign and local travelers in terms of its convenient such as express way, sky train, and metro etc. These transportations available only in Bangkok and for short route traveling however the popular transportation choices in Thailand are still bus, train, individual vehicle and including airline service. Airline service became a new trend of Thai travelers in terms of more convenient and expeditious in its traveling. Airline industry has grown rapidly in many few years ago in order to expand the airline route in many significant provinces of Thailand. Low cost airline in Thailand established in 2003 which consisted of 3 main stakeholders.

According to Komsan (2006), Thailand launched the very first low cost airline called “One Two Go” which operated by Orient Thai and followed by “Thai Air Asia” which is a joint venture between Air Asia (Malaysia) and Shin Corp (Thailand) and lastly Thai Airways International had launched their own low cost airline named “Nok Air”. According to Sritama (2011), growing of low cost airline in Thailand accounts for 2% in 2002 to 17% in 2011 with approximate market capital of Bt5 billion.

There are 6 international airports in Thailand operated by AOT which are Suvarnabhumi, Don Mueang, Chiang Mai, Mae Fah Luang-Chiang Rai, Phuket and Hat Yai (AOT, 2010). AOT Annual report 2010 showed the growing number of aircraft movements at 6 airports of AOT, it totaled 385,769 flights, or a 11.32% increase. Comprised of 215,650 international flights and 170,119 domestic flights, an increase of 9.65% and 13.52% respectively moreover, number of domestic passengers at 6 airports has increased to be 21,594,741 passengers calculated 10.89% (AOT, 2010).



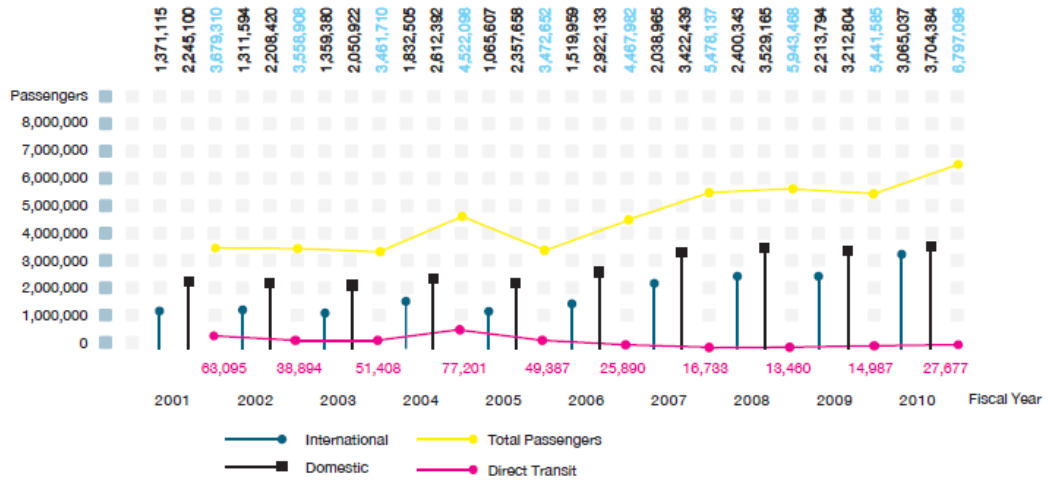
A Number of passengers at Suvarnabhumi & Don Mueang International Airports



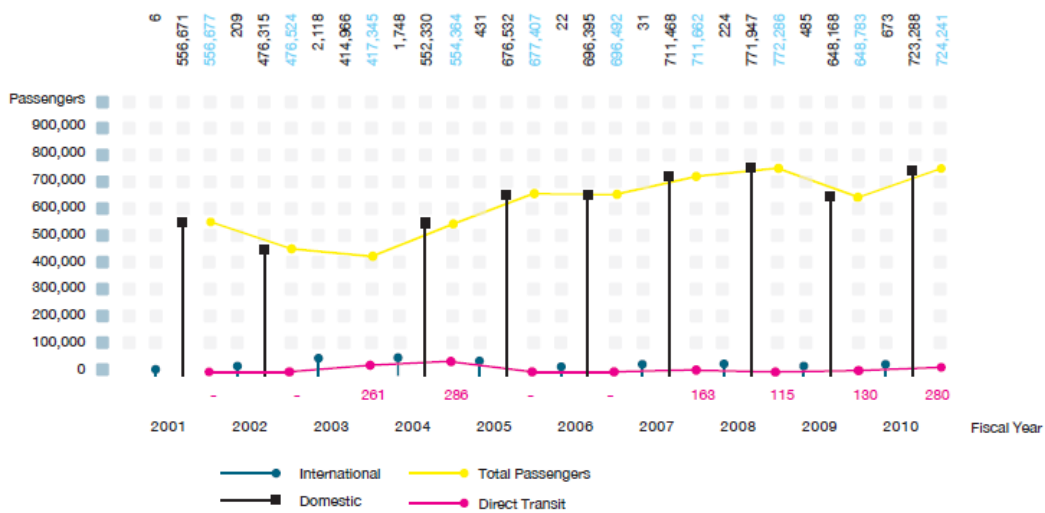
B-Number of passengers at Chiang Mai International Airports



C-Number of passengers at Hat Yai International Airports



D-Number of passengers at Phuket International Airports



(AOT, 2010)

E-Number of passengers at Mae Fah Luang-Chiang Rai International Airports

Figure 1.3: Air Traffic statistic:

The large number of frequent travelers such as businessmen and holiday makers changed more on transportation choices. Trains, buses and full-service airlines were the primary choices of Thai passengers in traveling but low cost airline became the new alternative choices that Thai passengers selected when desired to travel to provincial cities or tourist destinations in Thailand such as, Chiang Mai, Phuket and many provinces in Thailand (Somwang, 2008). In additional, low cost airlines in Thailand gained the large profit in this market.

According to Kositchotethana (2011), Thai Air Asia became the leader of low cost airline market in Thailand, gained a large revenue and earned the growth in the first quarter of this year, increased its net profit from January to March by 30 percent to 811.4 million baht, compared to 622.8 million baht a year ago, while revenue rose 33 percent year-on-year to 4.08 billion baht. These information indicated the large number of passengers increasingly tend to fly with the low cost airline. Increasing number of low cost airline's passengers displayed the adaptation in selecting transportation of Thai passengers which more concerned on the convenience and worth of money.

1.2 Statement of problem

According to Somwang (2008), Thai passenger's behaviors have change from trains, buses and full-service airlines to fly with low cost airline to provincial cities and tourist destinations in Thailand. Low cost airline became a popular transportation choice that Thai people tend to select for their trips. Low cost airline gained massive revenue in air transport market which brought this business grow rapidly in a short period of time. Thai passengers which use air transport services are highly increasing nowadays, low cost airline companies try to use many strategies for attracting Thai passengers to fly with them such as low fare, high quality of service, promoting the airplane safety and security, various flying routes and etc.

This study aims to understand and study the issues of what motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight. Why do Thai passengers tend to fly with Low cost airline?

The study will point out the actual motivation factor in selecting the low cost airline operators. Airlines can use the results to improve company performance. Since companies recognize their strengths and weakness, they can manage the weak point and maintain their strength that definitely result to company's profit moreover Thai passengers can get the services that meet their demand. Low cost airline companies can apply this knowledge to enhance their potential for competitive advantage, improve company's effectiveness by launching new promotion campaign etc. Moreover, the government can use this information to be a guideline in order to

establish the central instruction manual that identify the passenger's motivation factors toward low cost airlines in Thailand.

Passenger motivation is a very significant element in understanding customer behaviors. Motivation is very useful for explaining the desire of customers and is to understand the social-psychological aspects of people. There are many factors that influenced Thai passengers in selecting low cost airlines to fly domestic flight in Thailand. As a result, this can lead to different factors of passengers' motivation. (Dunne, 2009)

1.3 Research questions

The purpose of this study is to examine the main motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand. In addition, this study aims to elicit answers to the following questions:

1. Which demographic affects to Thai passengers in selecting low cost airlines?
2. Which factor affects to usage of low cost airlines?

1.4 Rational of Research

Nowadays, low cost airline become a new trend of passenger choices, the increasing number of passengers made large revenues and profits to low cost airlines companies. This trend brings many full service airlines need to join in this market. This research aims to find the actual motivation factors that effect to Thai passengers in selecting low cost airlines to fly domestic flight in Thailand.

This study will explore and identify the actual motivation factors(Push/Pull) of Thai passengers that effect in selecting low cost airlines to fly domestic flight in Thailand such as fare/promotion, quality of service, safety and security, comfort/convenience, in-flight food/beverage, flying route, journey purpose, escape routine life, new experience and social interaction etc.

The information and knowledge from this study will assist airlines to readapt company's strategy in order to meet with actual preference of Thai passengers. Consequently, motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand considered as the significant issue that this paper aims to study.

1.5 Research objectives

The main objective of this study is to explore about customer motivation to fly low cost airlines

- To identify push factors influencing Thai passengers to select low cost airlines.

- To identify pull factors influencing Thai passengers to select low cost airlines.

1.6 Research Hypotheses

H1: There will be a difference between passengers' demographic and motivation factors

H2: There will be a difference between passengers' demographic and customer decision making styles

H3: There will be a difference between passengers' demographic and corporate reputations

H4: There will be a relationship between motivation factors and usage of low cost airlines

H5: There will be a relationship between customer decision making styles and usage of low cost airlines

1.7 Scope of the study and Limitation of the study

The scope of this study will focus on the motivation factors that influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand.

To illustrate, the study will be related to motivation factors toward the Thai passenger's selection which linked to airline industry .In addition, it will adapt the push and pull factors which are the main elements of motivation theory.

The research area will focus on the passengers who have experienced on flying low cost airlines for domestic flight. Importantly, the research sampling target is only Thai passengers.

The limitation of this study can be the comfortable to ask Thai passenger's opinions who have flown low cost airlines in domestic flight.

CHAPTER II

LITERATURE REVIEW

This chapter defines the related literatures consisting with low cost airlines definition, Motivation theory (Maslow, Push and Pull), Consumer Decision making styles, Corporate reputation and Demographic segmentation. The purpose of this chapter is to provide the knowledge and understanding the concept of the theories in this research.

2.1 Definition of low cost airlines

According to Najda (2003), defined low cost airline as an airline that operates a point-to-point network, pays employees below the industry average wage and offers no frills service moreover low cost airline can achieve fast turnarounds and pay less for leasing airport facilities and low airport lease rates and gate costs also contribute to the lower cost structure of low cost airlines. In additional, low cost airline's common characteristics consist of high aircraft utilization, short turnaround time, Internet booking, e-ticketing, minimum cabin crew, one class of seating to allow more seats per aircraft than that of full service airlines, simple fare structure and pricing strategy, no seat allocation, passengers having to pay for food and drink, point-to-point services, and no connections offered (Doganis, Williams & Mason 2001, cited in Thanasupsin, Chaichana & Pliankarom, 2010). Low cost airlines has the competitive advantage in terms of low fare by providing low fare to particular group of passengers which are price sensitive, and low cost airline can succeed among competitors by competing on price (Najda, 2003).

2.2 Corporate reputation

Abraham et al. (2011) stated that corporate reputation considered as the major factor when customers select a product or service, reputation occurred from many elements consisted of the communication among people such as friends, family and coworkers with the reliable information and media advertisements. Fombrun (1996) found that there were four characteristics of corporate reputation which are credibility, reliability, responsibility and trustworthiness. According to Widerman & Buxel (2005), corporate reputation creates a positive image of company by making the consumers' attraction in terms of brand loyalty and became a company's benefit in competition. Reputation become a key condition of consumers when prices and quality of many products in the market are similar, company reputation considered as the significant influence to customers in decision making process before select the products (Ljubojevic & Ljubojevic, 2008). Furthermore, company image considered as a vital factor toward consumers' expectation, perception of consumers also affects to their decision making before using the service and corporate positive image leads positive attitudes of employees (Ljubojevic & Ljubojevic, 2008).

Corporate reputation was defined in various meaning depend on the areas of study. The result showed in Table1

Table 2.1: Definitions of corporate reputation

Research area	Definition	Source
<i>Economics</i>	• Products' quality of company affected to the expectation of customers.	Shapiro (1982,1983)
<i>Sociology</i>	• Public awareness is the important key for company to build corporate reputation.	Camic (1992)
<i>Strategic</i>	• The past achievement of the company affected to the present company reputation.	Weigelt & Camerer (1988)
	• The increasing of judgments of customers affected to company creditability.	Roberts & Dowling (2002)
	• Company reputation caused from the information and appreciation of stakeholders.	Hall (1992); Fombrun (1996)
<i>Marketing</i>	• Public's popularity decided by customers.	Weiss et al.(1999)
	• The company achievement involved with effective performance and communication.	Gray & Balmer (1998)

(Bennett & Kottasz 2000, cited in Srivoravilai et al., 2011)

Moreover, corporate reputation became the criteria that customers considered especially in disciplines of marketing. According to Smaiziene & Jucevicius (2009), corporate reputation research in marketing disciplines involve in marketing strategy and relation marketing, stakeholders and consumers are the factors that marketing disciplines focused which this corporate reputation attract customers and motivate their loyalty and also can influence selling-buying processes (Table 2).

Table 2.2: Interpretations of the concept of corporate reputation in disciplines of marketing

Focus	Interpretations	Source
<i>Customer and selling-buying process focus</i>	• Corporate reputation is essential factor that can attract customers in order to repurchase.	Davies et al. (2003)
	• Customers' trust and believe can build from the positive corporate reputation moreover its also increase customers' commitment.	Ferris et al. (2003)
	• The better reputation of the corporate is affected to the capability in selling the product	Weiss et al. (1999)
	• Customer's confidence and long term buying can build from the positive reputation of the good seller.	Lin, Li, Huang (2003)
	• Brand's image is directly affected to the customers' perception in term of the product quality while corporate reputation is broader affected to customers' perception in term of making the customer loyalty.	Cretu & Brodie (2007)
	• Positive customer-based reputation ability to motivate customers' loyalty easily.	Walsh & Beatty (2007)
<i>Brand focus</i>	• Company image and reputation are totally different in construction.	Cretu and Brodie, 2007
	• Brand displays company fame	Ferris et al. 2003
	• The important elements that build the corporate reputation are brands, trademarks, and customer's loyalty.	Ferris et al. 2003
	• Brand is strongly affected to corporate reputation by showing corporate image.	Lin, Li, Huang, 2003

(Smaiziene & Jucevicius, 200)

Corporate reputation of marketing considered an important factor for customers to select the products and it also attract customers by using corporate reputation and image. Hence, corporate reputation in disciplines of marketing will be applied in this study.

2.3 Motivation Theory

2.3.1 Maslow's motivation Theory

Motivation played as the vital factor that affects people in decision making process. There are various elements that persuade people to decide for travelling. Motivation is the significance factor that describes travelers' behavior by exploring what the main reasons that motivate travelers to travel decisions are and understanding their motivating factors in selecting particularly destination, understanding the traveler's preferences and needs is the essentiality for hospitality and tourism in order to match traveler's requirement (Bansal & Eiselt 2004, cited in Chan & Baum, 2007).

Maslow's motivation theory consisted of five hierarchy of needs which are basic needs, safety needs, belonging and loving, esteem needs and self-actualization. Maslow describes that the need of people would satisfy step by step of hierarchy of needs beginning from the basic needs, if the first step of hierarchy of needs was unfulfilled, next step would no longer motivate (Cooper et al., 2008, cited in Niemela, 2010).

Maslow's theory presented the need of human in five levels, beginning from the lower level to higher level of needs. The lowest step is biological and physiological needs, involved with basic life needs of human such as water, food, air, shelter, sleep and warmth, the second level is safety needs which related to stability, protection, security, limits and order, the third level is belonging and loving needs that comprised of affection, relationship and work group, the fourth level is esteem needs, involved with achievement, status, responsibility and reputation and the highest level of need is self-actualization, related to personal growth and fulfillment (Ryan 2002, cited in Niemela, 2010).

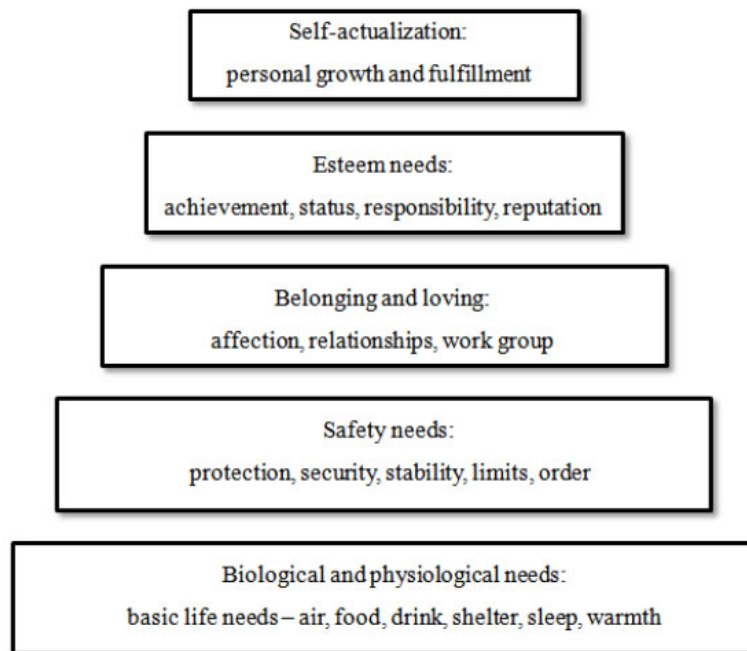


Figure 2.1: Maslow's hierarchy of needs.

2.3.2 Push and Pull Motivation

Tourist motivation is the popular topic that various researchers interested to study; it is the key factor in order to understand tourist's decision making process in traveling. The study objective is answering the basic question "Why do people travel?" and the word of "motivation" came from Latin "MOVERE" meaning to move (Dann Ross, 2004).

Motivation classified as the need and want of people involving with a push of individual toward particularly action in order to fulfil their satisfaction (Moutinho 1987, cited in Hanafiah et al., 2010). There are many methods that employed to declare the motivation of travelling, but the methods that many researchers agree to use in travel motivation research are PUSH and PULL concept (Dunne, 2009). According to Uysal et al. (2008), push factor is the desire of tourist in "getting away from their regular place of residence", pull factor is the explanation of why people need to go to particular destinations. Push and pull have been generally characterized of the tourist which consisted of two factor effecting tourist's decision making process

when need to travel. Uysal et al. (2008) told that pull factors of a destination similar as the push of motivation. Therefore, destination is the key factor that can influence the tourist to travel in particularly vacation destination, the destination affected to the attitude of a tourist by being the main measurement concerning for the tourist. Moreover, pull motives can define as domestic with emphasis on favorable Location, Facilities/Amenities, Access to centers, Cost satisfaction, Quality services and good Accommodation (Awaritefe, 2004)

According to Baloglu and Uysal (1996), push factors are classified as socio-psychological motivations that motivate the individual to travel. Furthermore, push factors can be viewed as being intangible, real desires of individual travelers such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, social interaction (Baloglu & Uysal, 1996). The desire to travel is described as a means to fulfill an unmet need (Yuan & McDonald, 1990). Following the proposition that needs translate into wants, wants into expectation and expectation into motives or actions to satisfy needs, identifying certain needs and motives may contribute to the understanding of why travelers want to travel (Kelly & Nankervis, 2001). Therefore, push and pull factors became the factor which many researchers believed that affected to customers' decision making process in traveling and this factor used to described and predict customers' decisions. (Kim et al., 2004, cited in Hanafiah et al., 2010).

In conclusion, push and pull motivations theory seemed to be widely discussed and recognized by tourism researchers as a useful and appropriate approach to examine tourist motivations because the push and pull motivation theory provide a simple and intuitive method for explaining tourist's motivations and their travel-related behaviors, as well as to help explain why people travel and where they go (Kelly & Nankervis, 2001).

This paper will provide a useful approach to understanding a wide variety of different needs and wants that influence their motivations in traveling low cost airlines. In additional, it appears that there is no empirical study employing the push and pull motivations theory to investigate the motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand. Thus push and pull motivations theory is considered as an appropriate and relevant factor for this study.

2.4 Consumer Decision making styles

Consumer decision making is the wide method that the researchers use to describe the consumer process in purchasing products. According to Zeithaml 1988 and Levy 1999 (cited in Smadi & Al-jawazneh, 2011), consumer decision making is defined as the consumer patterns of decision making process in selecting the products by considering their need and satisfying as the important factors. Decision making process is the issue that many researchers emphasized to study but Sproles (1979) valued the importance of the consumers' process when they made buying decision. Therefore, Sproles & Kendall (1986) invented the consumer decision making process by dividing the consumer decision making in different styles.

Sproles & Kendall (1986) classified consumer decision making to different styles, the study attempted to explain consumers' process when desire to purchase the products or services which each consumer have their own styles that influenced to their decision. The decision making styles consisted of eight styles which are;

1. Perfectionist conscious consumer (high-quality): The consumer who focused on the quality of the product as priority by searching product's information carefully.

2. Brand conscious consumer (price equals quality): The consumer who considered on price as the first factor, high price product equal high quality.

3. Novelty-fashion conscious: The consumer who emphasize on innovative product and service that offer to consumer, excited with new things.

4. Recreational, hedonistic consumer: The consumer who only considered on their personal satisfaction and need, no focus on other factors just shop for fun.

5. Price conscious consumer (value-for-money): The consumer who emphasize on low price as the important factor.

6. Impulsive, careless consumer: The consumer who influence by advertising and promotion, motivate them to purchase.

7. Confused by over choice consumer: The consumer who receives product's information overload, made them confuse when making the decision.

8. Habitual, brand-loyal consumer: The consumer who have their favorite brand, select the product considering by favorite brand.

Therefore, this study will adapt decision making styles to be as the main method to find the different behavior of consumer when making the decision in selecting to fly low cost airline in Thailand.

2.5 Demographic segmentations

The demographic segmentation distinguishes customers into many segments by considered on demographic values such as age, gender, income, occupation, education, religion, race and nationality etc. (Armstrong & Kotler cited Larsen, 2010).

In general business sector, the market segmentation frequently uses demographic segmentation due to the demographic variables are easy to identify and measure and it make the marketers select the right products and services to the customers by use segmentation strategies to satisfy different target market segments (Kotler, 2000). The significant demographic variables in this study are as follows:

1. Age: People wants and abilities change with age and purchase different products and service over their life cycle. Moreover, age has influenced people's tastes in selecting different products and services (Kotler, 2000).

2. Gender describes the different preferences between male and female due to male and female have different attitudes and perception toward a product (Kotler & Keller, 2009).

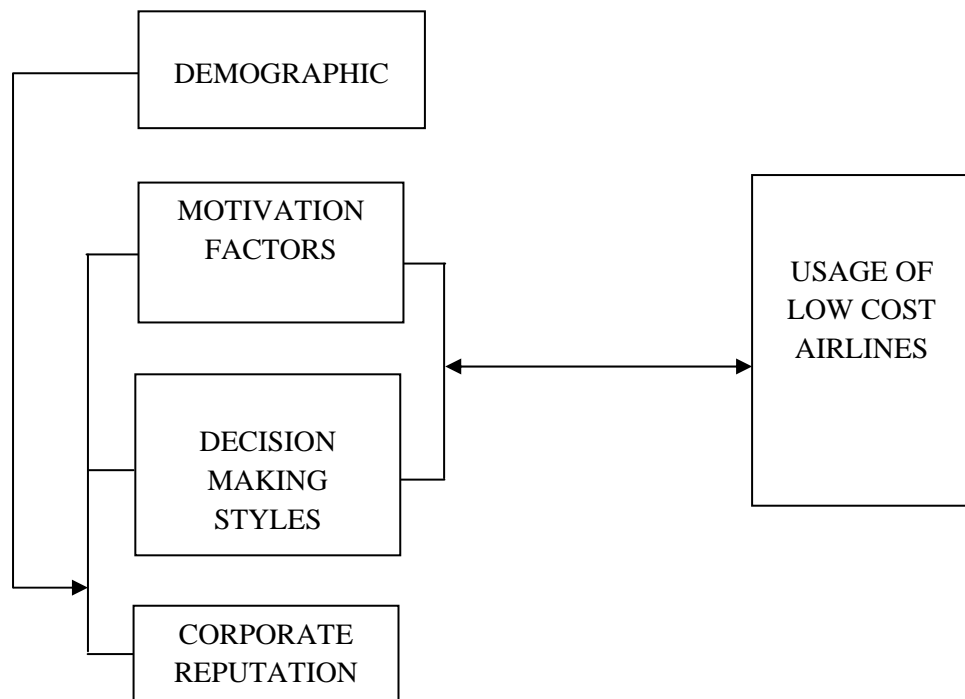
3. Income is the factor that divides the customers to different income groups which has applied to many products and services such as clothing, cosmetics, financial services and travel. However, the customers need may not accord with their income due to some customers gain low income but require high products, thereby company cannot always predict the suitable customers for a giving product and service (Kotler & Keller, 2009).

4. Occupation is the variable which reflects taste, lifestyle and attitude of the customers in selecting products and services, occupation seem to be closely

relation with income due to it has cause-and-effect relationship (Schiffman & Kanuk 1994, cited in Mankongvanichkul, 2010).

5. *Frequency of travel* is the significant factor in predicting the tourism's demand by showing the frequency number of trip that passenger's take (Alegre & Pou 2006, cited in Mankongvanichkul, 2010).

2.6 Conceptual Framework



CHAPTER III

RESEARCH METHODOLOGY

This chapter aims to examine the major motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand. This study used quantitative method as the main Research Methodology. Consequently, the quantitative method is the appropriate technique which has shorter time span in process of data collection.

Quantitative research method is a type of research that is “explaining phenomena by collecting numerical data that are analyzed using mathematically based methods” (Sukamolson, 2000 & Creswell, 1994). A quantitative approach, descriptive study aims to explain the characteristics of the variables in a situation, to describe and understand the group of variables in a given situation, think systematically about aspects in a given situation, offer ideas for future research, and help make certain decision (Sekaran, 2000).

The quantitative method result came from the survey by using questionnaire method that distribute to Thai passengers who experienced domestic low cost airlines in Thailand. Therefore, this study conducted the quantitative method in order to collect and analyze the data.

3.1 Target Population and Sample Size

The target population of this study was Thai passengers have who flown domestic flights with low cost airlines which age 20 and above. Since there is an increasing of Thai passenger numbers fly low cost airlines in Thailand. According to Kositchotethana (2012), there were 20.34 million passengers have flown with low cost airlines though six international airports in Thailand, representing 38.8% of the total of 52.36 million passengers. According to Sociology (2010), questionnaire is able to contact large numbers of people quickly, easily and efficiently by using a postal

questionnaire and it is easy to standardize in terms of every respondent is asked the same question in the same way. The researcher, therefore, can be sure that everyone in the sample answers exactly the same questions, which makes this a very reliable method of research (Sociology, 2010).

On the other hand, questionnaire technique also has some weakness and limitation to collect and gather data such as the depth of answer that the respondent provided tend to be more-limited than with almost any other method of research and the researcher can never be certain the person to whom the questionnaire is sent actually fills it in (postal questionnaire) (Sociology, 2010). Face validity and pilot-tested were used in this study in order to avoid the ambiguity of the questions and to ensure validity of questionnaires. To determine the sample size, the study used Taro Yamane formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n is representing the sample size

N is representing the population size

e is representing the level of precision

In this study:

$$N = 20,340,000$$

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{20,340,000}{1 + 20,340,000 (0.05)^2}$$

$$n = 399.99213$$

$$n \approx 400$$

Therefore, the sample size of this research is approximately equal to 400.

3.2 The research instrument

The research instrument (questionnaire) employed to investigate the motivation factors influencing of Thai passengers in selecting Low Cost Airlines to fly domestic flights. Questions are adopted from many literatures consisted of motivation factors, corporate reputation factors and consumer decision making styles. Demographic data was included in the questionnaire to investigate deeper founding from demographic point of view. Close-ended questions also used in the questionnaire. The questionnaires consisted of 4 sections. The first section of the questionnaire involved with demographic items such as gender, age, education, occupation, income, frequency of fly domestic flight per year and low cost airline that flown the most. The second section explored passengers' motivation which asked the passengers' motivation with 9 items. The third section explored decision making styles of passengers which consisted of 8 items. The last section of questionnaire explored influencing of corporate reputation toward selecting low cost airline which measured with 4 items. 7-Point Scale was adopt in this questionnaire, the respondents will rate the answer by 1 = Strongly disagree, 2= Totally disagree 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Totally agree and 7 = Strongly agree.

Questionnaire Development

This study developed questionnaire from the main variable of the study. The questionnaires consisted of 4 sections. The first section involved with demographic variables such as gender, age, education, occupation, income, frequency of fly domestic flight per year and low cost airline that flown the most. Second section explored the passengers' motivation factor that influencing them to select low cost airlines which consisting of 9 variables, these variables adopt from motivation (push and pull) theory that involved with factor the influenced tourists to get away from their regular place of residence and factor that attract tourists to go to particular destination (Uysal et al., 2008). Moreover, 9 motivating variables have adopted from several low cost airline questionnaires by selecting the variable that supported with motivation theory. The third section explored the decision making styles of passengers which consisted of 8 variables by adapting from Sproles & Kendall theory that classified consumer decision making to different styles. Therefore, this study selected

eight decision making styles variable that can describe a process of Thai passenger in selecting low cost airlines. Eight variables consisted of Perfectionist conscious consumer, Brand conscious consumer, Novelty-fashion conscious, Recreational-hedonistic consumer, Price conscious consumer, Impulsive-careless consumer, Confused by over choice consumer, and brand-loyal consumer. Last section of questionnaire involved with the influencing of corporate reputation toward selecting low cost airline, measuring by 4 variables which adopted from several researchers that studied about corporate reputation. This study adapts corporate reputation theory that can affect to Thai passengers decision making process in flying low cost airlines. Four variables consisted of Corporate reputation enables to attract customers repeatedly, Positive reputation encourages customers trust in an airline and increases commitment of consumer, Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline and Brand represents airline's corporate reputation. The questionnaire was composed in Thai language due to target population of this study is only Thai passengers. Questionnaire was translated from English to Thai version by language specialist.

3.3 Data Collection Process

Testing questionnaire is the first step before carrying out the survey in order to prove the validity of the questionnaire. Subsequently, pilot test is the next step in order to pretest the format and suitability of questionnaire as well as eliminate ambiguity. The collecting data was carried out by using questionnaire survey. The questionnaire was distributed to 400 Thai passengers who experienced in low cost airlines in Thailand. Screen question was employed before carrying out questionnaires to Thai passengers "Have you experienced in low cost airlines to fly domestic flight in Thailand before?"

3.4 Data Analysis

Statistical Package for the Social Sciences (SPSS) was used to analyze the collected data. Data gained from questionnaires were analyzed. The data used descriptive statistics to explain the importance of each factor analysis in the motivation factors. Descriptive statistic is used to describe the basic features of the data in a study, which then provide simple summaries about the sample and the measures (Trochim, 2006).

A frequency, and mean analysis is presented in this section. The mean value of 9 motivation factors was represented which motivation factors get high or low. High mean value of motivation factors represented the attractive factor, while low mean value of motivation factors represented factor that were not attract in selecting low cost airlines

Secondly, t-test performed to test means score differences of motivation factors, decision making styles and corporate reputation when classified by gender.

Thirdly, ANOVA is employed to find out the significant means score differences that might exist amongst age, education, occupation and income toward motivation factors, decision making styles and corporate reputation. Moreover, Scheffe method is employed to analyze multiple comparisons again if p-value from the output table less than .05

Lastly, this study is applied Person's correlation to test correlation of motivation factors, decision making styles and corporate reputation with usage of low cost airlines.

The respondents answered by rating their opinion. Rating scale with seven-choice answer is applied in order to measure respondent's opinion degree to motivation factors, decision making styles and corporate reputation. The respondents rated the answer to measure opinion level as this scale gives detailed degree of likelihood from totally disagree to totally agree. 1 = Totally disagree, 2= Strongly disagree 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Strongly agree and 7 = Totally agree. Scoring for each choice will be following below:

Average Score	Meaning
5.81 – 7.00	Strongly Agree
4.61 – 5.80	Moderately Agree
3.41 – 4.60	Neutral
2.21 – 3.40	Moderately Disagree
1.00 – 2.20	Strongly Disagree

CHAPTER IV

RESULTS

This survey reports the findings of the study, obtained from using questionnaire. Our objective is to explore about customer motivation to fly low cost carriers and identify push and pull factors influencing Thai passengers to select low cost airlines. These findings are presents as follows:

- 1) Analysis of Demographic Statistics
- 2) Analysis for Passenger's Motivation Factors
- 3) Analysis for Decision Making Styles
- 4) Analysis for Influencing of Corporate Reputation
- 5) Testing of the Hypotheses

SPSS program is the technical term that can help to analyze and interpret results in form of frequencies, percentages for demographic of respondents. For hypothesis testing, researcher used t-test statistic for test mean difference of motivation factors, decision making styles and corporate reputation when classified by gender. Researcher used one-way ANOVA for test mean difference of motivation factors, decision making styles and corporate reputation when classified by age, education, occupation and income. And, researcher used Pearson's correlation for test correlation of motivation factors, decision making styles and corporate reputation with usage of low cost airlines. Moreover, researcher analyzes and interprets results in form of means and standard deviations for each motivation factors, decision making styles and influencing of corporate reputation.

4.1 Analysis of Demographic Statistic

In the first part, personal data of respondents were defined by frequency and percentage of each category. Demographic characteristics of respondents participated in this survey are classified into five variables including gender, age, education, occupation and income. All information was shown in Table 1 in the form of frequency and percentage of the respondents.

Table 4.1 Demographic Information

Demographic	Frequency	Percentage
Gender		
Male	160	40.00
Female	240	60.00
Age		
20-25	187	46.75
26-35	130	32.50
36-45	46	11.50
46-55	27	6.75
56-65	10	2.50
Education		
High school or lower	20	5.00
Bachelor/College degree	279	69.75
Master degree	87	21.75
Doctoral degree	14	3.50
Occupation		
Government official	61	15.25
Company employee	144	36.00
Independent/Self-employed	56	14.00
Student	130	32.50
Unemployment	9	2.25
Income		
Less than 10,000 baht/month	112	28.00
10,000-25,000 baht/month	176	44.00
25,001-40,000 baht/month	57	14.25
More than 40,000 baht/month	55	13.75
Total	400	100.00

Gender: Most of the respondents were female (60%) and the rest were male (40%).

Age: The respondents were mostly 20-25 years old (46.75%), followed by 26-35 years old (32.50%), 36-45 years old (11.50%). Another 6.8% were aged 46-55 years old, and only 2.50% of the respondents were between the ages of 56-65 years old.

Education: Most of the respondents' education level is at bachelor/college degree (69.75%), followed by master degree (21.75%), high school or lower (5.00%) and doctoral degree (3.50%), respectively.

Occupation: Most of the respondents' occupation is company employee (36.00%), following by more than student (32.50%), government official (15.25%), independent/self-employed (14.00%) and unemployment (2.25%), respectively.

Income: Most of the respondents (44.00%) earned 10,000-25,000 Baht a month. While another 28.00% earned less than 10,000 Baht a month. 14.25% of the respondents earned 25,001-40,000 Baht a month, while the remaining 13.75% earned more than 40,000 Baht a month.

Table 4.2.Frequency of fly domestic flight per year

Frequency of fly per year	Frequency	Percentage
1 time	55	13.75
2 times	189	47.25
3 times	17	4.25
4 times	62	15.50
5 times	4	1.00
6 times	35	8.75
7 times	2	.50
8 times	12	3.00
10 times	16	4.00
12 times	8	2.00
Total	400	100.00

Mean = 3.32 SD. = 2.516

The result from Table 4 indicated that 47.3% of the respondents fly 2 times per year, followed by 4 times (15.50%), 1 time (13.75%), and only .50% of the respondents fly 7 times per year, respectively. In addition, the respondents average fly about 3 times per year (mean=3.32).

Table 4.3 Low cost airline that flown the most of the respondents

Low cost airline	Frequency	Percentage
Thai Air Asia	156	39.00
Nok Air	197	49.25
Orient Thai	43	10.75
Others	4	1.00
Total	400	100.00

Table 4.1 presents low cost airline that flown the most of the respondents. The result indicated that the respondents flown Nok Air (49.25%), followed by Thai Air Asia (39.00%), Orient Thai (10.75%) and only 1.00% of the respondents flown others, respectively.

4.2 Analysis for Passenger's Motivation Factors

In this part contains about passenger's motivation factors that consisted of 9 items. Respondents will answer by rating their opinion. Rating scale with seven-choice answer will be applied in questions to measure respondent's opinion degree to motivation factors. The respondents will rate the answer to measure opinion level as this scale gives detailed degree of likelihood from totally disagree to totally agree. 1 = Totally disagree, 2= Strongly disagree 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Strongly agree and 7 = Totally agree. Scoring for each choice will be following below:

Table 4.4. Opinion toward Motivation factors of the Respondents

Motivation factors	Mean	SD.
1.Fare and promotion	5.72	1.257
2.Service quality	6.02	1.020
3.Comfort/Convenience of airlines service	5.94	1.015
4. Safety and security of air craft	6.28	1.057
5. Variety of flying routes	5.45	1.333
6. Airline image	5.76	1.114
7. Journey purpose (business or leisure)	5.80	1.058
8. Escape routine life	5.55	1.312
9. New experience	4.96	1.612
Overall	5.72	.699

According to Table 4.2, the respondents felt moderately agree toward motivation factors influencing decision making in selecting low cost airlines to fly domestic flight in Thailand (mean = 5.72). The factor of highest attractive was the safety and security of air craft (mean = 6.28) at a strongly agree. The factor which the respondents considered rather attractive was the service quality (mean = 6.02) at strongly agree, comfort/convenience of airlines service (mean = 5.94) at strongly agree. However, the respondents felt it rather less attractive that new experience (mean = 4.96) at moderately agree, respectively.

4.3 Analysis for Decision Making Styles

In this part contains about decision making in selecting low cost airlines to fly domestic flight in Thailand that consisted of 8 items. Respondents will answer by rating their opinion. Rating scale with seven-choice answer will be applied in questions to measure respondent's opinion degree to decision making styles. The respondents will rate the answer to measure opinion level as this scale gives detailed degree of likelihood from totally disagree to totally agree. 1 = Totally disagree, 2=

Strongly disagree 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Strongly agree and 7 = Totally agree. Scoring for each choice will be following below:

Table 4.5 Opinion toward Decision Making Styles of the Respondents

Decision making styles	Mean	SD.
1. (High-quality) Searching carefully and systematically for the best quality in products.	5.67	1.196
2. (Price equals quality) Buying the more expensive, well-known brands.	4.75	1.552
3. Satisfying new and innovative products and gain excitement from seeking out new things.	5.37	1.221
4. Shopping a pleasant activity and shops just for the fun of it.	4.76	1.488
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	5.53	1.232
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	4.21	1.462
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	4.40	1.546
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	5.02	1.487
Overall	4.96	.858

According to Table 4.3, the most respondents selected low cost airlines to fly domestic flight in Thailand from searching carefully and systematically for the best quality in products (mean = 5.67) at a moderately agree. The style which the respondents considered rather select was satisfying in particularly high consciousness of sale prices and lower prices in general (mean = 5.53) at moderately agree, satisfying new and innovative products and gain excitement from seeking out new things (mean

= 5.37) at moderately agree. However, the respondents considered it rather less select that buying on the spur of the moment and appear unconcerned how much they spend or getting best buys (mean = 4.21) at a neutral degree, respectively.

4.4 Analysis for Influencing of Corporate Reputation

In this part contains about influencing of corporate reputation toward selecting low cost airlines to fly domestic flight in Thailand that consisted of 4 items. Respondents will answer by rating their opinion. Rating scale with seven-choice answer will be applied in questions to measure respondent's opinion degree to influencing of corporate reputation. The respondents will rate the answer to measure opinion level as this scale gives detailed degree of likelihood from totally disagree to totally agree. 1 = Totally disagree, 2= Strongly disagree 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Strongly agree and 7 = Totally agree. Scoring for each choice will be following below:

Table 4.6 Opinion toward Influencing of Corporate Reputation of the Respondents

Influencing of corporate reputation	Mean	SD.
1. Corporate reputation enables to attract customers repetitively.	5.72	1.088
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	6.05	.943
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	5.92	1.029
4. Brand represents airline's corporate reputation.	5.55	1.254
Overall	5.81	.901

According to Table 4.4, the respondents felt strongly agree toward influencing of corporate reputation in selecting low cost airlines to fly domestic flight in Thailand (mean = 5.81). The topic which the respondents felt highest agree was positive reputation encourages customers trust in a airline and increases commitment of consumer (mean = 6.05) at a strongly agree, followed by brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline (mean = 5.92) at strongly agree, corporate reputation enables to attract customers repetitively (mean = 5.72) at moderately agree and brand represents airline's corporate reputation (mean = 5.55) at moderately agree, respectively.

4.5 Testing of the Hypotheses

In this part, researcher presents hypotheses testing of demographic information with motivation factors, decision making styles and corporate reputation. To find the different among the respondents in their opinion toward motivation factors, decision making styles and corporate reputation when classified by demographic, the results come from t-test statistic for test in case demographic is gender and used one-way ANOVA in case demographic are age, education, occupation and income. Both, t-test and one-way ANOVA testing with .05 level of significant. Which means that if observed significant (p-value) value from the output table more than .05; this is the two variances are not significantly different. On another hand, if p-value from the output table less than .05 that means two variances are significantly different. In addition, for one-way ANOVA testing, if the hypothesis was rejected null hypothesis or p-value from the output table less than .05 then researcher analyze multiple comparison by Scheffe method again for finding differentiation between the groups and find trendy different opinion level within group again.

Moreover, researcher used Pearson's Correlation for test relationship of motivation factors, decision making styles and influencing of corporate reputation with usage of low cost airlines.

Hypothesis 1: There are differences among opinion toward motivation factors when classified by demographic characteristics.

Hypothesis 1.1: There are differences among opinion toward motivation factors when classified by gender.

To analyze the data gained from the respondents. The independent sample t-test was used to prove this hypothesis.

Table 4.7 Comparative Average Opinions Score toward Motivation Factors between Male and Female

Motivation Factors	Gender	Mean	SD.	t	df	p-value
1.Fare and promotion	Male	5.69	1.260	-.422	398	.673
	Female	5.74	1.258			
2.Service quality	Male	6.05	.944	.440	398	.660
	Female	6.00	1.069			
3.Comfort/Convenience of airlines service	Male	5.90	1.004	-.603	398	.547
	Female	5.96	1.024			
4. Safety and security of air craft	Male	6.23	1.104	-.772	398	.441
	Female	6.31	1.025			
5. Variety of flying routes	Male	5.35	1.342	-1.195	398	.233
	Female	5.51	1.326			
6. Airline image	Male	5.78	1.127	.256	398	.798
	Female	5.75	1.108			
7. Journey purpose (business or leisure)	Male	5.79	1.018	-.154	398	.878
	Female	5.80	1.086			
8. Escape routine life	Male	5.48	1.313	-.887	398	.376
	Female	5.60	1.312			
9. New experience	Male	4.78	1.697	-1.829	398	.068
	Female	5.08	1.545			

The independent sample t-test was used to prove this hypothesis. From Table 4.5, the results indicate that the p-values of opinions score toward motivation factors are higher than the significance level of .05. Therefore, there were no significant differences between opinion toward motivation factors and gender at the significance level of .05. In other words, on average, passengers' overall

opinion toward motivation factors had no significant difference between gender. Thus, hypothesis 1.1 was rejected.

Hypothesis 1.2: There are differences among opinion toward motivation factors when classified by age.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.8 ANOVA Test to Compare Average Opinions Score toward Motivation Factors when Classified by Age

Motivation Factors	Age					F	p-value
	20-25 (n=187)	26-35 (n=130)	36-45 (n=46)	46-55 (n=27)	56-65 (n=10)		
	Mean	Mean	Mean	Mean	Mean		
1. Fare and promotion	5.72	6.02	5.54	5.00	4.70	6.19	.000*
2. Service quality	5.86	6.09	6.35	6.19	6.30	1.99	.059
3. Comfort/Convenience of airlines service	5.88	5.95	6.13	5.89	6.00	.58	.675
4. Safety and security of air craft	5.98	6.49	6.61	6.48	6.80	7.38	.000*
5. Variety of flying routes	5.36	5.45	5.46	5.70	6.20	1.24	.295
6. Airline image	5.62	5.77	6.02	6.00	6.30	2.30	.058
7. Journey purpose (business or leisure)	5.57	5.88	6.20	6.22	6.00	5.33	.000*
8. Escape routine life	5.47	5.72	5.57	5.56	4.90	1.31	.267
9. New experience	5.33	5.07	4.26	3.89	2.50	15.58	.000*

*Significance level at .05

The one-way ANOVA was used to prove this hypothesis. From Table 10, the results indicate that the p-values of opinions score toward motivation factors in item 1 (fare and promotion), safety and security of air craft (item 4), journey purpose (item 7) and new experience (item 9) are lower than the significance level of .05. So, there are differences among opinion toward motivation factors when classified by age at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.7 to 4.11.

Table 4.9 Multiple Comparisons of Opinions Score toward Motivation Factor on Fare and Promotion when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		6.02	5.54	5.00	4.70
20-25	5.72	-.30 (.338)	.17 (.947)	.72 (.091)	1.02 (.165)
26-35	6.02		.47 (.286)	1.02 (.005*)	1.32 (.032*)
36-45	5.54			.54 (.503)	.84 (.422)
46-55	5.00				.30 (.979)

*Significance level at .05

The result of the test in Table 4.7 revealed that the group of aged 26-35 years agreed to select low cost airlines to fly domestic flight in Thailand because of fare and promotion at the .05 significance level.

Table 4.10 Multiple Comparisons of Opinions Score toward Motivation Factor on Safety and Security of Air Craft when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		6.49	6.61	6.48	6.80
20-25	5.98	-.51 (.001*)	-.62 (.009*)	-.50 (.236)	-.82 (.200)
26-35	6.49		-.12 (.979)	.01 (1.000)	-.31 (.933)
36-45	6.61			.13 (.992)	-.19 (.991)
46-55	6.48				-.32 (.951)

*Significance level at .05

The result of the test in Table 4.8 revealed that the group of aged 26-45 years felt agree toward motivation factors on safety and security of air craft at the .05 significance level.

Table 4.11 Multiple Comparisons of Opinions Score toward Motivation Factor on Journey Purpose when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		5.88	6.20	6.22	6.00
20-25	5.57	-.30 (.159)	-.62 (.010*)	-.65 (.056)	-.43 (.805)
26-35	5.88		-.32 (.523)	-.35 (.648)	-.12 (.998)
36-45	6.20			-.03 (1.000)	.20 (.990)
46-55	6.22				-.22 (.987)

*Significance level at .05

The result of the test in Table 13 revealed that the group of aged 36-45 years felt agree toward motivation factors on journey purpose at the .05 significance level.

Table 4.12 Multiple Comparisons of Opinions Score toward Motivation Factor on New Experience when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		5.07	4.26	3.89	2.50
20-25	5.33	.26 (.676)	1.07 (.001*)	1.44 (.000*)	2.83 (.000*)
26-35	5.07		.81 (.046*)	1.18 (.009*)	2.57 (.000*)
36-45	4.26			.37 (.904)	1.76 (.025*)
46-55	3.89				1.39 (.187)

*Significance level at .05

The result of the test in Table 14 revealed that the group of aged 20-35 years agreed to select low cost airlines to fly domestic flight in Thailand because of new experience at the .05 significance level. Moreover, the respondents were 36-45 years old also agreed to select low cost airlines to fly domestic flight because of new experience at the .05 significance level

Hypothesis 1.3: There are differences among opinion toward motivation factors when classified by education.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward motivation factors and education level of the respondents.

Table 4.13 ANOVA Test to Compare Average Opinions Score toward Motivation Factors when Classified by Education

Motivation Factors	Education				F	p-value
	High school or lower (n=20)	Bachelor/College degree (n=279)	Master degree (n=87)	Doctoral degree (n=14)		
	Mean	Mean	Mean	Mean		
1. Fare and promotion	5.85	5.80	5.60	4.64	4.278	.005*
2. Service quality	5.95	5.96	6.16	6.50	1.949	.121
3. Comfort/Convenience of airlines service	5.70	5.92	5.97	6.43	1.508	.212
4. Safety and security of aircraft	6.15	6.18	6.56	6.64	3.711	.012*
5. Variety of flying routes	5.30	5.51	5.20	6.07	2.340	.073
6. Airline image	5.60	5.73	5.78	6.29	1.236	.296
7. Journey purpose (business or leisure)	5.50	5.74	5.95	6.36	2.760	.052
8. Escape routine life	5.55	5.57	5.47	5.64	.156	.926
9. New experience	5.90	5.26	4.00	3.43	23.379	.000*

*Significance level at .05

As shown in Table 4.11, when the one-way ANOVA was used to test this hypothesis, a significant difference was found in opinions score toward motivation factors of the respondents of different education levels. Therefore, the respondents with different education levels have different opinions on fare and promotion, safety and security of air craft and new experience at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 16 to 18.

Table 4.14 Multiple Comparisons of Opinions Score toward Motivation Factor on Fare and Promotion when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		5.80	5.60	4.64
High school or lower	5.85	.05 (.999)	.25 (.880)	1.21 (.052)
Bachelor/College degree	5.80		.21 (.613)	1.16 (.009*)
Master degree	5.60			.95 (.070)

*Significance level at .05

The result of the multiple comparisons test in Table 16 presented that the respondents who had a doctoral degree disagree to select low cost airlines to fly domestic flight in Thailand because of fare and promotion, but the respondents who had a bachelor/college degree agreed to select low cost airlines by focusing on fare and promotion at the .05 significance level.

Table 4.15 Multiple Comparisons of Opinions Score toward Motivation Factor on Safety and Security of Air Craft when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		6.18	6.56	6.64
High school or lower	6.15	-.03 (1.000)	-.41 (.470)	-.49 (.609)
Bachelor/College degree	6.18		-.39 (.029*)	-.47 (.448)
Master degree	6.56			-.08 (.995)

*Significance level at .05

The result of the multiple comparisons test in Table 4.13 presented that the respondents had a master degree agreed to select low cost airlines to fly domestic flight in Thailand because of safety and security of air craft at the .05 significance level.

Table 4.16 Multiple Comparisons of Opinions Score toward Motivation Factor on New Experience when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		5.26	4.00	3.43
High school or lower	5.90	.64 (.333)	1.90 (.000*)	2.47 (.000*)
Bachelor/College degree	5.26		1.26 (.000*)	1.83 (.000*)
Master degree	4.00			.57 (.622)

*Significance level at .05

The result of the multiple comparisons test in Table 4.17 presented that the respondents who had a high school or lower and bachelor/college

degree agreed to select low cost airlines to fly domestic flight in Thailand because of new experience at the .05 significance level.

Hypothesis 1.4: There are differences among opinion toward motivation factors when classified by occupation.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.17 ANOVA Test to Compare Average Opinions Score toward Motivation Factors when Classified by Occupation

Motivation Factors	Occupation					F	p-value
	Government official (n=61)	Company employee (n=144)	Independent/Self-employed (n=56)	Student (n=130)	Unemployment (n=9)		
	Mean	Mean	Mean	Mean	Mean		
1. Fare and promotion	5.28	5.99	5.59	5.65	6.11	4.164	.003*
2. Service quality	6.13	6.08	6.27	5.78	6.33	1.128	.075
3. Comfort/Convenience of airlines service	5.64	6.01	6.16	5.88	6.33	1.661	.132
4. Safety and security of air craft	6.33	6.50	6.48	5.88	6.67	7.395	.000*
5. Variety of flying routes	5.41	5.38	6.00	5.36	4.56	2.748	.064
6. Airline image	5.75	5.69	6.07	5.70	5.67	1.332	.257
7. Journey purpose (business or leisure)	6.02	5.78	6.07	5.58	6.00	1.064	.217
8. Escape routine life	5.69	5.55	5.68	5.45	5.33	.537	.708
9. New experience	4.34	5.02	4.54	5.38	4.44	6.016	.000*

*Significance level at .05

The one-way ANOVA was used to prove this hypothesis. From Table 19, the results indicate that the p-values of opinions score toward motivation factors in item 1 (fare and promotion), safety and security of air craft (item 4) and new experience (item 9) are lower than the significance level of .05. Therefore, there are differences among opinion toward motivation factors when classified by occupation at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.16 to 4.18.

Table 4.18 Multiple Comparisons of Opinions Score toward Motivation Factor on Fare and Promotion when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		5.99	5.59	5.65	6.11
Government official	5.28	-.71 (.007*)	-.31 (.765)	-.38 (.433)	-.83 (.472)
Company employee	5.99		.40 (.370)	.34 (.276)	-.12 (.999)
Independent/ Self-employed	5.59			-.06 (.999)	-.52 (.848)
Student	5.65				-.46 (.886)

*Significance level at .05

The result of the test in Table 20 revealed that the group of company employee agreed to select low cost airlines to fly domestic flight in Thailand because of fare and promotion at the .05 significance level.

Table 4.19 Multiple Comparisons of Opinions Score toward Motivation Factor on Safety and Security of Air Craft when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		6.50	6.48	5.88	6.67
Government official	6.33	-.17 (.876)	-.15 (.956)	.44 (.103)	-.34 (.930)
Company employee	6.50		.02 (1.000)	.62 (.000*)	-.17 (.994)
Independent/ Self-employed	6.48			.60 (.011*)	-.18 (.993)
Student	5.88				-.78 (.299)

*Significance level at .05

The result of the test in Table 4.17 presented that the respondents were student agreed to select low cost airlines to fly domestic flight in Thailand because of safety and security of air craft lower than the respondents were company employee and independent/self-employed at the .05 significance level.

Table4.20 Multiple Comparisons of Opinions Score toward Motivation Factor on New experience when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		5.02	4.54	5.38	4.44
Government official	4.34	-.68 (.097)	-.19 (.980)	-1.04 (.001*)	-.10 (1.000)
Company employee	5.02		.49 (.430)	-.36 (.456)	.58 (.888)
Independent/ Self-employed	4.54			-.85 (.024*)	.09 (1.000)
Student	5.38				.94 (.557)

*Significance level at .05

The result of the test in Table 4.18 presented that the respondents were student agreed to select low cost airlines to fly domestic flight in Thailand because of new experience higher than the respondents were government official and independent/self-employed at the .05 significance level.

Hypothesis 1.5: There are differences among opinion toward motivation factors when classified by income.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward motivation factors and income of the respondents.

Table 4.21 ANOVA Test to Compare Average Opinions Score toward Motivation Factors when Classified by Income

Motivation Factors	Income				F	p-value
	Less than 10,000 baht/month (n=112)	10,000-25,000 baht/month (n=176)	25,001-40,000 baht/month (n=57)	More than 40,000 baht/month (n=55)		
	Mean	Mean	Mean	Mean		
1.Fare and promotion	5.69	5.94	5.72	5.07	7.039	.000*
2.Service quality	5.71	6.07	6.19	6.33	5.909	.001*
3.Comfort/Convenience of airlines service	5.86	5.95	5.89	6.11	.797	.496
4. Safety and security of air craft	5.88	6.35	6.46	6.65	8.788	.000*
5. Variety of flying routes	5.21	5.35	5.84	5.85	5.095	.002*
6. Airline image	5.52	5.73	5.91	6.16	4.683	.003*
7. Journey purpose (business or leisure)	5.54	5.74	5.98	6.31	7.668	.000*
8. Escape routine life	5.46	5.57	5.63	5.60	.312	.817
9. New experience	5.40	5.16	4.88	3.47	22.470	.000*

*Significance level at .05

As shown in Table 4.19, when the one-way ANOVA was used to test this hypothesis, a significant difference was found in opinions score toward motivation factors of the respondents of different occupation. Therefore, the respondents with different occupation have different opinions on fare and promotion, service quality, safety and security of air craft, variety of flying routes, airline image, journey purpose and new experience at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.20 to 4.26.

Table 4.22. Multiple Comparisons of Opinions Score toward Motivation Factor on Fare and Promotion when Classified by Income

Income	Mean	10,000-25,000	25,001-40,000	More than
		baht/month	baht/month	40,000 baht/month
		5.94	5.72	5.07
Less than 10,000 baht/month	5.69	-.26 (.399)	-.03 (.999)	.61 (.028*)
10,000-25,000 baht/month	5.94		.22 (.699)	.87 (.000*)
25,001-40,000 baht/month	5.72			.65 (.053)

*Significance level at .05

As shown in Table 4.20, the group of subjects earned more than 40,000 baht a month disagreed to select low cost airlines to fly domestic flight in Thailand because of fare and promotion when comparing with the groups of subjects earned less than 10,000 baht a month and 10,000-25,000 baht a month at the .05 significance level.

Table 4.23 Multiple Comparisons of Opinions Score toward Motivation Factor on Service Quality when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		6.07	6.19	6.33
Less than 10,000 baht/month	5.71	-.35 (.037*)	-.48 (.036*)	-.61 (.003*)
10,000-25,000 baht/month	6.07		-.12 (.880)	-.26 (.000*)
25,001-40,000 baht/month	6.19			-.13 (.918)

*Significance level at .05

As shown in Table 4.21, the group of subjects earned less than 10,000 baht a month disagreed to select low cost airlines to fly domestic flight in Thailand because of service quality comparing with the other groups at the .05 significance level and the group of subjects earned more than 40,000 baht a month agreed to select low cost airlines to fly domestic flight in Thailand because of service quality comparing with the groups of subjects earned less than 10,000 baht a month and 10,000-25,000 baht a month at the .05 significance level

Table 4.24 Multiple Comparisons of Opinions Score toward Motivation Factors on Safety and Security of Air Craft when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		6.35	6.46	6.65
Less than 10,000 baht/month	5.88	-.46 (.003*)	-.57 (.009*)	-.77 (.000*)
10,000-25,000 baht/month	6.35		-.11 (.921)	-.31 (.289)
25,001-40,000 baht/month	6.46			-.19 (.791)

*Significance level at .05

According to Table 264, the group of subjects earned less than 10,000 baht a month agreed to select low cost airlines to fly domestic flight in Thailand because of safety and security of air craft at the .05 significance level.

Table 4.25 Multiple Comparisons of Opinions Score toward Motivation Factors on Variety of Flying Routes when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.35	5.84	5.85
Less than 10,000 baht/month	5.21	-.14 (.851)	-.64 (.032*)	-.65 (.030*)
10,000-25,000 baht/month	5.35		-.50 (.107)	-.51 (.101)
25,001-40,000 baht/month	5.84			-.01 (1.000)

*Significance level at .05

According to Table 4.23, the group of subjects earned less than 10,000 baht a month disagreed to select low cost airlines to fly domestic flight in Thailand because of variety of flying routes comparing with the groups of subjects earned 25,001-40,000 baht a month and more than 40,000 baht a month at the .05 significance level.

Table 4.26. Multiple Comparisons of Opinions Score toward Motivation Factors on Airline Image when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.73	5.91	6.16
Less than 10,000 baht/month	5.52	-.22 (.455)	-.39 (.184)	-.65 (.006*)
10,000-25,000 baht/month	5.73		-.18 (.766)	-.43 (.094)
25,001-40,000 baht/month	5.91			-.25 (.691)

*Significance level at .05

According to Table 4.24, the group of subjects earned less than 10,000 baht a month disagreed to select low cost airlines to fly domestic flight in Thailand because of airline image comparing with the group of subjects earned more than 40,000 baht a month at the .05 significance level.

Table 4.27 Multiple Comparisons of Opinions Score toward Motivation Factors on Journey Purpose when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.74	5.98	6.31
Less than 10,000 baht/month	5.54	-0.21 (.425)	-0.45 (.071)	-0.77 (.000*)
10,000-25,000 baht/month	5.74		-0.24 (.515)	-0.56 (.006*)
25,001-40,000 baht/month	5.98			-0.33 (.424)

*Significance level at .05

According to Table 4.25, the group of subjects earned more than 40,000 baht a month agreed to select low cost airlines to fly domestic flight in Thailand because of journey purpose comparing with the groups of subjects earned less than 10,000 baht a month and 10,000-25,000 baht a month at the .05 significance level.

Table 4.28 Multiple Comparisons of Opinions Score toward Motivation Factors on New Experience when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.16	4.88	3.47
Less than 10,000 baht/month	5.40	.24 (.615)	.52 (.202)	1.93 (.000*)
10,000-25,000 baht/month	5.16		-.28 (.676)	1.69 (.000*)
25,001-40,000 baht/month	4.88			1.40 (.000*)

*Significance level at .05

According to Table 4.26, the group of subjects earned more than 40,000 baht a month disagreed to select low cost airlines to fly domestic flight in Thailand because of new experience comparing with the other groups at the .05 significance level.

Hypothesis 2: There are differences among opinion toward decision making styles when classified by demographic characteristics.

Hypothesis 2.1: There are differences among opinion toward decision making styles when classified by gender.

To analyze the data gained from the respondents. The independent sample t-test was used to prove this hypothesis.

Table 4.29 Comparative Average Opinions Score toward Decision Making Styles between Male and Female

Decision Making Styles	Gender	Mean	SD.	t	df	p-value
1. (High-quality) Searching carefully and systematically for the best quality in products.	Male	5.67	1.258	-.017	398	.986
	Female	5.67	1.155			
2. (Price equals quality) Buying the more expensive, well-known brands.	Male	4.71	1.543	-.368	398	.713
	Female	4.77	1.561			
3. Satisfying new and innovative products and gain excitement from seeking out new things.	Male	5.41	1.209	.484	398	.629
	Female	5.35	1.231			
4. Shopping a pleasant activity and shops just for the fun of it.	Male	4.72	1.467	-.452	398	.651
	Female	4.79	1.503			
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	Male	5.56	1.278	.381	398	.704
	Female	5.51	1.203			
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	Male	4.19	1.484	-.279	398	.780
	Female	4.23	1.450			
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	Male	4.23	1.450	-1.761	398	.079
	Female	4.51	1.600			
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	Male	4.93	1.519	-1.044	398	.297
	Female	5.08	1.464			

The independent sample t-test was used to prove this hypothesis. From Table 4.27, the results indicate that the p-values of opinions score toward decision making styles are higher than the significance level of .05. Therefore, there were no significant differences between opinion toward decision making styles and gender at the significance level of .05.

Hypothesis 2.2: There are differences among opinion toward decision making styles when classified by age.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.30 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Age Groups

Decision Making Styles	Age					F	p-value
	20-25 (n=187)	26-35 (n=130)	36-45 (n=46)	46-55 (n=27)	56-65 (n=10)		
	Mean	Mean	Mean	Mean	Mean		
1. (High-quality) Searching carefully and systematically for the best quality in products.	5.78	5.86	5.54	4.63	4.60	9.126	.000*
2. (Price equals quality) Buying the more expensive, well-known brands.	4.88	4.47	4.74	5.04	5.10	1.775	.133
3. Satisfying new and innovative products and gain excitement from seeking out new things.	5.41	5.41	5.37	5.07	5.00	.696	.595
4. Shopping a pleasant activity and shops just for the fun of it.	4.86	4.58	4.72	4.81	5.20	.904	.462
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	5.52	5.69	5.48	5.07	4.90	2.189	.070

*Significance level at .05

Table 4.30 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Age Groups (cont.)

Decision Making Styles	Age					F	p-value
	20-25 (n=187)	26-35 (n=130)	36-45 (n=46)	46-55 (n=27)	56-65 (n=10)		
	Mean	Mean	Mean	Mean	Mean		
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	4.44	4.12	4.11	3.67	3.20	1.546	.070
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	4.70	4.36	4.15	3.56	2.70	7.516	.000*
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	5.05	4.80	5.17	5.41	5.50	1.587	.177

*Significance level at .05

The one-way ANOVA was used to prove this hypothesis. From Table 4.28, the results indicate that the p-values of opinions score toward decision making styles in item 1 (searching carefully and systematically for the best quality in products) and confused by over choice consumer; perceiving too many brands and stores from which to choose, experiencing information overload in the market (item 7) are lower than the significance level of .05. In summary, there are differences among opinion toward decision making styles when classified by age at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 33 to 34.

Table 4.31 Multiple Comparisons of Opinions Score toward Decision Making Style based on Searching Carefully and Systematically for the Best Quality in Products when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		5.86	5.54	4.63	4.60
20-25	5.78	-.09 (.980)	.23 (.826)	1.15 (.000*)	1.18 (.044*)
26-35	5.86		.32 (.627)	1.23 (.000*)	1.26 (.026*)
36-45	5.54			.91 (.031*)	.94 (.239)
46-55	4.63				.03 (1.000)

*Significance level at .05

The result of the test in Table 4.39 revealed that the opinions toward decision making style based on searching carefully and systemically for the best quality in products of the groups of aged 20-25 years and 26-35 years were more positive than the groups of aged 46-55 years and 56-65 years at the .05 significance level. In addition, the group of aged 36-45 years had searching carefully and systemically for the best quality in products higher than the group of aged 46-55 years at the .05 significance level.

Table 4.32 Multiple Comparisons of Opinions Score toward Decision Making Style based on Confused by over Choice when Classified by Age Groups

Age	Mean	26-35	36-45	46-55	56-65
		4.36	4.15	3.56	2.70
20-25	4.70	.33 (.434)	.54 (.305)	1.14 (.009*)	2.00 (.002*)
26-35	4.36		.21 (.956)	.81 (.169)	1.66 (.023*)
36-45	4.15			.60 (.610)	1.45 (.105)
46-55	3.56				.86 (.666)

*Significance level at .05

The result of the test in Table 4.30 revealed that the opinions toward decision making style based on confused by over choice of the group of aged 20-25 years were more than the groups of aged 46-55 years and 56-65 years at the .05 significance level. In addition, the group of aged 26-35 years confused by over choice higher than the group of aged 56-65 years at the .05 significance level.

Hypothesis 2.3: There are differences among opinion toward decision making styles when classified by education.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward decision making styles and education level of the respondents.

Table 4.33 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Education

Decision Making Styles	Education				F	p-value
	High school or lower (n=20)	Bachelor/College degree (n=279)	Master degree (n=87)	Doctoral degree (n=14)		
	Mean	Mean	Mean	Mean		
1. (High-quality) Searching carefully and systematically for the best quality in products.	5.80	5.76	5.51	4.71	4.233	.006*
2. (Price equals quality) Buying the more expensive, well-known brands.	4.70	4.73	4.68	5.64	1.640	.180
3. Satisfying new and innovative products and gain excitement from seeking out new things.	5.30	5.42	5.18	5.57	.997	.394
4. Shopping a pleasant activity and shops just for the fun of it.	4.80	4.78	4.53	5.64	2.401	.067

*Significance level at .05

Table 4.33 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Education (cont.)

Decision Making Styles	Education				F	p-value
	High school or lower (n=20)	Bachelor/ College degree (n=279)	Master degree (n=87)	Doctoral degree (n=14)		
	Mean	Mean	Mean	Mean		
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	5.55	5.59	5.36	5.29	.992	.397
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	4.70	4.32	3.86	3.64	3.647	.013*
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	5.00	4.66	3.60	3.36	14.892	.000*
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	5.30	5.06	4.66	6.00	4.192	.006*

*Significance level at .05

As shown in Table 4.31, when the one-way ANOVA was used to test this hypothesis, a significant difference was found in opinions score toward decision making styles of the respondents of different education levels. Therefore, the respondents with different education levels have different opinions on searching carefully and systematically for the best quality in products, buying on the spur of the moment and appear unconcerned how much they spend or getting best buys, confused by over choice consumer and having favorite brands and stores, who have formed habits in choosing these repetitively at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.32 to 4.35.

Table 4.34 Multiple Comparisons of Opinions Score toward Decision Making Style based on Searching Carefully and Systematically for the Best Quality in Products when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		5.76	5.51	4.71
High school or lower	5.80	.04 (.999)	.29 (.799)	1.09 (.075)
Bachelor/College degree	5.76		.25 (.382)	1.05 (.016*)
Master degree	5.51			.79 (.146)

*Significance level at .05

The result of the multiple comparisons test in Table 4.32 presented that the respondents who had a bachelor/college degree searched for the data carefully and systematically for the best quality in products higher than the respondents who had a doctoral degree at the .05 significance level.

Table 4.35 Multiple Comparisons of Opinions Score toward Decision Making Style based on Buying on the Spur of the Moment and Appear Unconcerned Price when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		4.32	3.86	3.64
High school or lower	4.70	.38 (.725)	.84 (.144)	1.06 (.224)
Bachelor/College degree	4.32		.45 (.041*)	.67 (.412)
Master degree	3.86			.22 (.964)

*Significance level at .05

The result of the multiple comparisons test in Table 4.33 presented that the respondents who had a bachelor/college degree bought on the spur of the moment and appear unconcerned price higher than the respondents who had a master degree at the .05 significance level.

Table 4.36 Multiple Comparisons of Opinions Score toward Decision Making Style based on Confused by over Choice when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		4.66	3.60	3.36
High school or lower	5.00	.34 (.796)	1.40 (.002*)	1.64 (.017*)
Bachelor/College degree	4.66		1.06 (.000*)	1.30 (.016*)
Master degree	3.60			.24 (.956)

*Significance level at .05

The result of the multiple comparisons test in Table 4.34 presented that the respondents who had a high school or lower and bachelor/college degree confused by over choice higher than the respondents who had a master degree and doctoral degree at the .05 significance level.

Table 4.37 Multiple Comparisons of Opinions Score toward Decision Making Style based on Having Favorite Brands and Choosing these repetitively when Classified by Education

Education	Mean	Bachelor/College degree	Master degree	Doctoral degree
		5.06	4.66	6.00
High school or lower	5.30	.24 (.923)	.64 (.373)	-.70 (.600)
Bachelor/College degree	5.06		.41 (.163)	-.94 (.146)
Master degree	4.66			-1.34 (.019*)

*Significance level at .05

The result of the multiple comparisons test in Table 4.35 presented that the respondents who had a master degree had favorite brands and chosen these repetitively lower than the respondents who had a doctoral degree at the .05 significance level.

Hypothesis 2.4: There are differences among opinion toward decision making styles when classified by occupation.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.38 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Occupation

Decision Making Styles	Occupation					F	p-value
	Government official (n=61)	Company employee (n=144)	Independent/Self-employed (n=56)	Student (n=130)	Unemployment (n=9)		
	Mean	Mean	Mean	Mean	Mean		
1. (High-quality) Searching carefully and systematically for the best quality in products.	5.41	5.69	5.59	5.82	5.44	1.366	.245
2. (Price equals quality) Buying the more expensive, well-known brands.	4.67	4.46	5.25	4.89	4.67	3.105	.016*
3. Satisfying new and innovative products and gain excitement from seeking out new things.	5.36	5.16	5.68	5.47	5.44	2.211	.067
4. Shopping a pleasant activity and shops just for the fun of it.	5.05	4.43	4.95	4.92	4.56	2.057	.057

*Significance level at .05

Table 4.38 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Occupation (cont.)

Decision Making Styles	Occupation					F	p-value
	Government official (n=61)	Company employee (n=144)	Independent/Self-employed (n=56)	Student (n=130)	Unemployment (n=9)		
	Mean	Mean	Mean	Mean	Mean		
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	5.43	5.71	5.41	5.45	5.22	1.288	.274
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	3.95	4.01	4.29	4.56	3.67	3.436	.009*
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	3.79	4.35	4.34	4.82	3.67	5.556	.000*
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	4.87	4.73	5.88	5.07	4.67	6.690	.000*

*Significance level at .05

The one-way ANOVA was used to prove this hypothesis. From Table 4.36, the results indicate that the p-values of opinions score toward decision making styles in item 2 (buying the more expensive, well-known brands), buying on the spur of the moment and appear unconcerned how much they spend or getting best buys (item 6), confused by over choice consumer; perceiving too many brands and stores from which to choose, experiencing information overload in the market (item 7) and having favorite brands and stores, who have formed habits in choosing these repetitively (item 8) are lower than the significance level of .05. In summary, there are differences among opinion toward decision making styles when classified by occupation at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 41 to 44.

Table 4.39 Multiple Comparisons of Opinions Score toward Decision Making Style based on Buying the More Expensive and Well-Known Brands when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		4.46	5.25	4.89	4.67
Government official	4.67	.21 (.934)	-.58 (.390)	-.22 (.931)	.00 (1.000)
Company employee	4.46		-.79 (.032*)	-.43 (.246)	-.21 (.997)
Independent/ Self-employed	5.25			.36 (.713)	.58 (.891)
Student	4.89				.23 (.996)

*Significance level at .05

The result of the test in Table 4.37 revealed that the company employee agreed to select low cost airlines that more expensive and well-known brands comparing with the respondents were independent/self-employed at the .05 significance level.

Table 4.40 Multiple Comparisons of Opinions Score toward Decision Making Style based on Buying on the Spur of the Moment and Appear Unconcerned Price when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		4.01	4.29	4.56	3.67
Government official	3.95	-.06 (.999)	-.33 (.814)	-.61 (.118)	.28 (.990)
Company employee	4.01		-.27 (.839)	-.55 (.045*)	.35 (.974)
Independent/ Self-employed	4.29			-.28 (.839)	.62 (.840)
Student	4.56				.89 (.521)

*Significance level at .05

The result of the test in Table 4.38 showed that the respondents were company employee bought on the spur of the moment and appear unconcerned price lower than the respondents were student at the .05 significance level.

Table 4.41 Multiple Comparisons of Opinions Score toward Decision Making Style based on Confused by over Choice when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		4.35	4.34	4.82	3.67
Government official	3.79	-.56 (.210)	-.55 (.421)	-1.03 (.001*)	.12 (1.000)
Company employee	4.35		.01 (1.000)	-.47 (.164)	.68 (.788)
Independent/ Self-employed	4.34			-.48 (.424)	.67 (.820)
Student	4.82				1.15 (.304)

*Significance level at .05

The result of the test in Table 43 showed that the respondents were government official confused by over choice lower than the respondents were student at the .05 significance level.

Table 4.42 Multiple Comparisons of Opinions Score toward Decision Making Style based on Having Favorite Brands and Choosing these repetitively when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		4.73	5.88	5.07	4.67
Government official	4.87	.14 (.982)	-1.01 (.008*)	-.20 (.939)	.20 (.997)
Company employee	4.73		-1.15 (.000*)	-.34 (.438)	.06 (1.000)
Independent/ Self-employed	5.88			.81 (.017*)	1.21 (.249)
Student	5.07				.40 (.957)

*Significance level at .05

The result of the test in Table 4.40 showed that the respondents were independent/self-employed had favorite brands and chosen these repetitively higher than the respondents were government official, company employee and student at the .05 significance level.

Hypothesis 2.5: There are differences among opinion toward decision making styles when classified by income.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward decision making styles and income of the respondents.

Table 4.43 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Income

Decision Making Styles	Income				F	p-value
	Less than 10,000 baht/month (n=112)	10,000- 25,000 baht/month (n=176)	25,001- 40,000 baht/month (n=57)	More than 40,000 baht/month (n=55)		
	Mean	Mean	Mean	Mean		
1. (High-quality) Searching carefully and systematically for the best quality in products.	5.76	5.77	5.65	5.18	3.779	.011*
2. (Price equals quality) Buying the more expensive, well-known brands.	4.73	4.48	5.05	5.33	5.234	.001*
3. Satisfying new and innovative products and gain excitement from seeking out new things.	5.30	5.36	5.56	5.35	.588	.623
4. Shopping a pleasant activity and shops just for the fun of it.	4.79	4.61	4.74	5.20	2.263	.081
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	5.43	5.70	5.56	5.15	3.205	.023*

Table 4.43 ANOVA Test to Compare Average Opinions Score toward Decision Making Styles when Classified by Income (cont.)

Decision Making Styles	Income				F	p-value
	Less than 10,000 baht/month (n=112)	10,000-25,000 baht/month (n=176)	25,001-40,000 baht/month (n=57)	More than 40,000 baht/month (n=55)		
	Mean	Mean	Mean	Mean		
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	4.45	4.22	4.09	3.84	2.333	.074
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	4.67	4.49	4.51	3.44	9.062	.000*
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	4.95	4.82	5.11	5.73	5.570	.001*

*Significance level at .05

As shown in Table 4.41, when the one-way ANOVA was used to test this hypothesis, a significant difference was found in opinions score toward decision making styles of the respondents of different income. Therefore, the

respondents with different education levels have different opinions on searching carefully and systematically for the best quality in products, buying the more expensive, well-known brands, satisfying in particularly high consciousness of sale prices and lower prices in general, confused by over choice consumer and having favorite brands and stores, who have formed habits in choosing these repetitively at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.42 to 4.46.

Table 4.44 Multiple Comparisons of Opinions Score toward Decision Making Style based on Searching Carefully and Systematically for the Best Quality in Products when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.77	5.65	5.18
Less than 10,000 baht/month	5.76	-.01 (1.000)	.11 (.955)	.58 (.034*)
10,000-25,000 baht/month	5.77		.12 (.925)	.59 (.016*)
25,001-40,000 baht/month	5.65			.47 (.226)

*Significance level at .05

As shown in Table 4.42, the group of subjects earned more than 40,000 baht a month searched for the data carefully and systematically for the best quality in products lower than the groups of subjects earned less than 10,000 baht a month and 10,000-25,000 baht a month at the .05 significance level

Table 4.45 Multiple Comparisons of Opinions Score toward Decision Making Style based on Buying the More Expensive and Well-Known Brands when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		4.48	5.05	5.33
Less than 10,000 baht/month	4.73	.25 (.593)	-.32 (.646)	-.60 (.135)
10,000-25,000 baht/month	4.48		-.58 (.109)	-.85 (.005*)
25,001-40,000 baht/month	5.05			-.27 (.824)

*Significance level at .05

As shown in Table 4.43, the group of subjects earned 10,000-25,000 baht a month selected low cost airlines that more expensive and well-known brands lower than the groups of subjects earned more than 40,000 baht a month at the .05 significance level

Table 4.46 Multiple Comparisons of Opinions Score toward Decision Making Style based on Satisfying in Particularly High Consciousness of Sale Prices and Lower Prices in General when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		5.70	5.56	5.15
Less than 10,000 baht/month	5.43	-.27 (.342)	-.13 (.930)	.28 (.577)
10,000-25,000 baht/month	5.70		.14 (.909)	.55 (.037*)
25,001-40,000 baht/month	5.56			.41 (.357)

*Significance level at .05

As shown in Table 48, the group of subjects earned 10,000-25,000 baht a month satisfied in particularly high consciousness of sale prices and lower prices in general higher than the groups of subjects earned more than 40,000 baht a month at the .05 significance level

Table 4.47 Multiple Comparisons of Opinions Score toward Decision Making Style based on Confused by over Choice when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		4.49	4.51	3.44
Less than 10,000 baht/month	4.67	.18 (.802)	.16 (.933)	1.23 (.000*)
10,000-25,000 baht/month	4.49		-.02 (1.000)	1.05 (.000*)
25,001-40,000 baht/month	4.51			1.07 (.003*)

*Significance level at .05

According to Table 4.45, the group of subjects earned more than 40,000 baht a month confused by over choice lower than the other groups at the .05 significance level

Table 4.48 Multiple Comparisons of Opinions Score toward Decision Making Style based on Having Favorite Brands and Choosing these repetitively when Classified by Income

Income	Mean	10,000-25,000 baht/month	25,001-40,000 baht/month	More than 40,000 baht/month
		4.82	5.11	5.73
Less than 10,000 baht/month	4.95	.13 (.913)	-.16 (.931)	-.78 (.015*)
10,000-25,000 baht/month	4.82		-.29 (.646)	-.91 (.001*)
25,001-40,000 baht/month	5.11			-.62 (.169)

*Significance level at .05

According to Table 4.46, the group of subjects earned more than 40,000 baht a month had favorite brands and chosen these repetitively higher than the groups of subjects earned less than 10,000 baht a month and 10,000-25,000 baht a month at the .05 significance level

Hypothesis 3: There are differences among opinion toward influencing of corporate reputation when classified by demographic characteristics.

Hypothesis 3.1: There are differences among opinion toward influencing of corporate reputation when classified by gender.

To analyze the data gained from the respondents. The independent sample t-test was used to prove this hypothesis.

Table 4.49 Comparative Average Opinions Score toward Influencing of Corporate Reputation between Male and Female

Influencing of Corporate Reputation	Gender	Mean	SD.	t	df	p-value
1. Corporate reputation enables to attract customers repetitively.	Male	5.72	1.041	-.019	398	.985
	Female	5.72	1.121			
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	Male	6.03	.934	-.411	398	.681
	Female	6.07	.950			
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	Male	5.94	.963	.238	398	.812
	Female	5.91	1.073			
4. Brand represents airline's corporate reputation.	Male	5.48	1.223	-.977	398	.329
	Female	5.60	1.273			

The independent sample t-test was used to prove this hypothesis. From Table 51, the results indicate that the p-values of opinions score toward influencing of corporate reputation are higher than the significance level of .05. Therefore, there were no significant differences between opinion toward influencing of corporate reputation and gender at the significance level of .05.

Hypothesis 3.2: There are differences among opinion toward influencing of corporate reputation when classified by age.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.50 ANOVA Test to Compare Average Opinions Score toward Influencing of Corporate Reputation when Classified by Age Groups

Influencing of Corporate Reputation	Age					F	p-value
	20-25 (n=187)	26-35 (n=130)	36-45 (n=46)	46-55 (n=27)	56-65 (n=10)		
	Mean	Mean	Mean	Mean	Mean		
1. Corporate reputation enables to attract customers repetitively.	5.75	5.64	5.72	5.89	5.70	.389	.816
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	6.06	6.00	6.11	6.11	6.30	.339	.852
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	5.90	5.91	5.91	6.07	6.20	.359	.838
4. Brand represents airline's corporate reputation.	5.59	5.41	5.65	5.81	5.40	.888	.471

The one-way ANOVA was used to prove this hypothesis. From Table 4.48, the results indicate that the p-values of opinions score toward influencing of corporate reputation are higher than the significance level of .05. In summary, there were no significant differences in the influencing of corporate reputation among subjects who had different levels of age at the significance level of .05.

Hypothesis 3.3: There are differences among opinion toward influencing of corporate reputation when classified by education.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward influencing of corporate reputation and education level of the respondents.

Table 4.51 ANOVA Test to Compare Average Opinions Score toward Influencing of Corporate Reputation when Classified by Education

Influencing of Corporate Reputation	Education				F	p-value
	High school or lower (n=20)	Bachelor/College degree (n=279)	Master degree (n=87)	Doctoral degree (n=14)		
	Mean	Mean	Mean	Mean		
1. Corporate reputation enables to attract customers repetitively.	5.80	5.79	5.46	5.86	2.155	.093
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	6.20	6.08	5.89	6.43	1.904	.128
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	6.05	5.95	5.76	6.21	1.281	.280
4. Brand represents airline's corporate reputation.	5.60	5.63	5.26	5.57	1.953	.121

As shown in Table 4.49, when the one-way ANOVA was used to test this hypothesis, the results indicate that the p-values of opinions score toward influencing of corporate reputation are higher than the significance level of .05. So, there were no significant differences in the influencing of corporate reputation among subjects who had different levels of education at the significance level of .05.

Hypothesis 3.4: There are differences among opinion toward influencing of corporate reputation when classified by occupation.

To analyze the data gained from respondents. The one-way ANOVA was used to prove this hypothesis.

Table 4.52 ANOVA Test to Compare Average Opinions Score toward Influencing of Corporate Reputation when Classified by Occupation

Influencing of Corporate Reputation	Occupation					F	p-value
	Government official (n=61)	Company employee (n=144)	Independent/Self-employed (n=56)	Student (n=130)	Unemployment (n=9)		
	Mean	Mean	Mean	Mean	Mean		
1. Corporate reputation enables to attract customers repetitively.	5.57	5.58	6.18	5.73	6.00	3.633	.006*
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	6.02	5.93	6.43	6.05	6.11	2.916	.021*
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	6.07	5.79	6.18	5.89	5.89	1.788	.130
4. Brand represents airline's corporate reputation.	5.49	5.36	6.04	5.57	5.67	3.040	.017*

*Significance level at .05

The one-way ANOVA was used to prove this hypothesis. From Table 54, the results indicate that the p-values of opinions score toward influencing of corporate reputation in item 1 (corporate reputation enables to attract customers repetitively), positive reputation encourages customers trust in a airline and increases commitment of consumer (item 2) and brand represents airline's corporate reputation (item 4) are lower than the significance level of .05. Therefore, there are differences among opinion toward influencing of corporate reputation when classified by occupation at the significance level of .05. The Scheffe method was employed to test multiple comparisons in Tables 4.51 to 5.53.

Table 4.53 Multiple Comparisons for Opinions Score of Corporate Reputation toward Corporate Reputation Enables to Attract Customers repetitively when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		5.58	6.18	5.73	6.00
Government official	5.57	.01 (1.000)	-.61 (.057)	-.16 (.926)	-.43 (.872)
Company employee	5.58		-.60 (.014*)	-.15 (.842)	-.42 (.858)
Independent/ Self-employed	6.18			.45 (.149)	.18 (.995)
Student	5.73				-.27 (.971)

*Significance level at .05

The result of the test in Table 55 revealed that the respondents were independent/self-employed had opinion toward corporate reputation enables to attract customers repetitively more positive than the respondents were company employee at the .05 significance level.

Table 4.54 Multiple Comparisons for Opinions Score of Corporate Reputation toward Positive Reputation Encourages Customers Trust in a Airline and Increases Commitment of Consumer when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		5.93	6.43	6.05	6.11
Government official	6.02	.09 (.985)	-.41 (.226)	-.03 (1.000)	-.09 (.999)
Company employee	5.93		-.50 (.023*)	-.12 (.902)	-.18 (.989)
Independent/ Self-employed	6.43			.38 (.163)	.32 (.925)
Student	6.05				-.06 (1.000)

*Significance level at .05

As shown in Table 4.52, the respondents were independent/self-employed had opinion toward positive reputation encourages customers trust in a airline and increases commitment of consumer more positive than the respondents were company employee at the .05 significance level.

Table 4.55 Multiple Comparisons for Opinions Score of Corporate Reputation toward Brand Represents Airline's Corporate Reputation when Classified by Occupation

Occupation	Mean	Company employee	Independent/ Self-employed	Student	Unemployment
		5.36	6.04	5.57	5.67
Government official	5.49	.13 (.976)	-.54 (.232)	-.08 (.997)	-.17 (.997)
Company employee	5.36		-.67 (.019*)	-.21 (.750)	-.31 (.972)
Independent/ Self-employed	6.04			.47 (.239)	.37 (.953)
Student	5.57				-.10 (1.000)

*Significance level at .05

According to Table 4.53, the respondents were independent/self-employed had opinion toward brand represents airline's corporate

reputation more positive than the respondents were company employee at the .05 significance level.

Hypothesis 3.5: There are differences among opinion toward influencing of corporate reputation when classified by income.

The one-way ANOVA was performed to test this hypothesis in order to find out a significant difference in opinion toward influencing of corporate reputation and income of the respondents.

Table 4.56 ANOVA Test to Compare Average Opinions Score toward Influencing of Corporate Reputation when Classified by Income

Influencing of Corporate Reputation	Income				F	p-value
	Less than 10,000 baht/month (n=112)	10,000-25,000 baht/month (n=176)	25,001-40,000 baht/month (n=57)	More than 40,000 baht/month (n=55)		
	Mean	Mean	Mean	Mean		
1. Corporate reputation enables to attract customers repetitively.	5.74	5.63	5.72	5.98	1.528	.207
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.	6.04	5.94	6.09	6.42	3.733	.011*
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.	5.88	5.83	6.04	6.18	1.936	.123
4. Brand represents airline's corporate reputation.	5.54	5.46	5.60	5.82	1.172	.320

*Significance level at .05

As shown in Table 58, when the one-way ANOVA was used to test this hypothesis, a significant difference was found in opinions score toward influencing of corporate reputation of the respondents of different income. Therefore, the respondents with different income have different opinions toward positive reputation encourages customers trust in airline and increases commitment of consumer at the significance level of .05. The Scheffe method was used to test multiple comparisons in Table 4.55.

Table 4.57 Multiple Comparisons for Opinions Score of Corporate Reputation toward Positive Reputation Encourages Customers Trust in a Airline and Increases Commitment of Consumer when Classified by Income

Income	Mean	10,000-25,000	25,001-40,000	More than
		baht/month	baht/month	40,000 baht/month
		5.94	6.09	6.42
Less than 10,000 baht/month	6.04	.11 (.825)	-.04 (.994)	-.37 (.118)
10,000-25,000 baht/month	5.94		-.15 (.773)	-.48 (.012*)
25,001-40,000 baht/month	6.09			-.33 (.321)

*Significance level at .05

As shown in Table 4.55, the respondents earned more than 40,000 baht a month had opinion toward positive reputation encourages customers trust in a airline and increases commitment of consumer more positive than the respondents earned 10,000-25,000 baht a month at the .05 significance level.

Hypothesis 4: There is a relationship between motivation factors and usage of low cost airlines.

To analyze the data gained from the respondents. The Pearson's correlation was used to prove this hypothesis.

Table 4.58 Pearson's Correlation Coefficients between Motivation Factors and Usage of Low Cost Airlines

Motivation Factors	Usage of Low Cost Airlines	
	Pearson's Correlation Coefficients (r)	p-value
1.Fare and promotion	-.087	.084
2.Service quality	.095	.058
3.Comfort/Convenience of airlines service	.064	.203
4. Safety and security of air craft	.071	.154
5. Variety of flying routes	.162	.001*
6. Airline image	.109	.029*
7. Journey purpose (business or leisure)	.186	.000*
8. Escape routine life	.126	.011*
9. New experience	-.276	.000*

*Significance level at .05

As can be seen in Table 4.54, the Pearson's correlation coefficients indicate that the impotence of association between the variables is very weak, and that the p-values are very highly significantly different from zero. In conclusion, there is a very weak positive correlation between motivation factors on variety of flying routes, airline image, journey purpose (business or leisure) and escape routine life with usage of low cost airlines at the .05 significance level. Moreover, there is a very weak negative correlation between motivation factors on new experience and usage of low cost airlines at the .05 significance level.

Hypothesis 5: There is a relationship between decision making styles and usage of low cost airlines.

The Pearson's correlation was performed to test this hypothesis in order to find out a significant relationship between decision making styles and usage of low cost airlines of the respondents.

Table 4.59 Pearson's Correlation Coefficients between Decision Making Styles and Usage of Low Cost Airlines

Decision Making Styles	Usage of Low Cost Airlines	
	Pearson's Correlation Coefficients (r)	p-value
1. (High-quality) Searching carefully and systematically for the best quality in products.	-.119	.017*
2. (Price equals quality) Buying the more expensive, well-known brands.	.154	.002*
3. Satisfying new and innovative products and gain excitement from seeking out new things.	.089	.077
4. Shopping a pleasant activity and shops just for the fun of it.	.187	.002*
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.	-.030	.556
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.	-.097	.053
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.	-.166	.001*
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.	.261	.000*

*Significance level at .05

As can be seen in Table 4.57, the Pearson's correlation coefficients indicate that the impotence of association between the variables is very low, and that the p-values are very highly significantly different from zero. In conclusion, there is a very low positive correlation between decision making styles based on buying the more expensive and well-known brands, shopping a pleasant activity and shops just for the fun of it and having favorite brands and stores, who have formed habits in choosing these repetitively with usage of low cost airlines at the .05 significance level. Moreover, there is a very low negative correlation between decision making styles on

searching carefully and systematically for the best quality in products and confused by over choice consumer with usage of low cost airlines at the .05 significance level.

4.6 Hypothesis Summary

4.6.1 HYPOTHESIS 1

Hypothesis 1: There is a difference between passengers' demographics and motivation factors.

Hypothesis 1a: There is a difference between passengers' demographics and motivation factors when classified by genders.

Hypothesis 1b: There is a difference between passengers' demographics and motivation factors when classified by age groups.

Hypothesis 1c: There is a difference between passengers' demographics and motivation factors when classified by education levels.

Hypothesis 1d: There is a difference between passengers' demographics and motivation factors when classified by occupations.

Hypothesis 1e: There is a difference between passengers' demographics and motivation factors when classified by income levels.

T-test and ANOVA testing was employed to find the difference among the respondents in their opinions toward motivation factors, decision making styles and corporate reputation when classified by demographic characteristics. In addition, Scheffe method was used to find differentiation between the groups and find trendy different opinion level within groups when p-value tested by ANOVA is less than .05.

Table 4.60 Summary of Hypothesis 1

Motivation Factors	Demographic variables				
	Gender	Age	Education	Occupation	Income
1.Fare and promotion		/	/	/	/
2.Service quality					/
3.Comfort/Convenience of airlines service					
4. Safety and security of air craft		/	/	/	/
5. Variety of flying routes					/
6. Airlines image					/
7. Journey purpose (business or leisure)		/			/
8. Escape from routine life					
9. New experience		/	/	/	/

Hypothesis 1a: There is a difference between passengers' demographics and motivation factors when classified by genders.

To test Hypothesis 1a, independent T-test was employed to determine the difference among opinions toward motivation factors when classified by passengers' genders which consist of male and female. The results revealed that there was no significant difference between male and female (Table 9). The results indicated that genders have no effect on passengers' overall opinions toward motivation factors in selecting low cost airlines. Therefore, the hypothesis 1a was rejected.

ANOVA was employed to analyze the difference among opinions toward motivation factors when classified by demographic characteristics (e.g., age, education levels, occupation and income). Therefore, the one-way ANOVA was used to analyze hypotheses 1b, 1c, 1d and 1e. Moreover, Scheffe method was

employed to test multiple comparisons in case there are differences among opinions toward motivation factors when classified by age, education levels, occupation and income at the significance level of .05.

Hypothesis 1b: There is a difference between passengers' demographics and motivation factors when classified by age groups.

The result shows that there is a significant difference between overall opinion and passengers' age; Fare and promotion ($F = 6.19, p = .000$), Safety and security of air craft ($F = 7.38, p = .000$), Journey purpose ($F = 5.33, p = .000$) and New experience ($F = 15.58, p = .000$). It reveals that fare and promotion variable is significantly motivated by the age group of 26-35 years. This age group was highly concerned about the fare when comparing with other groups and the following age group attracted by price was 20-25 years, following with the groups of 36-35, 46-55 and 56-65 years old respectively. It indicates that the working age groups were emphasized on price as the primary factor when desiring to use low cost airline services. In addition, the increasing age of passengers tend to be less attracted by price as the range of 56-65 years has motivated the least on fare and promotion. Interestingly, the age range of 20-25 years is motivated the most by price variable more than other groups of age since it is the group of students and new graduates who have just commenced to work. On the other hand, the age group of 20-25 years is the most motivated by new experience factor, respectively following with 26-35, 36-45, 46-55 and 56-65 years. It maybe occurred from this group of age is young passengers who have less experience on using air transportation and desire to do the new thing in order to increase their experience while other groups of age have more experience in flying. Meanwhile, this age group (20-25years) is motivated the least by safety and security of air craft but the group of age which is motivated the most on this variable is 56-65 years which the results reveals that the increasing age of passengers tends to show more concern on safety and security. The last significant difference is journey purpose (business or leisure) which the group of age which is motivated the most on this variable is 46-55 years, respectively following with 36-45, 56-65, 26-35 and 20-25 years.

Hypothesis 1c: There will be a difference between passengers' demographic and motivation factors when classified by education levels.

There is the significant difference between overall opinion and passengers' education level; Fare and promotion ($F = 4.278, p = .005$), Safety and security of air craft ($F = 3.711, p = .012$) and New experience ($F = 23.379, p = .000$). It shows that High school and lower level is attracted the most by fare and promotion as well as new experience factor, while Doctoral degree level is the most motivated by Safety and security of air craft factor. High school or lower level has the most concern on fare and promotion. It indicates price has become the most significant factor that passengers with this education level emphasize. People in this education level comprise of teenagers and people who have limited education. It can implies that this education level can affect their earnings which result in fare and promotion to be the most concerning factor. Interestingly, the result of significant difference between overall opinion and passengers' education levels is motivated by the education levels respectively, for example Fare and promotion factor is motivated the most by High school and lower, following with Bachelor/ Collage, Master and Doctoral degree respectively. Moreover, it occurs similarly with Safety and security and New experience variables. It indicates that education level can signify the different preferences of passengers and identify the factors that passengers consider before selecting Low cost airlines.

Hypothesis 1d: There is a difference between passengers' demographics and motivation factors when classified by occupations.

There is the significant difference between overall opinion and passengers' occupations; Fare and promotion ($F = 4.164, p = .003$), Safety and security of air craft ($F = 7.395, p = .000$), and New experience ($F = 6.016, p = .000$). The result indicates that fare and promotion factor is motivated the most by Unemployment. It is reasonable that Unemployment selects fare and promotion as the first factor since this group of people has no job and tends to have limited income. Therefore, price (fare and promotion) is a crisis factor that Unemployment realizes when selecting low cost airline. In addition, Safety and security of air craft is also motivated the most by Unemployment. Besides, new experience is attracted the most by students. This

occupation group typically consists of teenagers who tend to have less experience and desire to do the new things. Low cost airline is a type of transportation which is different from other types of transports. Therefore, students tend to desire to experience this type of transportation as a new experience.

Hypothesis 1e: There is a difference between passengers' demographics and motivation factors when classified by income levels.

There is the significant difference between overall opinion and passengers' income; Fare and promotion ($F = 7.039, p = .000$), Service quality ($F = 5.909, p = .001$), Safety and security of air craft ($F = 8.788, p = .000$), Variety of flying routes ($F = 5.095, p = .002$), Airline image ($F = 4.683, p = .003$), Journey purpose ($F = 7.668, p = .000$) and New experience ($F = 22.470, p = .000$). The result displays that the group of income 10,000-25,000 baht/month is motivated the most by fare and promotion, following with group of income less than 10,000 baht/month, 25,001-40,000 baht/month and more than 40,000 baht/month. It is interesting that the group of lowest income is not motivated the most by fare and promotion but on the other hand this lowest income group focuses on New experience factor ($F = 22.470, p = .000$). It indicates that this group of passengers may be the teenagers or students who have not emphasized much on fare and promotion but express more concern on new experience as the more convincing factor. On the other hand, low income factor may be the cause that makes this group of passengers have high chance to use low cost airlines service. Thus, it implies that they desire to fly with low cost airline in order to enhance their new experience. Besides, the passengers who have income more than 40,000 baht/month consider the most on Service quality, Variety of flying routes, Airline image and Journey purpose. It implies that this high income group highly emphasizes on the service, convenience and image of the airline as the first primary factor more than price (fare and promotion) when selecting low cost airlines.

4.6.2 HYPOTHESIS 2

Hypothesis 2: There is a difference between passengers' demographics and customer decision making styles.

Hypothesis 2a: There is a difference between passengers' demographics and customer decision making styles when classified by genders.

Hypothesis 2b: There is a difference between passengers' demographics and customer decision making styles classified by age groups.

Hypothesis 2c: There is a difference between passengers' demographics and customer decision making styles when classified by education levels.

Hypothesis 2d: There is a difference between passengers' demographics and customer decision making styles when classified by occupations.

Hypothesis 2e: There is a difference between passengers' demographics and customer decision making styles when classified by income levels.

Table 4.61 Summary of Hypothesis 2

Decision Making Styles	Demographic variables				
	Gender	Age	Education	Occupation	Income
1. (High-quality) Searching carefully and systematically for the best quality in products.		/	/		/
2. (Price equals quality) Buying the more expensive, well-known brands.				/	/
3. Satisfying new and innovative products and gain excitement from seeking out new things.					
4. Shopping a pleasant activity and shops just for the fun of it.					

Table 4.61 Summary of Hypothesis 2 (cont.)

Decision Making Styles	Demographic variables				
	Gender	Age	Education	Occupation	Income
5. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.					/
6. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.			/	/	
7. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.		/	/	/	/
8. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.			/	/	/

Hypothesis 2a: There is a difference between passengers' demographics and customer decision making styles when classified by genders.

To examine Hypothesis 2a, T-test was employed to determine the difference among opinions toward decision making styles when classified by passengers' genders. The result shows that there is no significance difference between male and female. Thus, hypothesis 2a was rejected.

Hypothesis 2b: There is a difference between passengers' demographics and customer decision making styles when classified by age groups.

There is the significance difference between overall opinion and passengers' age; (High quality) searching carefully and systematically for the best quality in products including price, promotion and services ($F = 9.126, p = .000$) and (Confused by over choice consumer) perceiving too many brands and stores from which to choose, experiencing information overload in the market ($F = 7.516, p = .000$). The result revealed that group of aged 26-35 years emphasizes on gathering information process the most before having a decision on selected low cost airlines, respectively following with 20-25 years, 36-45 years, 46-55 years and 56-65 years. The result shows that young passengers have higher concern on quality of airlines including price, promotion and service than elder passengers by searching the airline information carefully before deciding the airlines. According to confused by over choice consumer variable, younger passengers (20-25 and 26-35 years) perceive and experience overloaded information of airlines, it makes passengers to get confused during their decision making process. In contrast, elder passengers have less concern on finding the airline information process.

Hypothesis 2c: There is a difference between passengers' demographics and customer decision making styles when classified by education levels.

There is the significant difference between overall opinion and passengers' education levels; (High quality) searching carefully and systematically for the best quality in products including price, promotion and services ($F = 4.233, p = .006$), Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys ($F = 3.647, p = .013$), (Confused by over choice consumer) perceiving too many brands and stores from which to choose, experiencing information overload in the market ($F = 14.892, p = .000$) and (Brand-loyal consumer) having favorite brands and stores, who have formed habits in choosing these repetitively ($F = 4.192, p = .006$). Education levels strongly affect the decision making styles of Thai passengers. The result shows that the higher education levels, the less concern on finding information for the best quality in product including price,

promotion and services. High school or lower is the education level which focuses the most on finding airline information process before pick the airlines, following with Bachelor's, Master's and Doctoral degrees respectively. Moreover, to confirm that the higher education levels, the less concerned on finding information, the result shows that High school and lower level tends to get confused by over choice consumer the most by perceiving too many airlines from which to choose and experiencing information over load in the market, respectively following with Bachelor's, Master's and Doctoral degrees. In addition, the result shows that the less education levels, the easier to be persuaded by the airlines. High school and lower passengers are convinced easily from airlines' advertising and promotion without concern on how much they spend or whether they get the best buy. Contrastingly, the passengers who have higher education levels are not motivated easily by the airlines' advertisement. Lastly, brand loyalty is another significant variable that passengers consider during their decision making process before selecting low cost airlines; the Doctoral degree is the group of education level who focuses on brand loyalty the most, respectively following with High school and lower, Bachelor's/College and Master's Degree. It implies that the Doctoral degree group would select their favorite brands and choose these repetitively regardless airlines price and promotion.

Hypothesis 2d: There is a difference between passengers' demographics and customer decision making styles when classified by occupations.

There is the significant difference between overall opinion and passengers' occupations; (Price equals quality) buying the most expensive, well-known brands ($F = 3.105$, $p = .016$), Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys ($F = 3.436$, $p = .009$), (Confused by over choice consumer) perceiving too many brands and stores from which to choose, experiencing information overload in the market ($F = 5.556$, $p = .000$) and (Brand-loyal consumer) having favorite brands and stores, who have formed habits in choosing these repetitively ($F = 6.690$, $p = .000$). The result reveals that passengers' occupations have effect on selecting the airlines, the profession which has concern on the expensive price and well-known brands the most is Independent/Self-employed, respectively following with Student, Unemployment, Government official

and Company employee. Company employee becomes the career group that is motivated by famous brand and expensive price (price equal quality) the least. It indicates that low price is the important issue for them in selecting low cost airlines, in contrast with Independent/Self-employed that has no concern on high ticket fee. Interestingly, Student is the second group that is motivated the most by well-known brand and high price. This group of passengers is teenagers which receive money from their parents. This tends to make them feel less concerned with the expenditure including airline tickets. So, the result shows Student is the second career group that is motivated by well-known brand and high price (price equals quality). Moreover, student is the group that is stimulated the easiest by airlines' advertising and promoting without concern on how much they spend. In addition, Student group consists of passengers who consume overloaded information which make them get confused when selecting low cost airlines. Lastly, Independent/Self-employed group is the career group that highly concentrates on brand loyalty by having favorite airlines and uses the service repetitively, following with Student, Government official, Company employee. Unemployment is the last career group who considers their preferred airlines.

Hypothesis 2e: There is a difference between passengers' demographics and customer decision making styles when classified by income levels.

There is the significant difference between overall opinion and passengers' income levels; (High quality) searching carefully and systematically for the best quality in products including price, promotion and services ($F = 3.779$, $p = .011$), (Price equals quality) buying the most expensive, well-known brands ($F = 5.234$, $p = .001$), (Value-for-money) satisfying in particularly high consciousness of sale prices and lower prices in general ($F = 3.205$, $p = .023$), (Confused by over choice consumer) perceiving too many brands and stores from which to choose, experiencing information overload in the market ($F = 9.062$, $p = .000$) and (Brand-loyal consumer) having favorite brands and stores, who have formed habits in choosing these repetitively ($F = 5.570$, $p = .001$). The result displays that passengers' income is the essential factor that affects passengers' decision making before using air transportation. Passengers who have income at the range of 10,000-25,000 baht/month

are motivated the most by Searching carefully and systemically for the best quality in products, respectively following with passengers who have income less than 10,000 baht/month, 25,001-40,000 baht/month and more than 40,000 baht/month. In addition, 10,000-25,000 baht/month passengers are also attracted the most by (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general, respectively following with 25,000-40,000 baht/month, less than 10,000 baht/month and more than 40,000 baht/month levels. Interestingly, passengers who have income less than 10,000 baht/month are not in the group that focuses on low ticket fee as their primary factor. On the other hand, passengers who have income at the range of 10,000-25,000 baht/month are in the first group that consider the low fee the most. The group of passengers who have income less than 10,000 baht/month may be the group of students which their income is from their parents' responsibility. Therefore, when this group of passenger desires to use low cost airline service they tend to overlook ticket fees. The group of passengers who have income more than 40,000 baht/month is motivated the most by price equals quality variable. Besides, this group of passengers considers brand loyalty as the important factor comparing with other income groups. Passengers who have more than 40,000 baht/month have their favorite low cost airline brands which they will choose repetitively. The last significant difference between overall opinion and passengers' income is Confused by over choice consumer factor which shows the highest influence to the group of passengers who have income less than 10,000 baht/month, respectively following with 25,001-40,000, 10,000-25,000 and more than 40,000 baht/month levels. The result shows the passengers who have income less than 10,000 baht/month tend to find information on many low cost airline brands in the market which make them get confused while selecting. Air ticket fare and quality of airline service may be the elements they used to consider in order to match with their income before choosing the low cost airlines.

4.6.3 HYPOTHESIS 3

Hypothesis 3: There is a difference between passengers' demographics and corporate reputations.

Hypothesis 3a: There is a difference between passengers' demographics and corporate reputations when classified by genders.

Hypothesis 3b: There is a difference between passengers' demographics and corporate reputations when classified by age groups.

Hypothesis 3c: There is a difference between passengers' demographics and corporate reputations when classified by education levels.

Hypothesis 3d: There is a difference between passengers' demographics and corporate reputations when classified by occupations.

Hypothesis 3e: There is a difference between passengers' demographics and corporate reputations when classified by income levels.

Table 4.62 Summary of Hypothesis 3

Influencing of corporate reputation	Demographic variables				
	Gender	Age	Education	Occupation	Income
1. Corporate reputation enables to attract customers repetitively.				/	
2. Positive reputation encourages customers trust in an airline and increases commitment of consumer.				/	/
3. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.					
4. Brand represents airline's corporate reputation.				/	

Independent T-test was employed to analyze Hypothesis 3a, the difference among opinion toward corporate reputation when classified by

passengers' genders which consist of male and female. The results reveal that there is no significant difference between male and female (Table 51). The results indicate that genders have no effect on passengers' overall opinion toward corporate reputation in selecting low cost airlines. Therefore, the hypothesis 3a was rejected.

One-way ANOVA was employed to analyze the difference among opinion toward corporate reputation when classified by other demographic characteristics (e.g., age, education levels, occupation and income). Therefore, the one-way ANOVA was used to analyze hypotheses 3b, 3c, 3d and 3e. The result displayed that there are no significant differences in the influences of corporate reputation among subjects who have different levels of age (hypothesis 3b) and education (hypothesis 3c). Therefore, hypotheses 3b and 3c were rejected. However, passengers' occupations and passengers' income levels are statistically significant at $p < .05$. There is the significant difference between overall opinion and passengers' occupations ($F = 3.633, p = .006$), ($F = 2.916, p = .021$) and ($F = 3.040, p = .017$), passengers' income levels ($F = 3.733, p = .011$). Thus, Hypotheses 3d and 3e are accepted. Scheffe method was employed to test multiple comparisons. The result indicates that the corporate reputation influences passengers with different occupations (Hypothesis 3d), Independent/Self-employed is the occupation that considers corporate reputation the most, respectively following with Unemployment and Student. They consider positive reputation to be able to encourage them to trust on the airlines and attract passengers the repeatedly. Scheffe method comparison also indicates that passengers' income level of more than 40,000 baht/month strongly considers positive corporate reputation to make them trust on the airlines. On the other hand, the passengers' income level of 10,000-25,000 baht/month is the group of passengers that considers corporate reputation of low cost airlines as the least.

4.6.4 HYPOTHESIS 4

Hypothesis 4: There is a relationship between motivation factors and usage of low cost airlines.

Pearson's correlation was employed to measure the relationship of motivation factors, decision making styles and influences of corporate reputation with usage of low cost airlines which consists of Hypothesis 4, Hypothesis 5 and Hypothesis 6.

There is the significant difference between motivation factors and usage of low cost airlines. The correlation coefficient tested the strength of a linear between motivation factors and usage of low cost airlines, comprised of 4 positive variables; Variety of flying routes ($r = .162$, $p = .001$), Airline image ($r = .109$, $p = .029$), Journey purpose (business or leisure) ($r = .186$, $p = .000$) and Escape routine life ($r = .126$, $p = .011$) and 1 negative variable; New experience ($r = -.276$, $p = .000$). The study shows that there are very weak positive correlations between motivation factors and usage of low cost airlines at the .05 significance level; Variety of flying routes, Airline image, Journey purpose and Escape routine life. The correlation between Journey purpose and usage of low cost airlines is higher than others motivation variables and subordinate motivation variable is Variety of flying routes. Thus, it implies that Thai passengers are motivated by Journey purpose and Variety of flying routes as the primary factors in choosing low cost airlines. Moreover, there is a very weak negative correlation between motivation factors and usage of low cost airlines at the .05 significance level; new experience. Thus, it indicates that passengers who have less experience in flying tend to choose low cost airlines.

4.6.5 HYPOTHESIS 5

Hypothesis 5: There is a relationship between decision making styles and usage of low cost airlines.

There is the significant difference between decision making styles and usage of low cost airlines. The correlation coefficient tested the strength of a linear between decision making styles and usage of low cost airlines. It comprises of 3

positive variables; (Price equals quality) Buying the more expensive, well-known brands ($r = .154$, $p = .002$), Shopping a pleasant activity and shops just for the fun of it ($r = .187$, $p = .002$) and (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively ($r = .261$, $p = .000$) and 2 negative variable; (High-quality) Searching carefully and systematically for the best quality in products ($r = -.119$, $p = .017$) and (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market ($r = -.166$, $p = .001$). The study shows that there are very weak positive correlations between decision making styles and usage of low cost airlines at the .05 significance level; Price equal quality, Shopping a pleasant activity and Brand-loyal consumer. The highest correlation between decision making styles and usage of low cost airlines is Brand-loyal customer. Brand loyalty is the significant factor of Thai passengers in choosing low cost airlines in terms of the difficulty in decision making. They rather choose their favorite brand than unfamiliar brand. Moreover, High-quality and Confused by over choice consumer present very weak negative correlations between decision making styles and usage of low cost airlines at the .05 significance level. Passengers who have low interest on airlines information by not being interested in too many airlines brands from which to choose including passengers who also have less concern on searching and finding for the best quality for flying, they tend to select low cost airlines easily.

CHAPTER V

DISCUSSION AND CONCLUSION

This chapter presents the conclusion, discussion, limitations of the study and recommendation for further studies.

5.1 Discussion

The result reveals Thai passengers are encouraged by several motivation factors in order to select low cost airlines in Thailand. According to Kim et al. 2004 (cited in Hanafiah et al., 2010), several researchers tell that motivation factor has influenced travelers' decision making in order to travel and it is the best way of explaining and predicting individuals' travel decisions. This chapter highlights the interesting points for the discussion of this study.

5.1.1 The motivation factors influencing Thai passengers' decision on flying low cost airlines in Thailand

To select to fly low cost airlines in Thailand, Thai passengers are motivated by various factors. These are the top 3 motivation factors influencing Thai passengers to fly low cost airlines. Firstly, safety and security is the first priority that Thai passengers consider. They tend have high concern on their safety by considering carefully on the aircraft's safety and security. Aircraft condition becomes the important factor in selecting low cost airline. According to Campbell & Vigar-Ellis (2012), safety is an important attribute for passengers to consider when selecting an airline, passengers emphasize on their safety as the first factor instead of low price tickets offer. Strydom et al. (2000) describe a factor that affects directly to the airline industry; good safety record of airline performance is significant required in terms of airlines' reliability. Bennett (2003) supports that low cost airline operators also emphasize on the importance of safety:

“Stelios Haji-Ioannou, easyJet’s founder, has stated: .In this market the lowest cost producer will win. Nothing else matters. Safety’s important and punctuality’s important, but once you take those as a given, nothing else matters”
(Bennett, 2003)

Moreover, the study of Thanasupsin, Chaichana & Pliankarom (2010) shows that safety is also an essential element that Thai passengers consider when selecting their transportation, Thai passengers normally travel by buses and trains before low cost airline services are available in Thailand, the result shows that more than half of low cost airline's passengers of the study informed that low cost airlines seem to be more secure than buses. Thus, safety and security is the vital checklist of Thai passengers when desiring to fly low cost airlines.

Secondly, Thai passengers consider service quality as the important factor when desiring to fly low cost airlines in Thailand. Service quality plays the important role in terms of building the impression to the passengers. When passengers satisfy in airline service quality, it would be the significant factor for the airlines to attract passengers to fly again. Service quality in this study means service quality conveyed by flight attendants and ground staff. According to Liou et al. 2011 (cited in Campbell and Vigar-Ellis, 2012), service standard of flight attendants is the most significant factor that affects the service quality perceptions of domestic airlines in Taiwan. Customer service plays as the important attribute for airline service in terms of solving unexpected problems such as the incident that flights are cancelled or delayed, passengers need assistance from airline staff in order to offer passengers the best solution. Therefore, customer service is expected to be important (Campbell & Vigar-Ellis, 2012). A variety of researches that studied low cost airlines shows that passengers importantly consider airlines’ service quality factor. For example, Sokolovsky 2012 (cited in Prousaloglou & Koppelman, 1999) mentions that service quality is the significant factor that Norwegian passengers are highly concerned when selecting low cost airlines for their trips.

Lastly, comfort and convenience of the airlines is another motivation factor that influencing Thai passengers to select low cost airlines. Air transportation tends to be the popular alternative to transport in Thailand since low cost airlines are currently accessible for everyone in terms of price decreasing and convenience. Comfort and convenience, in this case, means the comfortable ways to use low cost airline services, such as online booking, punctual/reliable flights, saved time and etc. According to Campbell & Vigar-Ellis (2012), punctual and reliable flight is the vital factor that passengers consider in selecting low cost airline in order not to miss the important appointments or meetings. Strydom et al. (2000) also state that the important factor that passengers consider when selecting low cost airlines is the punctuality. Thus, low cost airlines would facilitate Thai passengers to arrive at destination punctually and quickly comparing with other transportation.

5.1.2 Age influence on selecting low cost airlines

Based on the results, age is the significant indicator for various needs of Thai passengers. The influence of age on decision making process is also significant when selecting low cost airlines in Thailand. According to Hypothesis 2.2, young passengers are influenced by airlines information by perceiving and experiencing in airlines information overload and getting confused during their decision making process. Moreover, they tend to search for the information carefully and systematically in order to get the best quality of airlines in contrast with the elder passengers who have no concern on gathering airline information before making the decision to fly low cost airlines. According to Sanz de Acedo Lizárraga, Sanz de Acedo Baquedano, & Cardelle-Elawar (2007), young passengers tend to be influenced by airlines' information and data for their decisions making process in order to find the best quality of service of low cost airlines in contrasting with elder passengers who have less concern on searching information. This means young passenger have lack of knowledge and experience in certain decision situation. Many factors affect their decision since they place the value on these factors and make them feel complicated in decision making. Age of the passengers is the important variable that affects decision making process to fly low cost airlines.

Young passengers tend to search carefully to find the best quality of airlines when desiring to fly low cost airlines. According to Sokolovskyy (2012), students in Norway consider airline quality as the most significant factor in selecting low cost airlines rather than price and flight availability. It confirms that age of passengers affect their decision making process in selecting low cost airlines. Although, the research of Sokolovskyy represents the result of the factor impacting toward Norwegian students in choosing low cost airlines which are not Thai respondents but the result of Sokolovskyy's research supports the result of this thesis that young passengers consider airline quality as the important factor in choosing low cost airlines.

The result of this study shows that the age group of 26-35 years of Thai passengers consider ticket price as the important factor when desiring to fly low cost airlines in Thailand. The interesting point is that 20-25 years group was expected to be motivated the most by price variable more than other age group since it was the group of students who have low income comparing with other age groups. Young passengers have less price sensitive on selecting low cost airlines in Thailand. The study of O'Connell & Williams (n.d.) supports on this information that low cost airlines strongly attract a huge number of young passengers, but the group of passengers who have age under 24 years have less concern on ticket prices in choosing low cost airlines since it belongs to parent responsibility in terms of support in any charges for their trips. As the result, it can be implied that age have influenced Thai passengers on their decision making in selecting low cost airlines in Thailand. Young passengers show lower price sensitiveness than the group of working age (26-35 years) which considers ticket price as the important factor.

Regarding the result of this study, the age group of 20-25 years is highly motivated by new experience factor, respectively following with 26-35, 36-45, 46-55 and 56-65 years. Sanz de Acedo Lizárraga, Sanz de Acedo Baquedano, & Cardelle-Elawar (2007) tell that the decision making process comes from individual knowledge and experience of each people which the majority of youths have lack of knowledge and experience. They tend to make the simple decision by using their few knowledge and experience. According to the result of this study, young passengers are motivated the most by new experience factor in selecting low cost airlines, it indicates that young

passengers have less experience on using air transportation and desire to do the new thing in order to increase the knowledge and experience.

The adults and retirees are also the important age group of passengers that essentially have an effect on the decision making process on selecting low cost airlines. According to the result, passengers who are 46-65 years old have low confusion over choices. Elder passengers have low confusion when experiencing overloaded information before selecting low cost airlines due to they are experienced in flying low cost airline more than young passengers. Hershey & Wilson (1997) support that elder people will make decision carefully by using the proper strategies based on their experience to made the decision. Sanz de Acedo Lizárraga, Sanz de Acedo Baquedano, & Cardelle-Elawar (2007) support that when adults need to make the decision they adapt their experience by comparing the factor that affects their decision. Nakajima and Hotta (1989) explain that elder people use their own strategies to eliminate the factors that obstruct or affect their decision more than the younger ones.

5.1.3 Airline image – positive reputation influences passengers' attention

Corporate reputation attracts passengers to repurchase low cost airlines. In addition, positive reputation encourages passengers to trust on the airlines by increasing commitment of passengers. Based on the results, airline image and reputation have significant difference in terms of passengers' occupations and income levels. Independent/Self-employed is the occupation that considers corporate reputation as the priority. Passengers who have income more than 40,000 baht/month is also the group that considers airline image and reputation as the important factor in selecting low cost airlines. They believe that positive reputation motivates them to trust on an airline.

“33-40% of the respondents consider brand name and reputation of the company also before choosing a LCC. This also indicates the factor that was mentioned by our analysts as brand management as factor for ensuring repeat business”
(Sarker et al., 2012)

According to Westcott 2005 (cited in Sarker et al., 2012), company reputation is not the only influence to passengers themselves but also the investors, stakeholders and general public. Although company have excellent creative ideas and strategies, a good reputation is still significant for company to succeed. Positive image and reputation play as the important factor that can draw passengers' attention in order to establishing passengers' trust and belief in the airlines. On the other hand, low cost airlines that provide bad services have negative effect on their image and survival of a service industry (Boshoff & Staude 2003, cited in Snyder, 2014).

Therefore, airline image and reputation are recognized as the critical elements for airlines industry in order to influence and build the passengers' reliability and perception toward the airline companies. Airline image and reputation can be an advantage or disadvantage to company depending on passengers' perception (in the positive or negative ways). Moreover, it definitely affects the passengers' decision making. Airline image and reputation are considered as essential factor in selecting low cost airlines.

5.2 Conclusion

The purpose of this study is to examine the main motivation factors influencing Thai passengers in selecting low cost airlines to fly domestic flight in Thailand. Four hundred fifty surveys were collected and 400 final surveys were utilized for the study. The motivation theory (Push and Pull) was employed as a main instrument in this study. This instrument was based on 2 determinants which are Push and Pull. This study also conducted on demographic characteristics comprising gender, age, income, occupation, monthly income and frequency in traveling and also including decision making styles and corporate reputation. The questionnaires were distributed in January 2013.

Low cost airlines is the significant transportation choice that changes the traditional transportation of Thai people; buses, trains and personal vehicles. Thai passengers nowadays tend to select low cost airline services as the major choices for their trips. There are various factors that influence Thai passengers to consider this type of transportation, such as Fare and promotion, Service quality,

Comfort/Convenience of airlines service, Safety and security, Variety of flying routes, Airline image, Journey purpose (business or leisure), Escape routine life and new experience. This study aims to explore what the motivation factors that influence Thai passengers fly low cost airlines in Thailand

A summary of the demographic characteristics shows that the highest number of the respondents is between 20-25 years old (46.8%). The highest number of the respondents' education level is at Bachelor's/college degree (69.8%). Almost (36.0%) of respondents are company employees and most of respondents (44.0%) earns 10,000-25,000 Baht a month. Moreover, most of respondents (47.3%) have flown low cost airlines 2 times during the past 12 months. The low cost airlines which have been frequently flown by respondents (49.3%) is Nok Air.

From the findings of the study, the descriptive analysis reveals that the mean value of the opinion toward motivation factors of the respondents is 5.72, which is considered as high motivation. It indicates that Thai passengers are sensitive with many motivation factors of low cost airlines. The motivation divided to be 2 factors which are push factors and pull factors, the highest attraction of push factor is journey purpose (business or leisure) (mean = 5.80) and the highest attraction of pull factor is safety and security of aircraft (mean = 6.28). It represents that Thai passengers consider safety and security as the major factor when deciding to fly with low cost airlines rather than other motivation factors such as service quality (mean = 6.02) and fare and promotion (mean = 5.72).

The mean value of the opinion toward decision making styles of the respondents is 4.96. Searching carefully and systematically for the best quality in products is the decision making style that most respondents selected (mean = 5.67) following with satisfying in particularly high consciousness of sale prices and lower prices in general (mean 5.53). It displays that Thai passengers are concerned with high quality of low cost airlines as the first factor rather than focusing only on price which is the distinctive point of low cost airline. In existing market, there is highly competitive pricing which focuses only pricing rather than service quality of the airlines. Thus, low cost airlines need to combine high service quality and low price together in order to attract and build trust among passengers in using low cost airlines.

The mean value of the opinion toward influencing of corporate reputation of the respondents is 5.81. It means that corporate reputation affects Thai passengers in selecting low cost airlines. The positive reputation influences Thai passengers was as the highest factor and encourages customer trust on the airlines and increases commitment of consumer (mean = 6.05) In addition, the brand representing airlines influences Thai passengers as the lowest (mean = 5.55). Corporate reputation has effect to the decision making of Thai Passengers. Low cost airlines should be aware of this factor as the important thing and also attempt more to build the positive reputation in order to enhance the passengers' trust.

The important motivation factor that affects Thai passengers' opinion is safety and security. Thai passengers appear to be concerned on their safety as the pull motivation factor and journey purpose is the push factor that drives Thai passengers to travel by low cost airlines. It is apparent that passengers' age affects their decision. Young passengers choose low cost airlines because of new experience. Moreover, they also search carefully for the best quality of airlines before making a decision. Young passengers are less price-sensitive, but the group that is highly concerned on fare and promotion is 26-35 years. In contrast, adults and retirees consider airline's safety and security as the priority.

Levels of education also affect to Thai passengers' opinion. Low price and new experience motivate the passengers with a high school level of education. People in this education level comprise of teenagers and people who have limited education which can affect their income. The passengers with Doctoral degree consider airlines' safety and security and also brand loyalty. The study shows that the higher education level, the less concern on price.

Occupations describe the different influences toward Thai passengers' opinion. Unemployment consider price as priority. Students are excited with airlines' advertising and new experience of flying air transportation. Contrastingly, Independent/self-employed passengers tend to fly with their favorite airlines. They prefer to select famous airlines and also consider airlines reputation before making a decision.

Income levels also affect Thai passengers' decision on flying low cost airlines. Passengers who have income at the range of 10,000-25,000 baht/month select

low cost airlines by considering fare and promotion. Moreover, they search information carefully for the best quality of airlines. Passengers who have income less than 10,000 baht/month select low cost airlines by concerning on new experience factor, not low price factor. The group of passengers who have income less than 10,000 baht/month can be the group of students which their income belongs to the parents' responsibility. Therefore, when this group of passengers desires to use low cost airline services, they might be have less concentrate on high price. The passengers who have income more than 40,000 baht/month consider quality of the airlines and desire to fly with their favorite airlines only. Positive reputation of airline also seems to be the factor that the passengers with higher income consider.

5.3 Limitation of this study

This study has several limitations as followings:

1. This study focuses on the motivation factors that influencing Thai passengers in selecting low cost airlines to fly domestic flights in Thailand. Push and pull factors are the significant elements that this study emphasized.
2. The research area of this study was the passengers who have experienced on flying low cost airlines for domestic flights in Thailand
3. The research participants of this study were only Thai passengers. Foreigner passengers are interesting to study their motivation factors that influencing them to select low cost airlines.

5.4 Recommendation for future study

This study brought airline usage as the indicator in representing Thai passengers' selection of low cost airlines by measuring from the frequency of using low cost airlines to fly domestic flights per year. The result shows that the motivating factors that vitally stimulate Thai passengers are Journey purpose and Variety of flying routes. Thai passengers consider their trip purpose as the priority in selecting low cost airlines; business or leisure trips. Moreover, the diversity of flying routes plays as the secondly motivating factor which Thai passengers consider. Low cost airlines which

provide more various choices of flying routes tend to obtain the advantage in industry competition. The decision making process that importantly affect Thai passengers in selecting low cost airlines is brand loyalty factor; brand loyalty is significant factor toward Thai passengers' decision making. Thai passengers have their own favorite low cost airlines that they fly repeatedly. When they desire to travel, the favorite brand comes up within their mind as priority choices. Thai passengers rather select their favorite brand than unfamiliar ones. Thus, creating passengers' loyalty is important strategy for airline companies. Lastly, the corporate reputation considered as the vital effect to Thai passengers. Positive image and reputation influences the confidence and trust in using service of Thai passengers. Negative news decreases the passengers' confidence, such as flight attendants' service quality and accident of the airplanes. Moreover, airlines' image can build passengers loyalty toward the airlines and attract passengers to use low cost airlines repetitively.

This study displays the picture of general factors that influence Thai passenger to select low cost airlines in Thailand including with motivation factor, decision making styles factor and company reputation factor by analyzing the relationship of those factor with Thai passengers' demographics. This study does not cover deep detail on influencing factors that can motivate passengers to fly low cost airline such customer service, efficiency of employees, space on board and legroom, friendliness of cabin crew and etc. Particularly, airline marketing that is considered as the important element to motivate passengers to fly low cost airlines. This study reveals brand image and reputation (marketing) of the airlines have direct affected on passengers' decision. There is a need for further research to examine other significant factors that influence Thai passenger to select low cost airlines.

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APPENDICES

APPENDIX A



Mahidol University

Master of Management in Tourism and Hospitality Management

แบบสอบถามเรื่องอิทธิพลของปัจจัยในการกระตุ้นให้ผู้โดยสารชาวไทยเลือก
สายการบินต้นทุนต่ำในการเดินทางเส้นทางภายในประเทศ

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับปริญญาโท หลักสูตรการ
จัดการมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวและการบริการ วิทยาลัยนานาชาติ
มหาวิทยาลัยมหิดล ซึ่งถูกออกแบบมาเพื่อศึกษาอิทธิพลของปัจจัยในการกระตุ้นให้ผู้โดยสารชาว
ไทยเลือกสายการบินต้นทุนต่ำในการเดินทางเส้นทางภายในประเทศ

ส่วนที่ 1 ข้อมูลส่วนบุคคล

โปรดระบุข้อมูลต่อไปนี้ (คำถามทั้งหมดจะถูกเก็บเป็นความลับและรายงานผลเป็นภาพโดยรวมเท่านั้น)

1. เพศ ชาย หญิง

2. อายุ 20-25 26-35 36-45
 46-55 56-65 66 และมากกว่า

3. ระดับการศึกษา มัธยมศึกษา
 ปริญญาตรี
 ปริญญาโท
 ปริญญาเอก
 อื่นๆ.....

4. อาชีพ ข้าราชการ/ เจ้าหน้าที่ของรัฐ
 พนักงานบริษัทเอกชน
 เจ้าของธุรกิจ
 นักเรียน
 ว่างาน
 เกษียณอายุ
 อื่นๆ.....

5. รายได้ น้อยกว่า 10,000 บาท/ เดือน
 10,000 – 25,000 บาท/ เดือน
 25,001-40,000 บาท/ เดือน
 มากกว่า 40,000 บาท/ เดือน

6. ใน 1 ปี คุณเดินทางด้วยสายการบินต้นทุนต่ำกี่ครั้ง (ไป-กลับ เท่ากับ 2 ครั้ง)
 _____ ครั้ง/ปี

7. สายการบินต้นทุนต่ำบินภายในประเทศที่ท่านเลือกใช้บริการบ่อยที่สุด
- ไทยแอร์เอเชีย (Thai Air Asia)
- นกแอร์ (Nok Air)
- โอเรียนไทย (Orient Thai)
- อื่นๆ โปรดระบุ.....

ส่วนที่ 2 ปัจจัยที่กระตุ้นให้เลือกใช้สายการบินต้นทุนต่ำ

กรุณาระบุว่าระดับความเห็นด้วยของคุณกับข้อความด้านล่างโดยทำเครื่องหมาย (✓)

1 = ไม่เห็นด้วยเป็นอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ไม่เห็นด้วยนิดหน่อย 4 = ไม่แน่ใจ

5 = เห็นด้วยนิดหน่อย 6 = เห็นด้วย และ 7 = เห็นด้วยเป็นอย่างยิ่ง

ข้อความ 1-9 ข้อความด้านล่างแสดงถึงปัจจัยที่กระตุ้นให้ผู้โดยสารเลือกใช้สายการบินต้นทุนต่ำ

ลำดับ	ปัจจัยที่กระตุ้นให้เลือกใช้สายการบินต้นทุนต่ำ	1) ไม่ เห็น ด้วย อย่าง ยิ่ง	2) ไม่ เห็น ด้วย	3) ไม่ เห็น ด้วย นิด หน่อย	4) ไม่ แน่ใจ	5) เห็น ด้วย นิด หน่อย	6) เห็น ด้วย	7) เห็น ด้วย เป็น อย่าง ยิ่ง
1	ราคาและโปรโมชั่นเป็นแรงกระตุ้นให้เลือกใช้บริการ							
2	คุณภาพการบริการของสายการบินมีผลต่อการเลือกสายการบิน							
3	มีความสะดวกสบายในการใช้บริการ เช่น การจองตั๋ว, การเช็คอิน หรือ ความรวดเร็วในการเดินทาง							
4	เครื่องบินมีความปลอดภัยต่อการให้บริการ							
5	มีหลากหลายเส้นทางบินให้เลือก							
6	ภาพลักษณ์ของสายการบินช่วย							

	กระตุ้นให้เลือกใช้บริการ							
7	เมื่อต้องการเดินทาง เช่น ใช้เดินทาง เพื่อทำธุระ หรือ เพื่อการพักผ่อน							
8	เพื่อหลีกเลี่ยงจากการเดินทางรูปแบบเดิมๆ เช่น รถไฟ รถทัวร์							
9	เพื่อเป็นประสบการณ์ใหม่ในการเดินทาง							

ส่วนที่ 3 รูปแบบในการตัดสินใจของลูกค้า

กรุณาระบุว่าระดับความเห็นด้วยของคุณกับข้อความด้านล่างโดยทำเครื่องหมาย (√)

1 = ไม่เห็นด้วยเป็นอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ไม่เห็นด้วยนิดหน่อย 4 = ไม่แน่ใจ

5 = เห็นด้วยนิดหน่อย 6 = เห็นด้วย และ 7 = เห็นด้วยเป็นอย่างยิ่ง

ข้อความ 10-17 ข้อความด้านล่างแสดงถึงรูปแบบของการตัดสินใจของผู้โดยสารเมื่อต้องการเลือกใช้บริการและสินค้า

ลำดับ	รูปแบบของการตัดสินใจ	1) ไม่ เห็น ด้วย อย่าง ยิ่ง	2) ไม่ เห็น ด้วย	3) ไม่ เห็น ด้วย นิด หน่อย	4) ไม่ แน่ใจ	5) เห็น ด้วย นิด หน่อย	6) เห็น ด้วย	7) เห็น ด้วย เป็น อย่าง ยิ่ง
10	มักจะหาข้อมูลอย่างรอบคอบก่อนที่จะตัดสินใจเลือกสายการบิน เช่น ราคา, โปรโมชันและรายละเอียดการให้บริการของสายการบิน							
11	คิดว่าสายการบินที่ให้บริการในราคาสูงมักจะเป็นสายการบินมีคุณภาพและการบริการที่สูงเช่นกัน จึงมักจะเลือกสายการบินที่มีชื่อเสียงและราคาแพง							

12	เลือกสายการบินที่มีโปรโมชันใหม่ๆและการบริการชนิดใหม่ๆ เช่น มีโปรโมชันตามเทศกาล หรือ มีแอปพลิเคชันที่ทันสมัยคอยให้บริการเช็คอิน หรือ ความรวดเร็วในการเดินทาง							
13	เลือกสายการบินที่แค่เอาความพึงพอใจของตัวเองและมีความสุขที่ได้ใช้บริการ โดยไม่ได้คำนึงถึงปัจจัยอื่นๆ เช่น ราคา							
14	มักจะเลือกสายการบินที่มีราคาถูกคุ้มค่ากับเงิน							
15	มักจะเลือกสายการบินเมื่อมีการโปรโมทหรือกระตุ้นเยอะๆ โดยไม่ได้คำนึงถึงเรื่องราคา							
16	มักจะศึกษาข้อมูลของสายการบินเป็นจำนวนมากจึงทำให้เกิดความสับสนต่อข้อมูลของแต่ละสายการบิน							
17	มีสายการบินที่ชื่นชอบเป็นพิเศษ และจะใช้บริการสายการบินนั้นเสมอ							

ส่วนที่ 4 อิทธิพลของชื่อเสียงของสายการบินต่อการเลือกใช้บริการ

กรุณาระบุว่าระดับความเห็นด้วยของคุณกับข้อความด้านล่างโดยทำเครื่องหมาย (✓)

1 = ไม่เห็นด้วยเป็นอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ไม่เห็นด้วยนิดหน่อย 4= ไม่แน่ใจ 5 = เห็นด้วยนิดหน่อย 6 = เห็นด้วย และ 7 = เห็นด้วยเป็นอย่างยิ่ง

ข้อความ 18-21 ข้อความด้านล่างแสดงถึงอิทธิพลของชื่อเสียงของสายการบินต่อการเลือกใช้บริการและสินค้า

ลำดับ	ชื่อเสียงของสายการบินต่อการเลือกใช้บริการ	1) ไม่ เห็น ด้วย อย่าง ยิ่ง	2) ไม่ เห็น ด้วย	3) ไม่ เห็น ด้วย นิด หน่อย	4) ไม่ แน่ใจ	5) เห็น ด้วย นิด หน่อย	6) เห็น ด้วย	7) เห็น ด้วย เป็น อย่าง ยิ่ง
18	ชื่อเสียงของสายการบินสามารถดึงดูดให้ลูกค้าเลือกใช้บริการซ้ำๆ ได้							
19	ชื่อเสียงที่ดีของสายการบินสามารถกระตุ้นให้ลูกค้าเชื่อมั่นและไว้วางใจในการใช้บริการ							
20	ชื่อเสียงของสายการบินมีอิทธิพลต่อการรับรู้ของลูกค้าและยังสร้างความภักดีของลูกค้าต่อสายการบิน							
21	ตราสินค้าบ่งบอกถึงภาพลักษณ์และชื่อเสียงของสายการบิน							

ขอขอบคุณที่ท่านได้สละเวลาอันมีค่าในการตอบแบบสอบถาม

APPENDIX B



Mahidol University

Master of Management in Tourism and Hospitality Management

"The motivation factors influencing Thai passengers' decision making in selecting low cost carriers to fly domestic flight in Thailand"

Section 1: Personal Information

Instruction: Please tick (✓) in each question.

1. **Gender** Male Female

2. **Age** 20-25 26-35 36-45 46-55
 56-65 66 or more

3. **Highest Education** High school or lower Technical/Vocational school
 Bachelor/College degree Master degree or higher
 Others, _____

- 4. Occupation** Student Government official
 Company employee Independent/Self-employed
 Retired Unemployment
 Others, _____

- 5. Monthly income** Less than 10,000 baht/month
 10,000-25,000 baht/month
 25,000-40,000 baht/month
 More than 40,000 baht/month

- 6. How often do you fly per year? (Round trip = 2times)**
_____ times per year

- 7. What is the low cost airline you have flown the most?**
 Nok Air Thai Air Asia Orient Thai
 Others, _____

Section 2: Passengers' motivation factors

Instruction: Please identify your motivation factors influencing your decision making in selecting low cost airlines to fly domestic flight in Thailand by ticking (√) in each statement to show an exactness of each statement to your feeling.

Motivation factors	1) Total ly disagr ee	2) Strong ly disagr ee	3) Moderate ly disagree	4) Neutr al	5) Moderate ly agree	6) Strong ly agree	7) Total ly agree
1. Fare and promotion							
2. Service quality							
3. Comfort/Convenience of airlines service							
4. Safety and security of aircraft							
5. Variety of flying routes							
6. Airline image							
7. Journey Purpose (business or leisure)							
8. Escape routine life							
9. New experience							

Section 3: Decision making styles

Instruction: Please identify your decision making in selecting low cost airlines to fly domestic flight in Thailand by ticking (√) in each statement to show an exactness of each statement to your feeling.

Decision making styles	1) Totally disagree	2) Strongly disagree	3) Moderately disagree	4) Neutral	5) Moderately agree	6) Strongly agree	7) Totally agree
10. (High-quality) Searching carefully and systematically for the best quality in products.							
11. (Price equals quality) Buying the more expensive, well-known brands.							
12. Satisfying new and innovative products and gain excitement from seeking out new things.							
13. Shopping a pleasant activity and shops just for the fun of it.							
14. (Value-for-money) Satisfying in particularly high consciousness of sale prices and lower prices in general.							

15. Buying on the spur of the moment and appear unconcerned how much they spend or getting best buys.							
16. (Confused by over choice consumer) Perceiving too many brands and stores from which to choose, experiencing information overload in the market.							
17. (Brand-loyal consumer) Having favorite brands and stores, who have formed habits in choosing these repetitively.							

Section 4: Influencing of corporate reputation

Instruction: Please identify your influencing of corporate reputation toward selecting low cost airline to fly domestic flight in Thailand by ticking (√) in each statement to show an exactness of each statement to your feeling.

Influencing of corporate reputation	1) Totally disagree	2) Strongly disagree	3) Moderately disagree	4) Neutral	5) Moderately agree	6) Strongly agree	7) Totally agree
18. Corporate reputation enables to attract customers repeatedly.							
19. Positive reputation encourages customers trust in a airline and increases commitment of consumer.							
20. Brand's image and corporate reputation influence on customers' perceptions of airline quality and build customer loyalty in the airline.							
21. Brand represents airline's corporate reputation.							

BIOGRAPHY

NAME	Mr. Veradet Mhudtongon
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POSITION & OFFICE	-
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