THE INFLUENCE OF PASSENGER ATTITUDES, PASSENGER BEHAVIOR
AND PRICING STRATEGY TOWARDS DECISION TO CHOOSE A LOW-COST
CARRIER IN THAILAND

Yasumando Situmorang

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Author: Yasumando Situmorang

Independent Study Committee:

Advisor: Assoc. Prof. Dr. Suthinan Pomsuwan

Field Specialist: Dr. Papob Puttimanoradeekul

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ABSTRACT

This study has the purpose to examine the factors that influence passengers towards their decision to choose a low-cost carrier in Thailand. The three independent variables of this study are passenger attitude, passenger behavior and pricing strategy. The sub-variables of passenger attitude are perceived value and perceived service. The sub-variable of passenger behavior are reason of travel and advance booking. The sub-variable of pricing strategy are promotion and airline ancillary. The dependent variable of this study is the decision to choose a low-cost carrier in Thailand. Quantitative research was used for the collection of data for this research. A survey of 202 people are conducted in Bangkok to test the hypotheses. The online questionnaires were sent out and collected from the correspondent which comprises multiple-choice questions for demographic data and a five-point Likert scale for questions regarding both independent and dependent variables. The data analysis methods used were descriptive statistics and multiple linear regression analysis. The result of this survey supported all the hypotheses, where there was relationship between passenger attitude, passenger behavior and pricing strategy towards passenger decision to choose a low-cost carrier in Thailand, which might help the carriers with necessary strategies to attract more customers.

Keyword: Passenger Attitudes, Passenger Behavior, Pricing Strategy, Low-cost

Carrier

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TABLE OF CONTENTS

TABLE OF CONTENTS (continued)

LIST OF TABLES

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1 The importance and Problem of the Study

Over decades, low-cost carriers (LCCs) have transformed the air travel market, disrupted the traditional world of legacy flag carriers, and created a revolution in air travel service (IATA, 2020). A low-cost carrier manages to keep ticket prices below competitors' prices by employing various strategies such as fuel efficiency, revenue management, and yield management. Revenue management and yield management are those strategies which use ticket prices to achieve higher load factors and specific revenue goals. Furthermore, air travel has significant social and economic benefits. It would help to promotes such as tourism, connectivity, trade, economic growth, creates jobs, raises living standards, and allows for a quick response in the event of a disaster (ATAG, 2021). Low-cost airlines generally offer low fare, while eliminating many traditional passenger services, whether it's a plain, discounted, or budget airline or airline. Use the type of aircraft that offers up to 200 seats. To stay competitive, service providers need to provide quality service to their customers. Airlines' immediate focus is on cost reductions in driving operations that are more efficient.

Currently, there are several low-cost carriers operating in Thailand which serve passengers in domestic destinations. There are Nok Air, Air Asia, Thai Lion Air and Thai VietJet which are focused on low-cost segmentation services. Thailand is considered to be one of the friendliest countries for low-cost carrier operation since its demographic is middle class and a dense population with limited land transportation options. Since there were many options of a low-cost carrier in Thailand, it would be a challenge for airlines to maintain their quality and service to their customer. The affordable price is the main reason why passengers travel with a low-cost carrier. However, the low-cost carrier needs to maintain their service to satisfy the need of their passengers. Again, the role of the passenger is important to drive airlines revenue in the

future. This may suggest that the airlines must be identify factors that influence the passenger to choose their airlines service. The purpose of this research is to identify the factors that influence customers' decision of a low-cost carrier in Thailand. By identifying all of these factors, airlines will be able to more effectively pinpoint their markets and feed towards the customer respective market segments in the low-cost competition market. It will assist in providing useful suggestions to Thai airlines in evaluating their position in the industry and may aid in the development of an effective marketing strategy. As a result, this study concludes that there are factors that influence passengers' decision to travel with a low-cost carrier in Thailand.

1.2 Research Problem

1. Does passenger attitude (perceived value and perceived service) have an influence towards decision in choosing a low-cost carrier in Thailand?
2. Does passenger behavior (reason of travel and advance booking) have an influence towards decision in choosing a low-cost carrier in Thailand?
3. Does pricing strategy (promotion and airlines ancillary) have an influence towards decision in choosing a low-cost carrier in Thailand?

1.3 Objective of Study

1. To study that passenger attitude (perceived value and perceived service) have an influence towards decision in choosing a low-cost carrier in Thailand.
2. To study that passenger behavior (reason for travel and advance booking) have an influence towards decision in choosing a low-cost carrier in Thailand.
3. To study that pricing strategy (promotion and airlines ancillary) have an influence towards decision in choosing a low-cost carrier in Thailand.

1.4 Conceptual Framework

| Passenger attitude: |
| 1. Perceived value |
| 2. Perceived service |

| Passenger behavior: |
| 1. Reason for travel |
| 2. Advance booking |

| Pricing strategy: |
| 1. Promotion |
| 2. Airlines ancillary |

| Decision to choose a low-cost carrier in Thailand |
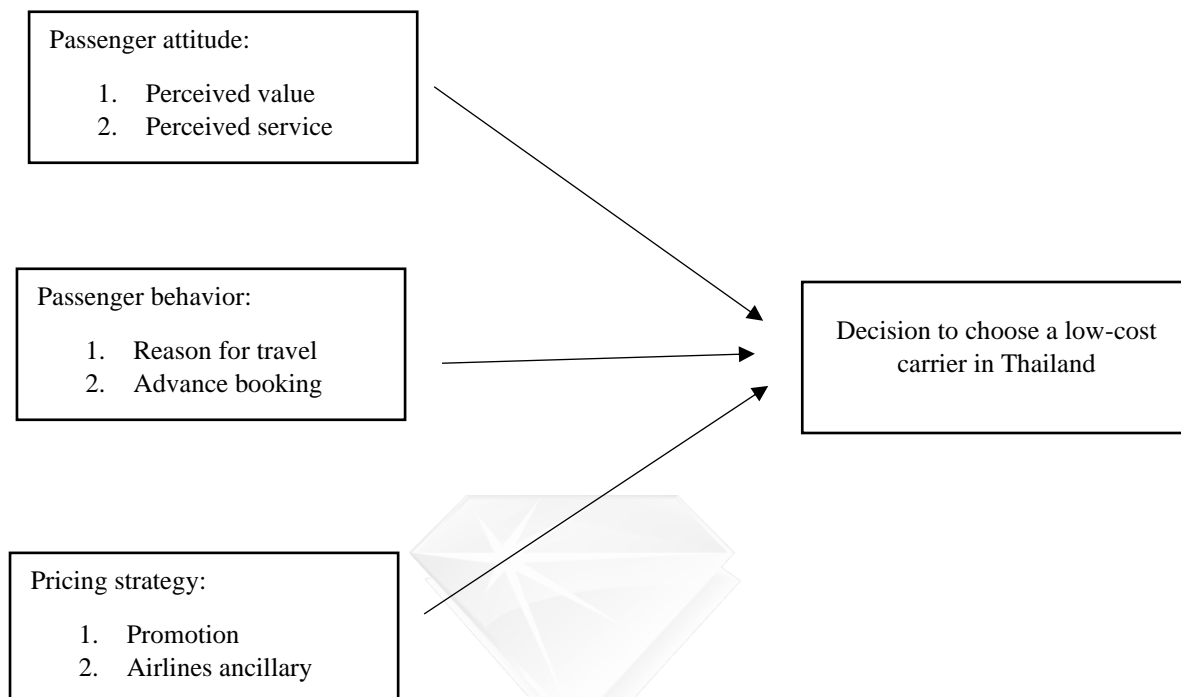
Figure 1.1: The Conceptual Framework

1.5 Method of Study

In this study, which was conducted using quantitative data, the method of field data collection was used. The questionnaires were sent out to the respondents via online survey and the result of responses total is 202 respondents. An online survey was suitable for this study due to various restrictions in place in Thailand during the current COVID-19 pandemic. In this research, the sampling technique used in selecting the respondents of the questionnaires was convenience sampling which was one of nonprobability sampling methods. The convenience sampling approach was used because the respondents were given questionnaires by online media channels such as Line, Facebook, and Instagram. The population of this study is people who have experience travel with low-cost carriers in Thailand.

1.6 Tools and Statistic Used

This research study used an online survey to examine the respondent's behavior and attitude toward the variables. The survey is made up of closed-ended questions, such as those used in quantitative data collection. Demographics, information of the organizational environment of airlines, and also individual reasons for traveling with a low-cost carrier are the primary data collected from respondents. To conduct the statical analysis for quantitative methods, the following statistics were used: descriptive statistics and inferential statistics (multiple linear regression analysis).

1.7 Scope of Study

Independent Variables: 1. Passenger Attitude

           1.1 Perceived Value

           1.2 Perceived Service

      2. Passenger Behavior

           2.1 Reason for Travel

           2.2. Advance Booking

      3. Pricing Strategy

           3.1 Promotion

           3.2 Airlines Ancillary

Dependent Variable: Decision to choose a low-cost carrier in Thailand

Population and Sample:

The quantitative method with an online survey is used as the primary research method. The population of this study is people who have experience traveling with a low-cost carrier in Thailand. Non-probability sampling and convenience sampling were used to collect samples from the population.

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Figure 1.2: Yamane's Table For Sample Size

Source: Yamane, T. (1967). Statistics: An introductory analysis. New York: Harper and Row.

1.8 Benefit of Research

The main purpose of research is to to benefit the stakeholder of the airlines industry in Thailand. The stakeholder can maximize the opportunity and make an important decision from the result of this study Additionally, a key component of doing a study to examine both current and potential future case studies is the research analysis. It

helps to develop a greater understanding of a topic or concept, identify crucial cases, and identify any gaps in cases that already exist. Additionally, it enables the researcher to build a solid basis, whether they agree with or disagree with the results of earlier studies.

In this study, the author investigated the well-known concept of passenger decision in selecting a low-cost carrier. Conducting the research in Bangkok could raise awareness of customers as passengers and the factors influencing their decision to purchase tickets from a low-cost carrier in Thailand. The goal of this research paper is to gain a better understanding of passenger decisions and the factors that influence them.

1.9 Limitation of Research

The imitations of this study could be attributed to a lack of resources and information. The author of this study identified the population's main limitation. Due to the current COVID-19 situation, there have been restrictions on selecting a specific business or industry based on population size. As a result, the sample size for this study was ambiguous. A specific population range could be considered for future studies to obtain more representative results. The research method was another limitation of this study. This study employed a quantitative research method in the form of an online survey. Dishonesty or inaccurate responses, as well as quick responses without awareness, are common drawbacks of online surveys. Furthermore, respondents may feel uneasy responding about themselves in unfavorable ways. As a result, there is a discrepancy between the collected surveys and the respondent data.

1.10   Definition of Terms

This part would explain definitions of the key terms used in this study. The operational definitions method is used to define the key concepts, which determined that the definition of key variables and concepts is based on boundaries. The terms defined by the authors have been combined through various sources, including Lexico

of Oxford, Merriam-Webster and Collins, and Cambridge Dictionary, to provide a clear understanding of the concept.

Decision: It refers to a conclusion or resolution reached after consideration. In this study, it's an action that is used by passenger when purchasing a low-cost carrier ticket.

Passenger attitude: It refers to the attitude of the passenger. A consistent way of thinking or feeling about someone or something, usually reflected in a person's behavior. Passengers' attitudes will influence their decision.

Perceived value: It represents a customer's perception of a product's or service's worth or desirability, particularly in comparison to a competitor's product. The public's willingness to pay for a good or service is used to calculate perceived value.

Perceived service: It refers to a consumer's overall perception of the organization's and its service's relative superiority/inferiority.

Passenger behavior: It defines how passengers think, reason, choose, and use air transportation products and services. Aviation decision making explains and predicts a passenger's air travel decisions and future travel intentions.

Reason for travel: It refers to a cause, explanation, or justification of a passenger to decision go from one place to another, typically over a distance of some length.

Advance booking: It refers to an arrangement for customers to make an earlier reservation in order to get a special rate.

Pricing strategy: It describes a model or method for determining the best price for a product or service. It enables customers to select prices based on seasonal and demand factors.

Promotion: It refers to an activity that actively supports or encourages the advancement of a cause, venture, or goal.

Airlines ancillary: It refers to any additional special service request (SSR) that can be made to improve the experience of a flight. Passengers offered book ancillary

services such as baggage, access for lounge, meal, and paid seat in addition to their flight.

CHAPTER 2

LITERATURE REVIEW

2.1 The Background of a Low-Cost Carrier

This study focuses on the influence of passenger attitudes, passenger behavior and pricing strategy towards decision to choose a low-cost carrier in Thailand. In 2021, low-cost carriers accounted for around 70.8% of the market in Thailand. In that same year, the number of passengers flying on low-cost airlines totaled nearly 11.5 million (Statista, 2021). Low-cost airlines are very popular for people in Thailand, due to their lower ticket prices compared to full-service airlines. There are times when traveling on a budget airline in Thailand is cheaper than using public transportation. Since 2011, the popularity of low-cost airlines has been reflected in passenger numbers compared to full-service airlines. The low-cost airline market in Thailand is fiercely competitive. With various promotions and increasing flight frequencies across airlines, passengers have a lot of options. Thai Lion Air, Air Asia Thailand, Thai VietJet, and Nok Air are some of Thailand's most popular low-cost airlines. Air Asia Thailand had the most domestic passengers at (DMK) Don Mueang International Airport in 2019, with over ten million, followed by Nok Air. Thai Lion Air, on the other hand, carried the most international passengers at Phuket International Airport in the same year. Therefore, in this study, the researcher is going to focus on four low-cost carriers in Thailand which are Thai Lion Air, Air Asia Thailand, Thai VietJet and Nok Air. And the factor that influence the passenger to choose travel with a low-cost carrier.

2.2 Theory of Decision to Choose a Low-cost Carrier

The study of a person's choice is known as decision theory. The theory explains why people make the decisions they do. When analyzing decision theory, the analysis frequently consists of determining what makes the best decision, who makes the best decision, and how that decision can be reached. This study also includes a discussion of how people should make decisions in various scenarios. Understanding how decision

theory works can help marketers better understand consumer behavior. Decision theory can assist us in predicting which items a consumer will select or even which mode of transportation they will use. It can aid in understanding the alternatives that a person may choose and why they do so. Understanding consumer behavior is critical in determining whether or not a product will succeed.

Consumer behavior can be summarized by the decisions people make before and after buying a product or service in the market. The behavior often includes activities and buying processes such as where to buy, when to buy, and how much to buy (Knosiri, Boripat, and Noknoi, 2005). Serirat, et al. (2003) suggested that the best way to understand consumer behavior is by using six questions and one question. These important market questions can be explained using the market concept of Kotler. Who are the people we are targeting with our marketing campaign? What are the target customer demographics? What are the specific things that consumers want to buy? Why do consumers buy products? This question inquires about the reason for purchasing a specific product. Who are the people involved in the purchasing? This question is about the purchasing process. The consumer behavior model is based on the factors that can prompt a purchase and the assumption that consumers will respond by making a purchase decision.

2.3 Passenger Attitude and Decision to Choose a Low-cost Carrier

Passenger attitude towards a behavior reflects the individual's positive or negative assessment of performing the behavior (Lienet et al., 2019), subjective norms inform us about environmental factors that may influence someone's likelihood of behaving in a certain way, whereas perceived behavioral control informs us about how easy or difficult it will be for them to do so. The passenger attitude factor includes perceived value and perceived service.

Perceived value

Perceived value refers to people's perceptions of the benefits which customer receive from products or services, as well as their perceptions of what is presented to

them (Zeithaml, 1988). Perceived value is defined also as the benefits of the customers which receive in terms of a service or a product, as well as their perceptions of it being offered to them, and it was added to the model as a determinant of position. In the study of impact attitude and subjective norm on airline passengers' travel intention in the pandemic of COVID-19 , mediating role of perceived risk, the authors Polat, Erdogan & Sesliokuyucu (2021) discussed how perceived value has an impact to travel intention of the passenger. According to the authors, when deciding whether to continue doing business with a particular service provider, customers look for value in exchange for every unit they pay. From this perspective, offering value-added services to develop a competitive advantage by forming long-term relationships with passengers may result in higher perceived value.

Perceived service

There was research about airline service quality has increased since the relationship between passenger satisfaction and profitability has been established (Heskett, Sasser & Schlesinger,1997). The quality of airline service plays an important role in a business strategy of differentiation (Tiernan & Waguespack, 2008). According to Tierman et al. (2008), his reason has recently become important, and it will continue to be so in the future as full-service airlines and low-cost carriers compete for market share. Because a low-cost carrier sought to understand its service and product in the market through price leadership, full-service airlines sought to achieve full-service differentiation strategy by emphasizing networks and the primary airports, having frequent-flyer services, and global affiliation.

2.4 Passenger Behavior and Decision to Choose a Low-cost Carrier

Reason for travel and advance booking lies under passenger behavior.

Reason for travel

According to Stephen Shaw (2011), the basic form of reason for travel is between business and leisure travel. In the business travel, usually it has purpose to

attend such as the conferences, training and meeting can be further divided into independent and corporate business travelers. A low-cost carrier is rapidly growing in size. They provide all flight services, and passengers can take advantage of a large number of direct flights on regular flights. These flights save you both time and money, allowing you to grow and compete with your competitors. Choosing a low-cost carrier is good for a budget traveler. A low-cost carrier may not offer the best in-flight luxury amenities, but they are ideal for travelers on a tight budget. Major reasons to travel have to do with economics. Business and corporate travel allow for not only business people, but also money, to go around. As for leisure travel, while it is not for a specific reason of working or doing business, is quite vital to economies. Event travel may not be for he specific reason of traveling, but events allow for the movement and gathering of people in another place. Motivations for passengers to choose air travel are usually characterized as leisure, visiting friends and relatives or business (UNWTO, 2018). Leisure is in general would be considered to be the key drive of discretionary air travel, a category that would include motivations ranging from relaxation, escape, relaxation, strengthening the relationship, stimulation, self-development, romance, self-actualization, recognition, and nostalgia (Pearce & Lee, 2005). Business travel as defined would also include that undertaken by athletes, singers and musicians. For many types of trips, however, travel motives may not fit any of these categories, or may blur across several of them (Hall, 2005).

Advance booking

Theories of Industrial Organization tend to associate the time of purchase with the time of delivery of goods and services (Plott, 1982). In practice, there are goods and services markets where buyers and sellers maintain contact long before the goods or services are delivered. This pre-delivery contact is also known as advance booking or simply a reservation. Almost all privately provided services use reservation systems. Transportation services such as airlines, railroads, and buses are among the most visible. Reservations are also used in small businesses such as restaurants, upscale barbershops, and law offices. Advance booking of orders (ABO) is used in the sale of

large aircraft, such as passenger planes. Customers in this industry occasionally experience financial difficulties and fail to appear to collect their aircraft.

Apparently, since the advance booking and reservations are mostly commonly observed, both sellers and buyers must find beneficial for them. For the airline business, advance booking serves as an informative predictor of the demand for the service (Weatherford & Pfeifer, 1994). In the event of capacity constraints, advance booking may help airlines determine how much capacity to produce in the event of capacity constraints (for example, aircraft size and frequency of flights in the airline industry). However, advance bookings without a prepayment may have a negative impact on the airline because customers may fail to show up to purchase the service or good, leaving the seller with underutilized capacity.

2.5 Pricing Strategy and Decision to Choose a Low-cost Carrier

The pricing of scheduled airline fares is a complex matter and most passengers have little or no idea how this is done (Driver, 2001). Airlines charge different prices per mile for different passengers on the same flight or when compared to miles flown on other routes. This is due to the different types of fees. This allows airlines to charge different prices for different types of fares. The ticket type's flexibility, the time required for pre-sale, and the types of passengers, such as leisure or business travelers, are all determined. Passengers on a regular flight can make changes to transfer to another flight without notice or penalty if the type of ticket purchased is flexible. Because of the flexibility of tickets, a passenger can book a flight almost entirely based on demand. It is up to the customer to decide whether or not flexibility is desirable. This type of flexibility is designed for the business traveler whose transportation costs are borne by the employer. The demand by business travelers is relatively inelastic and therefore it enables airlines to charge business travelers higher prices (Driver, 1999). Further, discuss to support pricing strategy, there is two sub variable that lies under which are promotion and airlines ancillary.

Promotion

Most of airlines companies have some strategy in their promotional activities for their products. Airlines mostly launch promotion to boost their product to either the mass market or company target market. Promotion is one of the 4Ps of marketing (Kotler, 2003). Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade (Sidney, 1971).

Non-monetary price or promotion, sales promotion is thought to have a good assessment of perceptions and intentions to purchase a single product. Promotions, for example, are typically short-term incentives designed to entice customers to purchase. A study by T.P Kharisma about Consumer Reaction to the promotion of Garuda Indonesia Airlines price (2019), it stated that customer of airlines has positive influence on Garuda Indonesa Airlines price. Although it had different segementation with this study, it can be showed that promotion has impact on customer. Airlines use a variety of methods to pique the interest of customers. Typically, aviation companies employ a variety of strategies, ranging from ticket sales promotions to customer service. Coupons, cash refund offers, premiums, price reductions, patronage rewards, prizes, and other sales promotion tools are available for consumer promotion. One of Thailand airlines company, Air Asia, spends a lot of money on consumer promotion because they target them directly through their online booking engine. For example, Malaysia Airlines, as a full-service airline, markets its products through a network of travel agents. Malaysia Airlines' trade promotion methods include ticket rebates, free tickets, annual target incentives, price reductions, advertising and display allowances, and event sponsorship. An airline company should first define its operational goals. Information that users come across should create awareness and arouse interest while creating a favorable image of the company's offerings or destination's perceptions (Wen, 2009).

Airlines Ancillary

Airlines ancillary is defined as one of the revenue beyond the sale of flight tickets, which usually can be directly or indirectly sell to the passengers as a part of the travel experience (Sorensen, 2018). Airlines ancillary revenue is growing and becoming an important part of many airlines' revenue streams. Airlines, particularly low-cost carriers, must constantly develop new ancillary products and services, with the development requiring a balance of revenue management and customer satisfaction. (Rouncivell, Timmis, & Ison, 2018). Warnock-Smith et al., (2017) stated that the next ideal ancillary product and service expansion to offer is products and services that could bring more extra comfort value added and convenience amenities for the passenger who purchased economy class travel or a low-cost carrier.

A study by Sajid Nadeem (2016) found that airline ancillary offerings allow passengers to buy only what they need for their travel and gives them control over travel costs thus building airline brand loyalty. Despite a low-cost carrier having an affordable price, it also provides an ancillary that attracts the passenger to travel. Any additional special service request that can be made to enhance a flight journey is referred to as an airline ancillary service. Customers can book ancillary services such as lounge access, baggage, meals, and paid seats in addition to their flight. Ancillaries are classified into three types: attached baggage, seat, and other. Baggage fees are included in airline ancillary sales. Historically, these fees were levied when a passenger had excess baggage. However, this is a declining trend because airline revenue management has changed its strategy, particularly for low-cost carriers with extremely low ticket prices. It is now common practice for tickets with the lowest prices to only include carry-on luggage, so passengers must pay an additional fee to carry more bags. Increased passenger traffic from the lowest ticket price as a result of those benefits for the airline.

CHAPTER 3
METHODOLOGY

3.1 The Type of Research and Tool

A closed-ended questionnaire is the primary tool used in survey research to collect data from respondents. The questionnaire is divided into five categories: Demographic data (12 questions), Passenger Attitude (Independent Variable 1) (8 questions), Passenger Behavior (Independent Variable 2) (8 questions), Pricing Strategy (Independent Variable 3) (8 questions), and the decision to choose a low-cost carrier (Dependent Variable) (8 questions). The survey has 44 questions in total.

Part 1: Demographic Data (12 questions)

This part includes questions about general information of the respondents such as gender, age, occupation, salary, and marital status. The questionnaire also includes yes or no questions about whether respondents have traveled with a low-cost carrier in Bangkok. And also question contains respondents' experience in booking a ticket of low-cost carrier.

Part 2: Factor of Passenger Attitude (8 questions)

This part includes questions about the respondents' level of agreement with the passenger attitude factors. Perceived value and perceived service are the two sub-variables. The sub-variable consists of 4 questions.

Part 3: Factor of Passenger Behavior (8 questions)

This part includes questions about the respondents' level of agreement with the passenger behavior factors. Reason for travel and advance booking are the two sub-variables. The sub-variable consists of 4 questions.

Part 4: Factor of Pricing Strategy (8 questions)

This part includes questions about the respondents' level of agreement with the pricing strategy factors. The promotion and airline ancillary are the two sub-variables. The sub-variable consists of 4 questions.

Part 5: Decision to choose a low-cost carrier (8 questions)

This part would include of questions about the respondents' level of agreement with the respondents regarding the decision to choose a low-cost carrier. There consists of 8 questions.

3.2 The Research Design

The online questionnaire will be measured as follows:

1. Part 1: The fact: nominal and ordinal scales
2. Part 2-4: The attitude: interval scale (the least (1) to the most (5))
3. Part 5: The attitude: interval scale (the least (1) to the most (5))

Scale 5 – Extremely Agree

Scale 4 – Agree

Scale 3 – Neutral

Scale 2 – Disagree

Scale 1 – Extremely Disagree

There are 2 types of statistics that will be used:

1. Descriptive statistic, which is composed of the frequency, mean, and standard deviation.
2. Inferential statistic, which is composed of the multiple regression analysis test.

For part 2-5 of the questionnaire, it would consist of Likert's 5-point scale, the statical mean range for the interpretation of the mean which calculated as below:

Range = (Maximum – Minimum) / Scale Level

Range = (5 – 1) / 5 = 0.8

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 -1.80	Extremely Disagree
1.81 -2.60	Disagree
2.61 -3.40	Neutral
3.41 -4.20	Agree
4.21 -5.00	Extremely Agree

3.3 The Quality of the Research Tool

The validity of the online questionnaire was checked and approved by the advisor, Assoc. Prof. Dr. Suthinan Pomsuwan. This reliability test was carried out as a pilot study with a support from a volunteer sample of 30 respondents. The questionnaire data was analyzed using Cronbach's Alpha in statistical software, yielding a total reliability of 0. 971. Acceptable values range from 0.7 to 1.00.

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha	N (number) of Items
.954	32

Table 3.3: The Total Reliability Test Results for Passenger Attitude

Cronbach's Alpha	N (number) of Items
.915	8

Table 3.4: The Total Reliability Test Results for Passenger Behavior

Cronbach's Alpha	N (number) of Items
.786	8

Table 3.5: The Total Reliability Test Results for Pricing Strategy

Cronbach's Alpha	N (number) of Items
.925	8

Table 3.6: The Total Reliability Test Results for Decision to choose a low-cost carrier

Cronbach's Alpha	N (number) of Items
.902	8

3.4 Data Collection

An online questionnaire was used to collect the data for this study. The questionnaires were distributed to participants via a link that led them to a Google questionnaire form. The questionnaire was written in English, and the Google form link was prepared and sent to samples who were fluent in English. Prior to the data collection, only samples with English proficiency were chosen using a convenient sampling method and asked if they could participate in this study by completing an online questionnaire provided.

Using the questionnaire method to conduct research has several advantages for researchers. First, there are no costs associated with online questionnaires, owing to the fact that time and money are not required to be spent on travel, site visits, and paper printing. Second, the quiz answers are easier to manage because only one link is sent to participants, which takes them to a website where they can enter their information. Third, data entry and processing are automated in the online questionnaires. In other words, respondents' data is automatically collected and stored in a survey database.

Online questionnaires were used as an instrument in this study for these reasons.

3.5 The Population and Sample

The population of this research is people who work and live in Bangkok, Thailand. Bangkok has a total population of 10,500,000 people, according to data reported in Bangkok Population by World Population Review (2021). According to Yamane's (1967) table, with a population size of more than 100,000, 400 samples must be collected with a precision level of +-5% (please see Figure 1.2: Yamane's Table for Sample Size). During the COVID-19 pandemic, it was difficult to administer an online survey. As a result, advisor Assoc. Prof. Dr. Suthinan Pomsuwan informed the author that the survey could be carried out and 202 sample sizes collected.

3.6 The Sampling Technique

To collect samples for this survey, a convenient sampling technique was used. Convenience sampling is a type of non-probability sampling. This sampling method is usually used to collect the data coming from a group of people who are easily accessible for study participation (Saunders, Lewis, & Thornhill, 2009). In addition, samples of study participants are collected wherever it is convenient. Participants in this research of study are those who are available and willing to participate in the research survey because the questionnaires are in online form.

3.7 The Research Procedure and Timeline

There were 4 stages of the research procedure for this study:

1. First, the researcher was utterly researched using secondary sources. This includes any informations and data compiled from prior research studies, academic books, academic journals, and other related theories. This research began in April 2022, and secondary data was collected and reviewed until June 2022.

2. Second, a research questionnaire was created. Following the collection and analysis of data, questions for the online questionnaire were developed. Demographic data, measurement of passenger attitude to decision choosing a low-cost carrier, measurement of passenger behavior factors to decision choosing a low-cost carrier, measurement of pricing strategy factor to decision choosing a low-cost carrier, and measurement of factor that influence customer decision choosing a low-cost carrier were all included in the questionnaires. Finally, the questionnaire was created.

3. Third, the questionnaire was validated by a subject matter expert. Cronbach's Alpha was used to test the reliability after a pilot test. In October 2022, a pilot test of 30 samples was carried out.

4. Fourth, participants were given questionnaires to fill out in order to collect data. Participants were required to complete all five parts of the previously stated questionnaire. The online questionnaires were distributed in early November 2022. Finally, the information gathered was organized and analyzed for research findings and study results in December 2022.

3.8 The Hypothesis Test and Data Analysis

H1: Passenger attitudes factors (perceived value and perceived service) have a significance toward decision to choose a low-cost carrier in Thailand.

H2: Passenger behavior factors (reason for travel and advance booking) have a significance toward decision to choose a low-cost carrier in Thailand.

H3: Pricing strategy factors (promotion and airline ancillary) have a significance toward decision to choose a low-cost carrier in Thailand.

The online questionnaire was built and created with Google Forms. The questionnaires were distributed quickly and easily. In addition, the data collected by Google Forms could be easily presented using charts arranged in the overall results and also easily to manually viewing each participant's responses.

The followings are the statistical tools which used for data analysis:

1. Descriptive Statistics: It used to examine the demographic data of the respondents. Age, gender, occupation, salary, education, and other details are included. A descriptive statistic is usually used to analyze and summarize data characteristics and observations and present them in percentage form.

2. Inferential Statistics: It used to interpret the meaning of the data as well as the relationship between the variables. Multiple linear regression analysis was usually used to test the hypotheses and investigate the relationship between the independent variables of passenger attitude, passenger behavior, and pricing strategy and the dependent variable of choosing a low-cost carrier.

CHAPTER 4

ANALYSIS AND FINDING

This chapter summarizes the research findings derived from data analyzed with statistical software. To test the hypotheses, 202 responses from respondents were collected and analyzed.

The data analyzed are presented in 6 parts:

4.1: Analysis of demographic data

4.2: Analysis of passenger attitude

4.3: Analysis of passenger behavior

4.4: Analysis of pricing strategy

4.5 Analysis of decision to choose a low-cost carrier

4.5: Analysis of the relationship between passenger attitude, passenger behavior, pricing strategy and decision to choose a low-cost carrier.

4.1 Analysis of Demographic Data

The demographic information for the 202 respondents is presented in the table below. Gender, age, marital status, education, occupation, monthly salary, frequency of travel, purpose of travel, method of booking a ticket, and reason for choosing a low-cost carrier are among the data collected from respondents. This data's values are presented in frequency and percentage (%).

Table 4.1: Demographics Data of 202 respondents

Demographic Data	Frequency	Percentage (%)
1. Gender		
Male	69	34.2
Female	128	63.4
Prefer not to say	5	2.5
Total	202	100.0
2. Age		
18 – 25 years old	21	10.4
26 – 34 years old	98	48.5
35 – 40 years old	53	26.2
Above 40 years old	30	14.9
Total	202	100.0
3. Marital status		
Single	140	69.3
Married	54	26.7
Divorced	5	2.5
Widowed	3	5
Total	202	100.0

(Continued)

Table 4.1(Continued): Demographics Data of 202 respondents

4. Education level

High school or Diploma	11	5.4
Bachelor's Degree	151	74.8
Master's Degree or above	40	19.8
Total	202	100.0

5. Occupation

Student	6	3.0
Employee	164	81.2
Professional	22	10.9
Part-time	10	5.0
Total	202	100.0

6. Salary

Less than THB 15,000	9	4.5
THB 15,001 – THB 25,000	66	32.7
THB 25,001 – THB 35,000	59	29.2
THB 35,001 – THB 50,000	37	18.3
Above THB 50,000	31	15.3
Total	202	100

(Continued)

Table 4.1(Continued): Demographics Data of 202 respondents

7. Frequency travel with a low-cost carrier

Never	0	0
Once in a year	67	33.2
1 – 2 times in a year	84	41.6
3 – 5 times in a year	34	16.8
More than 5 times in a year	17	8.4
Total	202	100

8. Purpose of Travel

Business	12	5.9
Study	9	4.5
Leisure/Vacation	135	66.8
Visit family/friend	39	19.3
Others	31	3.5
Total	202	100

9. When passenger book a ticket

0 -7 days in advance	37	18.3
8 – 14 days in advance	49	24.3
15 – 30 days in advance	68	33.7
1 – 3 months in advance	41	20.3

(Continued)

Table 4.1(Continued): Demographics Data of 202 respondents

More than 4 months in advance	7	3.5
Total	202	100

10. **Method of booking**

Website (Airlines)	121	59.9
Call center	4	2.0
Ticketing office	21	10.4
Travel Agency	8	4.0
Online Travel agent (OTA)	48	23.8
Total	202	100

11. **Reason to choose a low-cost carrier**

Reasonable price	157	77.7
Favorable flight schedule	22	10.9
Good service	14	6.9
Time saving	9	4.5
Total	202	100

Table 4.1 summarizes the demographic data of 202 respondents. According to the table, the majority of respondents in this study (63.4%) were female, with 34.2% being male. The majority of respondents (48.5%) were between the ages of 26 and 34 and were single (69.3%). The majority of respondents (74.8%) have a bachelor's degree, and the majority of respondents (81.2%) are employed, with the majority earning

between THB 15,001 and THB 25,001 per month (32.7%). The majority of respondents (41.6%) travel with a low-cost carrier once or twice a year for leisure or vacation (66.8%). Passengers typically book their tickets 15 to 30 days in advance (33.7%), and the majority of them (59.9%) use the airline's website to book a ticket.

4.2: Analysis of passenger attitude

The analysis of passenger attitude factors is presented in the table below. Table 4.2 displays the mean, standard deviation, and mean interpretation of the two passenger attitude sub-variables as follows:

4.2.1 Perceived value

4.2.2 Perceived service

Table 4.2: Mean and Standard Deviation of Passenger Attitude

Sub-variables	Mean	Std. Deviation	Interpretation
1.1 Perceived value	3.99	.678	Agree
1.2 Perceived service	3.63	.926	Agree
Total	4.12	.758	Agree

According to Table 4.2, the majority of respondents agree on perceive value ($\overline{x}$= 3.99, SD = 0.678) and perceive service ($\overline{x}$ = 3.63, SD = 0.926). The average passenger attitude is 4.12 (agree), with a standard deviation of 0.758.

4.3 Analysis of Passenger Behavior

The analysis of passenger attitude factors is presented in the table below. Table 4.3 displays the mean, standard deviation, and mean interpretation of the two passenger behavior sub-variables as follows:

4.3.1 Reason for travel

4.3.2 Advance booking

Table 4.3: Mean and Standard Deviation of Passenger Behavior

Sub-variables	Mean	Std. Deviation	Interpretation
1.1 Reason for travel	4.13	.657	Agree
1.2 Advance booking	4.05	.650	Agree
Total	4.09	.607	Agree

According to Table 4.3, the majority of respondents agree on the reason for travel ($\overline{x}$ = 4.13, SD = 0.657) and advance booking ($\overline{x}$ = 4.05, SD = 0.650). The overall mean for passenger behavior is 4.09 (agree), with a standard deviation of 0.607.

4.4 Analysis of Pricing Strategy

The analysis of passenger attitude factors is presented in the table below. Table 4.4 displays the mean, standard deviation, and mean interpretation of the two passenger behavior sub-variables as follows:

4.4.1 Promotion

4.4.2 Airlines ancillary

Table 4.4: Mean and Standard Deviation of Pricing Strategy

Sub-variables	Mean	Std. Deviation	Interpretation
1.1 Promotion	3.99	.682	Agree
1.2 Airlines ancillary	3.82	.811	Agree
Total	3.91	.697	Agree

According to Table 4.4, the majority of respondents agree with promotion ($\overline{x}$ = 3.99, SD = 0.682) and airlines ancillary ($\overline{x}$ = 3.82, SD = 0.811). The overall mean for passenger behavior is 3.91 (agree), with a standard deviation of 0.697.

4.5 Analysis of Decision to Choose a Low-cost Carrier
The following table presents the analysis of passenger decision to choose a low-cost carrier.

Table 4.5: Mean and Standard Deviation of Decision to Choose a Low-cost Carrier

Dependent variables	Mean	Std. Deviation	Interpretation
Decision to choose a low-cost carrier	3.98	0.657	Agree

According to Table 4.5, on the dependent variable, most respondents in this study agree on their decision to choose a low-cost carrier. ($\overline{x}$ = 3.98), with a standard deviation of 0.657

4.6 Analysis of relationship between passenger attitude, passenger behavior, pricing strategy and decision to choose a low-cost carrier.

This part of the study examines the relationship between the independent variables, which are passenger attitude, passenger behavior, and pricing strategy factor towards the dependent variable, which is decision to choose a low-cost carrier.

In this part, the author used inferential statistics and the statistical analysis to determine the data was multiple linear regression.

The data are presented in three parts:

1. Analysis of impact of passenger attitude toward the decision to choose a low-cost carrier.

2. Analysis of impact of passenger behavior toward the decision to choose a low-cost carrier.

3. Analysis of impact of pricing strategy toward the decision to choose a low-cost carrier.

Fisher (1925) introduced the theory of p-value and taught how to calculate it. According to him, there is significant relationship between independent variable and dependent variable if the p-value is below the significance level ($\alpha = 0.05$). However, if the p-value is over the significance level ($\alpha = 0.05$), there is no significant relationship between the two variables (Biau et al., (2009).

Table 4.6: Analysis of Impact of Passenger Attitude Toward the Decision to Choose a Low-cost Carrier

Passenger Attitude Sub-variables	b	Beta	t	Sig	Interpretation
1.1 Perceive value	.350	.332	5.785	.001*	Accepted
1.2 Perceive service	.447	.579	10.083	.001*	Accepted

Adjusted R – square = .744, F = 292.696, *P ≤ 0. 5

Independent Variable = Passenger Attitude

Dependent Variable   = Decision to Choose a Low-cost Carrier

Table 4.6 shows the relationship between passenger attitude factor and the decision to choose a low-cost carrier. The result of this research supports support the hypothesis that passenger attitude factors influence the decision to choose a low-cost

carrier. All the 2 sub-variables are supported: perceive value (Sig = .001) and perceive service (Sig = .001). Therefore, H1 is accepted.

Table 4.7: Analysis of Impact of Passenger Behavior Toward the Decision to Choose a Low-cost Carrier

Passenger Behavior Sub-variables	b	Beta	t	Sig	Interpretation
2.1 Reason for travel	.364	.334	4.769	.001*	Accepted
2.2 Advance booking	.498	.453	6.469	.001*	Accepted

Adjusted R - square = .531, F = 114.801, *P ≤ 0.05

Independent Variable = Passenger Behavior

Dependent Variable = Decision to Choose a Low-cost Carrier

Table 4.7 shows the relationship between passenger behavior factor and the decision to choose a low-cost carrier. The result of this research support the hypothesis that passenger behavior factors influence the decision to choose a low-cost carrier. All the 2 sub-variables are supported: reason for travel (Sig = .001) and advance booking (Sig = .001). Therefore, H2 is accepted.

Table 4.8: Analysis of Impact of Pricing Strategy Toward the Decision to Choose a Low-cost Carrier

Pricing Strategy Sub-variables	b	Beta	t	Sig	Interpretation
3.1 Promotion	.468	.447	6.985	.001*	Accepted
3.2 Airlines ancillary	.357	.405	6.333	.001*	Accepted

Adjusted R - square = .629, F = 171.551, *P ≤ 0.05

Independent Variable = Pricing Strategy

Dependent Variable   = Decision to Choose a Low-cost Carrier

      Table 4.8 shows the relationship between pricing strategy factor and the decision to choose a low-cost carrier. The result of this research support the hypothesis that pricing strategy factors influence the decision to choose a low-cost carrier. All the 2 sub-variables are supported: promotion (Sig = .001) and airlines ancillary (Sig = .001). Therefore, H3 is accepted.

Table 4.9: Summary of the Hypotheses Testing

Hypothesis	Result
1. Passenger attitude has a significant impact on decision to choose a low-cost carrier.	**Accepted**
1.1 Perceive service	Accepted
1.2 Perceive value	Accepted
2. Passenger behavior has a significant impact on decision to choose a low-cost carrier.	**Accepted**
2.1 Reason for travel	Accepted
2.2 Advance booking	Accepted
3. Pricing strategy has a significant impact on decision to choose a low-cost carrier.	**Accepted**
3.1 Promotion	Accepted
3.2 Airlines ancillary	Accepted

Table 4.9 displays summarize of the hypothesis results. All three hypotheses were accepted, as shown in the table. Furthermore, all of the sub-variables in this study were all supported.

CHAPTER 5

DISCUSSION

The purpose of this study was to investigate the impact and also the relationship between the independent variables and the dependent variable, which was passenger attitude, passenger behavior, and pricing strategy on the decision to travel with a low-cost carrier. This research study had three objectives:

1. To study the impact of passenger attitude (perceive value and perceive service) on the decision to choose a low-cost carrier.

2. To study the impact of passenger behavior (reason for travel and advance booking) on the decision to choose a low-cost carrier.

3. To study the impact of pricing strategy (promotion and airlines ancillary) on the decision to choose a low-cost carrier.

Since this was quantitative research, a closed-ended questionnaire was created to collect the data from respondents. Because COVID-19 was a pandemic, the questionnaire was developed with an online survey created by Google Forms and distributed to the respondents to complete. The population for this study was people who had traveled with a low-cost carrier in Thailand, and due to the pandemic (COVID-19), only 202 samples were collected using the convenience sampling method which from originally a total sample size of 400.

In this study, descriptive statistics were used to determine the frequency, percentage ratio, mean, and also standard deviation of the independent variables and the dependent variable. Furthermore, in this study, multiple linear regression analysis was used to examine the relationship between the three identified variables (passenger attitude, passenger behavior, and pricing strategy) and the dependent variable (choice of a low-cost carrier). This study's conclusion and discussion are divided into 4 parts:

1. Conclusion of demographic data, attitudes towards variables and hypotheses results.

2. Discussion and recommendations for implications.

3. Recommendations for future research.

5.1 Conclusion

5.1.1 Demographic Data

The majority of the respondents for this study were female, age between 26 – 34 years old and single. Most of respondent's education were Bachelor's Degree and most of them were employee with earning THB 15,001 – 25,000. The majority of respondents were travel 1 – 2 times in a year with a low-cost carrier. The responded mostly book their ticket 15 – 30 days in advance from the airline's website. Moreover, the most respondent travel with a low-cost carrier for leisure or holiday.

5.1.2 Attitudes toward variable

The attitude toward variable are presented in three parts:

1) Independent Variable 1: Passenger Attitude Factor

Most of respondent were agreed with perceived value and perceived service of a low-cost airlines affected their decision to choose a low-cost carrier. Overall, the respondent are agreed with the passenger attitude factor.

2) Independent Variable 2: Passenger Behavior Factor

Most of respondent were agreed with reason for travel and advance booking affected their decision to choose a low-cost carrier. Overall, the respondents are agreed with the passenger behavior factor.

3) Independent Variable 3: Pricing Strategy Factor

Most of respondent were agreed with promotion and airlines ancillary affected their decision to choose a low-cost carrier. Overall, the respondents are agreed with the pricing strategy factor.

5.1.3 Hypotheses Results

In this study, three hypotheses were tested:

Hypothesis 1: Passenger attitude factors (perceived value and perceived service) have an influence towards decision in choosing a low-cost carrier in Thailand.

Hypothesis 2: Passenger behavior factors (reason for travel and advance booking) have an influence towards decision in choosing a low-cost carrier in Thailand.

Hypothesis 3: Pricing strategy factors (promotion and airlines ancillary) have an influence towards decision in choosing a low-cost carrier in Thailand.

After data from respondent were collected, the results of this research showed that all three hypotheses were supported. Passenger attitude, passenger behavior, and pricing strategy have an influence toward decision to choose a low-cost carrier in Thailand.

5.2 Discussion and Recommendation for Implications

The research of this study revealed that between three independent variables, all three of them are supported. It defines the passenger attitude, passenger behavior, and pricing strategy have an influence toward decision to choose a low-cost carrier in Thailand.

The theory of perceived value and perceive service were discussed in this study. The authors Polat, Erdogan & Sesliokuyucu (2021) discussed how perceived value has an impact to travel intention of the passenger. These two sub-variables were included in passenger attitude. The authors stated that customers would look for the value in exchange for every unit they purchase, therefore passenger attitude would impact on customer decision to choose a low-cost carrier. The result of this research was proven

that the passenger attitude impact is significant. Both sub-variable of first hypothesis were supported, it showed that perceived value and perceived service would have influence on customer decision to choose a low-cost carrier.

The sub-variables under passenger behavior factors, which were reason for travel and advance booking were also significant in the result of research. According to Shaw (2011), the basic form of reason for travel is between business and leisure travel. This study has proven that reason for travel was influence on customer decision to choose a low-cost carrier. As for advance booking, there was no much theory that discuss in previous study, however, the result of this study showed that advance booking is one of factor that had significant relationship under passenger behavior factor on customer decision to choose a low-cost carrier.

The sub-variables under pricing strategy factors include promotion and airlines ancillary. Kharisma (2019) did study on the impact of promotion to customer decision on airlines. This study also supported that promotion of airlines had a significant impact toward customer decision to choose a low-cost carrier. Nadeem (2016) did a study on relationship on how airlines ancillary can build passenger loyalty on airlines. This study also supports that airlines ancillary had significant relationship on customer decision to choose a low-cost carrier. The research result showed that promotion and airlines ancillary which were included pricing strategy factors had a positive impact on customer decision to choose a low-cost carrier.

For manager implications, the low-cost carrier company in Thailand could do more observe on customer decision to choose a low-cost carrier. As this study proved that passenger attitude factors, passenger behavior factors and pricing strategy factors had impact on customer decision to choose a low-cost carrier, manager can maximize these research result to their own opportunity in company strategy in the competitive market of low-cost carriers in Thailand.

5.3 Recommendation for Future Research

The finding of this study could be useful for the management of airline companies and decision-making, particularly for a low-cost carrier in Thailand. Despite the fact that all three hypotheses were supported, this study could have an improvement in the future for more precise and advanced analysis. Because there were some limitations in this study, the researcher could make a few suggestions for future research on a similar topic.

First, the researcher should consider expanding data collection in future research. This study was based on respondents who had traveled with a low-cost carrier in Bangkok, and only 202 samples were collected due to effect from the pandemic situation (COVID-19). In the future, this study should be repeated with the actual sample size of 400 samples. Future research would be advised to use a larger sample size to obtain more precise results and a better understanding of passenger behavior as it will be represented in the population.

The quantitative methodology was used in this study. In future research, the researcher could use a qualitative method to gain a better understanding of passenger attitudes and behavior, as well as the factors that influence them. This research methodology provides specific information such as attitudes, behaviors, and personal preferences that can be used to make management decisions. Qualitative research could aid in the development of openness for this study. It allows the respondent to broaden their perception and may provide the researcher with an additional point of view not previously explored in this topic of study.

The convenience sampling method was employed in this study. As a result of the pandemic situation (COVID-19), this method was used. During this situation, it was difficult to achieve and complete the respondent's target. It would be highly recommended to apply different sampling methods in future studies. Non-probability sampling was used to collect data for this study. It is recommended that future research could apply probability sampling methods such as simple random, systematic sample, stratified sample, and cluster sample.

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APPENDIX

Questionnaire

Title: The influence of passenger attitudes, passenger behavior and pricing strategy towards decision to choose a low-cost carrier in Thailand

Details: This survey research aimed to comprehend the influence of passenger attitudes, passenger behavior and pricing strategy towards decision to choose a low-cost carrier in Thailand.

This study is a part BA715: Independent Study, Graduate School at Bangkok University.

The components of this research will be covered in 5 parts: demographic data questions, measurements of passenger attitude factors, measurements of passenger behavior, measurements of pricing strategy factors, and measurements of decision to choose a low-cost carrier in Thailand.

The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

Part 1. Demographic data

1. Have you been traveling with a low-cost carrier in Thailand?
   - o Yes
   - o No

2. Gender:
   - o Male
   - o Female
   - o LGBTQ+

3. Age:
   - o Below 18
   - o 18 - 25 years old
   - o 26 - 34 years old
   - o 35 - 40 years old
   - o Above 40 years old

4. Marital status:
   - o Single

- o Married
- o Divorced
- o Widowed

5. Education:
   - o High school or Diploma
   - o Bachelor's Degree
   - o Master's Degree or above

6. Occupation:
   - o Student
   - o Part-time
   - o Employee
   - o Professional

7. Salary:
   - o Less than THB 15,000
   - o THB 15,001 - THB 25,000
   - o THB 25,001 - THB 35,000
   - o THB 35,001 - THB 50,000
   - o Above THB 50,000

8. How often do you travel with a low-cost carrier per month?
   - o Never
   - o 1 - 2 times
   - o 3 - 5 times
   - o Above 5 times

9. What is your main purpose for traveling with a low-cost carrier?
   - o Business
   - o Study
   - o Leisure/Vacation
   - o Visit family/friend
   - o Other

10. When do you make a booking for travel with a low-cost carrier?
    - o 0-7 days in advance
    - o 8-14 days in advance
    - o 15-30 days in advance
    - o 1-3 months in advance
    - o More than 4 months in advance

11. How do you book a ticket for a low-cost carrier?
    - o Website (Airlines)

- o   Call center
- o   Ticketing office
- o   Travel agency
- o   Online Travel agent (Traveloka/Expedia/Skyscanner)

12. Why do you choose to travel with a low-cost carrier?
- o   Reasonable price
- o   Favorable flight schedule time
- o   Good service
- o   Time saving

Part 2: Measurement of passenger attitude factors

Passenger Attitude	Extremely Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Extremely Agree (5)
1. I travel with a low-cost carrier because it's worth of money.					
2. I travel with a low-cost carrier because of the experience on board the plane.					
3. I travel with a low-cost carrier because the information of flights is clear.					
4. I travel with a low-cost carrier because it's easy to book a ticket.					
5. I travel with a low-cost carrier because the ground staff is good.					
6. I travel with a low-cost carrier because the in-flight service is good.					
7. I travel with a low-cost carrier because the cabin crew is helpful.					
8. I travel with a low-cost carrier because the seat arrangement is good.					

Part 3: Measurement of passenger behavior factors

Passenger Behavior	Extremely Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Extremely Agree (5)
1. Every time I plan the trip, I check a low-cost carrier first.					
2. I travel with a low-cost carrier because the seat is always available.					
3. I travel with a low-cost carrier because it's convenient for traveling to other places.					
4. I travel with a low-cost carrier because the full-service airline is expensive.					
5. I travel with a low-cost carrier because it's convenient for last-minute travel.					
6. I travel with a low-cost carrier because the ticket price is cheaper when booking in advance.					
7. I travel with a low-cost carrier because the promotion is attractive.					
8. I travel with a low-cost carrier because have more flight schedule than premium airlines.					

Part 4: Measurement of pricing strategy factors

Pricing Strategy	Extremely Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Extremely Agree (5)
1. The price of a low-cost carrier is always reasonable.					
2. I always plan my trip after checking the price of a low-cost carrier.					
3. The price of a low-cost carrier is attractive during the peak season.					
4. The price of a low-cost carrier is stable more than premium airlines.					
5. A low-cost carrier offers seat selection in a reasonable price.					
6. A low-cost carrier offers baggage price in a reasonable price.					
7. A low-cost carrier offers excess baggage price in a reasonable price.					
8. A low-cost carrier offers insurance price in a reasonable price.					

Part 5: Measurement of the decision to choose a low-cost carrier

The decision to choose a low-cost carrier	Extremely Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Extremely Agree (5)
1. I choose a low-cost carrier because the flight schedule is more convenient.					
2. I choose a low-cost carrier because the ticket price is reasonable.					
3. I choose a low-cost carrier because of personal preference.					
4. I choose a low-cost carrier because the ancillary service is attractive.					
5. I choose a low-cost carrier because the ground service is good.					
6. I choose a low-cost carrier because the inflight service is good.					
7. I choose a low-cost carrier because the ticket booking process is easier than premium airlines.					
8. I choose a low-cost carrier because the advertisement is more attractive than premium airlines.					

BIODATA

First Name – Last Name   Yasumando Situmorang

Email   situmorangyando@gmail.com

Educational Background   Bachelor's Degree at Ramkhamhaeng University

Working Experience   Airlines Business Management