

An Investigation of Thai Passengers' Level of Understanding and Awareness: Cabin Crew Safety Briefing

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Abstract : The purpose of this research was to study Thai passengers' level of understanding and awareness of the cabin crew safety briefing in the airplane during the preparation to take off and landing. It is important to know if Thai passengers pay attention to cabin crew safety briefing and to suggest a better way to draw their attention. The independent variables included gender, age, income, levels of education, travelling purpose, and travelling frequency while the dependent variables was level of awareness. A simple random sampling method was utilized to get 400 respondents. The findings revealed the ranking the first three levels of importance by highest mean to lowest mean as follows: (1) It is important to listen to cabin crew safety briefing; (2) Cabin crew briefing is interesting; (3) Information from cabin crew safety briefing is easy to understand. In addition, the overall means was 3.27 with 0.800 SD.

Keywords : cabin crew, safety briefing, Thai passengers, awareness

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