

Marketing Factors Influencing the Decision to Choose Low Cost Airlines

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Abstract : The objectives of this research were to investigate the decision of passengers who choose to fly with low cost airlines and to study marketing factors which have the influence to the decision to choose each low cost airlines. This paper was a quantitative research technique. A total of 400 low cost airlines' passengers were interviewed via English questionnaire to collect the respondents' opinions. The findings revealed that respondents were male and female at a similar proportion. The majority had at least an undergraduate degree, have a lower management level jobs, and had income in the range of 25,000 -35,000 baht per month.. In addition, the findings also revealed that the first three marketing factors influencing the decision of the respondents to choose low-cost airlines were low price, direct flight, and online system.

Keywords : decision to choose, marketing factors, low-cost airlines

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