



Journal of Applied Sciences

ISSN 1812-5654

science
alert

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Thai Consumer's Expectations and Satisfaction of Services Obtained from Domestic Low-cost Airlines

Sittichai Charoensettasilp and Chong Wu

Department of Management Science and Engineering, School of Economy and Management,
Harbin Institute of Technology, Harbin, Heilongjiang, Peoples Republic of China

Abstract: Nowadays, the demand for low-cost airlines in Thailand has also increased and is growing fast. So that many airlines have changed marketing strategies and been trying to lower the costs and service to meet consumer's demands. Based on this reason, the researcher aims to study Thai consumers' expectations and satisfaction of services obtained from domestic low-cost airlines. Service marketing mix is employed to compare and analyze the effects on the two components. Relationships between personal characteristics and the consumer's expectations and domestic low-cost airline service satisfaction are analyzed. Employs sampling method on 400 Thai people who live in Bangkok and have used air transportation to travel. A random convenience sampling technique together with surveys is used to collect data. The results found that at 0.05 significance level demographic characteristics such as gender, age, education, income and occupation do not affect Thai consumer's expectations and satisfaction of services obtained from different low-cost airlines. However, each aspect of the service marketing mix (7P'S) affects the Thai consumer's expectations and satisfaction of services obtained from different low-cost airlines differently. Major aspects of 7P'S that concern Thai low-cost airline consumer's expectations and satisfaction include places, people and physical evidence. Examples are online booking services, easy-to-find and convenient ticketing counters, flight attendant's good language skills which appropriate attire, airline's clear announcement of flight departure and eye-catching brand logos at check-in counter. However, promotion demonstrates the bottom ranking.

Key words: Low-cost airlines, Thai consumers, expectations and satisfaction of services obtained, service marketing mix

INTRODUCTION

Nowadays, transportation has become an important part of human's life, especially convenient and rapid land and water and air transportation. Inevitably, transportation plays a major role in daily lives. In particular, air transportation has been developed and enhanced to meet consumer's higher demands of communication or transportation in terms of both convenience and speed. Consumers make purchasing decisions when choosing transportation and communication services based on prices and services, whereas airline service providers need to cut costs for higher returns. In the past, air transportation was an expensive choice of traveling due to its high costs. However, air transportation providers have changed marketing strategies and been trying to lower the costs to meet consumer's demands. Yet, safety and convenience still need to be maintained at an appropriate level. Low-cost airlines became popular and started gaining market shares in the airline business.

Around the end of 2003, low-cost airlines started emerging in Thailand due to the rising popularity of air transportation. Back then, the prices of such airlines were similar to those of other modes of transportation. A variety of benefits from low-cost airline services include expanded domestic aviation market, shortened traveling time, enhanced domestic tourism business and boosted a number of Thai and foreign tourists, etc. Hence, more and more investors and frequent air travelers are now interested in low-cost airlines. There are 3 major low-cost airline providers in Thailand-orient Thai Airline or One-two-go Airline, Thai Air Asia whose slogan is "now everyone can fly" and Nok Air or Sky Asia Company Limited (AOT, 2012). The first low-cost airline in Thailand operated on 3 December 2003 on domestic flights after the Thai government announced an open sky policy in 2002. The main company is an Orient Thai Airline started planning business strategies for mid-2003. The Orient Thai Airline concept is that passengers who arrive an airport are able to buy tickets and board immediately.

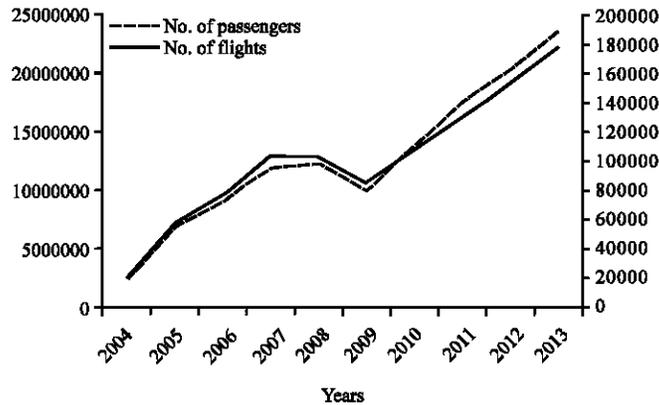


Fig. 1: Service use of low cost airlines in Thailand Source: Airports of Thailand estimates by the kasikornthai research center

Orient Thai Airline uses Boeing 757-200 aircrafts which are bigger than a Boeing 737. Ticket booking fees were canceled; ticket prices (all taxes included) are the same for both advanced purchase and over-the-counter purchased. This way, passengers are not confused and overwhelmed with ticket pricing. In the future, the airline plans to buy MD80 aircrafts to provide for additional domestic routes. The Boeing 757 and Boeing 747 aircraft's will be used in other international routes and chartered flights. Another future plan of Orient Thai Airline is to separate One-two-go Airline from orient Thai holding company into another unit. But the One-two-go brand was retired in July 2010 and the aircraft re-branded as orient Thai Airlines (Montree Sriwong, 2011).

From the analysis report of Kasikornthai research center in the title of "The chances of the low cost airline business in 2556 (2013) with access to the AEC" said it can be seen that in the last three years, the low cost airline growth over 20% as shown in Fig. 1.

The Fig. 1 shows the service use of low cost airlines in Thailand. The right of the Y-axis is the number of flights and the left of the Y-axis is the number of passengers.

Based on the above background, the researcher aims to study Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines. Service marketing mix is employed to compare and analyze the effects on the two components. Relationships between personal characteristics and the consumer's expectations and domestic low-cost airline service satisfaction are analyzed. The results of this research can be used as a database and guidelines in planning marketing strategies which are in accordance with consumer's demands, to achieve each airline company's business goals and maintain long-term brand loyalty.

LITERATURE REVIEW

Expectancy theory: This theory of Vroom can sometimes be called V.I.E. Theory due to its following components: V comes from valence which means satisfaction; I comes from instrumentality which means tools or path to satisfaction; E comes from expectancy which means expectations of each individual that needs to be satisfied by any means. After this expectation is satisfied, an individual will obtain satisfaction, whereas expectation will rise (Vroom, 1964).

Consumer's expected service theory. Expectation means attitudes related to desire or demand that consumers expect to have from each service. Consumers make purchasing decisions to meet specific demands and consumers will evaluate results of purchase from expectations (Berry *et al.*, 1990).

Demands arise from human subconscious which results from each individual well-being and status. When consumers demand for something, they will be motivated to meet that demand. The three factors of consumer's own expectations are word of mouth communication, personal needs and past experience. Another factor resulting from the service provider is an external communication to customers. These factors all affect customer's expectations (Zeithaml *et al.*, 1990). Customer's expectations can be divided into 2 levels: Expected level of services and past level of services. The first level arises from customer's expectations, whereas the second level will be accepted if customer's receive the same services as before (Zeithaml *et al.*, 1985). Five factors affecting service receivers are: Word-of-mouth or advice from others, personal demand, past experiences, news from media and service providers and prices.

Kotler and Keller's consumer's expectation theory: This theory states that main variables affecting whether consumer's expectations are met include consumer's expected and obtained goods or services. If goods or services service providers give to consumer's are the same or higher than what consumer's expect, consumer's satisfaction and brand loyalty will be achieved which means those services are high-quality (Kotler and Keller, 2006a).

Satisfaction theory: Sereerat (1995) state that satisfaction means contentment when demand is met. A supporting satisfaction theory is Maslow's Hierarchy of Needs which states that human needs are in a pyramid shape-once one need is satisfied; another need will be desired in a higher level (Maslow, 1943). Campbell (1976) stated that satisfaction is internal feelings that each individual compares thoughts to expected or desired situation. Whether results are satisfied or not is based on a personal judgment.

Marketing mix theory: Marketing mix is the tool that organizations apply to achieve marketing objective among target groups. It consists of product, price, place, promotion, people, physical evidence and presentation and process. Marketing mix is the motivation that influences the decision of consumers to use the product or service (Kotler, 2003).

Service marketing mix: Marketing mix is the controllable tool that business can apply its combination to satisfy target customers and influence purchase of product or service (Kotler and Keller, 2006b). Service marketing mix consists of the following factors; (1) Product can fulfill the needs and requirements of people as seller offer product to the customer and customer gain benefits and value of such products. Commonly, product is categorized into 2 groups which are tangible product and intangible product. Management must select main and additional services that properly satisfy customer needs and remain competitive against those of competitors, (2) Place is the environment of service that affect perception of customers in terms of value and benefits of offerings. Place refers to the location and channel of delivering service. Important factors of service delivery include location, speed and convenience in which service can be offered through email or website, (3) Price is the monetary value of the product. A customer is likely to compare the value and price of service and decide to purchase if the value exceed price. Therefore, service price should be

clearly determined in correspond to service level so that customers can understand its difference. Moreover, a service provider must concern about non-monetary expense, including time spent in service, unfavorable physical and mental conditions and dissatisfaction due to under-expected service and (4) Promotion is the communication tool that informs or motivates customers to have particular attitude and behaviors and promotion becomes the key factor of relationship marketing. Products without proper communication are likely to fail. Communication plays important role in conveying information to customers, promote the possible benefits and stimulate purchase. Key benefits of communication in service marketing focus on sharing customers how they gain benefits from service, when, where and how to purchase a service.

Service marketing mix also has three more factors (Sereerat, 2007) consists of the following factors; (5) People or employees. This factor requires recruitment, training and motivation to be capable of creating better customer satisfaction than competitors do. It is about the relationship between service provider and customer so employee must be competent and possess an attitude to respond to customers, problem-solving skill, be creative and be able to create value to the organization. Many services require the involvement of both customer and employee such as barber service, (6) Process refers to regulations and standard procedures to ensure accurate and quick service and (7) Physical evidence and presentation offer overall quality of service in terms of neat attire, polite communication, quick service and other benefits that customers deserve, to ensure quality, appropriateness and efficiency. These factors include building, equipment, clothes, etc.

Marketing mix in airline industry: People services are deeds, processes and performance. Service is distinguished from products mainly because they are generally produced at the same time as they are consumed and cannot be stored away or taken. An enhanced marketing mix needs to deploy. It's not about simply reaching out to customers with the right service. But it's also about creating that right desire to possess the service. 4P's of marketing mix and 3P's of Service Marketing Mix (1) product mix, design, quality, range, brand name, features. Giving a feel for the "Product" inside a service wrapper. Consumers are demanding not products, or features of products but the benefits they will be offered. The airline product includes of two types of service: On the ground services and in-flight services,

(2) Place mix, distribution channels, methods of distribution, coverage, location. Online 24 h reservation system. Consolidation. Tour operator/Travel Agent. Affiliated with companies, (3) Price mix, list price, discounts, commissions, surcharges, extras. Premium pricing. Value for money pricing. Cheap value pricing. Low cost pricing. apex fares, (4) Promotion mix, Advertising, Airlines advertisement needs to keep in mind the image of the country, The scenic beauty, tourist attractions, rich cultural heritages or which would attract a number of tourists. Publicity, The pro, receptionist, travel agents, media people is very important people in publicizing the business. Sales promotion, The travel agents, tour operators, frontline staffs contributes a lot to the promotion of airlines business. Salesmanship, word of mouth "Customer loyalty ladder", (5) People mix, competence, reliability, caring attitude, responsiveness, initiative, problem solving ability, goodwill, (6) Process mix, reservation, flight information, facilities at the airport, baggage handling, meal service, flight entertainment, deliver quality service and (7) Physical evidence mix, On the ground: Booking offices or ticket counter. Paperwork. Brand Logos. Tickets. In-flight: Aircraft. Seating configuration. Good inner-exterior. Cleanliness. Uniforms. Ambience. Baggage. Labels or tag. (Ghosh, 2009).

Related research: Udomkitti (2006) studied demographic factors and also intended to study marketing factors related to customers, buying decision of the three low-cost airliner companies in Thailand. The survey research method was designed by using self-administered questionnaire. Population and samples were passengers who had had experience in using the three companies (Nokair, Thai Air Asia and Orient Thai Airlines) while 400 samples were used. Data collection method was performed by distributing questionnaires to target samples or passengers waiting to board three such low-cost airlines at the Bangkok International Airport. Data analysis was performed by using descriptive statistics and also inferential statistics (Chi-square and Pearson's Correlation). Results of findings are as follows: For the demographic factors-the population of sex, age and occupation has no relationship with customer' buying-decision, but education and income have relationship with customer' buying-decision. Moreover, the marketing factor's-product, price, place, promotion, people, process, physical evidence have relationship with customer' buying-decision of low cost airline. Finally, the related recommendations are also suggested.

Thanasupsin and Chaichana (2007) investigated satisfaction level in several issues of Thai airways and low cost airlines passengers who used to travel with both models. For low cost airline passengers, the most satisfaction and dissatisfaction issues were fare and on-board food and beverage services, respectively. For Thai airways passengers, the binomial logit model was deployed to model traveler mode choice decision. The significant factors affecting choice decision of passengers were companion, fare divided by income, waiting time multiplied by income, on-time and safety. The effects on number of passengers due to change of significant factor were also studied Model developed classified 76.70% on the test data set.

RESEARCH OBJECTIVES

- Study the relationships between personal characteristics and Thai consumer's expectations and service satisfaction from domestic low-cost airlines
- Study service marketing mix affecting Thai consumer's expectations and domestic low-cost airline service satisfaction
- Analyze and compare how each factor in the service marketing mix influences Thai consumer's expectations and domestic low-cost airline service satisfaction

RESEARCH HYPOTHESIS

- Levels of Thai consumer's expectations and service satisfaction from domestic low-cost airlines depend on personal characteristics
- Each factor in the service marketing mix influences Thai consumer's expectations and domestic low-cost airline service satisfaction differently

RESEARCH METHODOLOGY

Samples include Thai people living in Bangkok who used to travel by air transportation. The random convenience sampling method is applied to recruit samples. Size of samples is calculated by estimating a population proportion. In case that the population is large, p and q equal to 0.5, confidence level 95% ($Z = 1.96$), error less than 5% ($e = 0.05$) (Yamane, 1967), samples then comprise of 384 persons so, the size is enlarged to 400 samples to ensure significant number for factor analysis (Chanagan, 2011). The questionnaire is

used to gather data in which it is divided into 2 parts as follows; (1) Instruction and guidelines which include research objective, how to fill a questionnaire and (2) The questions are divided into 2 parts which are Part 1: Personal data and Part 2: Questions indicating levels of expectations and service satisfaction based on service marketing mix, 7P'S.

The questions in this second part questionnaire are rating scale style or Likert's Scale which have 5 scales: most important, very important, neutrally important, less important and least important. Questions according to each service marketing mixed strategy are as follows: Product strategy can be divided into 2 parts with 7 questions in total (1) On-the-ground services which contain 5 questions and (2) In-flight services which contain 2 questions. Place strategy has 5 questions. Price strategy has 4 questions. Promotion strategy has 5 questions. People strategy has 5 questions. Process strategy has 7 questions. Lastly, Physical evidence strategy has 7 questions in 2 parts: 3 questions in on-the-ground service part and 4 questions in in-flight service part. Totally, there are 40 questions in part 2. Each question contains two parts: Expectation of consumers before receiving services and satisfaction after services are given.

Research instrument testing: (1) Validity is tested in terms of content and wording. (2) Pre-test is applied by distributing questionnaires to 35 samples to find the error, remove low-confidence questions and adjust some questions to ensure accuracy prior to research. (3) Reliability of the questionnaire is tested by using the Chronbach's Alpha coefficient (Cronbach, 1951) 35 questionnaires shown 0.989 confidence level in Fig. 2. (4) Data collection. (5) Adjusted questionnaires are used for data collection with more than the number specified in research methodology so as to remove unqualified ones.

Case processing summary

		N	(%)
Cases	Valid	35	100.0
	Excluded(a)	0	0.0
	Total	35	100.0

A listwise deletion based on all variables in the procedure

Reliability statistics

Cronbach's alpha	No. of items
0.989	80

Fig. 2: The reliability results

Collected questionnaire will be coded and data will be recorded and analyzed by using statistical programs (Green and Salkind, 2008).

RESEARCH STATISTICS

Statistical methods to be used in this research include; (1) Descriptive statistics: Frequency, percentage, mean, mean ranking and standard deviation. (2) Inferential statistics: This method can be used to test hypothesis. Initially, assumption of statistics will be tested prior to testing hypothesis. The hypothesis test of the 2 population means, using t-test. The hypothesis test of more than 2 population means, using One Way Analysis of Variance and Duncan's multiple comparison method.

RESULTS

Research analysis is divided into 2 parts; Part1: Demographic factors of respondents, using descriptive statistics and Part 2: Hypothesis testing, using inferential statistics.

Part1: Demographic factors of respondents, using descriptive statistics
From Table 1, proportions of Thai female and male respondents are 56.0 and 44.0%, respectively; most of

Table 1: Frequency and percentage of respondents by demographic characteristics

Demographic factors	Frequency	Percentage
Gender		
Male	176	44.0
Female	224	56.0
Total	400	100.0
Age ranges		
Less than 21 years	10	2.5
21-30 years	123	30.8
31-40 years	112	28.0
41-50 years	98	24.5
More than 50 years	57	14.3
Total	400	100.0
Education level		
Less than bachelor	34	8.5
Bachelor	214	53.5
Postgraduate	152	38.0
Total	400	100.0
Monthly income		
Less than 15,000 Bath	12	3.0
15,001-30,000 Bath	67	16.8
30,001-50,000 Bath	125	31.3
50,001-70,000 Bath	132	33.0
More than 70,000 Bath	64	16.0
Total	400	100.0
Occupation		
Students	14	3.5
Government officer	84	21.0
State enterprise	107	26.8
Private organization/business owner	191	47.8
Others: housewife, retired	4	1.0
Total	400	100.0

them are in the age range of 21-30 years, 30.8% while proportions of 31-40, 41-50, over 60 years and below 21 years are 28.0, 24.5, 14.3 and 2.5%, respectively. Most respondents earned a Bachelor degree at 53.5% while percentage of education which is higher and lower than bachelor degree are 38.0 and 8.5%. Proportions of monthly income in the range of 50,001-70,000 Baht, 30,001-50,000, 15,001-30,000, over 70,000 and below 15,000 Baht are 33.0, 31.3, 16.8, 16.0 and 3.0%, respectively. The proportions of occupations are private firm/business owner, state enterprise, government officer, students and others (housewife/retired) are 47.8, 26.8, 21.0, 3.5 and 1.0%, respectively.

Part 2: Statistical hypothesis testing using inference statistics

From the two main research hypotheses can be analyzed with 12 statistical hypotheses to assume population as follows:

- **H1:** Thai consumer's expectations of domestic low-cost airlines are different by gender
- **H2:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different by gender

H1: and H2: R two-population test on averages using t-test with a statistical hypothesis that:

- **H0** $\mu_1 = \mu_2$
- **H1** $\mu_1 \neq \mu_2$

The results of testing this hypothesis are shown in Table 2.

Table 2 shows that:

- **H1:** Hypothesis result shows that ($t_{398} = 1.163$, $p = 0.107$). As $p > 0.05$, so, H_0 should be accepted at significance level of 0.05. It can be referred that Thai consumers both male and female have similar level of expectation of domestic low-cost airlines. In other words, sex does not affect consumer's expectations of domestic low-cost airlines
- **H2:** Hypothesis result shows that ($t_{398} = 1.777$, $p = 0.076$). As $p > 0.05$, so, H_0 should be accepted at significance level of 0.05. It can be referred that Thai consumers both male and female have similar level of satisfaction of domestic low-cost airlines. One can also say sex does not affect consumer's satisfaction of domestic low-cost airlines

Table 2: Test of mean difference of Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines, by gender

	Gender	N	Mean	SD	t	df	Sig.
E	Male	176	3.88	0.661	1.163	398	0.107
	Female	224	3.77	0.663			
S	Male	176	3.68	0.446	1.777	398	0.076
	Female	224	3.60	0.475			

Remark: E derived from expectation and S derived from satisfaction

Hypotheses H3:-H2: Are:

- **H3:** Thai consumer's expectations of domestic low-cost airlines are different by age ranges
- **H4:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different by age ranges
- **H5:** Thai consumer's expectations of domestic low-cost airlines are different by education level
- **H6:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different by education level
- **H7:** Thai consumer's expectations of domestic low-cost airlines are different by monthly income
- **H8:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different from monthly income
- **H9:** Thai consumer's expectations of domestic low-cost airlines are different by occupation
- **H10:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different by occupation
- **H11:** Thai consumer's expectations of domestic low-cost airlines are different by each factor in the service marketing mix (7P'S)
- **H12:** Thai consumer's satisfaction of the services obtained from domestic low-cost airlines are different by each factor in the service marketing mix (7P'S)

Hypothesis test of H3:-H12: Are more than two-population tests on averages using ANOVA with a statistical hypothesis that

- **H0:** $\mu_1 = \mu_2 = \dots = \mu_k$
- **H1:** At least one pair of average means is different

The results of these hypothesis testing are shown in Table 3.

Table 3 shows that:

- **H3:** Hypothesis testing shows that age range variable got ($F(4, 395) = 1.403$, $p = 0.232$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers of

Table 3: Test of mean difference of Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines, by age ranges, education level, monthly income and occupation; using ANOVA

	SV	SS	df	MS	F	Sig.
E Age						
Between		3936.30	4	984.08	1.403	0.232
Within		277117.77	395	701.56		
Total		281054.08	399			
S Age						
Between		594.07	4	148.52	0.430	0.787
Within		136499.72	395	345.57		
Total		137093.80	399			
E Education						
Between		3061.05	2	1530.52	2.186	0.114
Within		277993.03	397	700.23		
Total		281054.08	399			
S Education						
Between		549.27	2	274.63	0.798	0.451
Within		136544.53	397	343.94		
Total		137093.80	399			
E Salary						
Between		3242.01	4	810.50	1.152	0.331
Within		277812.07	395	703.32		
Total		281054.08	399			
S Salary						
Between		802.513	4	200.62	0.581	0.676
Within		136291.28	395	345.04		
Total		137093.80	399			
E Occupation						
Between		3416.98	4	854.24	1.215	0.304
Within		277637.10	395	702.88		
Total		281054.08	399			
S Occupation						
Between		858.58	4	214.65	0.622	0.647
Within		136235.22	395	344.90		
Total		137093.80	399			
E Service marketing mix						
Between		86.57	6	14.43	26.59	0.000*
Within		1515.33	2793	0.54		
Total		1601.90	2799			
S Service marketing mix						
Between		80.05	6	13.34	39.89	0.000*
Within		934.10	2793	0.33		
Total		1014.15	2799			

Remark: Sig. with *that mean factors has different at 0.05 significance level. E derived from expectation and S derived from satisfaction

different ages have similar average expectations of domestic low-cost airlines. One can also say age does not affect consumer's expectations of domestic low-cost airlines

- **H4:** Hypothesis testing shows that age range variable got ($F(4, 395) = 0.430, p = 0.787$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers of different ages have similar average satisfaction of domestic low-cost airlines. In other words, age does not affect consumer's satisfaction of domestic low-cost airlines
- **H5:** Hypothesis testing shows that education level variable got ($F(2, 397) = 2.186, p = 0.114$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with

various educational levels have similar average expectations of domestic low-cost airlines. That is, education does not affect consumer's expectations of domestic low-cost airlines

- **H6:** Hypothesis testing shows that education level variable got ($F(2, 397) = 0.798, p = 0.451$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with various educational levels have similar average satisfaction with domestic low-cost airlines. One can also say education does not affect consumer's satisfaction of domestic low-cost airlines
- **H7:** Hypothesis testing shows that monthly income variable got ($F(4, 395) = 1.152, p = 0.331$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with various incomes have similar average expectations of domestic low-cost airlines. In other words, income does not affect consumer's expectations of domestic low-cost airlines
- **H8:** Hypothesis testing shows that monthly income variable got ($F(4, 395) = 0.581, p = 0.676$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with various incomes have similar average satisfaction with domestic low-cost airlines. One can also say income does not affect consumer's satisfaction of domestic low-cost airlines
- **H9:** Hypothesis testing shows that occupation variable got ($F(4, 395) = 1.215, p = 0.304$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with various occupations have similar average expectations of domestic low-cost airlines. That is, occupation does not affect consumer's expectations of domestic low-cost airlines
- **H10:** Hypothesis testing shows that occupation variable got ($F(4, 395) = 0.622, p = 0.647$). As $p > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that Thai consumers with various occupations have similar average satisfaction of domestic low-cost airlines. One can also say occupation does not affect consumer's satisfaction of domestic low-cost airlines
- **H11:** Hypothesis testing shows that service marketing mix variable got ($F(6, 2, 793) = 26.594, p = 0.000$). As $p < 0.05$, so H_0 should be rejected at a significance level of 0.05. This result implies that Thai consumer's average expectations of domestic low-cost airlines are different based on each factor of service marketing mix (7P'S) for at least 2 aspects. Multiple comparison of

Table 4: Multiple comparison of each factor of service marketing mix (7P'S)

	Each factor in service marketing mix	Mean
Expectation	Product	3.80 ^b
	Place	3.94 ^a
	Price	3.68 ^c
	Promotion	3.44 ^d
	People	3.96 ^c
	Process	3.90 ^{ab}
Satisfaction	Physical evidence	3.92 ^a
	Product	3.75 ^b
	Place	3.89 ^a
	Price	3.52 ^d
	Promotion	3.34 ^e
	People	3.75 ^b
	Process	3.56 ^d
	Physical evidence	3.64 ^c

Remark: Mean score with different alphabet marked has different at 0.05 significance level

Duncan is used to study the differences of such aspects; results are shown in Table 4

- **H12:** Hypothesis testing shows that service marketing mix variable got ($F(6, 2, 793) = 39.890$, $p = 0.000$). As $p < 0.05$, so H_0 should be rejected at a significance level of 0.05. This result implies that Thai consumer's average satisfaction with domestic low-cost airlines is different based on each factor in the service marketing mix (7P'S) for at least 2 aspects. Multiple comparison of Duncan is used to study the differences of such aspects; results are shown in Table 4

Table 4 shows that multiple comparison results of average means of Thai consumer's expectations of domestic low-cost airlines for each factor in the service marketing mix (7P'S) can be divided into 4 groups. The first group includes people, place, physical evidence and process. The second group includes process and product. The third group is the price and the fourth group is promotion. Average means of the expectations in the first group are the highest. Average means of the second and third are the second and third highest, respectively, whereas those of the fourth group are the least. These results imply that Thai consumer's expectations of domestic low-cost airlines for each factor in the service marketing mix (7P'S) such as people, place, physical evidence and process are higher than other factors. When looking into the details, aspects of services that consumers expect to receive at a high level are flight attendant's good language skills and appropriate attire, online booking services, easy-to-find and convenient ticketing counters, low ticket prices compared to other airline's, check-in counter attendant's courtesy, friendliness, accuracy and speed of services and airline's clear announcement of flight departure or delay.

Multiple comparison results of average means of Thai consumer's satisfaction of domestic low-cost airlines for each factor in the service marketing mix (7P'S) finds that average means of satisfaction can be divided into

5 groups: Place, people/product, physical evidence, process/price and promotion. Average means of satisfaction in the first group are the highest. Average means of the second, third and fourth are the second, third and fourth highest, respectively, whereas those of the fifth group are the least. These results imply that Thai consumer's satisfaction of domestic low-cost airlines for each factor in the service marketing mix (7P'S) in place aspect is higher than other factors. When looking into the details, aspects of services that consumers are satisfied after receiving a service are online booking services and easy-to-find and convenient ticketing counters. As for people and product, consumers are satisfied with flight attendant's good language skills and appropriate attire, punctuality of flight departure and arrival and ground service staff's competency.

DISCUSSION AND CONCLUSION

The female is the majority of these samples, most of them are of age 21-30 years old, 31-40 and 41-50 years old, respectively. Most of the samples have bachelor's degrees and higher than bachelor's degree, respectively. The group with lower than bachelor's degree is the smallest. Samples mostly have income between 50,001-70,000 Bath, followed by 30,001-50,000 Bath and 15,001-30,000 Bath, respectively. A group of samples with private/own business occupation is the largest, followed by state-owned enterprise and government occupation. Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines with different sex, age, education, income and occupation are around the same. In other words, Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines do not depend on sex, age, education, income and occupation.

This implies that personal characteristics do not affect Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines. As for average means of Thai consumer's expectations and satisfaction of services obtained from domestic low-cost airlines, they vary across different factor of service marketing mix (7P'S). Average means of expectations for people, place, physical evidence and process are the highest, followed by those of process, product, price and promotion, respectively. Average means of satisfaction for place is the highest, followed by people, product, physical evidence, process price and promotion, respectively. In short, one can see that Thai consumer's expectations and satisfaction of services are mostly influenced by place, people and physical evidence.

The above results imply that personal characteristics such as sex, age, education, income and occupation do not affect Thai consumer's expectations and satisfaction of services of services obtained from domestic low-cost airlines. Thai consumer's expectations and satisfaction differ for each factor of service marketing mix (7P'S), in particular, for place, people and physical evidence. Examples of aspects affecting those factors are online booking services, easy-to-find and convenient ticketing counters, flight attendant's good language skills and appropriate attire, airline's clear announcement of flight departure and eye-catching brand logos at check-in counter. As for promotion, it receives the least score from the consumer's expectation and obtained satisfaction of services.

The objective of this research can conclude that (1) The personal characteristics of Thai customer had not relationships with Thai consumer's expectations and service satisfaction from domestic low-cost airlines, (2) Service marketing mix affecting Thai consumer's expectations and domestic low-cost airline service satisfaction in the difference level and (3) Place, people and physical evidence are the most influences Thai consumer's expectations and domestic low-cost airline service satisfaction.

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