CHAPTER IV

RESULTS

This study aims to investigate factors determining customers' adoption process of low cost airlines. The researcher collected data by using questionnaires distributed to the low cost airline passengers. Data analysis could be shown into 5 parts as follows:

1. General information of low cost airline passengers
2. Communication process
3. Characteristics of low cost airline as innovation
4. Adopter characteristics
5. Hypotheses

General information of low cost airline passengers

1. Personal information

According to table 7 – 8, there are 171 males (43.5%) and 226 female (56.5%). Over half of the respondents are between 16-30 years old (58%); the rest are 31-40 years old (31%), less than 20 years old (21.8%), 41-50 years old (8.8%), more than 51 years old (1.5%), and less than 15 year old (0.8%).

Moreover, two-thirds of the respondents had completed the bachelor's degree (66%). The rest complete postgraduate (26.8%), upper secondary school (5.3%), and the vocational college (0.5%).

Concerning the occupation, the respondents are business owners (37.5%), government officials (28.4%), students (16.7%), and housewives (3%).

Two-thirds of the respondents have income per month lower than 20,000 baht (66%), next are between 21,001 - 30,000 baht (16%), 30,001 – 40,000 baht (8.8%), more than 50,001 baht (6.8%), and 40,001 – 50,000 baht (2.5%).

Table 7 Percentage Distribution of Low Cost Airline Passengers by Sex

Personal Information	Frequency	Percentage (%)
Male	174	43.5%
Female	226	56.5%
Total	400	100

Table 8 Percentage Distribution of Low Cost Airline Passengers by Age

Personal Information	Frequency	Percentage (%)
Less than 16 years old	3	0.8%
16 – 30 years old	232	58%
31 – 40 years old	124	31%
41 – 50 years old	35	8.8%
More than 51 years old	6	1.5%
Total	400	100

Table 9 Percentage Distribution of Low Cost Airline Passengers by Education

Personal Information	Frequency	Percentage (%)
Lower secondary school	n/a	n/a
Upper secondary school	21	5.3%
Vocational college	2	0.5%
Bachelors degree	270	67.5%
Postgraduate	107	26.8%
Total	400	100

Table 10 Percentage Distribution of Low Cost Airline Passengers by Income

Personal Information	Frequency	Percentage (%)
Lower than 20,000 baht	264	66%
20,000 – 30,000 baht	64	16%
30,001 – 40,000 baht	35	8.8%
40,001 – 50,000 baht	10	2.5%
More than 50,001 baht	27	6.8%
Total	400	100

Table 11 Percentage Distribution of Low Cost Airline Passengers by Occupation

Personal Information	Frequency	Percentage (%)
Private Employee	148	37.5%
Government Official	112	28.4%
Student	66	16.7%
Business Owner	57	14.4%
Housewife	12	3.0%
Total	400	100

2. Travel experience

According to traveling experience of the low cost airline passengers, over half of the passengers used to fly with low cost airline (56.7%), and only 43.3 % reported they had never flown with low cost airlines before.

For the traveling reason, most of low cost airlines' passengers fly with low cost airlines for vacation (37.2%), business purpose (20.5%), attending trade and show (16.5%), visiting their friend and relatives (14.5%), and the education purpose (10.9%) (see table 12).

Table 12 Percentage Distribution of Travel Experience

Personal Information	Frequency	Percentage (%)
Traveled duration		
Not first time	224	56.7%
First time for travel	171	43.3%
Total	400	100.0

Table 13 Percentage Distribution of Traveling Reason

Personal Information	Frequency	Percentage (%)
Reason for traveling		
Holiday	147	37.2%
Company business	82	20.5%
Attend trade show / convention	65	16.5%
Visit friend / Relative	58	14.7%
Education	43	10.9%
Migration	n/a	n/a
Total	400	100.0

Communication Process

According to table 14, the low cost airlines' passengers often received information about low cost airlines from newspaper, television, internet and magazine and sometimes from radio, travel agency, specialty (i.e. handbook for airline), posters, leaflets, and relatives and friends. Newspaper was perceived advertising media through which they received information about low cost airlines as the most often, while leaflets, brochure, pamphlets was perceived as the least often.

Table 14 Frequency Distribution of Media Channels Exposed to Low Cost Airline Passengers

Media channels	Never	Rarely	Sometimes	Often	Always	$\bar{x}$	Meaning
Newspaper	2.1	7.7	28.3	29.6	32.2	3.79	Often
Television	2.0	6.3	33.4	31.1	27.1	3.74	Often
Internet	6.1	7.1	27.1	32.2	27.6	3.68	Often
Magazine	3.3	10.6	35.2	34.2	17.7	3.50	Often
Specialty i.e. handbook for airlines	11.4	20.8	36.7	23.0	8.1	2.95	Sometimes
Posters	11.1	22.8	34.4	24.1	7.6	2.94	Sometimes
Relative and friend	18.5	19.7	30.6	22.0	9.1	2.83	Sometimes
Travel Agent	16.2	22.0	31.9	22.3	7.6	2.83	Sometimes
Radio	15.9	22.3	33.4	22.8	5.6	2.79	Sometimes
leaflets/Brochures/Pamphlets	17.5	20.5	40.8	17.0	4.3	2.70	Sometimes

According to table 15, the passengers perceived that they often received message about low cost airlines from advertising in newspaper, advertising via television, and advertising via internet respectively. Sometimes they received message about low cost airlines from advertising in travel magazine, experts in television program, news releases in television, news releases in magazine, advertising via radio, article in newspaper, news release in television and friends and relatives, respectively. The highest frequency type of message is advertising in newspaper ($\bar{x}$ = 3.66), next was advertising via television ($\bar{x}$ = 3.61), and the lowest frequency is brochures ($\bar{x}$ = 2.71)

Table 15 Frequency Distribution of Communicative Messages Perceived by Low cost Airline Passengers

Media channels	Never	Rarely	Sometimes	Often	Always	$\bar{x}$	Meaning
Advertising in newspaper	1.8	10.1	30.6	35.4	22.0	3.66	Often
Advertising via television	2.5	6.8	34.9	38.2	17.5	3.61	Often
Advertising via internet	4.8	13.2	35.2	29.4	17.5	3.41	Often
Advertising in travel magazine	6.1	15.9	33.7	33.7	10.6	3.27	Sometimes
News releases via newspaper	5.8	16.2	35.4	30.4	12.2	3.27	Sometimes
Experts in television program	7.1	15.4	40.8	25.8	10.9	3.18	Sometimes
News releases in magazine	7.3	20.0	40.3	25.8	6.6	3.04	Sometimes
Article in newspaper	14.2	17.5	35.7	26.6	6.1	2.92	Sometimes
Advertising via radio	14.4	21.5	41.0	16.2	6.8	2.80	Sometimes
News releases in Television	13.7	23.5	39.2	17.5	6.1	2.78	Sometimes
Brochures	16.7	22.5	38.0	18.5	4.3	2.71	Sometimes
News releases in Television	13.7	23.5	39.2	17.5	6.1	2.78	Sometimes
Friends and Relatives	21.8	21.0	30.9	15.7	10.6	2.72	Sometimes

Referring to table 16, the media type which mostly influences the passengers to fly with low cost airlines is television ($\bar{x}$=3.77), newspaper ($\bar{x}$= 3.58), and the least influential media is radio ($\bar{x}$= 3.07), respectively.

Table 16 Distribution of Different Media Channels that Influence Low Cost Airline Passengers

Media channels	Least influential	Little influential	Moderate	Influential	Most influential	$\bar{x}$	Meaning
Television	5.8	13.9	30.1	32.2	18.0	3.77	Influential
Newspaper	3.3	13.7	30.4	26.6	26.1	3.58	Influential
Internet	5.6	13.7	29.4	26.6	24.8	3.51	Influential
Travel Magazine	5.8	13.9	30.1	32.2	18.0	3.42	Influential
Relative and friend	16.2	12.7	23.8	27.6	19.7	3.22	Moderate
Travel Agency	9.6	17.5	31.6	26.3	14.9	3.20	Moderate
Posters	8.6	21.3	33.7	27.1	9.4	3.15	Moderate
Leaflets/Brochures/Pamphlets	10.1	15.7	34.7	27.8	11.6	3.15	Moderate
Specialty i.e. hand book for airlines	8.1	18.2	35.9	27.6	10.1	3.13	Moderate
Radio	8.9	21.5	35.2	22.3	12.2	3.07	Moderate

Characteristics of Low Cost Airlines as Innovation

In this study, the characteristics of low cost airlines consist of time-saving, saving-money, on time schedule, and easy to pay the bill. The results of these have shown as follows:

Regarding to the characteristics of low cost airlines as an innovation, the passengers mostly agree with money saving ($\bar{x}$=4.00), and suitability with present economic situation ($\bar{x}$=3.49). The passengers expressed no opinion regarding other characteristics.

Table 17 Passengers' Perception of Low cost airline as Innovation

What do you think …?	Mostly disagree	Disagree	No-opinion	Agree	Mostly agree	$\bar{x}$	Meaning
The low cost airlines advantage for your travel							
- Time-saving / good fight schedule	6.3	14.9	32.7	25.1	21.0	3.40	No-opinion
- Saving- money	4.1	3.8	16.2	39.2	36.7	4.00	Agree
- on time schedule	13.9	18.2	35.2	20.3	12.4	2.98	No-opinion
- easy to pay the bill	7.6	12.2	53.4	31.1	13.7	3.31	No-opinion
Travel by low cost airlines is suitable with present economic situation.	2.3	11.6	36.7	32.9	16.5	3.49	Agree
Travel with low cost airlines is more value than full standard airlines	4.3	12.2	39.2	34.2	10.1	3.33	No-opinion
The passengers who travel by low cost airline will be likely saved and in trend person.	3.3	15.7	39.2	30.1	11.6	3.31	No-opinion
The online booking is convenient and reliable rather than travel agents	5.3	13.9	40.3	29.9	10.6	3.26	No-opinion
Travel by low cost airlines is suitable with trial because it cheap.	4.3	12.7	37.5	30.4	15.2	3.12	No-opinion
The processes of low cost airlines does not complexity, it is easier to understand and easy to use.	7.1	17.7	44.8	24.8	5.6	3.04	No-opinion
You are confident in safety to fly with low cost airlines equally full standard airlines	7.8	19.7	45.6	21.3	5.6	2.96	No-opinion

Characteristics of Adopters

According to characteristics of adopters, the passengers stated they would like to fly with low cost airlines (40.3%). Some reported their uncertainty (32.9%), price sensitively (17%) and their intention not to fly with low cost airlines (9.9%).

Table 18 Percentage of Low Cost Airline Passengers Intention to Fly Low cost Airline for Their Next Travel

Intend to fly with low cost airlines...	Frequency	Percentage
I will certainly fly with low cost airlines	159	40.3%
I'm not sure yet	130	32.9%
I will fly with the cheapest airline-be a low cost airline or not	67	17%
I will never fly with low cost airlines	39	9.9%

According to table 19, the passengers said that they chose to fly with low cost airlines because it saves their money (73.7%), they could get new experience (15.2%), and a few stated there was no choice for them (8.9%). A few of them stated that they feel proud to fly with low cost airlines (2.3%).

Table 19 Reasons of Low cost airline Passengers to Fly with Low Cost Airlines

Why you choose to fly ...?	Frequency	Percentage
Save money	291	73.7%
Get new experience	60	15.2%
No more alternative choice	35	8.9%
Feel proud to fly with low cost airlines	9	2.3%

When being asked about their opinion toward low cost airlines, most of the passengers stated they tend to shop around for the best bargain ($\bar{x}$=3.84), and low cost airlines saves their time ($\bar{x}$ = 3.76). The least agree that low cost airlines have anything to do with their appearance ($\bar{x}$= 1.46).

Table 20 Perception of Passengers about Low Cost Airlines as Innovation

What do you think....?	Mostly agree	Agree	No-opinion	often	Mostly disagree	$\bar{x}$	Meaning
I tend to shop around for the best bargain.	1.8	5.6	23.5	44.6	24.6	3.84	Agree
I look for product that help save time	0.8	7.6	25.8	46.6	19.2	3.76	Agree
I like to spend money on myself because I think I deserve it.	1.8	11.6	23.5	39.7	23.3	3.71	Agree
When I consider buying a new product, the first thing I consider is the price.	1.3	11.9	30.6	35.2	21.0	3.62	Agree
I enjoy discussing new product	0.3	9.1	34.2	41.5	14.9	3.61	Agree
I often ask the advice of friends regarding new product.	1.5	9.1	35.7	36.5	17.2	3.58	Agree
I tend to rely on the name of airlines when I by new ticket.	1.5	9.9	38.5	32.7	17.5	3.54	Agree
I prefer to cook a good meal at home rather than go out to eat.	3.5	14.4	37.7	29.1	15.2	3.37	No-opinion
I would rather spend a quite evening at home than go to a party.	4.1	12.7	40.8	26.8	15.7	3.37	No-opinion
I feel I am regarded by friends and neighbors as a good source of information about new products.	2.5	14.7	41.8	27.6	13.4	3.34	No-opinion
I consider myself up to date regarding the latest styles.	4.8	11.9	39.5	31.1	12.7	3.12	No-opinion
It is worth it to me to spend a lot of time on searching flight information.	11.4	22.8	42.8	16.2	6.8	2.84	No-opinion
I am very concerned with my appearance.	2.5	11.6	33.4	39.2	13.2	1.46	Never

Hypothesis Testing

In this study, the researcher set 12 hypotheses to investigate the factors determining customer's adoption process of low cost airlines. The dependent variables are the passengers' decision to fly with low cost airlines. The factors determining their choice to fly with low cost airlines include the characteristics of low cost airlines as an innovation, influence of media channel, and the adoption process regarding to low cost airlines. To test all hypotheses, the significant level to reject/accept each hypothesis is set at the 0.05 level. The researcher used Chi-square test, and the results are shown as follows:

Hypotheses 1: Different types of media will lead passengers to adopt low cost airlines differently.

Chi-square was used to test the relationship between the passengers' exposure to investigate about low cost airlines in various media types and their adoption of low cost airlines. The messages include advertising, articles, new release and document information that appear in various types of media. As a matter of expediency, the passengers' frequency of information received from different media types were grouped from 5 levels (never, rarely, sometimes, often and always) to 3 levels (never-rarely, sometimes, often-always).

The first chi-square analysis investigates the relationship between the passengers' exposure to advertising in different types of media. The chi-square result is significant ($X^2 = 37.798$, df = 6, p<0.00). That is, the passengers who are exposed to advertising at different frequency level adopt the low cost airlines differently.

According to table 22, over half of the passengers (53.8%) who never or rarely received information about low cost airlines from various types of media channel stated they were not sure yet whether they would fly with low cost airlines or not. In contrast, those who reported they sometimes received such information stated they would fly only low cost airlines. However, those who often and always received information about low cost airlines also stated their intention not to fly with low cost airlines (20.7%) or to fly with cheapest airlines available (24.1%).

**Table 21 Chi-square Analysis of Exposure to Advertising and the Passengers'
Decision to Fly with Low Cost Airlines**

Decision Making	Advertising Exposure			X^2
	Never-Rarely	Sometimes	Often-Always	
I will not fly with low cost airlines	7.7%	5.1%	20.7%	37.798*
I will fly with cheapest airline	3.8%	15%	24.1%	
I will fly only low cost airlines	34.6%	43.5%	34.5%	
I'm not sure yet	53.8%	36.4%	20.7%	

Note: * $p < .001$

The second chi-square analysis investigates the relationship between the passengers' exposure to new release. The chi-square result is significant ($X^2 = 53.565$, df = 6, p< 0.00). That is, the passengers who are exposed to article in the newspaper at different levels adopt the low cost airlines differently.

According to table 22 the passengers who never/rarely received the information about low cost airlines from new release stated they were not sure whether they would fly with low cost airline or not (44.3%). On the contrary, those who often/always/sometimes received about low cost airlines from new release stated their intention to fly with low cost airlines. (46.5% and 41.7%)

Table 22 Chi-Square Analysis of Exposure to New Release and Passengers' Decision to Fly with Low Cost Airlines

Decision Making	New Release			X^2
	Never-rarely	Sometimes	Often - always	
I will not fly with low cost airlines	2.9%	6.3%	29.6%	37.798*
I will fly with cheapest airline	24.3%	16.5%	11.3%	
I will fly only low cost airlines	28.6%	41.7%	46.5%	
I'm not sure yet	44.3%	35.4%	12.7%	
Total	100%	100%	100%	

Note: * $p < 0.05$

The third chi-square analysis investigates the relationship between the passengers' exposure to articles in newspaper. The chi-square result is significant ($x^2 = 52.467$, df 12, $p < 0.05$). That is, the passengers who are exposed to articles at different levels adopt the low cost airlines differently.

According to table 23 the passengers who never/rarely received the information about low cost airlines from article in newspaper stated they were not sure whether they would fly with low cost airline or not (51.8% and 46.4%) In contrast, those who reported they sometimes and often received such information stated they would fly only low cost airlines. However, those who always received information about low cost airlines also stated their intention not to fly with low cost airlines (33.3%).

Table 23 Chi-square Analysis of Exposure to Articles in Newspaper and Decision Making to Fly with Low Cost Airlines

Decision Making	Article in newspaper Exposure					
	Never	Rarely	sometimes	Often	Always	X^2
I will not fly with low cost airlines	3.6%	8.7%	7.1%	12.4%	33.3%	52.764*
I will fly with cheapest airline	23.2%	18.8%	12.8%	18.1%	16.7%	
I will fly only low cost airlines	21.4%	26.1%	52.5%	47.6%	20.8%	
I'm not sure yet	51.8%	46.4%	27.7%	21.9%	29.2%	
Total	100%	100%	100%	100%	100%	

Note: * $p < 0.05$

The chi-square analysis investigates the relationship between the passengers' exposure to information documents (brochure, leaflet and pamphlets). The chi-square result is significant ($X^2 = 56.43$, df = 12, $p < 0.00$). That is, the passengers who are exposed to information documents at different levels adopt the low cost airlines differently.

According to table 24 the passengers who never/rarely received the information about low cost airlines from information document stated they were not sure whether they would fly with low cost airline or not (51.5% and 43.8%) In contrast, those who reported they sometimes and often received such information stated they would fly only low cost airlines (50% and 37%). However, those who always received information about low cost airlines also stated their intention not to fly with low cost airlines (47.1%).

Table 24 Chi-Square Analysis of the Information Documents and Decision Making to Fly with Low Cost Airlines

Decision Making	Information Document Exposure					
	Never	Rarely	sometimes	Often	Always	X^2
I will not fly with low cost airlines	3.0%	6.7%	10.0%	11.0%	47.1%	56.43*
I will fly with cheapest airline	15.2%	14.6%	16.0%	26.0%	5.9%	
I will fly only low cost airlines	30.3%	34.8%	50.0%	37.0%	35.3%	
I'm not sure yet	51.5%	43.8%	24.0%	26.0%	11.8%	
Total	100%	100%	100%	100%	100%	

Note: * p<0.01

The chi-square analysis investigates the relationship between the passengers' exposure to information from friends/ relatives. The chi-square result is significant (X^2 = 36.512, df = 12, p < 0.00). That is, the passengers who are exposed to information from friends/relatives at different level adopt the low cost airlines differently.

According to table 25 the passengers who never and always received the information about low cost airlines from friends/relatives stated they were not sure whether they would fly with low cost airline or not (46.5% and 35.7%) In contrast, those who reported they rarely/sometimes and often received such information stated they will fly only low cost airlines.

Table 25 Chi-Square Analysis of Media Perceived by Friends/ Relatives Regarding Decision Making to Fly with Low Cost Airlines.

Decision Making	Friend/Relatives					
	Never	Rarely	sometimes	Often	Always	X^2
I will not fly with low cost airlines	8.1%	4.8%	8.2%	14.5%	21.4%	36.512
I will fly with cheapest airline	18.6%	21.7%	17.2%	8.1%	16.7%	
I will fly only low cost airlines	26.7%	50.6%	39.3%	56.5%	26.2%	
I'm not sure yet	46.5%	22.9%	35.2%	21.0%	35.7%	

Note: $p < 0.01$

In conclusion, the difference types of media are related to the passengers' adoption of low cost airlines.

Hypotheses 2: Passengers who perceive low cost airlines as having higher relative advantage will be more likely to adopt low cost airlines.

Concerning the relative advantage of low cost airlines as an innovation and the passenger decision to fly with low cost airlines, the result was analyzed by using Chi-square test. In this analysis the passengers' opinion regarding low cost airlines as an innovation were grouped from 5 levels (mostly disagree, disagree, no-opinion, agree and mostly agree) to 3 levels (mostly disagree – disagree, moderate and agree-mostly agree).

Chi-Square analysis found the statistically significant relationship between highly advantage and decision to fly with low cost airlines. ($X^2 = 37.798$, df = 6, $p < 0.00$) Thus, the passenger who perceives low cost airlines as having higher relative advantage will be more likely to adopt low cost airline.

According to table 27 the passengers who disagree or mostly disagree with the relative advantage of low cost airlines stated their uncertainly about flying wit low cost airlines. (53.8%) However, those who stated their moderate opinion and those with agree/mostly agree opinion stated that they would fly only low cost airlines. (43.5% and 34.5%)

Table 26 Chi-Square Analysis of Relative Advantage of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines

Decision Making	Relative Advantages of low cost airlines			
	Mostly disagree - disagree	Moderate	Agree - mostly agree	X^2
I will not fly with low cost airlines	7.7%	5.1%	20.7%	37.798*
I will fly with cheapest airline	3.8%	15.0%	24.1%	
I will fly only low cost airlines	34.6%	43.5%	34.5%	
I'm not sure yet	53.8%	36.4%	20.7%	

Note: * $p < 0.00$

Hypotheses 3: Passenger who perceives low cost airlines as having higher compatibility are more likely to adopt low cost airlines.

This hypothesis investigates the relationship between respondents' perception that flying with low cost airlines is compatible with their current flying behavior and their decision to adopt low cost airline. The result was analyzed by using Chi-square test. In this analysis the passengers' opinion regarding low cost airlines as an innovation were of 5 levels (mostly disagree, disagree, no-opinion, agree and mostly agree).

Chi-Square analysis between the compatibility of low cost airline and the decision to fly with low cost was found statistically significant ($X^2 = 37.718$, df = 12, $p < 0.00$). It means the passengers who perceive low cost airlines as having higher compatibility are more likely to adopt with low cost airlines.

According to table 28, the respondents who perceived compatibility of low cost airlines (49.2%), will fly only low cost airlines. However, those who disagree with the compatibility of low cost airlines were not sure yet (50%).

Table 27 Chi-square Analysis of Low Cost Airlines Compatibility and

Passengers' Decision to Fly with Low Cost Airlines

Decision Making	Low cost airlines Compatibility					X^2
	Mostly Disagree	Disagree	Moderate	Agree	Mostly Agree	
I will not fly with low cost airlines	11.1%	2.2%	6.2%	12.3%	18.5%	37.718*
I will fly with cheapest airline	44.4%	19.6%	13.8%	13.1%	26.2%	
I will fly only low cost airlines	33.3%	28.3%	39.3%	49.2%	33.8%	
I'm not sure yet	11.1%	50.0%	40.7%	25.4%	21.5%	
Total	100%	100%	100%	100%	100%	

Note: * $p < 0.00$

Hypotheses 4: Passenger who perceives low cost airlines as having higher complexity will be less likely to adopt low cost airlines.

This hypothesis investigates the complexity of low cost airlines and the passengers' decision to fly with low cost airlines. In this analysis, the passengers' opinion regarding low cost airlines as innovation were grouped from 5 levels (mostly disagree, disagree, no-opinion, agree and mostly agree) to 3 levels (mostly disagree – disagree, no-opinion and agree- mostly agree).

The Chi-Square analysis yielded the statistically significant relationship between the complexity and the decision making to fly with low cost airlines. ($X^2 = 41.130$, $df = 6$, $p < 0.00$) It means that the passengers who perceive low cost airlines as having higher complexity are less likely to adopt low cost airlines.

According to table 28 the passengers who disagree or mostly disagree with the complexity of low cost airlines stated their uncertainly about flying with low cost airline (50%). However, those with moderate agree and agree/mostly agree opinion stated that they would to fly only low cost airlines (41.1% and 50.5%).

Table 28 Chi-square Analysis the complexity of Low Cost Airline and the Passengers' Decision to fly with Low Cost Airlines

Decision Making	Complexity of Low cost airline			
	Mostly disagree - disagree	So-so	Agree - mostly agree	X^2
I will not fly with low cost airlines	13.0%	5.3%	20.0%	41.130*
I will fly with cheapest airline	18.5%	17.1%	15.8%	
I will fly only low cost airlines	18.5%	41.1%	50.5%	
I'm not sure yet	50.0%	36.6%	13.7%	
Total	100%	100%	100%	

Note: * $p < 0.01$

Hypotheses 5: Passenger who perceives low cost airlines as having higher trialability will be more likely to adopt low cost airlines.

Chi-square was used to test the relationship between the passengers' decision to fly with low cost airlines and the trialability of low cost airline as innovation. The passengers' perception of trialability of low cost airlines were grouped into 3 levels (mostly disagree - disagree, moderate agree and agree - mostly disagree).

Chi-Square analysis yielded the statistically was not significant relationship between higher trialability and decision to fly with low cost airline. ($X^2 = 10.053$, df = 6, $p > 0.05$) Thus, the passengers who perceive low cost airlines as having higher trialability are not more likely to adopt with low cost airlines.

According to table 28 shows the percentage of passengers who perceive low cost airlines as having higher and their decision to fly with low cost airlines. Most of the respondents reported they will fly with low cost airlines whatever those who disagree stated they will fly only low cost airlines (44.8%, 40.7% and 33.3%).

Table 29 Chi-Square Analysis the Trialability of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines

Decision Making	Trialability			
	Mostly disagree - disagree	Moderate	Agree - mostly agree	X^2
I will not fly with low cost airlines	4.5%	10.1%	15%	10.053
I will fly with cheapest airline	20.9%	14.2%	25%	
I will fly only low cost airlines	44.8%	40.7%	33.3%	
I'm not sure yet	29.5%	35.1%	26.7%	
Total	100%	100%	100%	

Note: $p > 0.05$

Hypotheses 6: Passengers who perceive low cost airlines as having higher observability will be more likely to adopt low cost airlines.

Chi-Square analysis the observability of low cost airlines and passengers' decision to fly with low cost airlines found the statistically significant relationship between having higher observability and decision to fly with low cost airlines (X^2 = 45.707, df = 6, p < 0.00). That is, the passengers who perceive low cost airlines as having higher observability are more likely to adopt low cost airlines.

According to table 30 the passengers who disagree or mostly disagree with the observability of low cost airlines stated they are not sure yet (39.5%). In contrast, those who stated their moderate opinion and those who agree or mostly agree stated they are certainly to fly only with low cost airlines (43.1% and 38.9%).

Table 30 Chi-square Analysis the Observability of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines

Decision Making	Observability			X^2
	Mostly disagree - disagree	Moderate	Agree - mostly agree	
I will not fly with low cost airlines	3.9%	7.6%	38.9%	45.707*
I will fly with cheapest airline	22.4%	15.9%	13.9%	
I will fly only low cost airlines	34.2%	43.1%	38.9%	
I'm not sure yet	39.5%	33.3%	8.3%	
Total	100%	100%	100%	

Note: * $p < 0.00$

Hypotheses 7: Passengers with higher education will be more likely to adopt with low cost airlines.

Chi-Square analysis found no statistically significant relationship between the passengers' education level and their decision to fly with low cost airlines. (X^2 = 12.324, df =9, p >0.05) Thus, the passengers with different level of education are not different regarding their adoption of low cost airlines.

According to table 31 the passengers' with all level education levels stated they will fly with low cost airlines.

Table 31 Chi-square Analysis the Education Level and Passengers' Decision to Fly with Low Cost Airlines

Decision Making	Education level				X^2
	High school	Diploma	Bachelor	over Bachelor	
I will not fly with low cost airlines	5.0%	10.2%	.0%	10.3%	12.324
I will fly with cheapest airline	.0%	15.8%	.0%	23.4%	
I will fly only low cost airlines	65.0%	38.7%	50.0%	39.3%	
I'm not sure yet	30.0%	35.3%	50.0%	27.1%	
Total	100%	100%	100%	100%	

Note: $p > 0.05$

Hypotheses 8: Passengers with higher income will be more likely to adopt with low cost airlines.

The Chi-square analysis between salary and decision to fly with low cost airlines found the statistically significant relationship. ($X^2 = 24.908$, df = 12, $p < 0.05$). However the hypothesis testing revealed reversed finding that is , the passenger with high or low income are more likely to adopt low cost airlines or any cheapest airlines than those with moderate income.

According to table 32, the passengers with monthly salary lower than 30,000 baht stated their intention to fly with low cost airlines (43.3% and 36.5%), while those with monthly salary between 30,001 – 40,000 baht stated their uncertainty to fly with low cost airlines. (47.1%) However, the high-salary group stated their intention to fly with low cost airline (40% and 29.6%), or the cheapest airlines (37%), as well as their uncertainty to fly with low cost airlines (40%).

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Table 32 Chi-Square Analysis between Salary and Making Decision to Fly with Low Cost Airlines

Decision Making	Salary					X^2
	below 20,000	20,001-30,000	30,001-40,000	40,001-50,000	over 50,000	
I will not fly with low cost airlines	8.0%	17.5%	17.6%	10.0%	.0%	24.908*
I will fly with cheapest airline	17.6%	14.3%	2.9%	10.0%	37.0%	
I will fly only low cost airlines	43.3%	36.5%	32.4%	40.0%	29.6%	
I'm not sure yet	31.0%	31.7%	47.1%	40.0%	33.3%	
Total	100%	100%	100%	100%	100%	

Note: *$p < 0.05$

Hypotheses 9: Passengers who are younger will be more likely to adopt low cost airlines.

The Chi-square analysis found the statistically significant relationship between age and decision to fly with low cost airlines (X^2 = 26.223, df = 12, $p < 0.05$). It means passengers who are younger will be likely to adopt low cost airlines.

Table 33 shows the percentage of age regarding to decision making to fly with low cost airlines. The respondents who were 41-50 years old and younger will fly with low cost airlines (46.3%), while those aging over 50 years old stated their that they were not sure yet (66.7%). Another eleven point eight (11.8%) will not fly with low cost airlines.

Table 33 Chi-Square Identify Relationship between Age and Decision to Fly with Low Cost Airlines

Decision Making	Age					X^2
	below 15 years	15-30 years	31-40 years	41-50 years	over 50 year	
I will not fly with low cost airlines	.0%	11.8%	6.5%	11.4%	.0%	26.223*
I will fly with cheapest airline	100.0%	17.1%	13.8%	22.9%	.0%	
I will fly only low cost airlines	.0%	36.8%	46.3%	45.7%	33.3%	
I'm not sure yet	.0%	34.2%	33.3%	20.0%	66.7%	
Total	100%	100%	100%	100%	100%	

Note: * $p < 0.05$

Hypotheses 10: Passengers who concern about brand image will be less likely to adopt low cost airlines.

The Chi-square analysis found the statistically significant relationship between brand image and passengers' decision to fly with low cost airlines. (X^2 = 39.346, df = 6, $p < 0.00$) It means passenger who concern about brand image will be less likely to adopt low cost airlines.

Table 34 shows the percentage of passengers who concern about brand image and their decision to fly with low cost airlines. Most of the respondents reported they will fly with low cost airlines whatever those who disagree stated they will fly only low cost airlines (31.1%, 43.1% and 34.8%).

Table 34 Chi-square Identify Relation between Brand Image and Decision Making to Fly with Low Cost Airlines

Decision Making	Brand Image			X^2
	Mostly disagree – disagree	Moderate	Agree - mostly agree	
I will not fly with low cost airlines	6.7%	6.8%	24.6%	39.346*
I will fly with cheapest airline	40%	14.2%	13%	
I will fly only low cost airlines	31.1%	43.1%	34.8%	
I'm not sure yet	22.2%	35.9%	27.5%	
Total	100%	100%	100%	

Note: * $p < 0.00$

Hypotheses 11: The different lifestyles will lead passenger to adopt low cost airlines differently.

Chi-square was used to analyze the relationship between the passengers who have different lifestyle and their decision to fly with low cost airlines. The results are summarized as follow;

Chi-square analysis between the passengers who are concern about their appearance consciousness and decision making to fly low cost airlines yielded the statistically no significant relationship ($X^2 = 8.195$, df = 6, $p > 0.05$). It means the passengers who are appearance consciousness are less likely to adopt low cost airlines.

Table 35 shows the percentage of passengers who are appearance consciousnesses and their decision to fly with low cost airlines. The respondents who mostly disagree reported they would fly with the cheapest airlines (35.7%), however the passengers who mostly agree/ agree and moderate agree stated they will fly with low cost airlines (45.2% and 38.9%).

Table 35 Chi-square Identify Relationship between Appearance Consciousness and Decision to fly with Low Cost Airlines.

Decision Making	Appearance Consciousness			X^2
	Mostly disagree - disagree	Moderate	Agree - mostly agree	
I will not fly with low cost airlines	14.3%	9.7%	9.7%	8.195
I will fly with cheapest airline	35.7%	18.7%	11.3%	
I will fly only low cost airlines	21.4%	38.9%	45.2%	
I'm not sure yet	28.6%	32.7%	32.9%	
Total	100%	100%	100%	

Note: $p < 0.05$

Chi-square was used to analyze the passengers who are conservative or isolate style and decision to fly with low cost airlines yielded the statistically was significant ($X^2 = 13.210$, df = 6, $p < 0.05$). It means the passengers who are conservative or isolate styles, are more likely to adopt with low cot airlines.

Table 36 shows the percentage of passengers who are conservative or isolates styles regarding their decision to fly with low cost airlines. Most of the respondents reported they will fly with low cost airlines whatever those who disagree stated they will fly only low cost airlines (31.7%, 41.7% and 40.2%).

Table 36 Chi-Square Identify Relationship between Isolate/Conservative Style and Decision to Fly with Low Cost Airlines

Decision Making	Isolate/Conservative Style			
	Mostly disagree - disagree	Moderate	Agree - mostly agree	X^2
I will not fly with low cost airlines	9.8%	8.3%	13.7%	13.210*
I will fly with cheapest airline	31.7%	13.5%	19.6%	
I will fly only low cost airlines	31.7%	41.7%	40.2%	
I'm not sure yet	26.8%	36.5%	26.5%	
Total	100%	100%	100%	

Note: * p < 0.05

The Chi-square was used to analyze relationship between passengers who are bargain seeker style and their decision to fly with low cost airlines yielded there was statistically significant relationship (X^2 =13.210, df = 6, p <0.05). It means passengers who tend to shop around for the best bargain will decision making to fly with low cost airlines.

Table 36 shows the percentage of passengers who are best bargaining regarding their decision to fly with low cost airlines. The respondents who mostly agree/agree reported they will fly only low cost airlines (41.7% and 40.2%), however those who disagree and disagree stated are not sure yet (31.7%).

Table 37 Chi-square Analysis Relationship between Bargain Seeker Style and Decision to Fly with Low Cost Airlines

Decision Making	Bargain Seeker			X^2
	Mostly disagree - disagree	Moderate	Agree - mostly agree	
I will not fly with low cost airlines	9.8	8.3	13.7	13.210*
I will fly with cheapest airline	31.7	13.5	19.6	
I will fly only low cost airlines	31.7	41.7	40.2	
I'm not sure yet	26.8	36.5	26.5	
Total	100%	100%	100%	

Note: *p <0.05

The Chi-square was used to analyze relationship between passengers who are social communicators style and their decision to fly with low cost airlines yielded the statistically no significant relationship (X^2 =8.804, df = 6, p >0.05). Thus those who are social communicators' styles will not adopt with low cost airlines.

Table 38 shows the percentage of passengers who are social communicators' style and their decision to fly with low cost airlines. The respondents who mostly disagree and moderate agree reported they will fly with low cost airlines (40.7% and 42.0%). In contrast, those who mostly disagree and disagree stated they are not sure yet (38.9%).

Table 38 Chi-square Identify Relationship between the Social Communicator and Decision to Fly with Low Cost Airlines

Decision Making	Social Communicators			X^2
	Mostly disagree - disagree	Moderate	Agree - mostly agree	
I will not fly with low cost airlines	5.6	10.5	9.8	8.804
I will fly with cheapest airline	38.9	16.9	15.1	
I will fly only low cost airlines	16.7	40.7	42.0	
I'm not sure yet	38.9	32.0	33.2	
Total	100%	100%	100%	

Note: $p > 0.05$

Hypotheses 12: Perception of passenger toward brand is related to their adoption of low cost airlines.

The Chi-square was used to analyze relationship between the important reasons to adopt and their decision to fly with low cost airlines yielded the statistically significant relationship ($X^2 = 26.522$, df $= 9$, $p < 0.05$).

Regarding to table 39 forty three percent of passenger who stated save money and pound will fly with low cost airlines (43% and 55.6%). While passenger stated they get new experience are not sure yet (33.3%).

Table 39 Chi-square Identify Relationship between Important Reason that
Initiates to Adopt and Decision to Fly with Low Cost Airlines

Decision Making	Reasons to fly with low cost airlines				
	save money	new exp.	Pound	No choice	X^2
I will not fly with low cost airlines	6.5%	16.7%	.0%	28.6%	26.522*
I will fly with cheapest airline	17.9%	20.0%	.0%	8.6%	
I will fly only low cost airlines	43.0%	30.0%	55.6%	31.4%	
I'm not sure yet	32.6%	33.3%	44.4%	31.4%	
Total	100%	100%	100%	100%	

Note: * $p < 0.05$

Conclusion

In conclusion, the finding of this research revealed three reasons that the passengers used to fly with low cost airlines--money-saving, getting new experience, and no alternative choice available. Moreover, the research found that the most of passengers plan to fly with low cost airlines for their next flight.

Moreover, the most important characteristics of low cost airlines as an innovation that influence the passengers to adopt is relative advantage, compatibility and observability. In contrast, trialability and complexity are not factors that influence them to adopt low cost airlines. Meanwhile, the classifications of adopter characteristic are found to be appearance consciousness, isolate or conservative style, bargain seeker style, and relying on brand name. However, the respondents stated they are not social communicator styles.