

## LIST OF CONTENTS

Chapter	Page
<b>I INTRODUCTION</b>	1
Rational for the Study	1
Statement of Problem	8
Objective of the Study	12
Research Questions	12
Conceptual Model	13
Scopes of the Study	15
Assumptions	16
Limitation	16
Definition of Term	17
Hypotheses	18
<b>II LITERATURE REVIEW</b>	20
Low cost airlines	20
Low cost airlines as Innovators	26
Marketing Strategy of low cost airline	39
Integrated Marketing Communication	45
Related Research	52
<b>III METHODOLOGY</b>	53
Population	53
Sampling	53
Data Gathering Instrument	53
Data Collection Procedures	57
Data Analysis	57

## LIST OF CONTENT (CONT.)

Chapters	Page
IV RESULTS .....	60
General information of low cost airlines passengers .....	60
Communication process .....	63
Characteristics of low cost airlines as innovation .....	66
Characteristics of Adopters .....	68
Hypothesis .....	70
V CONCLUSIONS AND DISSCUSSIONS .....	90
Conclusion .....	90
Discussion .....	91
REFERENCES .....	97
APPENDIX .....	103
BIOGRAHY .....	118

## LIST OF TABLES

Table	Page
1 A profile on The Innovator Versus The Noninnovator (Late Adopter) .....	2
2 Airline Industry Market Segmentation .....	5
3 A Comparison of Main and Minor Advantages of Full Service Airlines .....	6
4 A profile on The Innovator Versus The Noninnovator (Late Adopter).....	38
5 4P's of Low Cost Airlines in Thailand .....	42
6 Summaries the Advantages and Disadvantages of the Leading Media.....	51
7 Percentage Distribution of Low Cost Airline Passengers by Sex .....	61
8 Percentage Distribution of Low Cost Airline Passengers by Age .....	61
9 Percentage Distribution of Low Cost Airline Passengers by Education .....	61
10 Percentage Distribution of Low Cost Airline Passengers by Income.....	62
11 Percentage Distribution of Low Cost Airline Passengers by Occupation .....	62
12 Percentage Distribution of Travel Experience.....	63
13 Percentage Distribution of Traveling Reason .....	63
14 Frequency Distribution of Media Channels Exposed to Low Cost Airline Passengers.....	64
15 Frequency Distribution of Communicative Messages Perceived by Low cost Airline Passengers .....	65
16 Distribution of Different Media Channels that Influence Low Cost Airline Passengers .....	66
17 Passengers' Perception of Low cost airline as Innovation .....	67
18 Percentage of Low Cost Airline Passengers Intention to Fly Low cost Airline for Their Next Travel.....	68
19 Reasons of Low cost airline Passengers to Fly with Low Cost Airlines.....	68
20 Perception of Passengers about Low Cost Airlines as Innovation.....	69
21 Chi-square Analysis of Exposure to Advertising and the Passengers' Decision to Fly with Low Cost Airlines.....	71
22 Chi-Square Analysis of Exposure to New Release and Passengers' Decision to Fly with Low Cost Airlines.....	72

## LIST OF TABLES (CONT.)

Table	Pages
23 Chi-square Analysis of Exposure to Articles in Newspaper and Decision Making to Fly with Low Cost Airlines .....	73
24 Chi-Square Analysis of the Information Documents and Decision Making to Fly with Low Cost Airlines .....	74
25 Chi-Square Analysis of Media Perceived by Friends/ Relatives Regarding Decision Making to Fly with Low Cost Airlines.....	75
26 Chi-Square Analysis of Relative Advantage of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines.....	76
27 Chi-square Analysis of Low Cost Airlines Compatibility and Passengers' Decision to Fly with Low Cost Airlines.....	77
28 Chi-square Analysis the complexity of Low Cost Airline and the Passengers' Decision to fly with Low Cost Airlines.....	78
29 Chi-Square Analysis the Trialability of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines .....	79
30 Chi-square Analysis the Observability of Low Cost Airlines and Passengers' Decision to Fly with Low Cost Airlines .....	80
31 Chi-square Analysis the Education Level and Passengers' Decision to Fly with Low Cost Airlines .....	81
32 Chi-Square Analysis between Salary and Making Decision to Fly with Low Cost Airlines .....	82
33 Chi-Square Identify Relationship between Age and Decision to Fly with Low Cost Airlines .....	83
34 Chi-square Identify Relation between Brand Image and Decision Making to Fly with Low Cost Airlines .....	84

## LIST OF TABLES (CONT.)

<b>Table</b>	<b>Page</b>
35 Chi-square Identify Relationship between Appearance Consciousness and Decision to fly with Low Cost Airlines .....	85
36 Chi-Square Identify Relationship between Isolate/Conservative Style and Decision to Fly with Low Cost Airlines .....	86
37 Chi-square Analysis Relationship between Bargain Seeker Style and Decision to Fly with Low Cost Airlines.....	87
38 Chi-square Identify Relationship between the Social Communicator and Decision to Fly with Low Cost Airlines .....	88
39 Chi-square Identify Relationship between Important Reason that Initiates to Adopt and Decision to Fly with Low Cost Airlines .....	89

## LIST OF FIGURES

Figures	Page
1 A Comparison of Main and Minor Advantages of Full Service Airlines.....	9
2 Passenger's Adoption Process .....	14
3 A Model of Stage in The Innovation-Decision Process .....	28
4 Model of Low-Cost Airlines Adoption.....	30
5 Modifications to Trial-Adoption Process.....	31
6 Adapted from A model of Innovation Resistance.....	32
7 Adopter Categorization on the Basis of Innovativeness .....	35
8 Seven Golden Rules of Brand Development .....	44
9 The Relationships Between the Variable of Marketing Mix for Marketing Communicate with Consumers.....	47
10 The Marketing Communications Mix for Service.....	48