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Abstract

Research Title : The Marketing Mix Affecting the use of Service of AirAsia Airline
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This research aims to study three reasons of customer who decided to service use with Airasia Airline; first studied customer demography feature, second studied customer behavior and third studied affect marketing mix for customer who decided to service use.

The research was done through conducting survey samples to around 130 persons in T.N. Advance Intertrade Limited Company. Informations were derived from questionnaires and the statistical analysis that is to say, Frequency, Percentage, Average, Standard deviation. It was then compared using T-Test and One-way Analysis of Variance including Multiple Comparison Test. The researcher found out that there are more male people than female. The average age is between 30-39 years old, their marital status is single, Those who have completed their bachelor degree education and has an income of 15,001-20,000 bath per month. In addition customer first decided to service use in product, next is channel of distribution and last is the physical.

In hypothesis of staff of T.N. Advance Intertrade Limited Company are distinguish in age, status, education and income they have difference to decided service use in level .05 their followed by hypothesis and who difference in gender there are same for decided service use it doesn't follow by hypothesis . The factors about who decided to use this service of staff in T.N. Advance Intertrade Limited Company that is to say in product, channel of distribution, promotion, personal and staff, service process, physical and pices involved with deciding to use this service in level is .05.

The Airasia Airline should improve in apparent ticket pice add the essential charges in the ticket. Because the customer need to know the exact price and able to decide for choose the ticket including notice to customer when Airline has to change the flight time before their flight. In addition have to develop in security for safety customer and this is the thing for they decide to choose service.