

# The Competitive Strategy in Thai's Airlines

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## Abstract

Human communicate to the other human for understanding always worked properly since they were a baby. Now, it is the time for 'On-line' communication. Communication through the technology of 'On-line' nowadays is one of the necessary things for human being. The consumers were response the same thing as they acknowledged through the online during their work, education, or even entertainment. The airlines applied this type of communication through the internet and online to use in communication as marketing tools. The aim of this paper is to identify the technology of communication using with the airlines and find out the strategy to compete in the market. This paper investigates by second-order confirmatory factors analysis to examine in communication tool by using the technology of the internet and also quantitative analysis by 400 set of questionnaire non-probability method using accidental and snowball sampling in 4 major points in Bangkok, Thailand to find out the strategy for airlines to use in the market of Thailand. The result found that the airlines were using mixed method of communication with marketing tools to promote the airlines with air travellers in seven characteristics; Products, Price, Place, Promotion, People, Physical Evidence, and Process. The consumer's perception prior to purchase factors which are safety, price, and convenient. The second conceptual framework analysed the airlines' communication characteristics toward the reservation systems and customer service care. This article found the consumers relied on the safety of the airliner's personnel communication skills, attitude and knowledge prior to purchase responsively to the experiences after the service.

*Keywords: Communication, Competitive, Strategy, Airlines, Service*

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## 1. Introduction

Human basic needs must be completed by the opposite responsive but how the human needs would be responded. The mental image of ourselves and others are creating in minds. The human brain will process an image of society and things to be liked. Human learned through the environment they were around, expecting and presume that the other can make them meet the expectation. Consumers also feel the same, once they have decided to choose or need something, the expectation occurred. In Thailand, there are many airlines to response the consumers' needs. There are so many Premium airlines also Low-cost airlines in the past ten years. These made the competition between airlines more and more. Premium airlines need to sell the ticket and service that passenger would not be upset, in a meanwhile, Low-cost airlines are doing hard work on communicating with the selling tickets. As the research paper of Department of Civil Aviation analyzed that the airline industry was affected by the economic crisis in 2009, the airline industry still survive with the expectation of passenger growth consequently. This was why the airline tried to communicate to their passengers in all aspects. Once the communication occurred, the consumers would choose the airlines they need with the expectation that the airlines would keep the promises to consumers. The promises that happened during the communication between the advertisements along with the service of the airlines that served through each airline's personnel.

## 2. Methodology

This article based on the secondary-confirmation analyzing on the result of the airlines' consumers' experiences after they have been served with the using of questionnaire to analyze the on-line perception. The first framework is the perception about airline and convenient of the airlines through the online communication characteristics before the consumers received the service.

### 2.1 Literature

A human communicates when the human's brain required something, along with the perception that human has in the previous knowledge form up as the mental image. Basic communication tool was the advertisement through the media to express about the company. A common pattern of communication in the past has been changed by new communication technology by giving a new role of acting. Powell's study described one of powerful new media environment (as cited in Warner J. Severin, Jane W. Taker, Jr (2001)) is the digital. We have to admit that we are in the technology period of communication. McManus identified some of the new media environment characteristics is previously distinct technology such as printing and broadcasting are merging, shifting from media scarcity to media abundance, shifting from content geared to mass audiences to content tailored for groups or individuals, and shifting from one-way to interactive media (as cited in Warner J. Severin, Jane W. Taker, Jr (2001)). These new medias communication, most of the airlines need to adapt themselves to the world to respond to the consumers as quick as possible. Once the media has been used, the consumer would use their mental image plus the characteristics from the airlines met their needs or not which reflected to the human's cognitive behavioral.

From the media exposure theory to mass communication, now the platform changed to online to expose more and widely through all over the world within a second. This form of communication, the airlines need to control and expose the best for their perception. The best image of everything would be communicate out through all medias of online and they need the feedback. With the reference from Leslie Becker-Phelps Ph.D. with Megan Kaye (2016) identified that Cognitive Behavioral Therapy (CBT) is a straight forward way to identify how you tend to get into that pit- and then think yourself back out again. Thoughts, feelings and behaviors are all intertwined and related to sensations. These reflected an interpersonal communication which we communicate message through our body or even the digital media.

In this paper using the concept of mix marketing and communication tools in seven areas of aspects; Product, Price, Place, Promotion, People, Physical Evidence, and Process to examine the perceptual of the consumers for online communication. Once the airlines examined for the need of consumers, they could plan for the marketing strategies tools for the future.

### 2.2 Related research

Kalyanat Sripirom (2017) investigated about the factors effecting to the consumers' purchasing found that the first thing to impress the consumers is the airlines need to show their safety first. Annamaria Esposito (2014) studied on marketing communication strategies in low cost, low price, high value service companies found that the companies could not overlook over communication which is ultimately inspires many of offers can conveying intangible values

which was the reason why customers believe and buy the products. Kannapat Kankaew (2012) studied on passenger's expectation and satisfaction on airlines delivering services: a case study of full services airline in Thailand described the passengers paid attention to the safety and services of the airlines through airlines' personnel and their channels of the communication. The satisfaction was high in all aspects of the service. Vittavat Udomkitti (2006) studied Factors influencing customers' buying decisions process of low-cost airlines services in Thailand found that marketing mix are related with the decision making of the customers especially in the service area.

### *2.3 Methodology*

The methodology in this paper was quantitative analysis 400 sets of questionnaires distributed non-probability sampling by accidental and snowball sampling in 4 major cities of Bangkok, Thailand. Along with the second-order confirmatory with the theory of the communication and marketing mix theory that the airlines had used crossed with the communication characteristics effectively responding to the consumers' needs.

### **3. Results**

This paper found that the airlines had used the communication and marketing mix theory with all characteristics of communication aspects with the consumers about the airline's reputation. With the seven characteristics of marketing mix factors; skills of the airlines to communicate in all products, price, place, promotion, people, physical evidence, and process coordinated with the airlines personnel through the advertising journey through the internet technology to communicate, and safety culture which could be sensitive in all aspects of the airlines. Even though, the consumers paid attention to the communication which are safety, customer service care and prices which communicated from the airlines in all aspects to decide about purchasing. After servicing, the consumers found that they met the expectation with clear communication from the airlines.

The airlines communicated with the promotions of safety satisfy the consumers and the services of the reservation method which technology made them easier and clearly to use. The airlines provide to the consumers through all media online through the internet. The consumers received the information and form the mental image which differently created in person about the airlines. The results showed that the consumers received what they have imaged and presume about the service that the airlines would provide for the consumers. The airlines would resume communicating clearly in what they could do for consumers and keep their promises to consumers. Also, the message that airlines made to the consumers was the important messages which were safety and convenient of the consumers who would receive when using the services from the airlines.

### **4. Conclusions**

This paper found the important of communication and marketing mix using through the internet with all types of media by the airlines were satisfied by the consumers. The main media using the online method of the airlines found that working very well which most aspects of the airlines were acknowledged by the consumers. The consumers were not reluctant to use the online and being observed their behavior by advertisement spot for the airlines to promote themselves. The value of the online equals to promoting the airlines in all reputations of the airlines. Furthermore, for the airlines, safety is still number one for both consumers and airlines to think about.

### **5. Recommendations**

This paper is not completed with the study of full population of Thailand about their communication live schemes. This should be next study to know by qualitative analysis method to support more ideas about the factors effected to the perception about the airlines also this should be conducted with all area of Thailand, due some area there were the

consumers who do not feel familiar with the technology might effect to the results. Even the near future, we need technology with communication more to understanding among the human being and promotions tools.

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