

THE COMPARISON OF THE EXPECTATIONS TOWARD AIRLINES SERVICE IN THAILAND :
CASE STUDY OF THAI AIRWAYS-KOREAN AIR

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จุฬาลงกรณ์มหาวิทยาลัย

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การบินไทยแอร์เวย์และสายการบินโคเรียนแอร์ (2) เพื่อสำรวจเปรียบเทียบความคาดหวังส่วนบุคคลที่
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งานวิจัยที่เคยมีมาก่อน อินเทอร์เน็ต หนังสือ บทความ เป็นต้น การเปรียบเทียบความคาดหวังผู้ที่ไม่
เคยใช้บริการสายการบินไทยแอร์เวย์และโคเรียนแอร์มาก่อน

ผลการวิจัยได้สรุปไว้ว่า (1) บุคคลมีความคาดหวังในเรื่องความปลอดภัยมาเป็นอันดับแรก
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ORNJIRA PHONGHATSABUN: THE COMPARISON OF THE EXPECTATIONS TOWARD AIRLINES SERVICE IN THAILAND : CASE STUDY OF THAI AIRWAYS-KOREAN AIR. ADVISOR: ASSOC. PROF. DUANTEM KRISDATHANONT, Ph.D., 69 pp.

The objectives of this research are: (1) To survey the individual expectations toward Thai Airways and Korean Air (2) To study the comparison of the individual expectation toward Thai Airways and Korean Air. (3) To study factors affect the expectations of the customers.

The research adopted the primary data and secondary data such as, in-depth interview question, reviewing previous researches, internet, books and articles. This qualitative research studies in comparison of person's expectancy to Thai Airways and Korean Air by screening samples from people whom never experienced in services offered by Thai Airway and Korean Air to conduct in-depth interview and employ collected data for comparison analysis.

The result of the research are as follow: (1) Thai individual highest expectation towards both Thai Airways and Korean Air is safety (2) The individual person expect for convenience from Thai Airways more than Korean Air, while expect for good service from Korean Air than Thai Airways.

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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, the airline businesses have grown rapidly and highly competitive. Every airline is trying to develop their airline to be admitted and attractive to customers, whether, by promotion of low air fare or by strong service approach to customer, display of their friendlier characteristic. In Thailand, there are 105 international airlines, which divided into 99 full service airline and 16 low cost airlines. These have not included International Non-Scheduled Flight (Charter Flight).

All 105 airlines that fly internationally, both are Thai nationality airline or International airline such as Japanese, China or Korea nationality. They have share of market segmentation from Thai airline, which open up the opportunity and options to travelers who interested in travel by airplane. As a result, more options for clients would make it very competitive and airline must constantly develop their services and products to attract customer to use their service.

In this research we focus in comparing the expectation of clients, focus in Thai Airways and Korean Airline because both are representative of 2 countries and they have many certificates guaranteed their services.

In 2015, Thai Airways International Public Co., Ltd obtains following awards:

Thai Airways received “Asia’s Most Admired Brand 2014 - 2015”.

Thai Airways' kitchen received GOLD PRIZE Best Middle Haul Caterer Award 2014.

Information Center (WL-J) received Glorification Shield for Government Department for the Transparency Process of Official Information Act.

Thai Airways received Economy Service Award of 2015.

In 2014, Korean airline obtains following awards:

“Advertising of the Year” Awarded by the Korean Advertising Society.

“The 22nd Consumer’s Choice Advertising Award” by Korea Advertisers Association.

Received a certificate for No1. Customer satisfaction (NCSI) in international flights from Korea Productivity Center (Korean Air 2015).

Both airlines have the direct flight from Bangkok (BKK: Suvarnabhumi), Thailand to Seoul (ICN: Incheon) South Korea, because there are increasing in numbers of Thai tourists who travel to South Korea in each year. Since 2012, the number of Thai tourists have increased dramatically, which there were 395,984 people travelled to South Korea, 28% increased from 2011. Ranked 5th or 3.5% of total tourist visited South Korea. (thaiembassy 2015) This shows Thai people have more interests in South Korea, which may influenced from drama series, movies, singers, actors, etc. As evident, there are many South Korea presenters for seaweed snacks or drinks that use South Korean singers as presenters. This shows the popularity among group of people, who those presenters can attract them to

purchase products. Moreover, it spread more of the South Korea culture into Thailand.

As a result, the number of Thai people travel to South Korea is increasing. They travel to experience culture or participate in the concerts or trace the scenes of popular South Korea drama series in Thailand, include students, businessmen and labors, who also travel to South Korea for their sake. Thai people can travel to South Korea without visa and stay for 90 days, which is easy for travelling to South Korea.

There are 3 attraction places that Thai people like to visit in South Korea, which are Gyeongbokgung Palace, Myeongdong and Nami island. Most popular period that Thai people like to visit South Korea is during March – April and in October, because it is the school break period. Even it passed the holiday period; Thai people still travel to South Korea with 21.3% in March – April and 10.8% in October. If includes December it will make these 4 months have more than 45% of Thai tourists travel to South Korea.

The most favorite places for Thai people are Gyeongbokgung Palace, Myeongdong in Seoul and Nami Island in Kang Woo-hyon. These 3 main places cannot be left out from the travel program of Thai travel agencies. From Thai people who travelled to Korea, 96.2% like Nami Island, which is the highest among Thai tourists who visit South Korea. Nami Island is the scenes of series “Winter Love Song” that shows and very popular in Thailand. Also, it is a location for the Hello Stranger (กวน มึน โฮ) scenes. Apart from that Seoul, Gyeonggi-do, Gangwon-do and Incheon

are also the popular places for Thai tourists, respectively. Seoul is a main location for the movie Hello Stranger shooting in 2010, and it was ranked 1st of box office in Thailand. After the movie released in Thailand, there are 40% increased of Thai tourist visit South Korea. Thai people interested in their palace and royal family that make Thai people like to visit palace such as Gyeongbokgung Palace. (Thebridgesmagazine 2010)

Even present day, Thai airways currently has an issue with International Civil Aviation Organization – ICAO, who give red flag to Thai Airways in term of flying safety.

Wisuta Jaengprajak the researcher of SCB Economic Intelligence Center (EIC), comment on the situation of ICAO are going to reduce the creditability in safety of Department of Civil Aviation of Thailand (DCA), which EIC believe that circumstance would affect to other organization re-evaluate safety standard of Thai aviation. Seeing that, US FAA request of evaluate Thailand relate Aviation Organizations in coming July.

If Thailand has been reduced the creditability from International Aviation Institutes, it will affect to creditability and popularity of Thai Airways. That will also affect the raise of cost and Thai Airways will lose its advantage in competitive of market segmentation to foreigner airlines. Thai Charter flight most affected business from the re-evaluation because it has to request a flying permit case by case; while full service airline and low cost airline (fly medium haul) may have the limitation for

future expansion of business such as cannot increase new flying destinations. Only the low cost airline that least affect by the issue.(Wisuta Jaengprajak 2015)

From the issue mentioned, Thai Airways is still allowed to fly as usual, but have to look into development of their standard to pass the regulation.

Even Korean Airline also face with the issue in media which are the news about their service on board of flight attendants, which result in redirect flying route, violent on the flight that threaten flight security, threatening, business prevention and prevent the justice process with lie. But they got through all situations and still serve flying service normally.

Thai tourists have various reasons to travel to South Korea and such journeys have to travel by airplane. There are so many airlines that offer the direct flight from Bangkok to Seoul in South Korea. Whether the full service airline or low cost airline, they are all provide competitive offers to clients that only benefit to clients. This competition make the airlines cannot stop improving their service in order to attract customers to choose their airline. But from the important and issues above, reveal that it is very important to study of client expectation in using Thai Airways and South Korea Airline. This is to create the guideline to set the policy that develop and encourage client to use their service, also, to make them aware of their potential clients' expectation. The study of this research should use the people who never use the service of both airlines, in order to have prejudice for both airlines.

1.2 Research objectives

1. To survey the individual expectations toward Thai Airways and Korean Air.
2. To study the comparison of the individual expectation toward Thai Airways and Korean Air.
3. To study factors affect the expectations of the customers.

1.3 Limitations

This research is a qualitative research. It is a study to compare the expectations toward Thai Airways and Korean Air. It is an in-depth interview where the interviewee will be chosen through random sampling of 7 Thai nationalities, which has never used the service of both Thai Airways and Korean Air. The time and location will be set according to the convenient of the interviewee. The data collected from the interview will be analyze, discuss, and propose suggestions for the comparison of the expectations for both airlines.

1.4 Expected benefits

1. The airlines will understand the customers' expectations toward the airlines.
2. To understand the expectations of customers toward Thai Airways and Korean Air.

3. To work as an approach for further improvement of Thai Airways and Korean Air.

Background of Thai airways and Korean Airlines

Thai Airways

Thai Airways International Public Co.,Ltd is a national enterprise subordinated to the Ministry of Transport. It is a public company registered in The Securities Exchange of Thailand since 1991 with the Ministry of Finance as a dominance shareholder at more than 50%.

Vision, Value and Mission

As the national airline, we announce our vision to set our goal to public and use it as the guideline for all units to achieve the same goal “The First Choice Carrier with Touches of THAI”. While focusing on building shared value to raise the main value e.g. focus on customer satisfaction building, operation under effective capital and budget through flexibility to support the change of circumstance in business operation and to create a response to confederate with balance. We announce our mission to show our determination and ask all confederates to perform as follows

- To serve a holistic airfreight for domestic and international markets while focusing on standard, safety, convenience and service that reflect Thai identity to

deliver the valuable and dependable products along with strengthen impressions and good relationship with customers.

- To supervise the business according to international standard to create a sustainable growth to the organization and create high revenue to shareholders
- To create a strong culture of the organization of learning, to realize about customers' importance and to strengthen the abilities, skills and responsibility along with accumulate organization relationship with its employees to bring the best out of all workforce.
- To help, strengthen and response to society and environment as a national airline (thaiairways 2014)

In conclusion, the Strength of Thai Airways are as follows;

A national airlines with long history and continuously obtained the award to prove reliability. Thai Airways is considered as a national airline of Thailand, which has been established for 55 years. It is a reliable airline in the customers' eyes, and has obtained continuous awards regarding safety and service. Moreover, Thai Uniqueness Thai Airways is classified as one of the airlines with uniqueness, because the cabin crews dress in Thai traditional outfits. Moreover, ground staff and cabin crews always greet passenger beautifully and humbly with "Wai", along with cheerful smiles. Likewise, cabin crews will make passenger feel like they are at home and feel comfortable as if they are travelling with family. Thai Airways has both domestic and

international routes. For 10 destinations of domestic routes, it has routes to southern, northern, and northeastern parts. In addition, there are international routes of 33 countries/ 61 destinations, which go to Middle East, Asia Pacific, North America, and Europe. It is considered as an airline with various routes, including the route to Seoul, South Korea.

Korean Airlines

In 1969, Korean Air Lines Co., Ltd. was in decline. An offer to privatise the airline by the Hanjin Group, specialists in transportation, was the start of a new chapter in growth and success. Although the challenge was never easy, Korean Air established itself as a respectable company and carrier by opening its transpacific route in 1971 and its first Seoul-Paris freight route in 1973.

Always looking ahead, the company laid the groundwork for the future when it ordered American Boeing Company's B747 Jumbo in 1972, plus 6 additional Airbus A300 models in its early years.

Figure 1 Vision and Mission



(Korean Air 2015)

In summary, the strength of Korean Air can be explained as follows; 1. Korean Air is an airline with a long history background. Started since 1969 until now, it has provided an efficient services and continuous development, which left an imprint as one of the modern airlines. It features a various flight routes for the customer to choose based on the paths of they want to go for the trip. In addition, in 2014, Korean Air airline ranked 7th for it quality and service by SKYTRAX. (SKYTRAX 2015)

2. To provide professional services, Korean Air training center backed with expertise specialized in the areas of flight operation, maintenance and in-flight service. It dedicated to enhance the skill of the employee through KE extensive online learning courses. It allows the employee to overcome the limitation regarding to time and place, while each course can deliberately selected based on their needs. Online

programs combine flight operation, management and skills to provide services for worldwide operation. The unique way of greeting the passenger by bowing is what makes Korean Air different from the other airlines.

3. Korean Air is a part of the SKYTEAM Airline Alliance, a worldwide alliance that was founded in 2000. The Alliance has 20 members airlines, with flight destinations up to 1,062 locations in over 177 countries worldwide and reached 17,343 of flights each day. Sky Team is committed to provide quality service and luxurious comfort for passenger.(Skyteam 2015)



CHAPTER II

CONCEPT, THEORY, AND RELATED RESEARCHES

In this research, the researcher has studied the comparison between individual expectations toward Thai Airways and Korean Airlines. The study consists of different related researches and combines it to the research as follow.

Vocabulary definitions

Expectation theory

Related researches

2.1 Vocabulary definitions

From study, there are many experts providing knowledge about or giving the definition of expectation as follow:

Chitsanukorn (Chitsanukorn Pornpanuwich 1997) has explained that the expectations can be define as feelings, opinions, recognitions, interpretation, or prediction toward different events that have not yet occur for other people that has expectations within those who are related to them. The expectations or needs for the other person to behave as the individual needs or has expected.

Nualchan(Nualchan Permpoonrattanukul 1997) and Somluk (Somluk Petchchuay 1997) explained that expectations can be define as aspiration or

speculation of individual toward others to behave in the actions that the individual has desired in the future.

Siriwan (Siriwan Audsawakul 1985) explained that expectations can be define as human expectations. This is to think beforehand which may not occur as they have expected. However, it has an important role toward individual's behaviors.

Sunee (Sunee Theeradakorn 1982) explained that expectation also can predict events that may occur. The expectations will occur only if the situation has been experienced by an individual before. In the real life of an individual, what they have expected or what actually happen usually will not be the same.

Pratern (Pratern Mahakhan 1978) has explained that expectations can be characterized as something important that influenced the concept and behaviors of adolescences.

Prasarn (Prasarn Malakul 1980) has stated that expectation can be considered as a psychological variable that is essential to human behaviors.

Paitoon (Paitoon Charoenpunwong 1987) has stated that it is the feeling of an individual toward himself as what kind of behaviors the person should act toward each situation or toward the work responsibilities. It will also concern other people.

Getzels (Getzels 1964) have explained that expectations mean the expectation of each person is different. This is because each person has their ways of thinking and needs differently. Thus, this leads to the social behavior that has been

specified by the expectations of other and the individual expectations to be different.

Funk and Wagnalls (Funk and Wagnalls 1963) explained that expectation mean the expectation toward action or situations. It is a belief toward one action or another that it consists of a possibility that it may happen as expected.

2.2 Expectation theory

An individual expectation has been set to respond to the needs. Therefore, the needs and expectations are related and inseparable. This is because if human begin to have needs, the expectations will follow and the action of behavior toward the goal will occur. However, the needs of human, after it has been responded within the level that an individual has wanted, there will always be an expectations beyond the actual level. This shows according to Maslow's Hierarchy of Needs that stated the needs of human into levels as follow.

Victor H. Vroom has mentioned the expectation theory that the individual will act depend on 4 factors as follow.

If the reward the he received will be suitable for the role that he has possessed.

Satisfaction or Dissatisfaction toward the result that he has received.

When comparing with others, he believed he will achieve that reward.

He has a chance to receive the reward based on his expectations.

(Victor H. vroom 1970)

Vroom's expectation theory has been developed from a hypothesis that before the individual received the motivation to act upon another. He needs to consider if his abilities and attempt will lead to the planned result or not. The Expectation Theory consists of 3 factors; which are,

Factor 1: Expectation theory is about the evaluation of individual work.

This is for a chance to succeed in the future. Each individual has an expectation that he will be able to use his abilities with a tool and resources in the work and will be able to succeed.

Factor 2 expectancy is an individual expectation. The individual with a needs and expect various action to occur. Therefore, he will act in whichever way to respond the needs or expectations. After the expectation has been responded, the individual will be satisfy and lead to higher expectations.

Factor 3 Instrumentality means the tool to connect one result to another result. Or another method is to use another person that will lead to the satisfied result or intended goal.

Based on the concept and expectation theory, it can be seen that the expectation is to think ahead which may not be as expected. However, the expectation plays an important role toward human behavior. This is especially the expectation toward the individual abilities. And this expectation will result in the decision to choose the activities which will need full motivation and capabilities to

accomplish the mission based on the individual expectations and result in the quality of the work.

Types of expectation

The types of expectation have been mentioned in research that the expectation that has been set by an individual both consist of short term expectation and long term expectation. Moreover, there will also be positive and negative expectations. (Hurlock, 1973) and this expectation will lead to the behaviors that will be different.

Paiboon Tewaruk and Siriwan Audsawakul (1984,p 46-47 which is referred in (Research Board of the Naresuan University Council 2011) describe that the positive expectation is when the individual is in the situation to accomplish some task. The expectation will influence the work behaviors. It is difficult to stimulate the individual to have motive and tolerance in accomplish the task that the individual believed he will fail.

Soree Phokaew (1984, p79 which is referred in (Research Board of the Naresuan University Council 2011) has mentioned about negative expectation; for example, if we stay like this what will happen to our children. It will create anxiety and lead to lack of balance in life.

Natnaree (Natnaree Smith 2011) has concluded regarding expectation that there are both positive and negative, short term, and long term. The expectation

help stimulate different behaviors for the positive expectations, it will result in motivation. However, for the negative expectation, it will lead to anxiety and lack of balance in life.

Factors that affect expectations

Nadler and Lawler has stated that characteristic of each individual; such as background, experience, education background, skills, and age can result in the individual to have attitudes toward the needs and expectations differently. In the meantime, the work environment; such as leadership characteristic, reward systems also affect the expectation of the individual.

Concepts and theories about expectation and perception. Parasuraman, Zeithaml and Berry (Parasuraman 1985) which is referred in (KRITIYA JONGRUANGSUP 2010) describe that “an expectation is an attitude about desire or need from consumers who expect something to happen from products or services. Consumers purchase products or services to satisfy their specific needs, and the consumers will evaluate the result of purchase based on what are expected. The need is something embedded in the subconscious of humans, and is derived from livelihood and status of each person. When people perceives the needs, they are motivated to satisfy the needs.”

There are 5 main factors affecting to expectation as follow:

- 1) Report or recommendation from other people
- 2) Person's need

- 3) Experience from the past
- 4) News from media and providers
- 5) Price

Report or recommendation from other people: In this case, someone used to purchase products or services or to have the experiences with them, and then report to other people. The report can have positive or negative information depending on feelings or experiences at a time of that person.

Person's need: In this case, each person needs differently from time to time. To illustrate, when purchasing a ticket to go by plane, one person expects to get a good service or convenience, but another person expects to only arrive at the destination. Expectation of each person can be different or same as that of another.

Consumers' experiences from the past: They are determinant whether in the future consumers will consume products or use services. If the experience is bad, consumers will not use the services or consume the products again.

News from media or provider: Advertisement is important for selling products or services because it broadcasts to everyone to know them more. For example, if there are two airlines having the same route. One passenger cannot decide which airline to board, but as he unexpectedly see public relations media or ad from one of those two airlines that has a route as he want, the person tends to prefer that airline to the other airline as the former makes credibility and attracts the person to fly with the airline.

Price: Price is important for competition since a passenger does not require much but only main proposition, such as arriving at the destination. If the service of those providers is similar, the price becomes another criterion for decision making which airline to go for.

Weerapong Chalermjirarat (1996 referred in (Orawan Luangthammuan 2004) p.15) describes that an expectation of passengers happens from seven factors:

- 1) Company's reputation and including rumors.
- 2) A service representative, such as dressing and body shape.
- 3) Products or services, such as a country of origin or brand.
- 4) Price of products or services.
- 5) Current environment.
- 6) customer service standard, and
- 7) competitors of that provider.

An expectation can happen from many factors which are closed to or far from a person. But when he has to use a particular service, searching for information from sources or media becomes a root of positive and negative expectations. Therefore, every airline tries to continuously develop itself from the past to be the first choice of passengers who would like to use the service, and then compare airlines which can satisfy their needs or compare what they expect to the airlines. Whether the airline is able to meet the passenger expectation or not, attempting to

satisfy what passengers want is protecting the image of the company and at the same time advertising the airline, because if the airline is able to meet the expectation, passengers will carry the good experience to another by word of mouth and return to use the service again.

This can be used to answer the question regarding the objective of the research whether these factors affected the expectations or not.

2.3 Related research

From literature review, there are many researchers working on a topic consistent or similar to this research which concentrates on comparison of expectation or expectation on airlines. The expectation can be categorized as follow:

(Kunnapat Kankaew 2012) Passenger's expectation and satisfaction on airlines delivering services: A case study of full service airlines in Thailand. The purposes of research to study passenger's expectation and satisfaction on full service airlines in Thailand, which are The Airways International and Bangkok Airways. The object are fine the passengers' level of expectation and level of satisfaction toward the airlines service. Research instruments are questions, statistics analysis, percentage, mean and standard deviation. The sample selected 400 passengers travelling on Thai Airways International and Bangkok Airways domestic flights. The majority of samples was female Moreover, the result showed that overall level of expectation and satisfaction

are high for both ground services and onboard services. The affecting to choose airlines are safety, variety of schedule, comfortable, reasonable price.

INTRIRA (Inthira Chantarat 2009) Customer's Expectation and perception toward Services Quality on a low cost Airline for Domestic Flight. The purposes of research to study customer's expectation and perception toward services quality on low cost airlines for domestic flights, to study relationship between the satisfaction of using service and repurchase intention. The samples selected 400 passengers travelling with low cost airlines domestic flights. Research instruments are questions, data statistics analyzed, percentage, mean and standard deviation, T-test, One-way analysis of variance, Pearson ' s Correlation Coefficient. The majority of samples was male, aged between 36 – 45 years. The result showed that passengers' expectation level toward services at low cost airline for domestic flight expectation in high level.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methods

This qualitative research studies in comparison of person's expectancy to Thai Airway and Korean Air by screening samples from populations which are 7 Thai nationality persons whom never experience in services offered by Thai Airway and Korean Air to conduct in-depth interview and employ collected data for comparison analysis as these topics as follows:

Research Type

1. Qualitative populations and samples
2. Qualitative research tool
3. Qualitative data Collection
4. Qualitative data analysis

3.2 Research Type

Both primary and secondary data would be collected. The primary data comes from in-depth interviewing in 7 samples of Thai nationality persons whom never travel by Thai Airway and Korean Air. The secondary data comes from reviewing previous researches, articles, books, and data available on the internet which would be studied to support this research.

2. Populations and Qualitative Samples

Qualitative samples for this research are 7 Thai nationality persons whom would be screened from populations by conveniently inquiring and those persons never experience services offered by both Thai Airway and Korean Airline before, and the results would be compared to determine expectancies.

3.3 Research Tool

This research uses in-depth interview question derived from concept study and related theorems and researches, which are divided into 3 sections as follows:

In section 1, the question inquires in sample's personal factors such as name, age, gender, educational level, rate of income and occupation.

In section 2, the question inquires in consumer's behaviors, frequency of flying and persons affect airline selection.

In section 3, the question inquires about expectancy using expectancy theory to be involved and recommendations.

3.4 Data Collection

Procedures of data collection are divided into 2 steps as follows:

1. Collecting data related to Thai Airway and Korean Airline from the internet and use to support research.
2. Collecting data from samples

In-depth interview in sample group used in this research would be conducted by the researcher, begins with sampling using inquiry in flying experiences and the 7 persons whom never experience services of Thai Airway and Korean Airline before would finally be screened.

Make an appointment for interview as convenient for interviewees. The interview period is 1 week, 1 hour for each person and run until finished 7 persons. The interview would conduct informally for intimacy and good relationship between interviewers and interviewees whom would not feel serious while answering questions.

The researchers take note while conducting interview and interviewees review after finished for correctness and conformance of understandings.

Observe in sample group while answering each question whether they understand each question or not. In case of sample does not understand question, interviewer would explain to conform understanding.

Conduct interview as question developed by researcher, the interview delve into expectancy and interviewees are able to answer questions variously and openly.

3.5 Data Analysis

1. From conducting in-depth interview to samples, the researcher would take additional details expanded from questions deployed to samples as well as record voice during interview.

2. Transcribe recorded voice into messages to expand messages taken during interview as well as content inspection for conformance between understanding of researcher and samples.

3. Data of each sample would be analyzed and interpreted carefully to protect error and bias interpretation.



CHAPTER IV

INTERVIEW

In this chapter, we will talk about the selection of group samples in the interview. The group samples are chosen from Thai nationalities and have never used the service of both Thai Airways and Korean Air. An in-depth type of interview will be conducted and it will include in brief background of the interviewee. All samples are person who are interested or want to travel to South Korea and never used Thai Airways or Korean Air before. The samples are looking for information and interested in airlines that provide direct flight between Bangkok and Seoul.

It will be analyzed in the next chapter. This chapter will be divided into 2 parts; which are in brief background and conversation regarding behaviors of interviewees.

4.1) In brief background

4.2) Consumer behavior

- 1) Ms Sriwan, age 25, born and raised in Thailand. She finished the bachelor degree and at the present work as an officer at some state enterprises. Ms. Sriwan is considered as a representative of private company employees group who has planned to travel to South Korea. The yearly income is concealed.

She loves to travel and if there is a free time she will travel with her friends or family. In general, she has traveled within Thailand as her vocation time is limited. However, if there is a chance for traveling, she will travel to natural attractions and making merit in Thailand. She usually travels by her private car in a short distance or by train in a longer distance. This is because she would like to feel the atmosphere and surrounding nature attractions. She rarely travels by plane.

- 2) Ms. Kanokrat, age 25, born and raised in Thailand. She finished the bachelor degree and at the present work as manager assistance in one of the private company. Ms. Kanokrat is considered as a representative of private company employees group. The yearly income is concealed.

She rarely travels by plane as her work responsibility unable her to travel. However, if she has a free time she usually travels domestically with her family or friends. She only travels by plane when there is a special occasion, such as limited time travel. This is because she is originally from an Eastern part of Thailand, but she has to travel to the Northern part of Thailand to study in university. She has to travels by plane to save time and to be able to spend more times with her family

- 3) Mr. Weerawut, age 24, born and raised in Thailand. Mr. Weerawut is considered as a representative of farmers group from Chachoengsao province who has planned to travel to South Korea. He finished the

bachelor degree and at the present work as a farmer. The yearly income is **360,000 baht**.

Due to his career as a farmer, he does not need to travel afar and thus, rarely use the service of airlines. However, if he has a free time to travel. He will travel with his family and travel in special occasion; such as long vocation festivals. He will choose to travel by plane as it saves time and he will have more time to tour. It will also help avoid the traffic on the land and it is safer.

4) Mr. Komkrit, age 25, born and raised in Thailand. He finished the bachelor degree and at the present is a Master degree student. Mr. Komkrit is considered as a representative of school teachers group who has planned to travel to South Korea. The yearly income is concealed.

He rarely travels as he is studying in the Master degree program, so he rarely has time to travel. Moreover, he has never travels by plane regardless of whichever airlines. This makes it interesting for those who never travel by plane to understand what would be their expectations toward airlines. There will also be no comparison from their past experiences. Additionally, each time that he travels depend on his companion and the route for travel is another component in selecting vehicle.

- 5) Ms. Suwanna, age 25, born and raised in Thailand. She finished a bachelor degree and at the present work as an employee at one of the company. The yearly income is 60000 baht.

She rarely travels both domestically and internationally as her work responsibility unable her to do so. She spends her free time with her family at home more than travels outside. Also, if she has a chance to travel, she will use her private car to travel. This is because the travel distance is not far from her house, so the private car can be used. This is for the convenient of her family and she uses less time to travel.

- 6) Ms. Kamolwan, age 24, born and raised in Thailand. She finished a bachelor degree and at the present works as a Character Designer. Ms. Kamolwan is considered as a representative of fiction writers group who has planned to travel to South Korea. The yearly income is concealed.

She rarely has a chance to travels by plane as her work responsibility unable her to do so. But, whenever she has a chance, she has previously used the service of some airline due to the cheap promotion prices. This is to save the cost.

- 7) Ms. Manthana, age 27, born and raised in Thailand. She finished a bachelor degree and at the present owns a private company. Ms. Manthana is considered as a representative of local business group who has planned to travel to South Korea. The yearly income is concealed.

She loves to travel both domestically and internationally with her family or friends. If there is a chance, she will find time to relax. She has previously used other airlines in the past, but has never used both Thai Airways and Korean Air. Her travel usually depends on the convenient of her time and the right occasion; such as, long vacation holiday so it will be worthwhile. Therefore, she will has more chance to travel internationally and use airlines services to save time as well as more time to tour.



CHAPTER V

DATA ANALYSIS

In this chapter will analyze data collected from inside interview with the person who never use Thai Airways and Korean Airlines. Respondents of the question are all Thai nationality.

Refer to chapter 2 the theory of expectation and behavior of consumers.

Nowadays, there are plenty of services airlines, whether full service airline or low cost airline. Each of airlines has differentiated presentation, for example, Thai Airways says “The first choice carrier with touches of Thai” as a selling point or Bangkok airways says “Service with passion” or other international airline such as Korean Airline as their mission is “Excellence in flight”. Every airline offer different things as their presentation will be memorized by people. These presentations make the people expect different things from airlines.

5.1 Frequency of travelling by airplane

In present day travelling by airplane become bigger roles, whether travel within or outside country. Some people travel by air once a week while some never travel by air at all. Options to travel by air are increasing, such as the low cost that getting cheaper or same price as travel by coach, but offer much shorter time. This make a better option for travelers and those who have limited time to travel,

because the travel by air spend little time and it is a safe journey, which have less chance of accident than other types of transport as in vehicle or other.

From the questions found that the samples have not been or not very often been travel by air. Most of them travel by their own vehicle because it is a short journey or easy to travel, or if they want to travel only in special event or long weekend, which may not be the first choice of travel method within country.

5.2 Which person influenced to your decision making in choosing airlines, why (such as you choose because of family, friend or yourself)

Sometime travel by air may travel as a big group or individual. What is the factor to choose the service, whether it is from good experience of people surrounding you, who used the service and impressed that they want to pass on good experience. It is like they advertising for airline, or received the news from other sources of information such as internet, press, etc. Either has the same or different result; it does share the information to use for decision making to use the service.

Result from the respondents to questions found that the journey by air not happen very often, therefore, the samples have to share the information. If travel independently they will choose the airline by themselves, but if they are going to travel in a group then they will help each other to find the information and analyze the positive and negative point of airlines that they are looking at. They will search the internet base information or receive information from those who have direct

experience, both positive and negative point, are the first expectation of what they can get from the service of airline, because it is the first encounter of the pure information.

What is the expectation from the airlines you are flying with? (Such as price, safety, service, etc.)

The factors that are affect to expectation in services of airlines, whether it is the image or creditability of airline at that time. The higher the price is the higher the expectation will be or the curiosity to try from the story told by people surrounded or reading from internet or other services that they will get when choose to fly with airlines.

The factors that affect to expectation of this point relate to the objective of research that is “To study factors affect the expectations of the customers.” Responds of the questions found that the first factor which affect to expectation is Price. Because most of sample are in the working age or start to work and it has affect a lot to expectation of consumer. They hope the price is reasonable to what they will get in return from the airline. Moreover, the journey by air is usually occurring during the special event or if price are high they would expect the high return of what they pay.

Secondary, the safety or comfortable, even journey by air is one of the safest travel method, but if the unexpected happen it would result very seriously.

Therefore, samples are expect of safety and sometime travel by air need long hours, which make sample expected in comfortable seat with big spaces that suit long journey.

Thirdly, the service is an important point in travelling by air, because the service start from reservation process which is most attached to the client. Client will satisfy or not is depend on the service. Clients should be treating equally, whether it is from full service airline or low cost airline because the return clients happen from the impression of the service, or spread the word as free advertising in a way.

Comparison the expectation of people to Thai Airways and Korea Airlines.

Table 1 Comparison of expectation in Thai Airways and Korean Airlines

Thai Airways	Korean Airlines
Safety	Safety
Comfortable	Good services
Punctuality	Reasonable price
Services	

Thai Airways is a Thai National airline, which many people would like to travel with, but the people's expectation are differentiated by the previous and current image that create the expectation of clients or those who interested in flying with Thai Airways. Also, it is an airline with a long history and receives many awards,

accepted from people that make Thai Airways is an interesting and decide to use service.

From the respondents of questions, the interviewing the sample, 6 from 7 sample thought about first things sample are expected is the safety because the safety is the first thing in term of travel not matter which kind. If the safety is provided to client or flight attendants or the attendants of the airline will also feel relaxed during the journey and it is a good image of the airline.

Second factor from interviewing the sample, 5 from 7 sample is the comfortable and services because the journey take time. Thus the passengers are expecting the comfortable seat with leg room to stretch out during the journey. Also, the provide blanket or pillow during the flight that would tried and need to relax on the flight. The service is the heart of airline as it is the nearest to clients. Clients will satisfy or not is depend on the service as it start from call to ask for more information or call to reserve the air ticket, as well as every relate contact with clients, not only the flight attendants on the airplane. Good service can make a good image for airlines and also become self-advertised, because the client who impressed with service will tell their experience to other that generate the mount to mount advertising. The clients who impressed would like to return to use service and include potential clients who would like to use service.

Next is schedule is on time, as for some people the journey by air happen in special event or the limited time that make them plan ahead. Thus the on time schedule is very important to travelers.

People expect the reasonable price because the air tickets tend to have high price and do not have promotion very often, which make people who want to travel with airline turn to other lower price airline or low cost airline. That is because low cost airline always issue the promotion for clients, also some people do not interested in other thing, but the low price for air ticket to destination.

When comparing to Korean Airline the expectation of people are

Korean Air is the airline that very interesting; especially with Korean trend in Thailand make more Thai people travel to Korea, which make Korean Air become one option to select for the flight. If traveler would like to experience Korean from the start of the journey, Korean Air is the airline that fulfills such expectation.

From the respond of questions most people still expect safety. From the respondents of questions, the interviewing the sample, 6 from 7 sample though about safety is the most basic expectation as well as the journey, no matter what; people have highest expect of the safety with the same reason to Thai Airways.

Next is the good service From the respondents of questions, the interviewing the sample, 5 from 7 sample from the airline because in using South Korean Air

people expect good service, different in culture and Korean atmosphere that welcome by bow and the service in business or first class that treats clients with very impressive service such they will kneel down and serve the meal or other different services that do not exist in Thai Airways. That make people expectation in service same as Thai Airways.

Comparison of expectation in Thai Airways and Korean Airlines whether they can respond to client expectation.

When the expectation exist it need the answer, whether or not can respond to the expectation. It is depend on the occurring factors, whether it is over expectation or under expectation.

The responds from the question, most people from the respondents of questions, the interviewing the sample, 6 from 7 sample think Thai Airways can respond to the expectation of clients because it is an airline with good image and has a long history. Have constantly received various award to guarantee and it is the self-protection of airline to trying hard to make it best for clients. Moreover, In 2016, again Thai Airways, includes as one of the best airlines in the present ranked by the leading global Air Travel website SKYTRAX, it position moved up from 19th place last year to be at 13th place, in addition they also ranked first as the “World's Best Airline Lounges Spa Facility”. (amazingthaisea 2016)

When comparing with the Korean Airline, people expect whether airline can respond or not.

From the responds of the questions, respondents still hesitate whether Korean Air can respond to the expectation or not. That may be the reason of Korean Air, which it is a foreigner airline that make people do not know have much information or news of Korean Air. People can find information on the internet and found both good and bad story, which affect the confident of airline. Also, most of the news relate to Korean Air on Thai news are mostly negative story, while people have to search positive news in Facebook fanpage of Korean Air. Only people who interested in Korean Air will know about the Korean Air news. Moreover the Korean Air do not have advertisement in Thailand. Some people may not even know that there are Korean Air existed in Thailand. This news and information do not spread out enough.

Those who think airline can respond to the expectation is because Korean Air would have a good standardization, which would make clients satisfy with their service and Korean work culture that serious during work. They also received many award guarantee their quality.

In summary, expectation mean things that person expect to receive from one thing that expect. Whether, it is a positive or negative expectation, which in each person would have different expectation depend on the experience or previous acknowledgement.

1. Behaviors of consumers are personal matter, which are various as well as different factors. Behaviors of consumer affect to the expectation because each person has behavior or need differently depend on status, career or need. These generate the differentiated in expectation. It answered the question of objective that said “To study the comparison of the individual expectation toward Thai Airways and Korean Air.”

The Analysis of the Comparison of SWOT (Strength, Weakness, Opportunity, and Threat) of Thai Airways and Korean Air.

SWOT is the abbreviation of strength, weakness, opportunity, and threat, which is used for analyzing the four factors for the marketing plan.

SWOT is a tool to evaluate the situations, which help the management team to determine strength and weakness from internal factors, and opportunity and threat from external factors, along with the influential impact towards the organization. (Millionaire Academy 2015)

Table 2 Strength of Thai Airways and Korean Airlines

Thai Airways	Korean Air
A national airline with long history	Korean uniqueness and professionally provide service
Thai uniqueness and provide feel-at-home service with good manner	Beautiful cabin crew's uniform.
A part of star alliance	Various international routes with 45 countries/117 destinations
Weight allowance	

Strength of Thai Airways

A national airlines with long history.

Thai Airways is considered as a national airline of Thailand, which has been established for 55 years. It is a reliable airline in the customers' eyes, and has obtained continuous awards regarding safety and service.

Thai Uniqueness

Thai Airways is classified as one of the airlines with uniqueness, because the cabin crews dress in Thai traditional outfits. Moreover, ground staff and cabin crews always greet passenger beautifully and humbly with "Wai", along with cheerful smiles. Likewise, cabin crews will make passenger feel like they are at home and feel comfortable as if they are travelling with family. Moreover, In 2016, Thai Airways, was

included as one of the best airlines in the present ranked by the leading global Air Travel website SKYTRAX, its position moved up from 19th place last year to be at 13th place, in addition Thai airways was also ranked first as the “World's Best Airline Lounges Spa Facility”. (amazingthaisea 2016)

A part of Star Alliance

Thai Airways, the national airway, is one of the five airlines that have established “Star Alliance”. As there are 5 founders, so there are 5 pyramids in logo in order to symbolize.

Star Alliance is the first alliance group in the world, which have established in 1997 by 5 airlines, including Lufthansa from Germany, Scandinavian Airlines, Air Canada, United Airlines, and Thai Airways. The benefits of Star Alliance members are as following.

- More convenient with connecting flights with member airlines
- Able to use 1000 lounges of member airlines around the world
- Able to collect the miles when flying with member airlines

(Alliance 2014)

Weight allowance

Thai Airways gives 30 kg free baggage, while Korean Air gives only 23 kg, which shown An advantage for Thai Airways over Korean Air.

Strength of Korean Air

Korean uniqueness and professionally provide service.

In 2014, Korean Air airline was ranked 7th for its quality and service by Skytrax. To provide professional services, Korean Air training center backed with expertise specialized in the areas of flight operation, maintenance and in-flight service. The training is dedicated to enhance the skill of the employee through Korean Air extensive online learning courses. It allows the employee to overcome the limitation regarding to time and place, while each course can deliberately selected, based on their needs. Online programs combine flight operation, management and skills to provide services for worldwide operation. The unique way of greeting the passenger by bowing is what makes Korean Air different from the other airlines. (Korean Air 2015)

Beautiful cabin crew's uniform.

In 2013 Korean Air received an award for 'Best Flight Attendant Uniform' and 'Best Trans-Pacific Airline' by Global Traveler, (Korean Air 2014). Korean Air is one of the airlines that have been recognized in a context of a series of beautiful flight attendant outfit and politeness; it developed beauty comes from the past to the present. (Korean Air 2014)

Various international routes of 45 countries/ 117 destinations

Korean Air has both domestic and international routes. For 12 destinations of domestic routes, it has routes to southern, northern, and northeastern parts. In addition, there are international routes of 45 countries/ 117 destinations, which go to Middle East, Asia Pacific, North America, and Europe. It is considered as an airline with various routes, including the route to Bangkok, Thailand. (Korean Air 2015)

Table 3 The Analysis of the weakness of Thai Airways and Korean Airlines

Thai Airways	Korean Air
High price of tickets with accumulative loss of profit.	The use of Korean language, which Thai people do not understand
Fail to meet safety standard by ICAO	

Weakness of Thai Airways

High price of tickets with accumulative loss of profits

Thai Airways is an airline that many people would like to travel with, but the high price of tickets make people shift away to the other airlines. Although, the company has launched promotion occasionally, it is unable to meet the high demand. Moreover, as there is an accumulative loss of profit, it affects the image of Thai Airways, which they are not able to solve this problem yet. In the era of high

competition of airline industries, Thai Airways could not be in the top ten of Skytax, and it has been degraded from 5-star airline to 4-star airline only.

However, Thai Airways try to solve the issue of the loss of profit by

1. Adjusting the routes for 33 countries/61 destinations, which divide into 3 groups based on the needs of each group.

The routes that incur the loss or have the continuous loss will be stopped operating for 6-18 months prior to the consideration of reforming. To illustrate the point, they have cancelled the flights to Johannesburg in South Africa, along with the plans to stop operating flights to Moscow in Russia, and Madrid in Spain in the second quarter. The routes that incur the loss but still have the potential to make the profit will be stopped operating for 6-12 months.

The routes that incur the profit will be developed and added flight services by connecting to the flights of the first two groups in order to prevent any impacts on passengers.

Thai Airways will sell the asset and unused airplanes with the plan to discharge 22 airplanes. Previously, they had the plan to discharge the 17 airplanes during 2015-2018, together with reducing the fleets from 11 models to 8 models, such as 4 models of Airbus and 4 models of Boeing, in order to reduce the maintenance cost. In spite of the previous plan, Thai Airways has postponed buying 22 new airplanes.

Thai Airways has a plan to lay off 5000 employees, which they have 25000 employees together, including early retirement and willingness to resign. On the

other hand, this plan has not been implemented yet and need to re-consider, as the director of Thai Airways, Piyasvasti Amranand, had already laid off a number of employees during the reformation of the business. In 2013, Thai Airways needed to pay employee wages for 37000 millions Thai Baht with the income of 212000 millions Thai Baht, which the portion of the salary was 17.7% of the income, resulting in 12,000 millions Thai Baht loss in profit.

Transferring the ownership of selling the business is not the first priority. According the annual report during 2013, Thai Airways had the shares of stock in many companies, which are unrelated to airline industries, such as Thai Amadeus Southeast Asia, Donmueang International Airport Hotel, and Suvarnabhumi Hotel, etc. Online tickets selling are available. Thai Airways has changed the strategy of selling tickets by focusing on online tickets. In 2014, they had 10-12% of sales by selling the tickets online in the first 9 months. Unfortunately, they needed to face some issues, as the agents always use the connection from politicians and customers to return the tickets without penalty fee, so Thai Airways lost the income from doing so.(PPTV 2015)

Thai Airways fails to meet the standard of International Civil Aviation Organization : ICAO). Consequently, the airlines expertise from UN had decreased the level of liability of in terms of safety when issuing aviation certificates by marking a red flag on the route to Thailand on the website. The decrease in level of liability triggers the organization to check the standard of the other airlines, such as in

European Union (EASA), United States (FAA), and Japan (JCAB), along with the countries all over the world, which they might have some reaction towards the airlines from Thailand, especially for Thai Airways that is facing the issue of the loss in profits and needs support from the government.

Weakness of Korean Air

The language barrier

As it is a foreign airline, the language barrier becomes the problems with the passengers. Although the airline has Thai cabin crews, if the passengers could not find them, they might not able to communicate with non-Thai cabin crews, as some of the passengers could not speak the any other languages, except their native language. Therefore, the language barrier becomes the major weakness. Furthermore, the access to the information of airlines is not widespread, which is accessible to some group of customers only. Besides, since Thailand is not the main hub for the airline, they barely launch the advertisement though mass media.

However, the fact that, Korean Air also have flight attendants who are Thai on the flight, and they provide services and assistances for the passengers as well as for any passengers from other countries.

Table 4 Opportunity of Thai Airways and Korean Air

Thai Airways	Korean Air
Major airline of Southeast Asia	Major airline for traveling to South Korea
Advance technology	

Opportunity of Thai Airways

Major airline of Southeast Asia

As Thai Airways has various routes and Suvarnabhumi airport is suitable to be the hub to transfer to many destinations, it has opportunity to open new routes.

Advance technology

Thai Airways has starts using WIFI on the planes and developed the service to be able to meet the standard of leading airlines. Moreover, it has new types of planes, which could fulfill the requirement of being a leading airline industry. The WIFI service will be provided on flights Airbus A330-300 (33H) and Airbus A380-800, which the passengers could connect the Internet by laptops, tablets, or smart phones and payment to be made through credit or debit cards. (thaiairways 2014)

Most people considers that Thai Airways provide services and entertainments better than the other airlines. But in fact, Korean Air also provides the same ranges of services to the customers, which mean there are no differences between both airlines.

The opportunity of Korean Air

Major Airlines of South Korea

Korean Air is considered as a national airline of South Korea, which is acceptable in terms of service, the most beautiful uniform, and world-class safety.

Table 5 The threat of Thai Airways and Korean Air

Thai Airways	Korean Air
The competition of low-cost airline	In-country crisis
	The competition of low-cost airline

The threat of Thai Airways

The competition of the low-cost airlines

Currently, there is high competition due to the increase of the various airlines that are operating the same routes of Thai Airways, such as Bangkok-Seoul. For example, Air Asia and NokScoot are operating the same routes with lower costs.

The threat of Korean Air

In-country's crisis

The current crisis that has the impact on South Korea is MERS, which make the tourists afraid of travelling to Korea, even though there are not and outbreak in some of the cities. As for protection, some countries have announced to warn

people who are travelling to Korea and some of Thai tourists already cancelled the trip.

Additionally, the political issue between North Korea and South Korea still has an impact, as it has only the agreement for the truce in order to resolve the conflict, but the war has not ended yet. This issue has a negative influence on the stability of South Korea, as North Korea has threatened to test or to shoot the missile sometimes, making the tourists insecure for travelling there with the direct impact on tourism.

The competition of the low-cost airlines

In the present day, there are many airlines operating the routes to Thailand with the same routes of Korean Air, such as Bangkok-Seoul, which they are national airlines as if Korean Air, including Jin Air, T-way, etc. They are operating the same destinations with lower prices, with continuous launched pricing promotion for the passengers who want to save the costs and have the purpose to reach the particular destinations only.

For example the answers from interviewees.

1. Expectation

Ms. Sirwan said that she barely travels by planes because the destination she goes is able to go by personal car, which she prefers to use car as a medium of transportation. She has few chances to travel abroad, because she has no enough vacation for the long trip.

Ms. Kanokrat said that she rarely travels by planes due to the price sensitivity. Furthermore, the destination she goes is able to go by car or public transportation.

Mr. Komkrit said that he has never travelled by planes, so the answer would be from the prediction and personal opinion. He thinks that it depends of the purpose of travelling. If travelling with family, the convenience, service, and reasonable price would be crucial factors. If travelling with friends, peer pressure will influence the decision, such as the desire of economic ticket. In travelling on personal purpose, he will choose the convenience of travelling. For instance, he would the flight to destination at day-time in order to reach the accommodation more easily. As a result, it cannot be concluded who has the influence in terms of choosing airlines, as it depends on situation.

Ms. Suwanna said that as friends and family travel together, she has to ask the opinions from different people, since some people might have impressive experience and would like to use the service again. Thus, they could share their

experience, and someone might know the details about the current promotion. If there is a good promotion, they could share and make decision together.

2. Reliable Standard

The airlines must be reliable enough to guarantee they would be able to fly to the destination. They must have a reliable image that customers will not have to take any responsibility if any accidents occur, such as flight delay or flight cancellation, so they need to have the preventive action, along with acceptable standard.

Ms. Suwanna said that she has expectation in terms of price and inconvenience. If it is a long-flight service, she expects to use the airline that could offer conveniences with reasonable price. In terms of the conveniences, she must feel comfortable and relieved when travelling. If the planes look like not able to meet the standard, she will not be confident that it could reach the destination.

The expectation from Thai Airways

Mr. Komkrit said that what he expects from the airline the most is safety from travelling and from passengers. The reason is long-flight service needs to be able to ensure the safety, as the planes must meet the standard and the pilots must be qualified. In terms of passenger, there are some passengers have bad manner or

attitude, which causes the bad atmosphere of travelling, he expects this situation not to happen.

Ms. Sirwan said that she has expectation in terms of safety. Regardless of what types of transportation, safety is priority for passengers. Although we do not know what will happen, the safety standard will make passenger feel relieved.

The expectation from Korean Airlines.

Ms. Manthana said that

She expects the safety for long destination.

She expects the attentiveness of both ground and in-flight service, as it is full service airline.

She expects the timeliness because the delay causes the tardiness and the bad impact on passengers and the airlines.

Ms. Siriwan said that as Korean Air is the famous and leading airline of South Korea with guaranteed award, she expects the safety and conveniences from the airlines, because both of them are important to long-flight service.

From the analysis result it can be seen that the customers are expecting that the safety is a top priority (from interviewing the sample 6 from 7 samples) from either Thai Airways or Korean Air. It is a matter of basic needs that customers give as a first priority. But for Thai Airways, there is a problem to follow International flight standard

from International Civil Aviation Organization (ICAO), as (Wisuta Jaengprajak 2015) mentioned in chapter I, there is should be improvement for realization of people safety.

Moreover, matter of ticket fare is deemed important and has been expected from both airlines by the customer. It is one of the expectation factors that (Parasuraman 1985) and Berry mentioned as described in chapter III. In addition, Weerapong Chalermjirarat also suggested as mentioned in it on chapter III about price and news from media and provider that the ticket fare is one of the main reasons of why customer choose one airline over the others. People expect the reasonable price from both airlines because Thai Airways and Korean Air does not have promotion very often but low cost airline always issue the promotion for customer.

This research used expectation theory of Victor H vroom to analyze the data collected from depth interview of 7 customers. There is assumption that the personal satisfaction factor affecting the expectations. As explained in chapter IV, it can be applied to answer the research question in chapter I

CHAPTER VI

CONCLUSION AND SUGGESTIONS

According to the in-depth interview in order to compare the expectation towards Thai Airways and Korean Air, the research conducted the interview with 7 Thai people.

From the interview, we could see that the individual person has the highest expectation in terms of safety towards Thai Airways the most, as we could not turn back if anything bad has happened during the long journey flights, including the safety from the in-flight passengers. Although the airlines provide safety standard of the airplane, they need to have the preventive action for passengers who might cause trouble to the other passengers.

Thai Airways is considered as a national airline, so this is the reason why it is the airline that interviewees would like to use the most. In addition, people are easy to access the information in both positive and negative terms. However, since the airline has launched the advertisement or public relation activities, people have high expectation towards the airline and wish that the airline could meet their expectation accordingly.

Second to the safety is the expectation towards the convenience, which is different from the people's expectation towards Korean Air in terms of good service.

In terms of convenience, Thai Airways has different aircraft types, so people expect that the seat would be convenient enough for long-flight service, along with various types of entertainment, or the other facilities, such as cushions and blankets. Moreover, this includes the convenience of travelling with Thai Airways will make them feel like home or travelling with family.

On top of that, Thai Airways has its own uniqueness, which cannot be imitated by the other airlines, such as greeting style with gentle Thai “wai” and smiles for the passengers. The uniform of cabin crew is also unique, as the material is made of beautiful silk, which could present the beauty to the people around the world. The interviewees who would like to use this airline expect to have proper and nice service from the flight attendants, together with the service that could meet their expectation.

For Korean Air, according to the in-depth interview, people expect for the safety most as same as they expect from Thai Airways. In contrast, second to the safety, they expect for good service from Korean Air more Thai Airways. The uniqueness of Korean Air is the foreign airline with a style of South Korea, which there are many new things that cannot be found from Thai Airways. Due to the differences of culture, the nature of the service of Korean Air is different from Thai Airways. For instance, cabin crews will greet passengers by bowing in Korean style, with the beautiful outfits that have obtained the world-class award before. Additionally, these beautiful outfits do impress people, and attract them to use the

service of Korean Air. Likewise the gentle service and good image of airline increases the expectation of passengers. Although Korean Air is not a Thai national airline, their uniqueness makes them more interesting and attract people to use.

The image of the airline is the crucial factor of the expectation of new customers, as the information is the source that people can view from mass media. As a result, the better image of the airlines leads to the better perception of people rather than the airlines with bad image. Furthermore, the accessibility of the airlines information increases the confidence of customers if there is more enough information available, because the airlines that have solid history are more reliable and worth the money. Besides, customers could use the available to analyze and evaluate the airlines.

The expectation of the new customers from the available information and the accessibility is another important factor. No matter it is good or bad information, if the customers received the bad information and the airlines has enough ability to defend or to explain, the problems could be solved more easily rather than the airlines that have low-accessibility to the information. However, the foreign airlines have low-accessibility to the information, and people tend to receive negative information from mass media. If customers never have the information regarding those airlines before, they will perceive the airlines negatively, even though there has been good information regarding the particular airlines before. If there is easy

accessibility to the information of the airlines, when there is negative information leak out, the airlines would be able to defend in time with less impact followed.

Moreover, the privilege that the airlines provide customers becomes the magnet attracting customers to use their service. In terms of worthiness, as Thai Airways is a member of Star Alliance and Korean Air is a member of (Skyteam 2015) they could provide various types of privilege in order to offer conveniences to customers, unlike the airlines without membership. The more privilege provided will make customers feel their spending is worthier.

Thai Airways and Korean Air are famous and widely acceptable in terms of the development of the various aspects all the time, which is very important in the present day, due to high competition of airlines industry. The increase of alternative airlines makes the airlines try to stand out of their competitors in order to become the priority of the customers. The airlines try to understand the customers' expectation and meet their needs in order to build the customer base and increase number of customers.

Moreover I would like to suggest the order side of Thai Airways and Korean Airlines from passenger who have their experiences with Thai airways and Korean airlines.

The experience with Thai airways

A person who flew with Thai airways said, he/she traveled to Seoul, South Korea which was the first time flying with Thai airways. The on-board service had treated like a family. People might think cabin crews were too senior, but their seniority made you felt like traveling with your family. This made he/she felt comfortable and wanted to come back again. Although the ticket was quite expensive, what you got in return was worth the money, and you could earn miles under star alliance programs which networking with several airlines worldwide. Moreover, Thai airways also had an impressive ground service.

In conclusion, Thai airways was impressive and comfortable. He/she got nice and warm service with Thai airways and wanted to be back again. Thai airways would be the first choice for the future trip.

The experience with Korean airlines

A person who flew with Korean airlines said, Korean airlines was impressive, due to its friendly and nice service. There were Thai crews both on board and ground, who were very mindful and serviced with a smile, and also made the communication easier. On the outbound to Seoul, South Korea, even the cabin seat might be quite small, the various entertainment programs on board would made you got over it. The flight also provided a blanket to let you rest well along the trip. But on the inbound trip from South Korea, he/she got a larger aircraft, with a bigger seat,

good meal and nice staffs in good-looking blue-beige outfits. He/she felt safe along the travel.

All in all, he/she was very impressed with Korean airlines, and found nothing unsatisfactory. The economy class was treated well and attentively. Overall, this was the airline that he/she wanted to be back again, and would suggested others to fly with the airline.

Thai airways and Korean airlines are considered as the world class air service with good reputation. For those who never fly with the said airlines also accept that both airlines are among good choices and wish they could use their services, due to their good image and the true customers' experiences given by the two airlines. In my view, both airlines are good. Some customers have received unforgettable good experience, but there are some might experience the other way round. The airline must listen to them and improve itself. This research is just one part of a whole picture to reflect the people's expectation towards airlines. Some people still have yet to be confident in the airlines, but this is what the airline could learn on why it has not received full confidence yet and how to improve and accomplish it, in order to benefit both the airline and its customers in the long run.

Suggestion

1. As Thai Airways has faced many issues recently, there is an impact on the image of Thai Airways, which make people obtain the information in both

positive and negative ways, such as failing to pass the standard of ICAO making the image of the airline has been impacted and it should not happen.

2. Although Korean Air has beautiful website, it does not provide Thai language as a language selection, which create the obstacle for the users. In addition, the less information available makes people lose confidence that the airline would be able to meet their expectation.
3. The attentiveness of the ground staff and cabin crews is the image of the airlines. The airlines will receive the compliment or not depends on the whole service, as the service is closely related to customers the most.
4. Even though there is pricing promotion launched during festival, it seems to not meet the expectation of customers. Beside the high price tickets lead to higher expectation of customers in terms of worthiness.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX: The question to be concluded in the in-depth interview

คำถามในการสัมภาษณ์เชิงลึก

หัวข้อ เปรียบเทียบความคาดหวังการให้บริการสายการบินไทยและสายการบินโคเรียนแอร์ เส้นทาง

กรุงเทพ-โซล

ส่วนที่ 1 คำถามทั่วไป

- ชื่อ-นามสกุล - เพศ
- อายุ -อาชีพ
- การศึกษา
- รายได้

ส่วนที่ 2 คำถามเฉพาะ

1. ท่านบินไปต่างประเทศบ่อยแค่ไหนและด้วยสาเหตุใดในการบิน
2. บุคคลที่มีผลต่อท่านในการเลือกสายการบินเพราะอะไร (เช่นท่านเลือกเพราะครอบครัว เพื่อน หรือตัวท่านเอง)
3. ปัจจัยที่มีผลต่อการตัดสินใจในการเลือกสายการบินที่ท่านต้องการใช้บริการเพราะอะไร
4. หากท่านมีโอกาสเดินทางไปประเทศเกาหลีใต้โดยโดยสารสายการบินไทยท่านคาดหวังสิ่งใดจากสายการบิน เพราะอะไร
5. ท่านคาดหวังสิ่งใดจากสายการบินไทยและท่านคิดว่าสายการบินสามารถตอบสนองได้หรือไม่

6. หากท่านมีโอกาสเดินทางไปประเทศเกาหลีใต้โดยโดยสารสายการบินโคเรียนแอร์ไลน์ท่านคาดหวังสิ่งใดจากสายการบิน เพราะอะไร
7. ท่านคาดหวังสิ่งใดจากสายการบินโคเรียนแอร์ไลน์สามารถตอบสนองได้หรือไม่
8. ข้อเสนอแนะอื่นๆ

APPENDIX: The question to be concluded in the in-depth interview

**Topic: The comparison of the expectation toward airlines service in Thailand:
case study Of Thai Airways and Korean Air**

Part 1: General questions

- | | |
|-------------|--------------|
| - Name | - Gender |
| - Age | - Occupation |
| - Education | |
| - Salary | |

Part 2: specific Questions

1. Frequency of travelling by airplane
2. Which person influenced to your decision making in choosing airlines, why
(such as you choose because of family, friend or yourself)
3. What is the factors affect to make decision to choose the airlines?

4. If you have an opportunity to travel in South Korea by Thai Airways, What do you expect from Thai Airways? Because?
5. What do you need from Thai Airways and Thai Airways can respond?
6. If you have an opportunity to travel in South Korea by Korean Air, What do you expect from Korean Air? Because?
7. What you do expect from Korean Air and Korean Air can respond?
8. Other



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