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Brand Perception and Thai Passengers' Behaviors towards Thai Vietjet Air

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Abstract

This research aimed to study brand perception and Thai Passengers' Behaviors towards Thai Vietjet Air. The benefits of the study were to develop the further consumer behavior research regarding the brand. This exploratory research collected the data from 385 sampled Thai passengers who used Thai Vietjet Air. The research instrument was the questionnaires, included 3 parts as demographic factors, behaviors and perception towards brand equity. The descriptive statistical analysis used to count demographic factors were frequency and percentage and used to measure the perception level were mean and standard deviation and the inferential statistical analysis used to test hypothesis were t-test and ANOVA. The results showed that the brand association was rated at high (mean = 3.70, S.D. = 0.79) and the brand loyalty was rated at high (mean = 3.31, S.D. = 0.59). The hypothesis testing results showed that only different genders affected different perceptions towards Thai Vietjet Air.

Keywords: Brand Perception, Thai Vietjet, Airline

Introduction

Brand is powerful and attractive to customers. It reminds customers' purchases of products and services as well as ensures customers of product and service quality. Brand equity makes the product unique and differentiated from the competitors. (Zhang, 2015). Four major elements of brand equity, as brand awareness, brand association, perceived quality and brand loyalty, empowers service brands like Thai Airways, Air Asia, etc. This research explored Thai passengers' behaviors and brand perceptions of Thai Vietjet Air, founded in 2014 to provide international routes of Thailand to Vietnam and domestic routes of the provinces hub, such as

Chiang Mai, Chiang Rai, Krabi, Udon Thai, Khon Kaen, Nakhon Si Thammarat, etc. (Thaivietjet, 2020). The research significance was to develop the airline marketing plan.

Objectives

1. To study Thai Passengers' Perceptions towards Thai Vietjet Air
2. To study Thai Passengers' Behaviors towards Thai Vietjet Air.

Research Questions

1. What is the Thai passengers' perception level towards Thai Vietjet?
2. What are the Thai Passengers' Behaviors towards Thai Vietjet Air?

Literature Review and Theory

Concept and Theory

This research included the concepts of brands, brand equity and related researches as: Brand is originally defined as 'logo, having product and manufacturer orientation (Crainer, 1995 and Arnold, 1992). Later, it was redefined as "A name, term, design, symbol, or any other feature that identifies the seller's good or services as distinct from those of other sellers" (AMA, 2007). However, today's brands are broader defined and include intangible assets, quality assurance and marketing notions meanings such as trust, risk reducer and product or service reminder (Maurya and Mishra, 2012).

Brand equity is defined as a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers (Aaker, 2014). Brand is particularly important for tourism and service since it sells experience and intangible attributes (Chow, Ling, Yen, and Hwang, 2017). Brand equity consists of brand awareness, brand association, perceived quality and brand loyalty. (Aulia and Briliana, 2017).

Literature Review

Trinnithiprayong (2021) reviewed the literatures regarding the study as:

- 1) Impact of Service Quality, Perceived Value and Brand Image on Re-service Intention in Context of Full Service Airline;
- 2) Perceived Brand Equity and Behavior Intention on the Low Cost Airlines of Thai Passengers: A Case Study Thai Air Asia Airline;
- 3) Brand Perception Nok Air Thai Passengers;
- 4) Factors Influencing Customer Brand Loyalty to Low-Cost Airlines in Thailand
- 5) Marketing Mix Factor and Brand Equity Influence on the Purchasing Process to Use Service of Thai Lion Airlines of Consumers in Bangkok.

Methodology

The researcher developed the questionnaire as the instrument to collect the data of 385 samples, who were the Vietjet Air passengers. The questionnaire was developed from the conceptual framework. It consists of 3 parts as 1) demographics of the respondents, 2) behaviors towards Thai Vietjet and 3) level of Brand Perception towards Thai Vietjet Air. The data analysis used in the questionnaires included descriptive statistics as frequency, percentage, mean, standard deviation and inferential statistics as t-test, ANOVA. The Likert's Scale was used to measure the level of brand perception. It indicated 5 ranges as 1 as lowest and 5 as highest. The interval in each range was 0.80. The questionnaire has been approved its content validity by IOC of more than 0.70 and the reliability by 10% tryout was 0.87.

Results

The results showed 1) demographic profile 2) Behavior towards Thai Vietjet Air, 3) Level of Brand Perception towards Thai Vietjet Air and 4) Hypothesis Testing

Table 1 *Demographic Profile*

Profile Factors	Particulars	f	%
Gender	Male	185	0.48
	Female	200	0.52
Age	18-29 years	42	0.11
	30-39 years	120	0.31
	40-49 years	150	0.39
	50-59 years	68	0.18
	60 years and above	5	0.01
Education Level	Less than High School	5	0.01
	High School	3	0.01
	Bachelor	270	0.70
	Master and Above	107	0.28
Occupation	Students	40	0.10
	Employees	220	0.57
	Government Officers	75	0.19
	Freelance	25	0.06
	Business Owner	20	0.05
	Others	5	0.01

The result of demographic profile showed that the respondents were 185 males (=48%) and 200 females (=52%), the highest age range were around 40-49 years (=39%), most respondents graduated bachelor degree (=70%), the occupation of the respondents were employees (=57%).

Table 2 *Behavior towards Thai Vietjet Air*

Profile Factors	Particulars	f	%
Flying Objectives	Travelling	246	0.64
	Working	61	0.16
	Visiting	42	0.11
	Studying	25	0.06
	Others	11	0.03
Frequency of Flying (Per Year)	1-2 times per year	275	0.71
	3-4 times per year	88	0.23
	5-6 times per year	12	0.03
	7-8 times per year	8	0.02
	More than 8 times year	2	0.01
Day of Flying	Monday-Friday	72	0.19
	Saturday-Sunday	116	0.30
	Holidays	168	0.44
	Others	29	0.08
Communication Media	Personal Media	23	0.06
	Specialized Media	151	0.39
	Online Social Media	211	0.55

The results of behaviors towards Thai Vietjet Air showed that the highest flying objectives was travelling (=64%), the highest frequency of flying (per year) was 1-2 times per year (=71%), the highest day of flying was holidays (=44%), and the highest communication media was online social media (=55%)

Table 3 *Level of Brand Perception towards Thai Vietjet Air*

Brand Equity	Mean	S.D.	Meaning
Brand Awareness	3.64	0.74	High
Brand Association	3.70	0.79	High
Perceived Quality	3.55	0.73	High
Brand Loyalty	3.31	0.59	High
Brand Equity	3.54		High

The results of level of brand perceptions towards Thai Vietjet Air were at the high level for brand awareness (mean = 3.64, S.D.=0.74), brand association (mean = 3.70, S.D.=0.79), perceived quality (mean = 3.55, S.D.=0.73) and brand loyalty (mean = 3.31, S.D.=0.59). The overall level of brand equity perceived were at high (mean = 3.54). The study showed that Thai Vietjet Air were at high level for every element. Table 4 *Hypothesis Testing*

Brand Equity	Mean	Sig.	Results
Gender	t-test	0.32	Accept Ho
Age	ANOVA	0.04	Reject Ho
Education Level	ANOVA	0.00	Reject Ho
Occupation	ANOVA	0.03	Reject Ho

The hypothesis testing results by using demographic variables as gender, age, education level and occupation found that only different gender affect different perception towards Thai Vietjet Air, while other personal factors as age, education level and occupation did not affect different perceptions towards Thai Vietjet Air.

Conclusion

Based on the study, the perception level of Thai passengers towards Thai Vietjet were overall at a high level (mean = 3.54). The highest mean was at Brand Association (mean = 3.70) and the lowest was Brand Loyalty (mean = 3.31). The hypothesis testing showed that only genders affect the perceptions towards Thai Vietjet Air.

Discussion and Recommendation

The results showed that the level of brand perceptions towards Thai Vietjet Air was at high level. When explored the results, it found that the samples perceived the airline as inexpensive and convenient airline. They selected the airline because of pricing and place factors, particularly online channel of distribution and promotion. The sampled passengers did not have brand loyalty and the airline needs to increase brand loyalty. The brand needs to

increase more brand loyalty and brand awareness by adding more online social media and specialized communication since they are the popular medias. Regarding the gender factors, it found that females focused on more promotional pricing while males considered safety and convenience. Therefore, the airline should present more information so that the passengers can fill the gap of the brand. Regarding the results, it showed that the airline faced the same problems like other low cost airline in the literature review as brand loyalty. Mostly passengers used the airline for travelling because of inexpensive price, promotion and convenience.

The recommendations of the airline from the study were 1) the airline should increase brand awareness, more than logo and colors. The passengers need to have more story and relatedness with the airline in other aspects, such as activities, CSR, etc. 2) the airline needs to create brand association such as characteristics of personnel and aircraft and 3) In order to increase brand loyalty, the brand should have the way for repeated purchases such as collecting miles and some outstanding characteristics.

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