

Kayumovich, K. O. (2020). Particular qualities use of social media in digital tourism.

Gwalior Management Academy, 28.

Wu Jiang, Cao Zhe, Chen Pei, et al.(2022) User Information Behavior in the meta-universe:

Framework and Prospect. *Journal of Information Resource Management*.

A COMPARISON OF OPINIONS ON THE 4ES MARKETING MIXES OF LOW-COST AIRLINES BETWEEN THAI GENERATION Y AND GENERATION Z PASSENGERS

Sasiwimon Wijarnjiti, Lecturer, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

E-Mail: Sasiwimon.wij@kbu.ac.th

Rasaras Pan-in, Undergraduate students, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

Supalerk Nuyongpak, Undergraduate students, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

Nithiporn Waenkham, Undergraduate students, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

Panrawee Piyachat, Undergraduate students, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

Juthamat Piboon, Undergraduate students, Department of Airline Business, APDI, Kasem Bundit University, Bangkok, Thailand

ABSTRACT

The objectives of this research were to compare attitudes of two different generations about their flight preferences and study personal factors of both groups in terms of gender, occupation, income, travel purposes, and frequency of travel related to low-cost airlines' 4Es marketing strategy. The quantitative data was collected from 400 samples: 200 Thai passengers traveling on low-cost airlines aged between 29 to 41 years old (generation Y), and 200 Thai passengers aged between 18 to 28 years old (generation Z) in 2022. SPSS was used to analyze data in order to find frequency, percentage, standard deviation, and independent sample t-test, One-way ANOVA and Chi-square Tests were also analyzed in this study. The results of the study revealed that the respondents were majorly females from both generations Y and Z. The majority of Gen Y worked in corporate settings and earned around 20,001 to 30,000 Baht. Gen Z were students who earned approximately 10,000 baht per month. Overall, the opinion of generation Y and generation Z regarding the 4Es was high. Generation Z considered Everyplace as the most important ($\bar{x} = 4.16$), followed by Evangelism ($\bar{x} = 4.14$), and Experience ($\bar{x} = 4.03$), respectively. Generation Y considered that Every place as the most important ($\bar{x} = 3.88$), followed by Evangelism and Experience ($\bar{x} = 3.82$), equally.

Keywords: 4Es Marketing Strategy, Low-cost Airlines, Generation Y, Generation Z

INTRODUCTION

Currently, there are a variety of options for transportation. Aviation is often a preferred means of travel, because it is the fastest and useful to travel a very long distance in a short period of time. As such, the aviation industry has become very competitive. The airlines' marketing and strategy will overall aim to find new products and services to reach their clients. Before deciding, most customers intend to select the airline based on their preference, experience, and service. However, the airfare is more reasonable than other transportation. In 2017, customers chose Low-Cost Airline Carriers or LCC as the first priority. The growth rate of these carriers was 9.37% higher than the year before. Comparing LCCs, Thai Air Asia was the highest (43%), followed by Nok Air and Thai Lion Air (25%) (Airport of Thailand, 2018).

The Department of Tourism had strategic plans to develop the Thai tourism industry from 2018-2021, considering this change of traveling behavior. Generation Y and Z are considered as the potential market (The Department of Tourism, 2018). Generation Y enjoyed traveling to local communities in order to learn their customs. They were the generation to travel most frequently, at about 4.3 times per year for approximately 8.5 days. Meanwhile, 90% of generation Y would travel based travel promotions, while 70% of traveled to see new places (Wongwaikul, 2017). 60% of generation Z invested in travel. They put more effort into their work in order to earn more money to take vacations. However, 65% of generation Z invested in property. (Chaiwiboonwet, 2019). To understand generations Y and Z, the researcher developed 4Es Marketing Mixes, which include: Experience, Exchange, Everywhere and Evangelism. The results of this study would help a researcher to understand their needs with the 4Es.

Objectives

1. To study personal factors between generations Y and generations Z
2. To compare personal factors between generations Y and generations Z regarding gender, age, occupation, income, objective, and frequency of travel on the 4Es Marketing Mix of Low-Cost Airlines

Research Questions

1. What are the levels of opinions of generation Y and generation Z regarding the 4 Es?
2. What the aspects of the marketing mix 4Es affect generation Y and generation Z passengers?

LITERATURE REVIEW AND THEORY

The concepts and theories used in this study were the Generation Differences, 4E Marketing Mixes, which are Experience, Exchange, Everyplace, and Evangelism.

The related researches in this study were about the 4E Marketing Mixes in different products and services as tourism (Thammasorn and Deshyangul, 2020 and Oeusoonthornwattana, 2018), hotel (Ivasciu, 2015), sports and events (Santichai and Pooripakdee, 2021) and coffee (Suwanantararat, and Nasomboon, 2022).

The researcher developed the questionnaires and distributed to 400 samples who are of generation Y and generation Z who traveled with low cost airlines. The opinion were rated by Likert’ Scale (5 levels). The questionnaire quality was validated based on IOC by 3 experts. The validity was 0.67. The reliability of 30 items was 0.93. The researcher applied quota sampling by distributing 200 sets to generation Y and 200 sets to generation Z, equally.

RESULTS

The results showed 1) personal factors 2) opinions of generation Y and generation Z regarding the 4 Es 3) A comparison of personal factors affected marketing mix 4Es of Low Cost Airlines (Table 3-7)

Table 1 Personal factors

Personal factors	Gen-Y		Gen-Z	
	Respondents	Percentage	Respondents	Percentage
Gender	200	100	200	100
- Male	90	45	49	24.5
- Female	110	55	151	75.5
Total	200	100	200	100
Occupation				
- Students	4	2.0	142	71.0
- Government/State enterprise officers	56	28.0	19	9.5
- Private company employees	64	32.0	28	14.0
- Business owners	56	28.0	4	2.0
- Past-time employees	17	8.5	6	3.0
- Other	3	1.5	1	0.5
Total	200	100	200	100
Income				
- Below or 10,000 Baht	3	1.5	108	54.0
- 10,001-20,000 Baht	52	26.0	72	36.0
- 20,001-30,000 Baht	91	45.5	19	9.5
- 30,001-40,000 Baht	32	16.0	-	-
- 40,001 Baht or more	22	11.0	1	0.5

Personal factors	Gen-Y		Gen-Z	
	Respondents	Percentage	Respondents	Percentage
Total	200	100	200	100
Frequency				
- Less than 1 /month	82	41.0	117	58.5
- 1-2 times/ months	93	46.5	70	35.0
- 3-4 times/ months	23	11.5	10	5.0
- More than 5 times / months	2	1.0	3	1.5
Total	271	100	264	100
Purpose of traveling				
- Visiting family, relatives, friends	90	33.2	100	37.9
- Traveling on vacations	104	38.4	127	48.1
- Conferences/Seminars	67	24.7	8	3.0
- Religious practices	7	2.6	3	1.1
- Education	3	1.1	24	9.1
- Other	-	-	2	0.8

Table 2 Opinions of generation Y and generation Z regarding the 4 Es.

Marketing mix 4Es	Generation Y			Generation Z		
	(\bar{x})	S.D.	Levels of Agreement	(\bar{x})	S.D.	Levels of Agreement
Experience	3.66	.962	High	4.03	.764	High
Exchange	3.82	.945	High	4.08	.702	High
Everyplace	3.88	.951	High	4.16	.620	High
Evangelism	3.82	.950	High	4.14	.635	High
Total	3.79	.902	High	4.10	.607	High

Table 3 A comparison of gender affected marketing mix 4Es of Low Cost Airlines

A Comparison of gender affected marketing mix 4Es of Low-Cost Airlines								
Gender	Generation Y				Generation Z			
	\bar{x}	S.D.	F	Sig.	\bar{x}	S.D.	F	Sig.
Male	3.89	.966	1.299	.053	4.05	.606	-.632	.764
Female	3.72	.843			4.12	.608		

Table 4 A comparison of occupations affected by marketing mix 4Es of Low-Cost Airlines

Occupation	Generation Y				Generation Z			
	\bar{x}	S.D.	F	Sig.	\bar{x}	S.D.	F	Sig.
Students	3.98	.685			4.10	.596		
Government/ State enterprise officers	3.75	.951			3.85	.622		
Business owners	3.83	.872	.651	.661	4.23	.573	1.905	.095
Part-time employees	3.63	1.21			4.20	.887		
Other	3.10	.849			3.00	0.00		

Table 5 A comparison of income affected by marketing mix 4Es of Low-Cost Airlines

Income	Generation Y				Generation Z			
	\bar{x}	S.D.	F	Sig.	\bar{x}	S.D.	F	Sig.
Below or 10,000 Baht	3.25	.410			4.05	.619		
10,001-20,000 Baht	3.71	1.013			4.11	.604		
20,001-30,000 Baht	4.01	.811	3.491	.009*	4.38	.489	1.929	.126
30,001-40,000 Baht	3.67	.869						
40,001 Baht or more	3.33	.865			3.50	.607		

Table 6 A comparison of purpose of traveling affected marketing mix 4Es of Low-Cost Airlines

Purpose of traveling	Generation Y				Generation Z			
	Respondents	Percentage	X ²	Sig.	Respondents	Percentage	X ²	Sig.
Visiting family, relatives, friends	90	33.2	51.03	0.35	100	37.9	34.63	0.53
Traveling on vacations	104	38.4	50.20	0.38	127	48.1	54.84	0.02*
Conferences/Seminars	67	24.7	38.64	0.83	8	3.0	31.87	0.66
Religious practices	7	2.6	42.90	0.68	3	1.1	27.54	0.84
Education	3	1.1	38.69	0.82	24	9.1	30.25	0.73
Other	-	-	-	-	2	0.8	65.32	0.00*

Table 7: A comparison of frequency of traveling affected marketing mix 4Es of Low-cost Airlines

A comparison of frequency of traveling affected marketing mix 4Es of Low-cost Airlines								
Frequency of traveling	Generation Y				Generation Z			
	\bar{x}	S.D.	F	Sig.	\bar{x}	S.D.	F	Sig.
Less than 1/month	3.44	.798	8.175	.000*	4.02	.615	1.789	.151
1-2 times/months	4.05	.928			4.22	.590		
3-4 times/months	4.20	.549			4.20	.549		
More than 5 times/months	4.25	.616			4.25	.616		

** Correlation is significant at the 0.05 level (N=400)

CONCLUSION

The results showed that mostly females from both generation Y and generation Z responded the questionnaire. Generation Y who worked in a private company were, the highest followed by students in generation Z. Members of generation Y who earned around 20,001-30,000 Baht were the highest, followed by generation Z who earned lower. Generation Y was the highest frequency of traveling (1-2 times per month), while generation Z traveled less than 1 time per month. Both generations traveled with low-cost airlines for their vacations. Overall, the opinion of generation Y and generation Z regarding the 4Es was high. Generation Y considered that Every place as the most important (\bar{x} = 3.88), followed by Evangelism and Experience (\bar{x} = 3.82), equally. The results showed that the both generations considered and rated every factor almost equal since the ranking was almost the same. When considering each question in Everyplace, it found that the respondents prefer to have more choices to shop or to buy tickets. They would like to have more choices for information.

DISCUSSION AND RECOMMENDATION

Hypothesis testing showed that there is different gender and occupation did not affect use of low cost airlines for both generations. The results were similar to the related research about incomes and occupation factors for generation Z (Oeusoonthornwattana, 2018). Price is often used to compare for experience in using low-cost line (Thammasorn and Deshyangul, 2020). The results of the study showed that both generation rated the Experience as the lowest. This means that in order to get more customers, the experience should be more valuable than or equal to the prices. The recommendation of this study was the airlines should increase experiences of low cost airlines for both generations since experience affected using the low-cost airlines.

REFERENCES

- Airport of Thailand (2018). Airport Traffic Report 2017. Retrieved from <https://www.airportthai.co.th/wp-content/uploads/2018/07/Annual-Airport-2017.pdf>
- Airport of Thailand (2018). Annual Report <https://www.airportthai.co.th/th>
- Chaiwiboolvech., R (2019). The Result of Research of Gen Z in Thailand: Investing more in Tourism than Education. Retrieved from <https://brandinside.asia/research-gen-z-travel/>
- Department of Tourism (2018). Thai Tourism Strategy 2018-2021. Retrieved from https://checkinthailandnet/wp-content/uploads/2021/02/Plan-department-of-tourism_compressed-
- Epuran, G., Ivasciuc, I. S., & Micu, A. (2015). From 4P's to 4 E's—How to Avoid the Risk of Unbalancing the Marketing Mix in Today Hotel Businesses. *Economics and Applied Informatics*, (2), 77-85. Retrieved from <https://pdfs.semanticscholar.org/9990/c7ad19d6d020b3c0d24f55f334702470e1c3.pdf>
- Oeusoonthornwattana, I (2018) Marketing Mix 4Es and Motivation Affecting the Decisions of Thai Tourists on Traveling in the Bangkok Metropolitan Area.
- Santichat, T. & Pooripakdee, S. (2021) Marketing Mix 4Es for Surf skate Events in Thailand.
- Suwanantararat, V., & Nasomboon, B. (2022) Factors of Marketing Mixed 4Ps and 4Es Affecting Continuance of Use of Specialty Coffee.
- Thammasorn, S, & Deshyangul, J. (2020) Effect of Marketing Mix (4'Es) Factors on Thai Tourists' Decision to Visit Homestay Bannatonchan, Si Satchanalai after Spreading of Covid-19.
- Wongchaikul., P. (2017) Expedia Launches a Research on the Behavior of European Tourists in 4 Generations, and How to Affects to Hotels in Thailand. Retrieved from <https://forbesthailand.com/news/travel/expedia-a3.html>

ONOMASTICS IN HARRY POTTER NOVELS AND ITS RUSSIAN TRANSLATION

Kozhevnikova Galina, 3rd year student of the Kuban State University of the Department of the Romano-Germanic Philology, Krasnodar, Russia

E-Mail: galina.kozhevnikova7@mail.ru

Research supervisor – Olga V. Spachil, Candidate of philology, Associate Professor of Kuban State University, Krasnodar, Russia

E-Mail: spachil.olga0@gmail.com

ABSTRACT

The article focuses on the “Harry Potter and the Philosopher’s Stone” written by Joanne K. Rowling. We study Onomastics — anthroponyms and their translation into the Russian language. The study reveals the features of the rendering of proper names in the novel by Joanne K. Rowling in the original and when translated into Russian.