Market Segmentation for E-commerce Aircraft Tickets Business in Thailand

การแบ่งส่วนทางการตลาดสำหรับการพาณิชย์ธุรกิจตั๋วเครื่องบินในประเทศไทย

Chavis Ketkaew[1]

Chanidapa Sookcharoen[2]

Kwanjira Poonsree[3]

Nut Chaijaroen[4]

Abstract

Aircraft ticket consumers in Thailand can be categorized by using various indicators or clusters to serve purpose of each study. In this paper, the three generations namely X, Y and Z with their incomes were used to investigate the market segmentation for the online purchase via internet or Electronic commerce (E-commerce). The data shows and examines the differences and similarity of the three generations about performance expectancy, conveniences of using airline websites, price sensitivity, behavioral Intentions and hedonic motivation. The data were collected using an online survey (n = 3,064). The results and main finds were discussed in two parts; demographic segmentation and psychographic segmentation with descriptive quantitative research method using Chi-square and T-test. This paper is the first which using the three generations to study about the segmentation in the aircraft thicket purchase. The findings can surely assist marketers to provide the appropriate and effective marketing plan, incentives or promotion for their target groups and can lead to better understanding about the behavior of the XYZ generations.

Keywords— Aircraft ticket, E-commerce, Segmentation, XYZ generation

[1] ผู้ช่วยศาสตราจารย์ ดร. ประจำสาขาวิชาธุรกิจระหว่างประเทศ วิทยาลัยนานาชาติ มหาวิทยาลัยขอนแก่น

[2] ผู้ช่วยศาสตราจารย์ ประจำสาขาวิชาการจัดการการท่องเที่ยว วิทยาลัยนานาชาติ มหาวิทยาลัยขอนแก่น

[3] อาจารย์ประจำสาขาวิชาประจำสาขาวิชาธุรกิจระหว่างประเทศ วิทยาลัยนานาชาติ มหาวิทยาลัยขอนแก่น

[4] อาจารย์ประจำสาขาวิชาการจัดการการท่องเที่ยว วิทยาลัยนานาชาติ มหาวิทยาลัยขอนแก่น

บทคัดย่อ

ผู้บริโภคหรือลูกค้าผู้ซื้อตั๋วเครื่องบินในประเทศไทยนั้นสามารถแบ่งออกได้หลากหลายกลุ่มโดยใช้เครื่องมือในการแบ่งและตัวบ่งชี้หลากหลายที่สามารถตอบสนองต่อวัตถุประสงค์การด้านการศึกษาวิจัยที่หลากหลาย ในบทความนี้ ผู้คนที่อาศัยในยุคเดียวกันทั้งสามยุค หรือที่เรียกกันอย่างแพร่หลายกว่าเจนเนอเรชั่น กล่าวคือ รุ่นเอ็ก วาย และซี **(generation x,y and z)** ได้ถูกนำมาศึกษาร่วมกับรายได้ของผู้คนในยุคต่าง ๆ นั้นเกี่ยวกับส่วนแบ่งทางการตลาดในการซื้อตั๋วเครื่องบินทางอีเล็คโทรนิคหรือออนไลน์นั่นคือการพาณิชย์อีเล็คโทรนิก **(E-commerce)** ซึ่งข้อมูลนั้นได้แสดงให้เห็นทั้งความแตกต่างและความเหมือนของผู้คนในทั้งสามยุคเกี่ยวกับพฤติกรรมการซื้อ ความสะดวกสบายในการเข้าถึงของการซื้อขายผ่านอินเตอร์เนต ความอ่อนไหวทางด้านราคา ความตั้งใจทางพฤติกรรมและความบันเทิงที่ได้รับจากการซื้อขายออนไลน์นั้น ซึ่งข้อมูลที่ได้นั้นถูกเก็บมาจากการสำรวจโดยประชากร 3,064 คน (n = 3,064) ซึ่งผลจากการวิจัยและสิ่งที่ค้นพบถูกอธิบายโดยแยกเป็นสองส่วนคือ การแบ่งส่วนทางตลาดด้วยหลักประชากรศาสตร์เช่น เพศ อายุ และรายได้ กับการแบ่งส่วนหรือแบ่งกลุ่มเป้าหมายตามลักษณะจิตนิสัยซึ่งเป็นการแบ่งตามคุณลักษณะทางจิตวิทยาและประชากรศาสตร์ผสมกัน โดยใช้การวิจัยเชิงปริมาณแบบพรรณนาร่วมกับการอ่านค่าสถิติ Chi-square และทีเทส T-test ซึ่งการศึกษานี้เป็นการศึกษาครั้งแรกในประเทศไทยที่มีการนำข้อมูลเกี่ยวกับคนทั้งสามรุ่นมาใช้ในการแบ่งส่วนทางการตลาดเกี่ยวกับการซื้อขายตั๋วเครื่องบินและแน่นอนว่าการศึกษาและผลการค้นพบนี้จะสามารถช่วยนักการตลาดในการเตรียมแผนการตลาดที่เหมาะสมตลอดจนสิ่งจูงใจและการส่งเสริมการตลาดที่เหมาะสมแก่กลุ่มเป้าหมายทางการตลาดและยังสามารถนำไปสู่ความเข้าใจที่ท่องแท้และมากขึ้นในพฤติกรรมการบริโภคของคนรุ่นเอ็กวายซี (XYX genration)

คำสำคัญ ตั๋วเครื่องบิน การพาณิชย์อิเล็คโทรนิก การแบ่งส่วนทางการตลาด คนรุ่นเอ็กวายซี

Introduction

According to the recent international crisis in the wake of the coronavirus pandemic, known as COVID-19, it is being felt by all business around the world of all sizes and sorts from the household level to the national one. At the novel coronavirus continues to spread, some countries are putting their citizens on various forms of lockdown, which impact on economy especially the hospitality and tourism industry including the aviation industry from unprecedented measures restricting travel and activity participation. Social distancing and work from home are the measures set to reduce interactions between individuals in order to slow down the spread of virus (Sen-Crowe B, 2020). The crisis has habituated people to online food ordering, shopping and entertainment, as well as virtual classrooms, digital wallets and e-

meetings but the response to COVID-19 hasn't been universally felt across generations, with consumers of different age groups responding and reacting differently to the crisis. As market forces and customer behavior change during the pandemic, a lot of people would likely be an increase in online shopping as people turn to ecommerce to purchase the items they might have otherwise purchased in person. In addition, the use of E-commerce aircraft ticket has grown conversely in this crisis. The consumers would rather book online instead of at their local travel agent are airline tickets (Escobar-Rodríguez T, 2013). Basic marketing segmentation is a term help in driving to increase sales or used by airlines for different marketing purposes. Customer grouping is similar personalization to the same group, which is resulting in increasing marketing effectiveness and easier to reach for each customer group. The successful of E-Commerce aircraft ticket is based on many factors, such as target generation group of people (GenX, GenY or GenZ), gender, emotional factors, motivation factors, online sale price and also the reliability of the system (Ruiz-Mafe C, 2013). Therefore, the method or ways to access to each marketing segmentation is different. This research study aims to analyze market share, which is divided into customer groups of E-commerce aircraft tickets business in Thailand in the purchasing behavior in this context.

Theoretical background, framework and related study

Air craft E-commerce grows not only rapidly but also internationally and widely due to the fact that customers can find the reasonable ticket price face-to-face sell turn exorbitant once they compare with buying the ticket via the website instead. Internet is the most suitable way to use in airline industry by its characteristics and the high sale rate. (McCole, 2002) However, the E-commerce market in hospitality industry is very competitive because of its popularity (Tsai et all, 2005) Online electronic ticketing shifts its position to the top distribution channel as 99% of all airline tickets used in Americas in 2013 were purchased electronically because of the cheapest prices offered only online. (ARC, 2014) It does the same position in Asian countries including Thailand as Thailand is a famous destination for touring. There are numerous evident and figures show a rapid annual growth rate, with the highest rate of growth almost 40% occurring form 2010 up to now before COVID crisis (office of TAT, 2011-2019). There are some studies about different drivers of online E-commerce about customers' behaviour and finds of conceptual framework for example the UTAUT2 (Venkatesh et al., 2012) regardless of your age, you will always belong to the generation you were born into.

Generation X,Y and Z

As of 2020, the breakdown by age looks are as follow: Baby boomers were born between 1944 and 1964. They're current between 56-76 years old (76 million in U.S.); Gen X: Gen X was born between 1965 - 1979 and are currently between 41-55 years old (82 million people in U.S.); Gen Y: Gen Y, or Millennials, were born between 1980 and 1994. They are currently between 26-40 years old.For the year 2020, the summary of age of those groups are: Gen Y = 25-39 years old (73 million people in U.S.); Gen Z: Gen Z is the newest generation to be named and were born between 1995 and 2015; They are currently between 5-25 years old (nearly 74 million in U.S.). “Millennial” is a new popular term used to reference both segments of Gen Y. Realistically, the name Generation Z is a place-holder for the youngest people exist in this world. It is to morph as they leave childhood and mature into their adolescent and adult identities. The single alphabets were used to identify each generation as it is short and clear. It began with Generation X, people born between 1965-1979. The preceding generation was the Baby Boomers, born 1944-1964. Post World War II, Americans were enjoying new-found prosperity, which resulted in a "baby boom." The children born as a result were dubbed the Baby Boomers. However, the generation that followed the Boomers didn’t have a blatant cultural identifier. In fact, that’s the anecdotal origin of the term Gen X — illustrating the undetermined characteristics they would come to be known by. From there on it was all down-alphabet. The generation following Gen X naturally became Gen Y, born 1980-1994 (give or take a few years on either end). The term “Millennial” is widely credited to Neil Howe, along with William Strauss. The pair coined the term in 1989 when the impending turn of the millennium began to feature heavily in the cultural consciousness. Generation Z refers to babies born from the mid-2000s through today.

Javelin Research (2019) claimed that not all Millennials are currently in the same stage of life. While all millennials were born around the turn of the century, some of them are still in early adulthood, wrestling with new careers and settling down, while the older millennials have a home and are building a family. The younger group are financial fledglings, just flexing their buying power. The latter group has a credit history, may have their first mortgage and are raising toddlers. The contrast in priorities and needs is vast. The same logic can be applied to any generation that is in this stage of life or younger. As people get older, they tend to homogenize and face similar life issues. The younger people are, the more dramatic and

chaotic each stage of life is. Consider the difference between someone in elementary school and high school. While they might be the same generation, they have very different views and needs. To do marketing to young generations as a single cohort will not be nearly as effective as segmenting the strategy and messaging. A decade from now, the priorities of Millennials will have changed — and marketing tactics must adjust instep. There are many aspects demonstrate how these generations are different.

The fact to consider is that new technology and innovation are typically first adopted by the youngest generation and then is gradually adopted by the older generations. As an example, 96% of whole citizens in Americas own a smartphone, but Gen Z (the youngest generation) is the highest user and utilize it.

Consumer Behaviour

1. **Performance expectancy (PE)** can be defined as "the degree to which the user expects that using the system will help him or her to attain gains in job performance" (Venkatesh et al., 2003, p. 447). Venkatesh integrated five concepts from various models into the construct of performance expectancy, namely perceived use fulness, extrinsic motivation, job-fit, relative advantage and outcome expectations. The concept perceived usefulness in the behavior models such as the Technology Adoption Model (TAM) is consistent with the performance expectance. Other studies stated the performance expectancy as it is individual perception that the usage of system will improve the performance (Min et al., 2008; Jambulingam, 2013).
2. **Convenience of Use** is a judgement made by consumers according to their sense of control over the management, utilization and conversion of their time and effort in achieving their goals associated with access to and use of the service. This definition argues that perceived convenience is not an inherent characteristic of a service and that understanding convenience requires understanding of consumer decision-making or consumption and achievement of goals (Dawes Farquhar J, Rowley J, 2009).
3. **Price sensitivity** can be defined as the degree to which consumers' behaviors are affected by the price of the product or service changes. Price sensitivity is one of the key factors affecting to companies pricing choices as well as its ultimate profitability. Price sensitivity is an individual difference variable describing how individual consumers show their reactions to changes in price levels and the awareness of the consumers

to what they perceive about the cost within which they will buy a particular product or service. Each customer will have a certain price acceptability range and different customers have different limits in their perceptions of what price is within their ranges (Rahman MK, 2014).

4. **Behavioral intention** is the main factor assumed to capture the motivation factors affecting human behavior. An individual realizing that the result of performing a behavior is positive will have a positive attitude, belief and perspective regarding the behavior, and similarly, a behavior with a negative result will engender a negative attitude. Behavior intention on the environment consists of some factors that are assumed to encourage an individual to behave in an environmentally friendly manner. The factors affecting behavior intention are subjective norms, which control attitudes towards the environment. Other aspects affecting an individual's behavior regarding the environment are the cognition an individual has of the environment, beliefs, and the amount of responsibility they feel for the environment. Behavior intention represents an individual's cognitive readiness to behave and affects the behavior to appear. Cultural and social differences in every area affect the cognitive level, thereby impacting on different behavior intention (Fakhrudin IA, 2018)
5. **Hedonic motivation** is a type of motivation that describes the pleasure of entertainment or hedonic of the users to what having and to get fun or entertained might be the indicator of it. Therefore, hedonic motivation has a direct influence on behavioral intentions (Venkatesh et al, 2012). Furthermore, motivation brings the hedonistic for having pleasure to use the technology be the important factor to determine the user's acceptance and use the technology. Therefore, hedonic motivation is important to be a predictor for users' intention towards technology acceptance. Consumers pleasure in shopping activity had been discussed, and it brings emotional, multisensory and fantasy as crucial factors of the hedonic values and utilitarian for consumers. It indicates that hedonic motivations have an important affect to the behavioral intention (Khatimah H, 2019).

Research Design, Philosophy and Strategy

Designing a research study can be compared with designing a building, since a researcher is similar to an architect who shapes the features of the building. The design has

to accomplish a particular purpose while taking into account limitations of time and money. The design depends on the researcher's own preferences and interest, philosophy, ability, background, suitable strategy and choices of methods for carrying out research. According to Saunders et al. (2007), research philosophy relates to developing knowledge and the nature of it. The adopted research philosophy contains assumption about the researcher's view and support the chosen research strategy and methods. According to Bryman and Bell (2003), there are two distinct epistemological philosophies: namely positivism and interpretivism. Positivism reveals the objective truth existing in the social world through the use of scientific methods, with the results of the study of ten contradicting the data. Interpretivism, by contrast, considers the social world as a subjective experience and thus that there is more than one possible answer to a research question (Minocha, 2006). Following the advices of Saunders et al. (2007) and Bailey (2007), it was decided that in this study, the philosophy that would best support the chosen methodology and procedures was interpretivism using descriptive quantitative method. Crotty (1998), Bailey (2007), and Saunders et al. (2007) agree that one of the terms sued most frequently in interpretivism is 'social actor'. Marketing is the field that consider about the need of human and how they react to those need. The selection of an appropriate research strategy directly assists researches in answering the questions and in meeting the study objectives which were set at the beginning of the study. Saunders et al. (2007, p. 135) also recommend that the selection of strategy is usually derived from or guided by the research aims, the extent of existing knowledge, time and other necessary resources along with the individual's philosophical underpinnings. In this paper, the case study approach was selected as the strategy which would be most appropriate for achieving our aims. Robson (2002) defines the case study (in Saunders et al., 2007, p. 139) as a mean of research conducting that involved an empirical investigation of a particular present-day phenomenon within the real-life context using multiple sources of evident. Siggelkow (2007) claims that a case study strategy can be used to answer essential research questions even with a single case.

Yin (2003) provides examples of two types of case study strategy. There are: single case & multiple case, holistic case & embedded one. Single case is mainly used to symbolize a critical or a unique case. If there is more than one case multiple cases can also be integrated into the case study strategy. Strong evident for justification can be used to meet validation

with a single case (Yin, 2003). If the research, for instance, is concerned with a particular organization as a whole we can use the holistic type of case study. When the sub-units of the whole organization is described, the case involve more than one unit of analysis. Regardless of how the study selects the units, this can be an embedded case study.

In this study, the quantitative research method is selected with the belief that a good research should be governed by how well it suits the purpose of the study and how effective it is in enabling the researcher to discover the new findings.

Feature of qualitative research in marketing

Malhotra (2004, p.135) cites about an applied orientation of marketing research can be done successfully using the quantitative research method from qualification of the data and generalize the results from the sample to the population of interest.

Chi-Square

The Chi-Square test is one of statistical procedures used in a research to examine the differences between categorical variables in the same population. In this research, the curious point was in whether or not generation (X,Y,Z) are related to the purchase of aircraft E-commerce ticket.

After collecting a simple random and administering a survey to this sample, the researchers could first manually observe the frequency distribution of generationl within the sample. Chi-Square was tested to validate or provide additional context for these observed frequencies. Market researchers use the Chi-Square test because is most useful when analyzing cross tabulations of survey response data. Because cross tabulations reveal the frequency and percentage of responses to questions by various segments or categories of respondents (gender, profession, education level, etc.), the Chi-Square test informs researchers about whether or not there is a statistically significant difference between how the various segments or categories answered a given question.

Chi-Square tests can be run in either Microsoft Excel or Google Sheets, however, there are more intuitive statistical software packages available to researchers. These software packages include SPSS, Stata, and SAS. For marketers who seek the best way to meet with the customer's satisfaction. Many factors play important roles especially age and generation. People with different generation and age shows different interest in almost of everything including their buying behaviours. But age and generation are different. There are many

confusions about generation cohorts. Without understanding about their preferences and nature clearly, the products or services cannot exactly sell themselves and perfectly launch to market or even hold a great portion of cake (Vogels, 2019).

Methodology

1. Population and Samples

The researcher studies factor towards costumers' behavior on the purchasing air ticket via an online platform (websites) in which the population is interested in the use of airline's websites to book air tickets. Data is collected from samples who have experienced the online ticketing service via websites by determining the sample size based on Cohran (Cochran, 1963). According to the total number of 3,064 people, the data is collected by using the online questionnaire (Google Form) as a tool that is distributed to samples through online platforms based on Convenience Sampling.

2. Research Tools

The researcher collects the survey data which is divided into 2 parts 1) General Information, and 2) Satisfaction Information in line with behavioral factors which its questions are based on 5 levels of Likert Scales namely (1=Strongly Disagree), (2=Disagree), (3 = Without a Particular Feeling), (4 = Agree), (5 = Strongly Agree) to analyze behavioral data of consumers which is the quantitative data analysis by showing as frequency value and percentage. In this regard, the behavioral factors are studied in 5 aspects namely 1) Performance Expectancy, 2) Convenience of Use, 3) Price Sensitivity, 4) Behavioral Intention, and 5) Hedonic Motivation. Each factor consists of the following sub-questions as shown in Table 1: the information on the behavioral factors in booking online air tickets via airline's websites.

Table 1: the behavioral factors in booking online air ticket via airline's websites

Psychographic Profile	Measure	
Performance Expectancy	PE1	1) The perception towards the website as a useful platform to purchase or reserve air tickets
	PE2	2) The use of website in purchasing air tickets help expedite the process and save more time
	PE3	3) The purchasing of air tickets via website help save more time
Convenience of Use	CU1	1) The website is a user-friendly platform with less systematical complication

Psychographic Profile	Measure	
	CU2	2) The source of websites is credible
	CU3	3) The air tickets could be promptly purchased and saving more time through the entire process
Price Sensitivity	PS1	1) It could save more money by comparing air ticket prices offered by different airlines
	PS2	2) The cheapest ticket offered by any airline is the most preferable one
	PS3	3) The website of each airline often offer better deal
Behavioral Intention	BI1	1) The continued Intention to use the website in purchasing air tickets in the future
	BI2	2) The continued intention to use the airline's website
	BI3	3) The continued plan to purchase the air ticket via the website
Hedonic Motivation	HM1	1) The website makes users feel joyful
	HM2	2) The website makes users feel satisfied
	HM3	3) The website makes users feel joyful and satisfied

In this regard, the test result of Reliability with the coefficient of Cronbach's Alpha Coefficient is 0.942. Hence, the used questionnaires are noted with its high-level of reliability.

3. Data Analysis

The collected data is analyzed by using SPSS, the statistical software, to analyze and present the data. The sample grouping is through Cluster Analysis which according to age and income. Then, run t-test between 2 clusters. Hierarchical Cluster Analysis, then Centroid Clustering, Squared Euclidean Distance. Moreover, it is also Descriptive Statistics such as Frequency and Percentage to analyze and describe general data of samples and Inferential Statistic to analyze the relationship between Segment and age & Income by using Chi-square statistics and comparing the average level of satisfaction of Segment towards the booking behavior via the online ticketing service offered by airline's websites by using Pair Sample t-test.

Results

Part 1: Demographic Segmentation

The results from hierarchical cluster analysis by age and income using 3,064 online respondents produced 2 primary market segments. The analysis of general data **was** the demographic characteristics of survey respondents which showed the frequency and percentage of general information detailed as follows.

Segment 1, a total of 1,504 people, representing 49 % of the total sample, the age group of these people are the Gen X (born during 1965 - 1979) which is greater than the Gen Y (born during 1980 - 1994) with the amount of 887 and 617 and representing 29% and 20%, consecutively. Most of their average monthly income is more than THB 25,000, accounting for 1,216, representing 40%, the analysis of the difference between Segments and age range & income was conducted by using Chi-square statistics, which were taking data at the Norminal Scale or Ordinal Scale to test whether the Variable was associated or not. The study finds that the age range and income are significantly dependent with 99 % of confidence level.

Segment 2, a total of 1,560 people, representing 51% of the total sample, the age group of these people were in Gen Y (born during 1980 - 1994) which was greater than the Gen Z (born during 1995-later) with the amount of 1,255 and 305 and representing 41% and 10%, consecutively. Most of their average monthly income was below THB 25,000, accounting for 1,256, representing 48%, the analysis of the difference between Segments and age range & income was conducted by using Chi-square statistics. The study found that the Segment 2 is significantly different with age range and income with 99% of confidence level.

Table 2 General information of samples categorized by segments

Demographic Profile	Age			Total	Chi-square Test	Income		Total	Chi-square Test
	Gen X	Gen Y	Gen Z			Less than 25,000 Baht	At least 25,000 Baht		
Segment 1	887	617	0	1,504	*	288	1,216	1,504	*
%	29	20	0	49	*	9	40	49	*
Segment 2	0	1,255	305	1,560	*	1,486	74	1,560	*
%	0	41	10	51	*	48	2	51	*

*Significant at the confidence level of 99%

Part 2 Psychographic Segmentation

The mean of satisfaction level was divided into 5 aspects as follows 1) Performance expectancy, 2) Conveniences of using airline websites, 3) Price sensitivity and saving money from using airline websites, 4) Behavioral Intentions, and 5) Hedonic motivation (Enjoyment of using the website). The analysis was divided into 3 Segments as detailed below.

Segment 1

Performance expectancy, the study found that 1) the purchasing and reservation of tickets through the website was considered a useful method, 2) the purchasing of tickets through website helped expedite the entire process, and 3) the processing through the website helps saved more time with the average of 3.44, 3.55 and 3.48, consecutively, which were at the high level of satisfaction of all abovementioned items.

Conveniences of using airline websites, the study finds that 1) the website was a user-friendly platform as it was easily-understandable with less systematical complication for users 2) the source of website was credible, and 3) users could purchase tickets faster than ever which saves more time with the average of 3.14, 3.23, and 3.20, consecutively, which were at the medium level of satisfaction of all abovementioned items.

Price sensitivity and saving money from using airline websites, the study found that 1) it could save more money as they could compare the ticket price offered by each airline, 2) the cheapest ticket price of each website was most preferable, and 3) website of each airline tried to present better deal in competing among each other with the average of 3.13, 3.20 and 3.19, consecutively, which were at the medium level of satisfaction of all abovementioned items.

Behavioral Intentions, the study finds that 1) users intend to continue using the website in the future, 2) users often access to the airline website, and 3) the plan of continued using of airline website is with the average of 3.10, 3.21, and 3.37, consecutively, which are at the medium level of satisfaction of all abovementioned items.

Enjoyment of using the website or so-called “Hedonic motivation”, the study found that 1) the website made users feel amused while surfing, 2) the use of website was entertaining, and 3) the use of website was satisfied and enjoyable with the average of 3.11, 3.35, and 3.19, consecutively, which were at the medium level of satisfaction of all abovementioned items.

Segment 2

Performance expectancy, the study found that 1) the choosing or purchasing of the air ticket through website was a useful method 2) the use of website to purchase the air ticket helps expedite the entire process as it could save more time, and 3) the purchasing the air ticket through the website helped save more time with the average of 3.53, 3.65, and 3.59, consecutively, which were at the high level of satisfaction of all abovementioned items.

Conveniences of using airline websites, the study found that 1) the website was easily-understandable with less complication in term of usages, 2) the source of website was credible, and 3) the ticket could be promptly purchased and save more time with the average of 3.32, 3.48, and 3.50, consecutively. According to its easily-understandable with less complication character, it was ranked at the medium level of satisfaction while its credible source of the website, competence to promptly purchase the ticket, and saving more time in the process were ranked at the high level of satisfaction.

Price sensitivity and saving money from using airline websites, the study found that 1) it could save more money as ticket prices offered by each airline could be compared ahead of the ultimate consideration, 2) the cheapest air ticket offered by any airline is the most preferable, and 3) the website of each airline often compete among themselves by offering air ticket with cheaper price. With the average of 3.40, 3.35, and 3.42, consecutively, this was at the high level of satisfaction of all abovementioned items.

Behavioral Intentions, the study finds that 1) there was a continued intention to use the website to purchase the air ticket in the future, 2) there was the frequency in using the airline website, and 3) there was also a plan to continue using the website. With the average of 3.28, 3.36, and 3.51, consecutively. According to the aforementioned 1) and 2), this was ranked at the medium level of satisfaction while 3) was ranked at the high level of satisfaction.

After analyzing the average of satisfaction levels of Segment 1 and Segment 2 through 5 important aspects, both segments were compared by analyzing the Pair Sample T-test to find factors with different result. In this regard, the average result could be differently summarized with the statistical significance as detailed per below.

Performance expectancy, there were questions posed with the mean level of satisfaction of Segment 1 and Segment 2 with statistically significant differences at 99% of confidence level including 1) the perception towards the website as a useful platform to purchase or reserve air tickets, 2) the use of website in purchasing air tickets helped expedite

the process and save more time, and 3) the purchasing of air tickets via website helped save more time.

Conveniences of using airline websites, there were questions posed with the mean level of satisfaction of Segment 1 and Segment 2 with statistically significant differences at 99% of confidence level including 1) the website was a user-friendly platform with less systematical complication, 2) the source of websites was credible, and 3) the air tickets could be promptly purchased and saving more time through the entire process.

Price sensitivity and saving money from using airline websites, there are questions posed with the mean level of satisfaction of Segment 1 and Segment 2 with statistically significant differences at 99% of confidence level including 1) it could save more money by comparing air ticket prices offered by different airlines, 2) the cheapest ticket offered by any airline is the most preferable one, and 3) the website of each airline often offer better deal.

Behavioral Intentions, there were questions posed with the mean level of satisfaction of Segment 1 and Segment 2 with statistically significant differences at 99% of confidence level including 1) the continued Intention to use the website in purchasing air tickets in the future, 2) the continued intention to use the airline's website, and 3) the continued plan to purchase the air ticket via the website, respectively.

Enjoyment of using the website or so-called "Hedonic motivation", there were questions posed with the mean level of satisfaction of Segment 1 and Segment 2 with statistically significant differences at 99% of confidence level including 1) the website made users feel joyful and 2) the website made users feel satisfied and joyful as illustrated in Table 2: the result of comparison in terms of the satisfaction levels of each Segment by using the Pair T-test.

Table 3 The result of comparison in terms of the satisfaction levels of each Segment by using the Pair T-test

		Segment 1		Segment 2				
Psychographic Profile	Measure	Mean	SD	Mean	SD	Mean Diff	t	t-test
Performance Expectancy	PE1	3.44	0.62	3.53	0.60	0.09	-4.02	*
	PE2	3.55	0.70	3.65	0.72	0.10	-3.99	*
	PE3	3.48	0.71	3.59	0.69	0.12	-4.59	*
Convenience of Use	CU1	3.14	0.77	3.32	0.76	0.18	-6.59	*
	CU2	3.23	0.94	3.48	0.80	0.25	-8.01	*

	CU3	3.20	0.95	3.50	0.81	0.30	-9.34	*
Price Sensitivity	PS1	3.13	0.90	3.40	0.82	0.26	-8.48	*
	PS2	3.20	0.89	3.35	0.85	0.15	-4.71	*
	PS3	3.19	0.93	3.42	0.86	0.23	-7.05	*
Behavioral Intention	BI1	3.10	0.94	3.28	0.85	0.18	-5.59	*
	BI2	3.21	0.96	3.36	0.90	0.15	-4.34	*
	BI3	3.37	0.90	3.51	0.79	0.14	-4.65	*
Hedonic Motivation	HM1	3.11	0.91	3.34	0.82	0.23	-7.26	*
	HM2	3.35	0.78	3.41	0.73	0.06	-2.15	0.032
	HM3	3.19	0.86	3.31	0.78	0.11	-3.86	*

Table 4 Criteria for interpreting the satisfaction score

Score Criteria	Meaning	Assessment Criteria	Interpretation
5	The satisfaction is at the highest level.	4.21.5.00	Highest
4	The satisfaction is at a high level	3.41.4.20	High
3	The satisfaction is at a medium level.	2.61.3.40	Medium
2	The satisfaction is at a low level.	1.81.2.60	Low
1	The satisfaction is at the lowest level.	1.00.1.80	Lowest

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