

Perceived Impact of Low-cost Airline on Taiwan's Traditional Airlines: A Survey Study of Frequent Flyers

Chao-Jui Chang 張晁瑞, B.A.

Wenzao Ursuline University of Languages, 2019

Abstract

With the development of economy and the trend of globalization, people's dependence on aviation has increased. However, air fares are not costly, so some airlines are looking for business opportunities and providing ultra-favorable low-cost tickets, becoming a hot topic in the aviation market recently. The Low-Cost Carrier (LCC) has been successfully operating in Europe and the United States for more than 40 years. After entering the 21st century, low-cost aviation in Asia is booming. With the growing prominence of AirAsia in Malaysia, later, China, Thailand, Malaysia, Singapore, Philippines, Japan, and South Korea all set up low-cost airlines one after another. In the past ten years, 15 low-cost airlines have operated routes between Taipei and major Asian cities. In order to face the severe competition of other low-cost airlines, the Taiwanese aviation leader set up low-cost airlines - Tiger Airways to compete with others.

This studies mainly talks about the development history of low-cost aviation industry and the viewpoint of Taiwanese people on the existing low-cost airlines. By using the in-depth interviews to understand what do people think and their experience of low-cost airlines. Provide a substantial amount of data to show people's feedback on low-cost airlines.

Keywords: Aviation Industry, Low-cost Carrier, Customer view-point, In-depth interviewing