

Using the Planned Behavior Theory to Understand Backpackers' Intentions to Take Low-cost Airlines

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ABSTRACT

Global economic depression have impacted on aviation industry and changing passenger consumption habits. Low-cost airlines entered Taiwan market, leading to a new trend in aviation. Backpacking become more popular in recent year, therefrom backpacker prefer to use low-cost airlines in overseas visit. With the advanced development in the broadcasting media, virtual community formed by backpacker to share travel experiences were the latest craze of tourism. This study wants to investigate whether backpacker are interested in low-cost airline behavior. The purpose of this study was to explore backpacker's intention on the low-cost airline. Questionnaires distributed through low-cost aviation virtual community. Research samples were taking from the study objects, backpackers. Total of 407 questionnaires issued valid questionnaires were 380. The statistical analysis was adopting descriptive statistics, independent sample t-test and multiple regression analysis. The results indicated that, (1) Significant impact of "attitude", "subjective norms", and "perceived behavioral control" appear when backpackers having low-cost airline.(2) Under backpackers identities of purchasing method significant difference exists between using airline's official website and travel agents.(3) Under backpackers identities of accessing information channel, significant difference was found on the Internet searching and social media.

Keywords: Planned behavior theory, Low-cost airlines, Self-help travel