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|---------------|------------------------------------------------------------------------------------------------------------------------|
| Title         | A Causal Correlation Model of the Artificial Intelligence<br>Acceptance towards Marketing Performance of Thai Airlines |
| Author        | Natesiri Ruangariyapuk, DBA                                                                                            |
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### Abstract

This research aimed to study 1) the level of acceptance in artificial intelligence of Thai airlines 2) Thai airlines' marketing performance level, and 3) a causal correlation model of artificial intelligence acceptance on Thai airlines marketing performance. It is a Mix Methods Research on Convergent Parallel Design. The Quantitative Research used the questionnaires to collect data from 310 Thai airlines' passengers in total and the Qualitative Research used the Semi-structured interviews with 3 Thai airlines' executives. The results showed that a sample of Thai airlines' passengers had a high level of acceptance of artificial intelligence overall, with a high level of acceptance of the organization's competency and Artificial intelligence property including that the overall marketing performance of Thai airlines at a high level. A causal correlation model of artificial intelligence acceptance on Thai airlines marketing performance is consistent with the empirical data. A development causal correlation characteristic found that acceptance of artificial intelligence was directly related to marketing action at a statistically significant level of 0.05 and gender interaction. Joint occupation affected marketing performance at a statistical significance level of 0.05

**Keywords:** Artificial Intelligence, Marketing Performance