

Title	A Causal Correlation Model of the Artificial Intelligence Acceptance towards Marketing Performance of Thai Airlines
Author	Natesiri Ruangariyapuk, DBA
Academic Year	2021

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