Airline Choice Criteria: A Study on the Behavior of Turkish Passengers

submitted to the
Institute of Social Sciences
in partial satisfaction of the requirements for the degree of

Master of Arts
in
Business Administration

by
Fatma Zümrüt Aykanat
B.S. in Civil Engineering, Boğaziçi University, 1992.

Boğaziçi University

1995

First of all, I would like to express my sincere gratitude to my thesis advisor Prof.Dr. Ahmet Koç for his valuable guidance, suggestions, comments, and support during all stages of this study.

I want to express my special thanks to Prof.Dr. Muzaffer Bodur for her valuable cooperation, encouragement, and sincere trust in the success of the present study.

I would also like to express my gratitude to Doç.Dr. Eser Borak and Mrs. Margaret Kirk for their careful review of this study.

My special thanks to Fahri Söylemezgiller for his valuable contribution during the fieldwork and data processing stages, and his continuous moral support which gave me courage.

Finally, I wish to thank to my family for their understanding and support throughout my education life.

ABSTRACT

Airline Choice Criteria: A Study on the Behavior of Turkish Passengers

by

Fatma Zümrüt Aykanat

The purpose of this study was to determine the airline choice criteria of Turkish passengers and the factors that affect the ranking of these criteria. In the study, emphasis was also put on the investigation of air travel related behavior and attitudes of the passengers.

After a review of the literature on the subject of airline marketing (based to a greater extent on American and Canadian practice) an exploratory research focusing upon Turkish passengers was conducted in Istanbul Atatürk International Terminal. Analyses were performed on data collected from 220 usable questionnaires -distributed by convenience sampling method- by using SPSSPC+ program.

The majority of passengers are found to enjoy air travel, to fly economy class, and to prefer national airlines. Their major expectations from the flight attendants are courtesy/smile and consistency in service quality throughout the flight. They usually refer to their prior flight experiences before selecting an airline, but they engage also in external search for information as their education level increases. The most important factor affecting their airline choice criteria is the overall quality image of the airline, the actual quality of services received and on-time performance. Neither demographics nor flight experiences are very influential on the ranking of the criteria; but flight

purpose is a better explanation of differences in importance attributed to choice criteria.

The findings of this study are expected to contribute to Turkish literature by offering basic information and research scope, and to related parties in the air travel industry by providing implications.

ÖZET

Havayolu Seçim Kriterleri: Türkiyeli Yolcuların Davranışları Üstüne bir Araştırma

Fatma Zümrüt Aykanat

Bu çalışmanın amacı Türk yolcuların havayolu seçim kriterlerini ve bu kriterlerin sıralamasını etkileyen faktörleri belirlemek, aynı zamanda yolcuların uçak seyahatine ilişkin çeşitli davranış ve tutumlarını incelemektir.

Havayolu pazarlaması ile ilgili yazın taramasını takiben (bu taramada büyük ölçüde Amerika ve Kanada yazınından yararlanılmıştır) Istanbul Atatürk Uluslararası Terminalinde Türk yolculara yönelik bir saha araştırması yürütülmüştür. Veri analizleri tesadüfi olmayan kolayda örnekleme metodu ile dağıtılan kullanılabilir durumdaki 220 ankete SPSSPC+ programı uygulanarak gerçekleştirilmiştir.

Yolcuların çoğunun uçak seyahatinden hoşlandıkları, ekonomik sınıfta uçtukları ve ulusal havayollarını tercih ettikleri anlaşılmıştır. Uçuş görevlilerinden esas beklentileri nezaket ve güleryüz ile uçuş süresince hizmet kalitesinde aynı çizgiyi tutturmalarıdır. Genellikle yolcular bir havayolunu seçerken daha önceki deneyimlerine başvurmakta ama eğitim seviyeleri arttıkça dış kaynaklardan bilgi edinme yoluna da gitmektedirler. Havayolu seçimini etkileyen en önemli faktör havayolu şirketinin genel kalite imajı, sunulan hizmetlerin kalitesi ve uçakların zamanında kalkışları olarak belirlenmiştir. Ne demografik değişkenler ne de uçuş deneyimleri kriterlerin

sıralanmasında fazla etkili olmamaktadır; fakat uçuş nedeni seçim kriterleri farklılıklarını daha iyi açıklamaktadır.

Bu çalışmada elde edilen bulguların Türk yazınına temel bilgiler sağlayarak konu ile ilgili araştırma zemini oluşturması ve havayolu sektöründeki ilgili kişilere katkıda bulunması beklenmektedir.

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER ONE

INTRODUCTION

The literature review about the airline marketing shows that there exists extensive research activity in the United States, Canada, and some European countries. Various studies are conducted periodically in these countries in order to determine, whether there appeared significant changes in passenger choice criteria from those documented in literature, and to update any data related to the industry. Moreover, the airline data are obtained from different sources such as domestic and international passengers as well as service providers (travel agents, experts, executives of airline firm, etc.).

In Turkey, however, the issue of airline marketing is a comparatively new subject. Detailed surveys aimed to determine the airline choice criteria of Turkish passengers were not conducted until very recently. The primary objectives of the studies conducted until now were to investigate the passenger profile of an airline firm and to find out the complaints and ideas of passengers about a definite airline firm. In this sense, it might be said that Turkish literature is rather weak in terms of comprehensive air studies that investigate the choice criteria of Turkish passengers.

This study attempts to discover the alternative evaluation criteria of Turkish passengers in selecting airline firms, and to determine the factors that may influence these criteria. (No specific airline firm name is mentioned during the field survey part of the study). The general perceptions, preferences, attitudes, and air travel behavior of Turkish passengers were also investigated during the study. Finally, the findings of the study were used to develop some marketing strategies for various people in the air travel industry, because it is important for marketers to know how passengers make their brand choices among alternative airline firms, and how they should design and prepare the components of the airline marketing mix. Beside discovering airline choice criteria, and providing valuable insights about air travel behavior and attitudes of Turkish passengers, this study will be one of the few researches conducted on this theme in Turkey.

In this sense, it will contribute to Turkish literature, being an opportunity to fill this deficiency to some extent.

As for the presentation of the study, the chapters are organized in the following way:

The second chapter provides a theoretical background for the study. It includes a review of the literature about the airline choice criteria, information search, factors that may have an influence on choice criteria, and the concept of service quality in airline industry.

The third chapter describes the methodology used in the research and explains the purpose and objectives of the study as well as informing about the sample design and field survey in detail.

The fourth chapter consists of research findings. The findings are presented in three sections: summary findings on the variables studied, findings related to choice criteria, and findings related to air travel behavior and attitudes of passengers.

The fifth chapter includes interpretations of summarized findings and marketing implications of the study.

Finally, the sixth and the last chapter makes some recommendations for further research on this subject.

CHAPTER TWO

THEORETICAL BACKGROUND FOR THE STUDY

2.1. Growing Importance of Services and Services Marketing

Marketing thinking developed initially in connection with selling physical products such as toothpastes, cars, equipments, and so on. However, one of the major megatrends in the world has been a phenomenal growth of services. As a result of rising affluence, more leisure time, and changing lifestyles the world has moved increasingly toward a service economy. Services account nowadays for almost two thirds of the gross domestic product of many post-industrial countries (1). Many people are employed in service industries (hotels, airlines, banks, insurance companies, law firms, management consulting firms, hospitals, museums, schools, and many others). (2)

The growth of the service sector in the world has led researchers to focus on special problems of marketing services. Especially, after the realization that services do possess some unique characteristics which require the modification of research frameworks developed for more traditional product marketing, their concern for this area has increased further (1). As a result, despite the late start, services marketing literature has shown a rapid increase, and has become a recognized and accepted subset of the marketing discipline.

2.2. Consumer Decision Process as Part of Consumer Behavior

Schiffman and Kanuk (3) defined consumer behavior as an interdisciplinary science that investigates the decision making activities of individuals in their consumption roles. The study of consumer behavior includes the study of what the consumers buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. This

---

(1) Filiatrault, P., and Ritchie, J.R.B. (1988).

(2) Kotler, P. (1991).

(3) Schiffman, L.G., and Kanuk, L.L. (1991).

knowledge gives the marketers insights to select their target markets and to develop appropriate marketing strategies.

Every day, various consumers (differing tremendously in their demographic and socioeconomic characteristics, personalities, perceptions, beliefs, attitudes, and so on.) make their purchase choices among the incredible variety of goods and services. Since the understanding of the behavior of the target market in the marketplace has become an essential task for marketers under the marketing concept, researchers focused gradually on consumer decision process.

As the studies of consumer behavior progressed, many comprehensive decision making models that aim to explain how individual consumers arrive at brand choices are developed, tested and revised. The models of Nicosia, Howard-Sheth and Engel-Kollat-Blackwell are the most frequently cited examples in the literature. With minor differences, all of these models include the following basic stages: problem recognition, information search, alternative evaluation, purchase decision and postpurchase behavior. Normally, the consumers pass through all these five stages for high involvement goods, although some of these stages may be skipped or reversed for certain low involvement goods, and in case of satisfactory previous experience fulfilling the same needs. (4)

2.3. Importance of Choice Criteria in Consumer Decision Process

After getting the relevant information about different brands, the consumers arrive at attitudes (judgment and preferences) toward these brand alternatives through an evaluative procedure. This evaluative process is important because it helps consumers measure the alternative brands and make the final choice. Hence, the marketers are concerned with measuring the importance weights that consumers attach to various attributes of the products and discovering the criteria used by the consumers to arrive at the final choice.

Although there exists many studies that have tried to determine the choice criteria of various products in every aspects (ranging from personal care items, cameras, to computers, cars, durables and so on), the studies

---

(4) Kotler, P. (1991).

aiming to discover the evaluative criteria of services are still at the infancy stage. However, research results revealed that there exist many differences between products and services. For instance, many services are created in the process of consumption and can not be pretested, as Zeithaml proposed, buyers experience difficulties in evaluating services, and consumer perceptions of risk are higher for services than for physical goods (5). As the world moves increasingly toward a service economy (6) marketers need to know more about marketing service products. Our scope, in this research, is to fill this gap to some extent by searching for the choice criteria used in the airline sector. We hope to discover the choice criteria used by Turkish passengers in evaluating different brands of airlines and the factors that may influence these criteria.

2.4. Review of the Literature about the Airline Choice Criteria

Although researchers have been concerned with the perceptions and preferences of consumers in the airline industry for some time, very little was known about the typical consumer's selection process until 1970s. The growth of the service sector throughout the world, the deregulation of the airline industry in US in 1978, and the entry of the competition concept which is the driving force for the marketers into the sector aroused the interest and speeded up the research in this area. Since then, important conceptual and empirical advances have been achieved. Several studies dealt, at the beginning, with the issue of basic competitive tools such as consumers preferences and dislikes for airline service attributes, fares and restrictions, but then demographic correlates of travelers, their planning horizons, search behavior and sources of information used, risk perceptions and so on have come gradually into play.

A study for the Canadian Transport Commission concluded that air fares were the most important attribute in the consumer purchase decision, followed by the non-stop flights (1972). Elapsed flight time, certainty of departure and frequency of scheduled flights were also of some significance, but of much lower importance. Ritchie (1980) found significant differences between business and vacation travelers, and concluded that soft or

---

(5) Filiatrault, P., and Ritchie, J.R.B. (1988).

(6) The term service economy designates economies where the service sector has become the largest sector in terms of output and employment.

intangible variables such as airline image influenced the consumer's purchase decision and that attribute evaluation was situational in nature. Dodd (1980) analyzed the influence of restrictions to segment the air market. These three studies focused basically on consumer preferences in a Canadian context. (7)

Meanwhile, several marketing strategists have called attention to the importance of learning how consumers make decisions. How many alternatives are considered? What attributes are considered in developing preferences? What choice rules are applied in making choices among the alternatives? Davidson (1985) proposed 'if we are going to influence a decision, a change in behavior, we need to know how that decision is made'. It means we need to know more than demographics (8).

Following this idea, several researchers determined various choice criteria in choosing an airline, such as Perry and Friedman (1973), Makens and Marquart (1977), Time survey (1978). Instead of exploring preferences for the attributes individually, some researchers investigated the combinations of them (9). Other studies dealt usually with similarities as well as possible differences in data in the areas of flight length, flight purpose, and the set of demographic and other variables.

In most of the studies, a very clear dividing line between travelers flying for different purposes was found in terms of preferences and importance ranking of choice criteria. One of these surveys was conducted in Canada by Ritchie, et.al, (1980) (10) right after the air industry deregulation in US (free entry to the market and open competition). Although the primary objective of the researchers was to determine consumer's perception of the competition in the airline industry, as a part of their study, they investigated the importance accorded to choice criteria used in selection of air services by vacation and business travelers.

Ritchie, et.al, (1980) held a series of group interviews with a total of 150 travelers. After the group discussions, 114 vacation and 36 business

---

(7) Good, W.S., et.al. (1985).

(8) Woodside, A.G., and Carr, J.A. (1988).

(9) Etherington, L.D., and Var, T. (1984).

(10) Ritchie, J.R.B., et.al, (1980).

travelers completed a structured questionnaire. They ranked various criteria, indicated the acceptability of restrictions placed on low air fares, and the order of preference of different trade-off matrices for fare-restriction combinations. In the study, the former flying experiences of the travelers were measured by asking the number of air trips made in past 12 months.

TABLE 2.1. AIRLINE CHOICE CRITERIA

Criterion	Element
1.Flight schedules	• On-time arrival/ departures • Frequency of flights • Non-stop flights
2.Safety considerations	• In-flight procedure • Safety record • Maintenance quality • Attendant training
3.Fare prices	• Low vacation cost fares • Fares for children • Senior citizen fares • Weekend fares
4.Aircraft characteristics	• Body type • Maximum speed • Size • Seating space
5.Flight related aspects	• Baggage handling • Ease of ticket purchase • Quality of meals • Entertainment • Reading material • Courteous attendants • Bar service • Absence of children • Next seat vacant
6.Reservation conditions	• Speed of confirmation • Assistance/ information • Ease of making reservation
7.Auxiliary services	• Hotel reservations • Car reservations • Tourism information

Source: Ritchie, J.R.B., Johnston, E.E., Jones, V.J. (1980). Competition, fares and fences: Perspective of the air traveler. Journal of Travel Reasearch, 18 (3), p.21.

The results of the study showed that business travelers and vacation travelers differ in the importance ranking of the air choice criteria. The most important five criteria items were ranked as price, safety, schedule, reservation and service by vacation travelers, whereas business travelers ranked them as schedule, safety, reservation, service and absence of restriction. Price was only the seventh most important item in the ranking of business travelers.

Moreover, previous flight experience was found to affect choice criteria evaluation. Experience may serve to establish a norm for product evaluations which is stable and consistent. Inexperienced travelers were more likely to exhibit greater volatility in judgment. Less traveled vacationers viewed the choice decision as more difficult and attached greater importance to all criteria than business travelers. Hence, with respect to travel in particular, the extent, type, and quality of previous experience could have serious managerial and theoretical implications.

The researchers concluded also that rankings might differ with trip length, as Green and Tull (1978) had found previously (11). However, this finding contradicted the study of Good (1985) who tested respondents on both long and short-haul trips and found no appreciable difference in their importance ranking. This research also suggested that other soft variables such as airline image influenced attribute rankings. Once again this finding is contradicted by the study of Good, et.al, (1985) who found that carrier name and reputation were of minor importance to vacation travelers, but the least important attribute to business travelers.

Returning back to the study conducted by Ritchie, et.al, (1980), the other findings of the study were as follows: business travelers expected simply good service, vacationers identified more items (legroom, movies, meals, attendants, ease of reservation, etc.). They were ready to forego many of them for lower prices, however. Safety could not be evaluated easily, hence, there was a tendency to infer it from the other visible items such as cleanliness of the aircraft. As for the restrictions, the vacationers were more likely to accept them.

---

(11) Good, W.S., et.al, (1985).

While interpreting the findings of Ritchie's work, however, one should be aware of the major limitation of this study: It focused on inputs obtained from current users of airline services, but non-users were not contacted. Certainly, their information could be important to stimulate demand for untapped market segments.

In a similar study, Etherington and Var (12) tried to determine which criteria were most widely used by passengers in selecting a particular airline, and whether there appeared significant differences in the choice criteria from those documented in the literature in 1970s. They conducted interviews with 20 travel agents, top level executives of airlines (service providers' information as opposed to consumer information of the previous study), and selected experts in making evaluations against the criteria. They also conducted surveys with a total of 120 domestic and international passengers at the Vancouver International Airport.

The results of the interviews indicated once again that business travelers had different priorities in choosing airlines than passengers traveling on vacation or for other personal reasons. It was also found that some issues such as aircraft type, pilot skills and safety were considered of lower priority than in the past, because the passengers did not perceive enough difference between carriers, in terms of safety.

The criteria finally selected consisted of 17 independent variables which were grouped in five main factors as presented in Table 2.2. The experts ranked these criteria separately for business and nonbusiness trips, and determined the relative importance of 17 sub-criteria depending on the purpose of the flight. This criteria consisted of fewer elements than the choice criteria determined by Ritchie, et.al,1980.

The most important criteria for nonbusiness passengers were price and convenient schedule. Importance shifted from economic constraints to time constraints for the business travelers. Price was ranked second. All passengers disliked stopovers and changing planes, and found attitudes of the airline employees and baggage handling as the least important. Furthermore, meals and drinks constituted the only important criterion in inflight service.

---

(12) Etherington, L.D. and Var, T. (1984).

The results of the study could be used by an airline for calculating its own ranking and for better serving the passengers having different flight purposes. Nevertheless, it should also be taken into account that the sample size used in the study was small, actual passengers could select different criteria and their ranking might change over time.

TABLE 2.2. AIRLINE CHOICE CRITERIA

General Criterion Group	Sub-criteria
1.Convenient schedules	• Arrival time • Departure time • Non-stop flights
2.Handling at the airport	• Accurate flight information • Flight cancellation by airlines • Prior seat selection • Length of check-in line • Baggage claim
3.Services in flight	• Legroom and spaciousness • Attention by stewardesses • Meals and drinks
4. Prices	• Ticket price • Availability of discounts • Airline charge for passenger flight cancellation
5. Airline employees	• Capable reservation personnel • Delays in answering telephone • Helpful attitudes of airline employees

Source: Etherington, L.D., and Var.T. (1984). Establishing a measure of airline preference for business and nonbusiness travelers. Journal of Travel Research, 22 (4), p.23.

2.5. Review of the Literature about the Search for Information

In most of the cases, search for information and evaluation of alternatives go hand in hand. Consumers need enough knowledge that will

enable them to develop decision criteria with which they can evaluate the alternative brands. The marketing literature generally differentiates between internal and external searches for information. Internal searches entail recalling information to which the individual has been exposed in the past. The marketer has little opportunity to influence these internal searches. However, even an individual who has some internal store of knowledge may seek additional information before making a purchase decision. An external search represents a conscious effort to seek out new information through communication with others, from media or commercial brochures and guidebooks. Because of the effort required, the natural tendency of consumers is to keep external searches to a minimum (13).

Normally, the amount of consumer search activity increases as the consumers move from situations of limited problem solving to extensive problem solving as stated by Howard-Sheth. Consumers are highly involved in purchase of a product/service when it is expensive, risky and bought infrequently (14). In this sense air transport may be considered as a high involvement service. Beside being a high risk purchase, the purchaser can not observe what she/he buys. For these products and services especially, the marketer must understand the information gathering and evaluation behavior of high involvement customers.

It is of key interest to marketers to know four things in order to design strategies. First, they must be sure that a large proportion of the target market engages in external search behavior. Second, major sources that the consumers turn to and the influence each of them has on purchase decision. Third, it is necessary to know whether different potential client groups use different types of sources. Fourth, the length of the planning period during which the information search takes place.

According to Kotler, information sources fall into four groups: personal (family and friends), commercial (travel agents, ads), media and experiential (using the product). The consumer behavior literature suggests that destination specific literature and media perform an informing function. In contrast, friends, relatives and consultants assume an evaluating function. According to Engel, et.al, (1973) these sources are frequently

---

(13) Gitelson, R.J., & Crompton, J.L. (1983).

(14) Kotler, P. (1991).

complementary and consumers rarely rely on only one information source (13).

While investigating differences in planning horizon and information sources used by pleasure vacationers and relating them to the purpose and length of the trip, Gitelson and Crompton classified potential information sources into five categories: friends and relatives, destination specific literature (brochures, guidebooks), consultants, broadcast media and print media. As expected, they found out that planning horizons were significantly associated with the duration and length of the trip, and sociodemographic variables may be useful for differentiating between users of the different types of information.

Schul and Crompton (15) investigated the search behavior of international vacationers further and tried to discriminate between relatively active and passive external search behavior. In their study conducted in England, they operationalized the external search behavior in two ways: the length of time and the number of travel organizations consulted by the respondents. They assigned the respondents spending less than two months in travel planning and contacting fewer than two travel organizations to the passive group, the others to the active group.

The researchers hypothesized also that travel specific psychographics would be more effective than sociodemographics for predicting external search behavior. They based this hypothesis on discourse theory: since sociodemographics are population level independent variables, and users of airline services constitute a subpopulation, they are not generalizations from the same set of objects. The findings of the study verified this hypothesis. None of the sociodemographics used in the analysis (age, income, education) was found to be significantly correlated to the measure of planning behavior.

2.6. Demographic, Socioeconomic and Situational Correlates of Travel

Like social standing, reference groups, lifestyle and personality of the consumers, demographic and socioeconomic characteristics influence a person's behavior and consumption pattern. Although they are

---

(15) Schul, P. & Crompton, J.L. (1983).

noncontrollable by the marketer, they must be taken into account for this reason (16). Demographics are often used in consumer behavior models as independent variables because they provide objective characteristics of consumers which are easy to identify and measure. Moreover, they are useful in identifying the buyers having interest in the product. As Kotler (1984) stated, understanding the effect demographics have on travel could increase the understanding of the behavior, facilitate the identification of the segments within the travel market, and help to develop marketing strategies (17).

Snepenger and Milner, (1990) for instance, examined the effects of demographic and situational variables on business travel. They tried to find out whether demographic and situational characteristics of travelers correlated with pre-trip, on-location and post-trip behavior and attitudes. They examined also whether demographics or situational variables correlated more strongly with business travel activities. Pre-trip behavior is operationalized by planning horizon, on-location behavior by length of stay, and post-trip behavior by overall trip rating. The demographic variables considered in this study included age, gender, education, marital status, occupation and household income. The situational variables included trip purpose, business activity, previous visit to the area, and use of travel agents. The data came from 746 business travelers in major exit points within Alaska such as airports, highways, and ferries.

The findings of the study indicated that the demographic characteristics correlated with length of stay, but not with the planning horizon and evaluation of the travel experience. In contrast, the situational variables demonstrated stronger correlations across all three dependent variables used in the study. The demographic variables accounted for only 2.5% in the variance in the planning horizon whereas trip purpose and business activity explained 7.5% of the variance in planning horizon. On the other hand, the combination of these variables predicted 12% of the variance. In total, the demographics explained 15.6% of the variance in length of stay, and situational variables 16.2% which is only slightly higher than the demographic model. Their combination, however, predicted 22.6% of the variation. Neither the demographic nor situational model explained the

---

(16) Kotler, P. (1991).

(17) Snepenger, D., and Milner, L. (1990).

evaluation of the travel experience. The only significant independent variable proved to be the purpose of the travel.

2.7. Risk Perceptions related to Travel and Fear of Flying

A choice involves risk when the consequences associated with the decision are uncertain. Since most of travel experience relies on services that are intangible, consumed simultaneously with production and are hard to standardize, a traveler's perceived risk is likely to be high (Zeithaml,1981). Psychologists conducted a number of studies assuming that individuals have different inclinations to take risks and that personality traits could be used to explain different risk behaviors. However, much of this research produced mixed results (18).

As stated in the works of Brooker, (1983); Cheron and Ritchie, (1982), Jacoby and Kaplan, (1972, 1974), in consumer behavior seven types of risk were identified. These types of risk seem to be valid for air travel, as well. These include equipment risk, the possibility of mechanical or equipment problems or organizational problems; financial risk, the possibility that the vacation will not provide value for the money spent; physical risk, the possibility of physical danger, injury or sickness; psychological risk, the possibility that the vacation will not reflect one's personality or self-image; satisfaction risk, the possibility that a vacation will not provide personal satisfaction; social risk, the possibility that a vacation will affect others' opinion on the consumer; and time risk, the possibility that the vacation will take too much time or be waste of time (18).

In order to develop a better understanding of the types of risk associated with travel, Roehl and Fesenmaier, (1992) evaluated the relationships between risk related attitudes and various aspects of pleasure travel. The researchers identified three groups of respondents: risk neutral group, functional risk group and place risk group. Functional risk denoted a high physical and equipment risk, place risk, a fairly risky vacation and destination. No differences were found among the groups in the length of trip's planning horizon or cost of the trip. However, information use and planning behavior differed significantly among these groups.

---

(18) Roehl, W.S. and Fesenmaier, D.R. (1992).

The examination of differences indicated that risk handling in pleasure travel differs from that found in the purchase of goods. For instance, the group perceiving the most risk was less likely to use the various information sources. This is in sharp contrast to findings where information search was used as a risk reduction strategy. Moreover, the functional risk group was more likely to refer to maps and personal experience. Hence, in addition to external information search, memory-based sources should be included in future research. Finally, although the results of the study indicated that a relationship did exist between risk attitude and vacation behavior, risk may have only a minor influence on behavior. The strength of this relationship needs further investigation.

Since air travel is perceived as a risky purchase, marketers were interested in understanding the risk perceptions of the passengers and specific air travel events that make them afraid or anxious. A series of national and special-purpose surveys were conducted in US to find out the reasons of fear of flying and the effect of it on air travel behavior. Moreover, the researchers examined the relationships between fear of flying and age, sex, and socioeconomic position and tried to determine how it was related to frequency of air travel and conditions of flight.

The reasons of fear and the level of anxiety experienced by the passengers are examined in two aspects: the anxiety experienced during the major components of air travel and during specific flight related events. Commercial air travel is divided in five major components: check-in, takeoff, cruise, landing and check-out. For those who are afraid of flying the highest level of anxiety occurred during segments of air travel that involve heights and life-threatening situations, especially during takeoff and landing. For those who have no fear or anxiety about flying, specific events such as missing luggage and missed connections were significant sources of anxiety. Specific flight related events that are thought to create anxiety among air passengers were usually listed as security check, onboard emergency procedures briefing, departure and arrival delays, missing luggage, missed connections, night, overwater and bad weather flights, and on-ground and inflight mechanical difficulties.

The most critical demographic variables with respect to fear of flying were found to be gender and socioeconomic position. In 51% of the cases in the Pan Am survey, fear of flying was developed after the first flight, and for

73% of passengers it was found to increase with age. These findings suggest that fear of flying is a learned phenomenon for many passengers and highly dependent on experience. However, the large number of respondents who have never flown and still describe themselves as being afraid, suggests that a large component of fear of flying is independent of actual experience. It appears therefore that no single explanation can account for all persons who are afraid, or perhaps even a majority (19).

2.8. The Concept of Service Quality and Consumer Satisfaction

Providing high quality of services is recognized as a critical factor in the success of many firms. Especially for airline carriers, the delivery of high service quality became a marketing requisite in the 1990s, as competitive pressures increased. But what is high service quality and how can it be provided?

Service quality is defined by Parasuraman, Zeithaml and Berry (20) as the gap between customer expectations of service and perceptions of the services actually received, or stated differently, it is the total experience that can only be evaluated by the customer. Unlike its product counterpart, it can not be controlled by specific means or objectively measured by set standards. Performance levels can differ across employees as well as occasions. On a typical flight, for instance, a passenger may interact with baggage handler, employees at the ticket counter, flight attendants, gate attendants, cockpit crew, and others. A poor performance by any of these may lead to perceptions of poor service. Secondly, good service depends solely on the beliefs of the individual consumer (David and Uttal, 1989). Moreover, it is difficult enough for the customer (especially first-time purchasers) to evaluate and discern differences in service quality (Fryar, 1991; Turley, 1990). (21)

The trace of the literature about the service quality shows that many researchers have contributed to this concept. Nelson (1974) proposed two categories that consumers use in their evaluative process: search qualities and experience qualities. Search qualities, such as tangibles, price, color,

---

(19) Dean, R.D., & Whitaker, K.R. (1982).

(20) Parasuraman, A., et.al, (1985).

(21) Ostrowski, P.L., et.al, (1993).

and so on are attributes that the consumer can determine prior to purchase. Experience qualities such as inflight service, courtesy of flight attendants, and so on can only be detected during and after purchase (22).

Lehtinen (1982), on the other hand, used three quality dimensions: physical quality, corporate quality and interactive quality. Physical quality includes physical aspects of the service as equipment and building, corporate quality involves the image of the company, and interactive quality derives from the interaction between the contact personnel and the customers as well as some customers to other customers (23).

Grönroos (1984) proposed that corporate image is an important determinant of service quality and established a distinction between technical quality and functional quality. Technical quality involves what the customer actually receives from the service, functional quality involves the manner in which the service is delivered (22).

Finally, Parasuraman, Zeithaml and Berry (1984,1988) tried to fit the criteria used in assessing service quality into ten dimensions that are found to be the same regardless of the type of the service. The initial determinants of service quality that were then reduced to five components are listed in Table 2.3. Only two of these determinants (tangibles and credibility) can be known in advance of purchase. Most of the determinants were experience properties: access, courtesy, reliability, responsiveness, understanding knowing the customer, and communications. Competence and security fall into the category of credence properties, namely consumers are probably never certain of these attributes, even after the consumption of the service.

Based on these determinants, Parasuraman, Zeithaml and Berry proposed an instrument designed to measure consumers' expectations and perceptions concerning a service encounter. This instrument is called SERVQUAL. Fick and Ritchie (24) examined the application of this instrument in four travel and tourism service segments: airline, hotel, restaurant, and ski area services in order to extend its application to a selected set of tourism services. The data for these applications were

---

(22) LeBlanc, G. (1992).

(23) Parasuraman, A., et.al, (1985).

(24) Fick, G.R., and Ritchie, J.R.B. (1991).

gathered from a total of 800 current or recent users of the services being tested at various vocational and academic institutions.

For all dimensions airlines had the highest overall expectation score. The two most important expectations concerning service for airlines were found to be reliability and assurance (competence, security, credibility, and access). With respect to performance, the most highly rated dimensions of service were tangibles and assurance. Again the highest score was registered by airlines. In addition to comparisons between service categories, this instrument may be used to make comparisons between two airline firms, as well.

TABLE 2.3. DETERMINANTS OF SERVICE QUALITY

Determinants	Explanation
1. Reliability	Consistency of performance and dependability
2. Responsiveness	Willingness, readiness of attendants to provide service, timeliness of service
3. Competence	Possession of the required skills and knowledge
4. Access	Ease of contact, waiting time for contact
5. Courtesy	Politeness, consideration, friendliness of the contact personnel
6. Communication	Informing the customers and explaining the service
7. Credibility	Believability, honesty, (company name and reputation)
8. Security	Physical safety, freedom from risk and doubt
9. Understanding/knowing the customer	Making the effort to understand the needs of the customer
10. Tangibles	Physical facilities, appearance of personnel tools or equipment used

Source: Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49 (3), pp.41-50.

In the literature there is little material that will help distinguish the concept of satisfaction from the concept of perceived quality. Service quality has been described as consumer satisfaction by Lewis and Booms (1983), Eiglier and Langeard (1987), and Parasuraman, Zeithaml, and Berry (1988). Most scholars agree that both quality and satisfaction are concerned with the difference between expectations and perceptions (25).

However, recent research findings indicated that expectations of new or initial purchases are important for choice, but not for satisfaction. First, there is evidence that pre-purchase choice criteria and post-purchase evaluation criteria are not the same (the results of a survey conducted by American Hotel and Motel Association documented the difference in ranking of criteria before and after purchase). Second, several studies suggest that performance (26) only and not expectation or disconfirmation may be the crucial determinant of satisfaction (Swan and Trawick 1981, Olshavsky and Miller 1972).

Also, the amount and quality of previous experience may determine the effect of expectations on satisfaction. First time purchaser's satisfaction depends upon performance (Day 1977, Woodruff, Cadotte, and Jenkins 1983). (27)

2.9. Service Quality in the Airline Industry and Customer Loyalty

Despite the abundance of service quality literature, as presented in the previous section, little work has been performed in specific industry settings. Many researchers tended to generalize findings across service industries, and to ignore significant differences existing between different services. Ostrowski, et.al. (1993), on the other hand, began the process of investigating specific service quality issues of the industry through the use of specially designed scales and targeted sample populations. He focused on service quality issues affecting the airline industry. He examined service

---

(25) LeBlanc, G. (1992).

(26) Performance is the perceived level of benefits conveyed; Expectations are beliefs about the product or outcomes of using product; Disconfirmation is the difference between what was expected and what was perceived to be obtained; and Satisfaction is an affective response to consumption experience.

(27) Whipple, T.W. and Thach, S.V. (1988).

quality as a strategic tool in the airline industry, and attempted to relate it to customer loyalty, measured by retained preference.

The data for this study (28) came from a continuous survey conducted in 35 of the largest US airports in 1992. In about 105,000 usable questionnaires, passengers were asked to evaluate 15 specific individual elements associated with the flight itself, and to provide global evaluations on overall quality and value of the flight. These service quality elements were derived from the dimensions determined by Parasuraman, Zeithaml, and Berry (see: Table 2.3) and adapted to total airline service experience. These were: behavior of check-in personnel, line wait at ticket counter and boarding gate, seating comforts and personal space, legroom, arm and shoulder room, quality and amount of food served, overall service of flight attendants, baggage delivery, reservations service, aircraft condition and interior attractiveness, and on time performance.

The results were not encouraging for air carriers: there was a strong evidence of customer displeasure with current levels of service quality. If achieving service excellence is the primary factor in building customer loyalty, carriers were faring poor. In order to investigate the above relationship multiple regression analysis was applied, and a consistent and significant relationship between customer loyalty and service quality variables was found. Moreover, the image of the carrier (based on long term experiences including many service encounters) was found to be more important for loyalty than the evaluation of a single flight experience. The most important image items were reputation and service. Apparently, once acquired, a positive or negative image was hard to displace. Poor experience will have an immediate negative impact on preference and image, a good experience may not immediately provide positive, long term results. It may only lessen the perceived risk of the carrier, which, over time will ultimately lead to a positive image. Other factors that could influence a carrier's retained preference might include flight frequency, schedule strength, frequent flyer program, and extensive experience with a particular carrier.

These findings tended to reinforce the notion that competition based on pricing would lead only to temporary share gains and would do little to build

---

(28) Ostrowski, P.L., et.al, (1993).

and maintain brand loyalty. They also made obvious that the existing levels of service quality did not meet customers' expectations and needed to be improved in order to create brand loyalty.

Based on the background information obtained from the literature, an attempt will be made to discover the factors that make up the airline choice criteria of Turkish passengers in the present study. Beside determining the criteria, the effect of a set of demographic and situational variables on the ranking of choice criteria will be studied. Emphasis will be put on investigating the relations among flight purpose, prior flight experiences, flight length and choice criteria attributes. In order to gather the necessary information an exploratory research was conducted, and a field survey was designed. The design and methodology of this research are presented in the following chapter.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

A Study on Airline Choice Criteria of Turkish Passengers

In this chapter, first the research design and methodology, the type and objectives of the study, data collection procedure, sampling and survey instrument will be described. Then the relationships searched in this study and data analysis methods used to interpret these relationships will be presented. Finally, the limitations of the study will be discussed.

3.1.Research Type

The study is basically a cross-cut of exploratory and descriptive research focusing upon customers, and aiming to determine the alternative evaluation criteria used by Turkish passengers in selecting airlines. An exploratory research is found to be appropriate for the study, since the main purpose is to gain insights and ideas about the choice criteria of Turkish passengers with the ultimate objective of developing specific hypothesis for future research.

The study includes a literature survey based to a great extent on the studies about the air travel behavior of passengers in the United States and Canada, and a field survey conducted to gather information about the evaluative criteria used by Turkish passengers.

3.2. Objectives of the Study

The primary objective of this research is to discover the airline choice criteria used by Turkish passengers with the help of the information gathered from known users of airline services without mentioning the airline names.

Additionally, the perceptions, likes and dislikes of passengers with respect to air travel in general, their attitudes toward and preferences about some air travel related characteristics, their priorities and expectations about air service quality will be investigated during the study. The relationship between choice criteria and some variables that are expected to influence

them such as prior flight experience, flight purpose, flight behavior, information sources, psychological state, demographic and socioeconomic characteristics of passengers will also be investigated.

Finally, the findings of the study will help develop marketing strategies that might be useful to various people in tourism and air travel industry.

3.3. Research Questions

The basic issues that are planned to be searched during the study, and the questions around which the data collection instrument was prepared are as follows:

1) How often do the passengers travel by air? With which airlines have they traveled until now?

2) What are their perceptions about the main advantage of the air travel, and what do they like and dislike most during a flight?

3) What is the final destination and purpose of their present travel? Who are their travel partners? Who paid for the ticket?

4) Which information sources did they consult before selecting the present airline firm?

5) What are their preferences about the class and seat selection? How do they spend time during a flight? What mood are they in when they travel?

6) Do they use frequent flyer or other airline specific cards?

7) What types of risk do they perceive during air travel?

8) What are their expectations from flight attendants?

9) Do they have a favorite airline firm? Does airline nationality matter to them?

10) What are their attitudes toward some restrictions against the reduced fares?

11) What are their priorities about major air travel steps in terms of service quality?

12) What are the factors that determine the airline choice criteria?

13) What are the demographic and socioeconomic characteristics of the air passengers? How do they influence the choice criteria?

3.4. Data Collection Procedure, Instrument and Sample Design

The data used in the study were collected through self-administered, structured, undisguised questionnaires which were completed, on the average, in about 15 minutes. Although most of the questions are close-ended to facilitate coding and data analysis, some open-ended questions are also included in order to capture the variety of responses from the passengers as well as to stimulate them to think about their previous air travel experiences and air service quality. A copy of the questionnaire is provided in Appendix I.

This study was conducted during the month of January 1995 in the Departures Terminal of Istanbul Atatürk International Airport. Permission from the official authorities for conducting the interviews was obtained prior to execution(29). A convenience sample was used and the chosen terminal was believed to be the best location for this kind of research in order to accelerate data collection procedure and to decrease the possibility of introducing bias in the sample, since it was a place where a great many people from each social strata of the society come together each day.

All adult passengers (men and women above 18 years) who were users of airline services and who happened to be at the airport at the time of the study had a chance to be included in the sample. The user of airline services is defined as passengers with a ticket to fly, who have already traveled by air at least once. The reasons why respondents were chosen among users of airline services are: that kind of people have recently made a choice among alternative airline firms, and since they had previous experience about air travel, they were able to make an evaluation about the service quality.

---

(29) Researchers should apply in person to the official authorities in order to get an entry permission from the security department of the airport. They should inform the authorities about the purpose, place, time of the study and the staff that will conduct the interviews. After providing all documents requested for each interviewer separately and presenting a copy of the questionnaire, a written permission can be obtained within a week. With this permission, researchers may enter the waiting rooms for a maximum of seven days, but can not pass the boarding gates. If additional time is needed, the permission should be renewed each week for further entries.

Since the profile of passengers flying at weekends and other days is not identical in terms of important characteristics, the data were collected on different days and at different hours in arbitrarily selected waiting rooms before the flight. The six page questionnaires were distributed to 242 respondents. 220 of them were found to be usable for data analysis step. So the results were analyzed on the basis of these 220 questionnaires. The personnel and time constraints due to the difficulty to obtain entry permission to the airport waiting rooms have certainly affected the size of the sample.

In order to come up with a heterogeneous sample that represents the Turkish air passenger population better, the respondents were selected by considering some visible characteristics. For instance, the variability in terms of gender, age, flight destination was sought and introduced into the sample.

The questionnaire was pretested before the actual study and then slightly modified. 13 respondents were asked to measure the time required to complete the questionnaires, to express their overall criticism about the sequence and wording of the questions, the suitability of the scale used as well as their feelings while answering the questions: did they get bored, tired or confused? After this study, two questions and a few expressions were found unnecessary and dropped from the questionnaire, the sequence of one question and the scale of another question was changed, and the final form of the questionnaire was obtained.

The questionnaire consists of 35 questions, some of them containing many variables.

The first two questions aim to measure the level of previous flight experience of the passengers. Question 1 is an ordinal type of question and attempts to identify the air travel frequency of passengers within the last year. Question 2 is an open-ended nominal question that investigates the brand experience of passengers. The answers to this question are grouped in 18 categories (17 well-known airline firms and others). Response rate of these questions are 99.54% for the first question and 98.18% for the second question.

Question 3 deals with the airline nationality preferences of the passengers, it is a nominal type of question with a response rate of 98.18%.

Questions 4, 5 and 6 are open-ended, nominal type of questions aiming to reveal the perceptions of passengers about air travel in general. Question 4 explores the main advantage of air travel among other means of transport and was answered by 98.64% of the passengers. The answers of the respondents are grouped in five categories. Question 5 identifies the factors that are most liked during a flight and is grouped in six categories. The response rate is 92.73%. Question 6 identifies the factors that are most disliked during a flight, and is grouped in seven categories. The response rate is 88.18%.

Question 7 asks the purpose of the flight. It is a nominal type of question and answered by 99.09% of the respondents.

Question 8 asks the final destination of the present flight. It is a nominal type of question which has a response rate of 100% .

Question 9 is a nominal type of question aiming to determine the travel partners of the passengers. The response rate is 100%.

Question 10 investigates the information sources used by the passengers before selecting airlines. It is an ordinal type of question that forces the passengers to rank the most important three sources of information among six given sources, if they refer to more than one source. The response rate for this question is 95%.

Question 11 is a nominal type of question that asks: who paid for the ticket? The response rate is 99.54%.

Question 12 reveals the attitudes of passengers towards some restrictions laid down by the airline firms in response to discounts over the ticket price. It is a nominal type of question which was answered by 97.27% of the passengers.

Question 13 through question 18 are nominal type of questions that deal with the inflight behavior and inflight preferences of the passengers:

Question 13 identifies the class preferences, question 14 seat preferences with respect to smoking and non-smoking, question 15 seat preferences with respect to location (window or aisle). The response rates

for these questions are 99.55%, 100% and 99.09%, respectively. Question 16 investigates the usage of frequent flyer or other airline specific cards, namely the brand loyalty habits of Turkish passengers. The response rate is 99.55%. Question 17 identifies different types of inflight behavior of passengers. The response rate is 100%. Question 18 examines the psychological state of passengers and tries to measure the level of anxiety they experience during air travel, if any. This question was answered by 99.55% of the respondents.

Question 19 demands from the passengers the importance ranking of major air travel steps in terms of the service quality, ranging between 1 and 6, 1 denoting the most important and 6 the least important air travel step. It is an ordinal type of question. The sample size for each step is given in Table 4.11.

Question 20 consists of 19 different variables that make up the airline choice criteria. The aim is to find the relative importance of these variables on a five point interval scale, in which scales range between '1' meaning not important at all and '5' meaning very important. The response rate of each variable is different and the sample size for each of them is given in Table 4.12.

Question 21 tries to find out the expectations of passengers of the flight attendants. It is an ordinal type of question forcing respondents to rank the most important three expectations among nine given expectations, if they choose more than one item. The response rate is 93.18%.

Question 22 aims to identify different risk perceptions and the anxiety levels of passengers about some specific air travel events they may encounter during an air trip. It is an ordinal type of question forcing the respondents to rank the three events, they are most anxious about, if they select more than one item. The response rate is 95.9%.

Question 23 is an open-ended question that asks the passengers to cite the airline firm that best satisfies their expectations. The airline firms that are cited most are grouped in seven categories (6 well-known brands and others). The response rate of this nominal question is 75.45%.

Question 24 through question 35 contain both dichotomous and multichotomous questions examining demographic and socioeconomic characteristics of the passengers: sex, age, income, education, marital status, working status, not-working status, working country, working sector, occupation, the durables owned, and the social standing. Except for question 25 and question 33 which ask age and income of passengers in the ordinal form, all other questions are of nominal type. All questions are close-ended except the last question (question 35) aiming to identify the social standing of passengers in terms of their place of residence which is then recoded into seven categories. The questions about gender, age, marital status, working country, not-working status are answered by 100% of the passengers, whereas education, working sector, occupation, family income, the durables owned and social standing by 99.09%, 96.82%, 97.27%, 94.09%, 97.72%, 95.45% of the passengers, respectively.

3.5. Data Analysis Methods used in the Study

After the necessary data were collected, edited, coded and entered on the computer the following statistical analysis methods are used to analyze the relations among variables: (All analyses are performed by SPSSpc+ program version 3.0)

1. Frequency analysis:

This analysis is used to get a general idea about the variables by observing their distributions within the sample. It is also used to detect any error in editing, coding or entering data on the computer, and to calculate the degree of nonresponse (missing values) for each variable as well as the summary statistics.

2. Cross-tab analysis:

This is the most widely used data analysis method in the study. It is used to study the relationships between nominal and other nominal/ordinal scale variables, and to find out the strength of the relationship, if the relationship is found significant.

3. T-test groups analysis:

This analysis is used to answer the question: is there a statistically significant difference between the mean scores of nominal dichotomous groups such as men and women, singles and marrieds, and so on for each choice criteria factor.

4. One-way test of analysis of variance:

It is conducted to examine whether there is a statistically significant difference in responses of the respondents in different categories of age, education, occupation and so on in terms of each choice criteria factors.

5. Factor analysis:

This analysis is performed to summarize and reduce the factors making up the airline choice criteria by grouping the variables according to their degree of correlation with each other. As a result, the most salient factors used in airline selection are determined.

All the relationships searched in the study and the types of analyses conducted for each of them are given in Table 3.1.

TABLE 3.1. RELATIONSHIPS AND ANALYSES

	Relationships searched	**Type of Analysis Conducted**
1	Gender and all variables except (brand experience, choice criteria, demographic and socioeconomic indicators).	Cross-tab
2	Gender and choice criteria.	t-test
3	Age and all variables except (brand experience, flight destination, choice criteria, demographic and socioeconomic indicators).	Cross-tab
4	Age, education and choice criteria.	One-way
5	Education and all variables except (brand experience, flight destination, choice criteria, demographic and socioeconomic indicators).	Cross-tab
6	Marital status and information sources.	Cross-tab

TABLE 3.1. CONTINUED

7	Marital status and inflight behavior.	Cross-tab
8	Marital status and psychological state.	Cross-tab
9	Marital status and air travel steps.	Cross-tab
10	Marital status and choice criteria.	t-test
11	Marital status and expectations from the flight attendants.	Cross-tab
12	Marital status and risk perception.	Cross-tab
13	Income level and the main advantage, the most liked factor, the most disliked factor.	Cross-tab
14	Income level and restrictions.	Cross-tab
15	Income level and class preference.	Cross-tab
16	Income level and frequent flyer card usage.	Cross-tab
17	Income level and air travel steps.	Cross-tab
18	Income level and choice criteria.	t-test
19	Income level and expectations from the flight attendants.	Cross-tab
20	Income level and risk perception.	Cross-tab
21	Occupation and airline nationality preference.	Cross-tab
22	Occupation and information sources.	Cross-tab
23	Occupation and restrictions.	Cross-tab
24	Occupation and seat preference.	Cross-tab
25	Occupation and frequent flyer card usage.	Cross-tab
26	Occupation and inflight behavior, psychological state.	Cross-tab
27	Occupation and air travel steps.	Cross-tab
28	Occupation and choice criteria.	One-way
29	Occupation and expectations from the flight attendants.	Cross-tab
30	Occupation and risk perception.	Cross-tab
31	Occupation and the airline firm preferred.	Cross-tab
32	Flight frequency and airline nationality preference.	Cross-tab
33	Flight frequency and the main advantage, the most liked factor, the most disliked factor.	Cross-tab
34	Flight frequency and information sources.	Cross-tab
35	Flight frequency and restrictions.	Cross-tab
36	Flight frequency and seat preference.	Cross-tab
37	Flight frequency and frequent flyer card usage.	Cross-tab
38	Flight frequency and inflight behavior, psychological state.	Cross-tab
39	Flight frequency and air travel steps.	Cross-tab

TABLE 3.1. CONTINUED

40	Flight frequency and choice criteria.	One-way
41	Flight frequency and expectation from the flight attendants.	Cross-tab
42	Flight frequency and risk perception.	Cross-tab
43	Flight frequency and the airline firm preferred.	Cross-tab
44	Travel partners and inflight behavior, psychological state.	Cross-tab
45	Travel partners and expectations from the flight attendants.	Cross-tab
46	Flight purpose and restrictions.	Cross-tab
47	Flight purpose and class preference, smoking preference, seat preference.	Cross-tab
48	Flight purpose and frequent flyer card usage.	Cross-tab
49	Flight purpose and inflight behavior, psychological state.	Cross-tab
50	Flight purpose and air travel steps.	Cross-tab
51	Flight purpose and choice criteria	One-way
52	Flight purpose and expectations from the flight attendants.	Cross-tab
53	Flight purpose and risk perception.	Cross-tab
54	Class preference and choice criteria	One-way
55	Class preference and expectation from the flight attendants.	Cross-tab
56	Ticket purchaser and airline nationality preference.	Cross-tab
57	Ticket purchaser and class preference.	Cross-tab
58	Psychological state and seat preference.	Cross-tab
59	Psychological state and expectations from the flight attendants.	Cross-tab
60	The airline firms (THY, Lufthansa, British Airways, Istanbul Airlines, Swissair, KLM, Air France, Alitalia, Singapore Airlines, Delta Airlines) and inflight behavior, psychological state.	Cross-tab
61	The main advantage, the most liked factor, the most disliked factor and the airline preferred.	Cross-tab
62	The airline preferred and choice criteria.	t-test
63	The airline preferred and psychological state.	Cross-tab
64	Choice criteria variables.	Factor analysis

3.6. Limitations of the Study

Limitations of the study come primarily from two factors: the sampling technique and the sample size. Since the respondents are included into the sample by using non-probabilistic convenience sampling method, we can not

be sure to what degree the sample is representative of the whole population, and sampling error precision cannot be measured.

On the other hand, a sample size of 220 is not enough to generalize the results of the study; but, as mentioned before, the personnel and time constraints and the difficulties of getting the entry permission to the airport have limited the sample size. Furthermore, not all of the contacted people agreed to complete the questionnaire.

Data collected from the sample were analyzed by using t-tests, one-way test of analysis of variance, and cross-tabs analyses. The findings of this research as well as the composition of the sample are presented in the following chapter.

CHAPTER FOUR

RESEARCH FINDINGS

The findings of this study will be presented in three sections. The first section will contain the summary findings on the variables studied. The results of the factor analysis, t-test and analysis of variance will be included in the second section. In the last section, the results of the cross-tab analyses (only the relationships that are significant) will be presented.

4.1. Frequency Analysis Results

The composition of the sample and air travel related characteristics of the respondents are presented in this section.

TABLE 4.1. DEMOGRAPHIC CHARACTERISTICS OF PASSENGERS

DEMOGRAPHIC VARIABLES	Frequency	Valid Percent
Gender		
Female	86	39.1
Male	134	60.9
	220	**100.0**
Age		
18-24	51	23.2
25-34	73	33.2
35-44	49	22.3
45-54	30	13.6
55+	17	7.7
	220	**100.0**
Marital Status		
Single	69	31.4
Married	142	64.5
Widow/ Divorced	9	4.1
	220	**100.0**
Education Level		
Primary school	16	7.3
Secondary school	20	9.2
Lycee	53	24.3
Vocational school	12	5.5
University graduate	82	37.6
Post graduate	35	16.1
Missing	2	Missing
	220	**100.0**
Working Status		
Owner/ Manager	29	17.0
Manager	52	30.4
White-collar	38	22.2
Blue-collar	46	26.9
Missing	6	Missing

TABLE 4.1. CONTINUED

Private Sector (total)	129	75.4
Public Sector (total)	35	20.5
Missing	7	Missing
Working in Turkey (total)	113	66.1
Working outside Turkey (total)	58	33.9
	171	**100.0**
Not-working Status		
Retired	6	12.2
Housewife	12	24.5
Student	25	51.0
Unemployed	6	12.2
	49	**100.0**

TABLE 4.2. SOCIOECONOMIC CHARACTERISTICS OF PASSENGERS

SOCIOECONOMIC VARIABLES	Frequency	Valid Percent
Income Level		
Less than 40 Millions TL	74	35.8
Between 40 and 80 Millions TL	77	37.2
More than 80 Millions TL	56	27.1
Missing	13	Missing
	220	**100.0**
Durables Owned		
Car	172	80.0
Mobile phone	31	14.4
Pocket phone	33	15.3
Facsimile	52	24.2
Personal computer	89	41.4
Music set	177	82.3
Video	149	69.3
Micro-wave oven	78	36.3
Dishwasher	146	67.9
Dryer	109	50.7
Garbage grinding machine	17	7.9
None of the above	4	1.9
Missing	5	Missing
Place of Residence*		
Istanbul high social standing	39	18.6
Istanbul middle social standing	41	19.5
Istanbul low social standing	15	7.1
Ankara	16	7.6
Other cities in Turkey	38	18.1
Europe	50	23.8
Other countries	11	2.5
Missing	10	Missing
	220	**100.0**

* The districts of Istanbul pertaining to each social group as well as the cities and countries mentioned above and their frequencies are listed in detail in Appendix II.

As seen from the above tables, the majority of the respondents are male (60.9%). They are mostly aged between 18 and 45 (78.7%), married (64.5%), have a good level of education (53.7% are university and postgraduates) and work (77.7%). More than half work in Turkey (66.1%) as owner manager or manager (47.4%) usually in the private sector (75.4%). The respondents who do not work consist mainly of students (51.0%) and housewives (24.5%). The respondents are more or less equally distributed, in terms of their family income (35.8% have less than 40 millions TL, 37.2% between 40 and 80 millions TL and 27.1% more than 80 millions TL). Those living in Istanbul have dwellings in districts belonging to high and middle social class groups (88.4%), 24.5% live in other cities of Turkey and 27.7% in other countries. The durables that are owned by the majority of the respondents are music set (82.3%), car (80.0%), video (69.3%), dishwasher (67.9%), and dryer (50.7%).

TABLE 4.3. AIR TRAVEL RELATED CHARACTERISTICS OF PASSENGERS

VARIABLES RELATED TO THE PRESENT AIR TRAVEL	Frequency	Valid Percent
Travel Purpose		
Business travel	64	29.4
Pleasure/ Vacation travel	47	21.6
Education	29	13.3
Visit to relatives	21	9.6
Return to residence	57	26.1
Missing	2	Missing
	220	**100.0**
Final Destination of the Travel		
Europe	143	65.0
United States	43	19.5
Middle East/ North Africa/ Turkish Republics/ Cyprus	16	7.3
Far East/ Australia	13	5.9
Others (transit)	5	2.3
	220	**100.0**
Travel Partners		
Travel alone	98	44.5
Travel with family/ relatives	65	29.5
Travel with friends/ acquaintances	53	24.1
Travel with tour	4	1.8
	220	**100.0**
Ticket Purchaser		
Myself/ family	149	67.7
A private company	45	20.5
A public company	23	10.5
Friends	2	0.9
Missing	1	Missing
	220	**100.0**

The respondents travel mostly for business purposes (29.4%). Those returning to their residences in a foreign country constitute the second largest group (26.1%), the vacation travelers follow them (21.6%). Those traveling for education purpose or for visiting the relatives are relatively few. Most of the passengers fly to Europe and US (84.5%), the rest to different regions over the world: Middle East, North Africa, Cyprus, Turkish Republics, Far East and Australia, and others.

The majority of the respondents travel alone or with the family (44.5% and 29.5%, respectively), the rest usually with friends. As a result, the tickets are mostly paid for by the respondents themselves or their family (67.7%). Private and public firms pay for one third of the tickets (20.5% of tickets are paid by the private sector, 10.5% by the public sector).

TABLE 4.4. PREVIOUS AIR TRAVEL EXPERIENCE OF PASSENGERS

VARIABLES RELATED TO FLIGHT EXPERIENCE	Frequency	Valid Percent
Number of trips by air in past 12 months		
None	44	20.1
Once	34	15.5
2-3 times	68	31.1
4-5 times	29	13.2
6-10 times	17	7.8
More than 10 times	27	12.3
Missing	1	Missing
	220	**100.0**
Air firms already flown with		
THY	191	88.4
Lufthansa	59	27.3
British airways	49	22.7
Istanbul airlines	33	15.3
Swissair	31	14.4
Air France	27	12.5
KLM	26	12.0
Alitalia	24	11.1
Delta	19	8.8
Singapore airlines	12	5.6
Panam	11	5.1
Onur air	11	5.1
KKTHY	11	5.1
Australian airlines	10	4.6
TWA	10	4.6
SAS	9	4.2
Sabena	8	3.7
All other air firms*	77	35.6
Missing	4	Missing

* The list of all other airline firms mentioned by the passengers is given in Appendix II.

As shown in Table 4.4, the respondents can be divided in three groups, in terms of their flight experiences: Those having low flight experience consist of respondents who have flown at most once within the last year on a commercial aircraft (35.6%); the respondents having medium flight experience are those who have flown between two and five times in the same time period (44.3%), and those with high flight experience levels include respondents who have flown more than six times within the last year (20.1%). It might be inferred from these findings that the sample consists mostly of respondents who have medium experience.

As for the variety of the airline firms the respondents have already flown with, Turkish Airlines comes first (88.4% of the respondents have already flown with THY), the other airline firms follow THY in the following order: Lufthansa (27.3%), British Airways (22.7%), Istanbul Airlines (15.3%), Swissair (14.4%), Air France (12.5%), KLM (12.0%), Alitalia (11.1%). The other airline firms with experience levels less than 10% are presented in Table 4.4. and in Appendix II.

As seen in Table 4.5, time related characteristics of air travel, namely time saving and speed, are perceived as the main advantages by 83.4% of the respondents. The other advantages, safety and comforts are perceived as the main advantage only by 15.2% of the respondents.

Time is perceived as the most liked factor of air travel (28.9%). This concept has actually three dimensions: time saving, speed and shortness of travel time. The other two most liked factors are inflight atmosphere (25.5%), and comforts/conveniences (23.0%) of the air travel. Inflight service quality is perceived as the most liked factor of air travel only by 13.7% of the respondents, and 4.4% of the respondents stated that they do not find anything pleasant in air travel.

The factors the respondents dislike most during a flight are flight quality and delay related events (31.4% and 25.8% of the respondents, respectively). An equal number of respondents find air travel dangerous (10.8%) and are afraid of flying (10.3%). Only a few respondents (5.7%) complain about the inflight service quality, and 10.8% of the respondents state there is nothing unpleasant during a flight.

TABLE 4.5. GENERAL PERCEPTIONS OF PASSENGERS ABOUT AIR TRAVEL

PERCEPTIONAL VARIABLES	Frequency	Valid Percent
The main Advantage of Air Travel		
Time saving	126	58.1
Speed	55	25.3
Comforts/ Conveniences	16	7.4
Safety	17	7.8
Others	3	1.4
Missing	3	Missing
	220	**100.0**
The most liked Factor during Air Travel*		
Time saving	59	28.9
Inflight atmosphere	52	25.5
Comforts/ Conveniences	47	23.0
Inflight service quality	30	13.7
Others	7	4.4
None	9	4.4
Missing	16	Missing
	220	**100.0**
The most disliked Factor during Air Travel*		
Flight quality	61	31.4
Delay related events	50	25.8
Perceived risk	21	10.8
Psychology of flying	20	10.3
Inflight service quality	11	5.7
Others	10	5.2
None	21	10.8
Missing	26	Missing
	220	**100.0**

* The components of the factors mentioned in the table are listed in detail in Appendix II.

TABLE 4.6. INFORMATION SOURCES USED BY PASSENGERS

	Used by		Ranked 1st		Ranked 2nd		Ranked 3rd		
Sources	**N**	**%**	**Freq.**	**%**	**Freq.**	**%**	**Freq.**	**%**	**Overall Rank***
Own experience	110	52.63	92	44.0	12	5.7	6	2.9	1
Travel agents	61	29.18	35	16.7	14	6.7	12	5.7	2
The firm worked for	56	26.79	47	22.5	6	2.9	3	1.4	3
Family/ Relatives	40	19.14	22	10.5	12	5.7	6	2.9	4
Friends/ Neighbors	29	13.87	14	6.7	14	6.7	5	2.4	5
Media	18	8.61	3	1.4	9	4.3	6	2.9	6
Missing: 11									

* The overall rank is found by taking the total number of respondents using these sources into account.

The information sources that are most frequently used by the respondents are found to be their previous air travel experiences, travel agents and the firms they work for. As seen in Table 4.6, the previous flight experience is the most salient source among these: more than half of the respondents (52.63%) rely on their own experience before selecting an airline, and 83.64% of them rank this source at first place.

The distinction between the travel agents and the firms, in terms of importance ranking is not very significant, however. Although the number of respondents referring to travel agents is slightly more than the respondents whose firm makes the airline decision, the importance ranking results show that the decision of the firms are ranked first by more respondents. The other components of the external search for information are family members and friends. The source that is least used is media. Only 8.61% of the respondents make use of it as an information source.

As seen in Table 4.7, the majority of the respondents prefer to fly the economy class (56.2%) whereas one third of the respondents do not have a definite class preference. Only a few respondents desire to travel first/business class (12.4%, in total).

As for the location within the plane, more than half of the respondents prefer non-smoking, window seats (68.6% and 61.5%, respectively). Those preferring seats in the smoking section are only 22.7%, and aisle seats 17.0% of the sample. For 21.6% of the respondents, it does not matter whether they have window or aisle seats.

The findings related to the usage of the frequent flyer cards reveal that only a small portion of the respondents has such cards (14.2%). More than one third of the respondents do not know about these cards and 18.7% state that they are against this type of cards and will not use them. Another one third of the respondents have positive attitudes toward these cards and intend to use them in the future.

Reading is the most frequently encountered inflight behavior. 81.4% of the respondents read books, magazines or newspapers during a flight. More than one third of the respondents prefer to talk with other passengers, and one fourth listen to music. Meanwhile, some respondents prefer to continue to work, watch movies or sleep. There exists also respondents who spend

the time during a flight by watching the scenery, dreaming and solving puzzles.

TABLE 4.7. FLIGHT BEHAVIOR OF PASSENGERS

VARIABLES RELATED TO FLIGHT BEHAVIOR	Frequency	Valid Percent
Class usually Preferred		
First class	10	4.6
Business class	17	7.8
Economy class	123	56.2
Not important	69	31.5
Missing	1	Missing
	220	**100.0**
Seat Preference related to Smoking		
Smoking	50	22.7
Non-smoking	151	68.6
Not important	19	8.6
	220	**100.0**
Seat Preference related to Location		
Window	134	61.5
Aisle	37	17.0
Not important	47	21.6
Missing	2	Missing
	220	**100.0**
Frequent Flyer Card Usage		
Yes, use it	31	14.2
No, but intend to use it	69	31.5
No, and will not use it	41	18.7
Does not know about it	78	35.6
Missing	1	Missing
	220	100.0
Inflight Behavior		
Read books/ magazines/ newspapers	179	81.4
Talk with other passengers	82	37.3
Listen to music	54	24.5
Continue to work	30	13.6
Watch movies	27	12.3
Sleep	26	11.8
Others (Sightsee, Dreaming, Puzzle)	12	5.5

TABLE 4.8. FLIGHT PSYCHOLOGY OF PASSENGERS

Psychological State	Frequency	Valid Percent
Like air travel	123	56.2
A little anxious about air travel	75	34.2
Very anxious about air travel	4	1.8
Prefer other means of transport	4	1.8
Does not know	11	5.0
Find it boring	2	0.9
Missing	1	Missing
	220	**100.0**

As seen in Table 4.8, a major portion of the respondents enjoy traveling by air (56.2%), whereas one third of the respondents state that they feel a little anxious while flying. Surprisingly, only a very negligible portion of the sample is very anxious and prefer other means of transport, if possible (3.6%). Additionally, 5.0% of the respondents claim that they did not think about such a thing before and they are indifferent to this issue, and only two people stated that they find air travel boring.

TABLE 4.9. ATTITUDES OF PASSENGERS TOWARDS RESTRICTIONS

Acceptability of the Restrictions	Frequency	Valid Percent
Time of day/ time of week restrictions	82	38.3
Minimum/ maximum stay in destinations	38	17.8
Financial penalty for reservation cancellation	36	16.8
No reservation (first come, first served)	30	14.0
Stand-by only	14	6.5
None of the above mentioned restrictions	79	36.9
Missing	6	Missing

As seen from the Table 4.9. the respondents are not very likely to accept the restrictions set out by the airline firms in response to fare reductions. 36.9% of the sample state that they will not accept any restriction under any conditions. The restriction the respondents are more willing to accept is departure on a given time of day/week type of restriction. It is accepted by 38.3% of the sample. The restriction that is mostly rejected is stand-by (6.5%). The acceptance rates of the other restrictions are between the above.

Table 4.10 reveals the findings related to the risk perceptions of the respondents. The inflight mechanical difficulties is perceived as the most unpleasant event the passengers may encounter during air travel. This anxiety is shared by 71.1% of the respondents, and 47.9% of those who are anxious about this event place it in first position. Another event that results in a high level of anxiety is missing luggage. Anxiety about bad weather conditions occupies the third position. Approximately half of the respondents expressed their anxiety about this event.

The other events such as flight cancellations and missed connections result only in moderate level of anxiety. Delays and night flights, on the other hand, do not seem to be considered as important risk events. Night flights, especially, makes only 2.4% of the respondents anxious.

TABLE 4.10 RISK PERCEPTIONS OF AIR PASSENGERS

Level of Anxiety about:	Ranked 1st		Ranked 2nd		Ranked 3rd		Not Anxious		Overall Rank*
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Mechanical difficulties	101	47.9	31	14.7	18	8.5	61	28.9	1
Missing luggage	24	11.4	52	24.6	61	28.9	74	35.1	2
Bad weather conditions	22	10.4	55	26.1	22	10.4	112	53.1	3
Flight cancellation	43	20.4	18	28.9	27	41.7	123	58.3	4
Missed connections	12	5.7	32	15.2	39	18.4	128	60.7	5
Delays	7	3.3	10	4.7	16	7.6	178	84.4	6
Night flight	--	--	2	0.9	3	1.4	206	97.6	7
Missing: 9									

* The overall rank is found by taking the total number of respondents who are anxious about these events into account.

TABLE 4.11. IMPORTANCE OF MAJOR AIR TRAVEL COMPONENTS IN TERMS OF THE SERVICE QUALITY

Air Travel Steps	Sample size	Mean*	Standart deviation
Cruise quality	184	2.4294	1.478
Check-in and luggage handling	181	2.8343	1.646
Behavior of flight attendants	182	2.9943	1.389
Inflight services	176	3.8966	1.477
Welcoming aboard	175	4.0233	1.516
Internal appearance of the aircraft	174	4.6802	1.389

* Scale: 1= Very important 6= Not important at all.

The respondents who are asked to evaluate major components of the air travel, perceive the cruise quality as the most important step in terms of the service quality. As seen in Table 4.11, then comes check-in and luggage handling. Behavior of the flight attendants is another important aspect where the respondents expect to receive good service. Although the distinction in terms of the importance ranking between the last two components is not very significant, check-in and luggage handling seem to be more important than the behavior of flight attendants.

The service quality related to the inflight services is perceived, on the other hand, as being of moderate importance. The same is valid for the step of welcoming passengers aboard. Again the respondents are not very clear about the relative importance of these two components. However, it is highly significant that the respondents are mostly indifferent to the internal appearance of the aircraft.

TABLE 4.12. AIRLINE CHOICE CRITERIA OF PASSENGERS

(BEFORE FACTOR ANALYSIS)

Variables	Sample size	Mean*	Standart deviation
Luggage claim	216	4.778	0.498
On time arrival and departure	216	4.755	0.579
Image of the air firm in terms of safety	215	4.712	0.530
Pilot experience	214	4.561	0.771
Non-stop flights	213	4.460	0.849
Service quality of flight attendants	216	4.421	0.597
Image of the air firm in terms of service quality	218	4.317	0.824
Accurate and on-time information	218	4.248	0.816
Age of fleet	215	4.223	0.935
Fastest connections	212	4.123	0.889
Ticket price	217	3.982	1.023
Broad meal choice	216	3.736	1.030
Availability of promotional materials	217	2.811	1.165
Availability of inflight shopping facilities	219	2.484	1.171
Variables from which a clear conclusion can not be obtained due to the wide distribution of responses			
Availability of auxiliary services	217	3.636	1.167
Flight frequency	214	3.621	1.143
Number of flying points	213	3.249	1.299
Payment conditions	214	3.000	1.159
Availability of telephone and fax services during flight	218	2.968	1.246

* Scale: 1= Not important at all 5= Very important

The relative importance of the variables that make up the airline choice criteria is presented in Table 4.12. Some of these factors are not included in ranking, because the distribution of the responses given to these variables is very wide, and the mean responses of these variables fall in the 'I do not know' category.

The variables ranked; luggage claim, on time arrival/departure, and the safety image of the airlines are perceived as the most important variables,

whereas the availability of promotional materials and the inflight shopping facilities are the least important.

As for the expectations from the flight attendants, first of all, the respondents expect courtesy and a smile, and desire to experience this behavior not only for a limited period but throughout the flight (70.2%). In the same way, they desire consistency of the service quality; spasmodic good service is not enough. The flight attendants should keep the level of quality constant. (see: Table 4.13).

TABLE 4.13. EXPECTATIONS OF PASSENGERS FROM THE FLIGHT ATTENDANTS

	Expected by		Ranked 1st		Ranked 2nd		Ranked 3rd		Overall
Expectations	**N**	**%**	**Freq.**	**%**	**Freq.**	**%**	**Freq.**	**%**	**Rank***
Courtesy and smile	144	70.24	66	32.2	49	23.9	29	14.1	1
Consistency of the service quality during the flight	89	43.41	15	7.3	39	19.0	35	17.1	2
Equal treatment of passengers	84	40.97	25	12.2	32	15.6	27	13.2	3
Reliability	82	40.00	29	14.1	26	12.7	27	13.2	4
Ease of communication	68	33.17	26	12.7	17	8.3	25	12.2	5
Welcoming aboard sincerely	59	28.78	33	16.1	14	6.8	12	8.3	6
A good physical appearance	28	13.66	5	2.4	9	4.4	14	13.7	7
Individualized attention to the passengers	13	6.34	6	2.9	4	2.0	3	1.5	8
Missing : 15									

* The overall rank is found by taking the total number of respondents having these expectations from the flight attendants into account.

Another expectation of the respondents from the flight attendants is the equal treatment of each passenger. They are not pleased to see some passengers being treated differently by the attendants. Additionally, an equal amount of respondents put emphasis on reliability of the flight attendants (40.0%). Ease of communication with the flight attendants,

welcoming aboard sincerely by the attendants are the other expectations of the respondents. These are perceived as important by one third of the respondents. Only a few respondents, however, consider the physical appearance of the attendants and their close attention to some passengers as important.

TABLE 4.14. ATTITUDES OF PASSENGERS TOWARDS AIRLINE FIRMS

VARIABLES ABOUT AIRLINE PREFERENCE	Frequency	Valid Percent
Airline Nationality		
Prefer Turkish Airlines	117	54.2
Prefer known foreign airlines	31	14.4
It depends on the trip destination	50	23.1
Not important	18	8.3
Missing	4	Missing
	220	**100.0**
Airline preferred to fly with		
THY	100	60.2
Lufthansa	17	10.2
British airways	10	6.0
Singapore airlines	9	5.4
Swissair	6	3.6
KLM	6	3.6
Other air firms	18	10.8
Missing	54	Missing
	220	**100.0**

As revealed in Table 4.14, for 91.7% of the respondents, the airline nationality is an important factor in the selection of airlines. More than half of the sample prefer to fly with Turkish Airlines, one fifth of the respondents claims that whether they choose national or foreign airlines depends on their destination. Only 14.4% of the respondents are willing to fly with known foreign airlines.

The findings related to the perception of the airline firm that best satisfies the expectations of the respondents support this fact. 60.2% of the respondents mention THY as their most preferred airline firm. Lufthansa is perceived as the second most preferred firm and then comes British Airways. Singapore airlines follows these firms. Swissair and KLM are the other two airline firms that are found to be satisfactory.

4.2. Findings related to the Choice Criteria

4.2.1. Factor Analysis Results

Factor analysis is applied for nineteen independent variables that are thought to be important in the airline selection decision, in order to reduce them to fewer meaningful factors that will determine the airline choice criteria.

As presented in Table 4.15, the variables cited at the beginning are reduced to seven main factors after the factor analysis. These seven factors explain altogether 64.9 % of the variation within the data.

The variations in variables, information accuracy, non-stop flights, number of flying points and promotional materials are captured best by these seven factors (more than 75.0%). The variable that is represented least is safety image (49.5%). The communality values of all other variables are between the above mentioned percentages. These results show that the retained factors represent the initial variables fairly well.

The variables that load heavily on the main factors are underlined in table 4.15, and then assigned to the related factor. After this assignment, five variables formed the first factor which accounts for 19.4% of the variation within the data alone. This factor includes safety image, service quality image, luggage claim, service quality of flight attendants, and on time arrival/ departure, and is named as 'Overall quality image'.

The second factor consists of three variables: promotional materials, availability of inflight shopping facilities, broad choice of meals. This factor is called 'Inflight services' and accounts for 11.2% of the variation within the data.

The third factor is 'Safety and Extra services'. As its name implies, it covers two dimensions in itself. It includes age of fleet, pilot experience, availability of telephone and fax services, and auxiliary services such as hotel reservation and car rental. It accounts for 9.2% of the variation within the data. The effects of these dimensions are investigated separately for further analysis.

TABLE 4.15. FACTOR ANALYSIS RESULTS

FACTOR LOADINGS (After VARIMAX Rotation)								
Variables	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Commun.**
Number of flying points	-.018	.076	.066	.078	.848	-.122	.106	0.7625
Flight frequency	.015	-.083	.085	.000	.838	.031	-.106	0.7284
Non-stop flights	.176	.003	.124	.843	.066	.050	-.039	0.7644
Fastest connections	.029	.009	.116	.800	.006	-.021	.073	0.6608
Ontime arrival/departure	.481	-.341	.055	.448	.028	.266	.036	0.6242
Safety image	.478	.061	.346	.152	-.119	-.261	-.196	0.4952
Service quality image	.715	.024	.263	.077	-.075	.022	.010	0.5927
Age of fleet	.230	-.096	.723	.022	.182	-.034	-.048	0.6224
Pilot experience	.392	-.014	.562	.152	-.033	-.102	.293	0.5903
Ticket price	.249	-.029	-.028	.078	-.133	.767	.042	0.6784
Payment conditions	-.060	.265	.199	-.002	.029	.713	-.053	0.6254
Information accuracy	.069	.062	.095	.041	-.017	-.009	.888	0.8088
Telephone, fax services	-.096	.343	.589	.020	.171	.162	.202	0.5712
Promotional materials	.005	.836	.174	.004	-.127	.028	-.074	0.7526
Shopping facilities	.076	.729	-.002	-.025	.087	.095	.280	0.6329
Broad choice for meal	.503	.574	-.059	-.001	.045	.229	-.206	0.6824
Attendants' service quality	.709	.234	.073	-.059	.076	.060	.321	0.6791
Luggage claim	.565	-.037	-.132	.325	.076	.242	-.017	0.5083
Auxiliary services	-.016	.158	.599	.263	-.066	.307	-.016	0.5524
Eigen values	3.69	2.13	1.75	1.37	1.29	1.09	1.01	
Percent of variance	19.4	11.2	9.2	7.2	6.8	5.7	5.3	
Total percent of variance	64.9							
Kaiser-Meyer-Olkin Bartlett test of Sphericity	0.71 > 0.5 OK 766.486 Significance: 0.000 OK The sample is adequate for factor analysis.							

* Underlined factor loadings are the most salient loadings on each factor.

Factor 4 is 'Time convenience'. It consists of two variables: non-stop flights and fastest connections, and it accounts for 7.2% of the variation within the data.

Factor 5 is called 'Flight schedule'. It includes flying points and flight frequency. It accounts for 6.8% of the variation within the data.

Factor 6 is 'Price'. It covers ticket price and payment conditions. It accounts for 5.7% of the variation within the data.

The last factor consists of a single variable. Since information accuracy is only weakly correlated to the other variables, it is analysed separately, and formed the seventh factor alone. It accounts for 5.3% of the variation within the data.

As a result, the initial variables are summarized to the above stated seven factors. These factors, as summarized in Table 4.16. will represent, from now on, the airline choice criteria of Turkish passengers and will be used in t-tests and one-way (analysis of variance) tests.

TABLE 4.16. AIRLINE CHOICE CRITERIA (after factor analysis)

Factors	Elements	% of Variance
1.Overall Quality Image	• Safety image	19.4
	• Service quality image	
	• Luggage claim	
	• Service quality of flight attendants	
	• On time arrival/departure	
2.Inflight Services	• Promotional materials	11.2
	• Inflight shopping facilities	
	• Broad choice of meals	
3.Safety and Extra Services	• Age of fleet	9.2
	• Pilot experience	
	• Telephone and fax services	
	• Auxiliary services	

4.Time Convenience	• Non-stop flights • Fastest connections	7.2
5.Flight Schedule	• Number of flying points • Flight frequency	6.8
6.Price	• Ticket price • Payment conditions	5.7
7.Information Accuracy	• Information accuracy	5.3

4.2.2. Correlates of Choice Criteria

4.2.2.1. Gender and Choice Criteria

TABLE 4.17. Gender and Choice Criteria

	Female X_1 (30)	Male X_2	t	df	P
Variables					
Quality Image	5.1641	5.1914	-0.22	218.00	0.823
Inflight Services	1.9432	1.9590	-0.10	218.00	0.919
Safety	3.1065	3.1327	-0.28	218.00	0.781
Extra Services	2.2215	2.1685	0.56	218.00	0.574
Time Convenience	3.9039	3.8781	0.18	218.00	0.860
Flight Schedule	4.4521	4.5118	-0.29	218.00	0.770
Price	2.7516	2.6324	0.81	218.00	0.417
Information Accuracy	2.2594	2.3400	-0.66	203.81	0.509
No of cases	86	134			

(30) X_1, X_2 are the mean values of factor scores for each factor (obtained from the group of respondents under consideration) where a high value indicates greater importance.
Factor scores for each factor are obtained by multiplying the factor coefficients with the corresponding code values.
df = degrees of freedom, P = significance level

T-test results made it evident that there exists no difference between men and women, in terms of their airline choice criteria. As presented in Table 4.17. the significance level is greater than 0.100, implying that both men and women attribute the same level of importance to the choice criteria.

4.2.2.2. Marital Status and Choice Criteria

Marital status is recoded in two groups: single/widowed passengers and marrieds. These groups differ in ranking of time convenience and price factors as seen in Table 4.18.

Singles attribute more importance to the time convenience factor which is formed by the variables non-stop flights and fastest connections. The confidence level of this finding is 99.60%. Singles attribute more importance to price factor which includes the ticket price and the payment conditions, as well. The confidence level of this finding is however, only slightly greater than the acceptance level: 91.50%.

TABLE 4.18. Marital Status and Choice Criteria

	Singles X_1	**Marrieds** X_2	t	df	P
Variables					
Quality image	5.0557	5.2494	-1.49	137.90	0.137
Inflight Services	1.8754	1.9953	-0.76	218.00	0.446
Safety	3.0810	3.1452	-0.64	138.34	0.524
Extra Services	2.2457	2.1582	0.91	218.00	0.362
Time Convenience	4.1318	3.7544	2.88	209.04	**0.004**
Flight Schedule	4.5826	4.4367	0.70	218.00	0.483
Price	2.8386	2.5913	1.66	218.00	**0.098**
Information Accuracy	2.2232	2.3553	-0.98	138.38	0.331
No of cases	78	142			

4.2.2.3. Income and Choice Criteria

Although the variable family income is recoded in three groups (with 40 millions TL intervals) in cross-tabs analyses, the cut-off point is found to be

60 millions TL for the choice criteria factors. Hence, for the analysis of choice criteria only, income is divided in two groups: family income less than 60 millions TL and more than 60 millions TL. The t-test results in Table 4.19 reveal that the first group differs from the second in two factors: time convenience and price. The confidence levels for these findings are 94.20% and 96.40%, respectively. The passengers whose family income is less than 60 Millions TL per month perceive both of these factors as more important than the passengers having more than 60 millions TL per month as the family income.

TABLE 4.19. Income and Choice Criteria

	< 60 M. TL X_1	> 60 M. TL X_2	t	df	P
Variables					
Quality image	5.1309	5.1992	-0.55	205.00	0.580
Inflight Services	1.9618	1.8908	0.45	205.00	0.653
Safety	3.1629	3.1017	0.65	205.00	0.518
Extra Services	2.2160	2.1286	0.92	205.00	0.361
Time Convenience	4.0434	3.7576	1.91	157.35	**0.058**
Flight Schedule	4.5106	4.4051	0.51	205.00	0.613
Price	2.8126	2.4971	2.11	205.00	**0.036**
Information Accuracy	2.3318	2.2905	0.31	174.89	0.759
No of cases	115	92			

4.2.2.4. Airline Firm Preferred and Choice Criteria

The airline firms cited by the passengers in question 23(31) -the firms that satisfy the expectations of the passengers best- are analyzed in two main groups: Turkish Airlines and all others. The test results indicate that there is no difference among the passengers preferring to fly with THY or other airlines, in terms of the airline choice criteria. The levels of significance for all factors are greater than 0.100 as seen in Table 4.20.

---

(31) See: the questionnaire in Appendix I.

TABLE 4.20. Airline Firm Preferred and Choice Criteria

	THY X_1	Other firms X_2	t	df	P
Variables					
Quality image	5.1803	5.3296	-1.16	164.00	0.249
Inflight Services	1.9849	2.1219	-0.77	164.00	0.441
Safety	3.1655	3.1601	0.06	161.59	0.955
Extra Services	2.2343	2.2110	0.21	164.00	0.832
Time Convenience	3.9030	4.0892	-1.37	161.78	0.171
Flight Schedule	4.5285	4.5451	-0.07	164.00	0.943
Price	2.7955	2.7252	0.42	164.00	0.672
Information Accuracy	2.4296	2.2322	1.39	164.00	0.166
No of cases	100	66			

4.2.2.5. Education and Choice Criteria

The variable education is recoded in four groups: literate/primary and secondary school graduates, lycee and vocational school graduates, university graduates, and postgraduates. These groups are found to differ from each other in four choice criteria factors. These are: inflight services, flight schedule, ticket price and information accuracy as seen in Table 4.21.

The one-way analysis of variance test results indicate that the passengers with lower levels of education -before lycee and lycee- perceive inflight services more important than university graduates. The Scheffe procedure which makes pairwise comparisons between groups denotes also a significant difference between the second and fourth group, that is lycee and postgraduates, in terms of inflight services which includes promotional materials, inflight shopping facilities and broad choice of meals with 95.0% confidence.

Flight schedule which consists of flying points and flight frequency is seen as relatively unimportant for the postgraduates. The confidence level of this finding is 96.09%. As for the price, it is mostly unimportant to before

lycee graduates. For the other groups it becomes more important. However, the confidence level of this finding is only slightly greater than the acceptance level: 91.43%.

TABLE 4.21 Education and Choice Criteria

	Before Lycee X_1	Lycee X_2	Under Grad. X_3	Post Grad. X_4	F	F Prob.	Bartlett Box- F	P
Variables								
Quality image	5.1318	5.2902	5.1256	5.1859	0.4723	0.7019	3.952	0.008
Inflight Services	2.1426	2.1900	1.9284	1.4640	3.7633	**0.0116**	0.810	0.488
Safety	2.9210	3.1061	3.1712	3.2144	1.4208	0.2377	4.217	0.006
Extra Services	2.0906	2.2977	2.2030	2.0559	1.2587	0.2895	1.991	0.113
Time convenience	3.5201	3.9254	3.9956	4.0171	2.0410	0.1092	10.104	0.000
Flight Schedule	4.8313	4.4621	4.6307	3.9019	2.8366	**0.0391**	1.714	0.162
Price	2.3117	2.6513	2.8481	2.7527	2.2303	**0.0857**	0.773	0.509
Information Accuracy	2.5645	2.5503	2.0819	2.1353	4.7261	**0.0033**	1.407	0.239
No of cases	36	65	82	35				

On the contrary, the differences among education groups are more significant in case of information accuracy. The difference between the second and third group especially, is also detected by the Scheffe procedure with 95% confidence. Namely, there is a significant difference between lycee and university graduates, and the groups with lower education levels consider the information accuracy more important than university graduates and postgraduates.

4.2.2.6. Age and Choice Criteria

The variable age is recoded in four groups: those under 25, between 25 and 34, between 35 and 44, and above 45 years of age. None of these groups are found to differ from each other, in terms of the airline choice

criteria. In other words, the data indicate that there is no relation between age and the airline choice criteria.

TABLE 4.22. Age and Choice Criteria

	18-24 X_1(32)	25-34 X_2	35-44 X_3	45+ X_4	F	F Prob.	Bartlett Box- F	P
Variables								
Quality image	4.8999	5.2462	5.2514	5.3102	2.3570	0.0727	5.777	0.001
Inflight Services	2.1447	1.9351	1.9553	1.7695	0.9364	0.4239	1.133	0.334
Safety	2.9583	3.1473	3.1055	3.2797	1.8976	0.1310	5.010	0.002
Extra Services	2.2398	2.2077	2.1593	2.1368	0.2347	0.8722	2.246	0.081
Time Convenience	3.9629	3.9544	3.8190	3.7762	0.4281	0.7331	3.832	0.009
Flight Schedule	4.5509	4.6692	4.4256	4.2054	1.0064	0.3908	0.204	0.894
Price	2.7207	2.7223	2.7041	2.5402	0.3413	0.7955	0.401	0.752
Information Accuracy	2.2732	2.3504	2.1173	2.4809	1.3489	0.2595	1.848	0.136
No of cases	51	73	49	47				

4.2.2.7.Occupation and Choice Criteria

As shown in Table 4.23 the groups of passengers with different occupations differ in importance attributed to two choice criteria factors: time convenience and ticket price. Managers and then white-collars give more

---

(32) X_1, X_2, X_3, X_4 are the mean values of factor scores for each factor obtained by the group of respondents under consideration.

Fprob.= significance level for F value

P = significance level for Bartlett-Box value which shows the adequacy or inadequacy of one-way analysis of variance for the sample.

importance to time convenience, whereas it is of least importance to blue-collars(33).

On the other hand, it might be stated with 94.13% confidence that white-collars give more importance to the price factor than the other groups.

TABLE 4.23. Occupation and Choice Criteria

	Owner man. X_1	Manager X_2	White collar X_3	Blue collar X_4	F	F Prob.	Bartlett Box- F	P
Variables								
Quality image	5.2163	5.2284	5.0560	5.0392	0.6172	0.6048	3.983	0.008
Inflight Services	2.0770	1.8411	1.9757	1.8490	0.3450	0.7928	0.732	0.533
Safety	3.1526	3.2828	3.1346	3.1017	0.7884	0.5020	5.382	0.001
Extra Services	2.1808	2.1192	2.2542	2.2080	0.3252	0.8071	0.747	0.524
Time Convenience	3.8292	4.2469	3.9890	3.6617	2.7454	**0.0448**	9.471	0.000
Flight Schedule	4.4329	4.4474	4.4890	4.5790	0.0810	0.9703	1.264	0.285
Price	2.3171	2.6202	3.0084	2.5401	2.5357	**0.0587**	1.021	0.382
Information Accuracy	2.3232	2.2148	2.1431	2.5786	1.9811	0.1189	1.781	0.149
No of cases	29	52	38	46				

4.2.2.8. Flight Frequency and Choice Criteria

Flight experience of the passengers is recoded in three groups. The passengers who have not flown or flew only once within the last year are grouped as the low experience group, those who flew between two and five times are named as the medium experience group, and those who flew more than six times last year are called the high experience group.

Nevertheless, no significant difference is found among these groups, in terms of the importance attributed to the airline choice criteria factors. As seen in table 4.23, none of the significance levels is less than 0.100. This

(33) Since the significance level for Bartlett-Box value is less than 0.100, the assumption of homogeneity of the variances is not verified. Hence, this finding should be interpreted cautiously.

result shows that, there exists no relation between the flight experience of the passengers and the choice criteria.

TABLE 4.24. Flight Frequency and Choice Criteria

	0-1 X_1	2-5 X_2	6+ X_3	F	F Prob.	Bartlett Box- F	P
Variables							
Quality image	5.0884	5.2926	5.1167	1.3333	0.2658	3.879	0.021
Inflight Services	2.0729	1.9452	1.7522	1.1683	0.3129	0.949	0.387
Safety	3.1491	3.0915	3.1309	0.1610	0.8514	1.667	0.189
Extra Services	2.3144	2.1154	2.1188	2.1505	0.1189	1.123	0.326
Time Convenience	3.7675	3.9074	4.1253	1.6954	0.1860	2.128	0.119
Flight Schedule	4.6063	4.3695	4.5714	0.6320	0.5325	1.151	0.316
Price	2.7997	2.6460	2.5303	0.9804	0.3768	1.025	0.359
Information Accuracy	2.2815	2.3845	2.1737	0.8393	0.4334	7.285	0.001
No of cases	78	97	44				

4.2.2.9. Flight purpose and Choice Criteria

The passengers flying for different purposes differ from each other in two choice criteria factors: time convenience and price. As seen in Table 4.25 those who are flying for business or educational reasons, perceive time convenience, namely non-stop flights and fastest connections as more important than the other groups. This factor is found to be of lesser importance to those returning to their residences in a foreign country (34).

On the other hand, those making pleasure trips and flying for educational purposes assign more importance to price. For the other groups, especially for those returning to their residences price factor is of lesser importance. The confidence level of this finding is 91.38%.

---

(34) Since the significance level for Bartlett-Box value is less than 0.100, the assumption of homogeneity of variances is not verified. Hence, this finding should be interpreted cautiously.

TABLE 4.25. Flight Purpose and Choice Criteria

	Vac. X_1	Visit to Rel. X_2	Bus. X_3	Educ. X4	Return to Res. X5	F	F Prob.	Bartlet Box- F	P
Variables									
Quality image	5.2549	5.0222	5.0502	5.3525	5.2077	0.8958	0.4673	7.235	0.000
Inflight Services	2.1420	1.6240	1.9517	1.9615	1.9319	0.7937	0.5304	0.445	0.776
Safety	3.2317	3.0298	3.0796	3.1604	3.1049	0.4944	0.7399	2.484	0.042
Extra Services	2.3418	1.9868	2.1187	2.2893	2.1899	1.4011	0.2347	1.145	0.333
Time Convenience	3.8276	3.7009	4.1452	4.1676	3.6122	2.7900	**0.0274**	8.555	0.000
Flight Schedule	4.5572	4.3833	4.4461	4.4779	4.5320	0.0766	0.9893	1.073	0.368
Price	2.9447	2.5746	2.5935	2.9503	2.4499	2.0674	**0.0862**	0.427	0.789
Information Accuracy	2.2343	2.3608	2.2676	2.1160	2.5167	1.1797	0.3207	2.782	0.025
No of cases	47	21	64	29	57				

4.2.2.10. Class Preference and Choice Criteria

The variable class preference is recoded in three groups as first/business class passengers, economy class passengers and those who do not have a definite class preference. These groups are found to share the same choice criteria except the price factor. Among the three groups studied, only the economy class passengers differed from the rest by this factor, since they perceive price(35) as more important than the other groups.

Furthermore, the Scheffe procedure indicated that the second and third group, namely the economy class passengers and those who did not have a definite class preference differ from each other significantly, in terms of price factor at the 95.0% confidence level.

---

(35) Since the significance level for Bartlett-Box value is less than 0.100, the assumption of homogeneity of variances is not verified. Hence, this finding should be interpreted cautiously.

TABLE 4.26. Class Preference and Choice Criteria

	First/ Bus. Class X_1	Economy Class X_2	Not imp. X_3	F	F Prob.	Bartlett Box- F	P
Variables							
Quality image	5.3149	5.1681	5.1628	0.3368	0.7144	5.330	0.005
Inflight Services	1.8728	2.0403	1.8253	0.8985	0.4087	0.090	0.914
Safety	3.2522	3.1032	3.0980	0.5816	0.5599	2.408	0.090
Extra Services	2.2799	2.1666	2.1870	0.3051	0.7374	0.350	0.705
Time Convenience	4.1441	3.9577	3.7058	2.1816	0.1153	3.320	0.036
Flight Schedule	4.7329	4.5095	4.3742	0.5880	0.5563	0.684	0.505
Price	2.4016	2.8724	2.4380	4.9007	**0.0083**	3.449	0.032
Information Accuracy	2.2740	2.2539	2.4097	0.6541	0.5209	1.573	0.208
No of cases	27	123	69				

4.3. Findings related to Behavior and Attitudes (Cross-tab Results)

Statistical results of the cross-tab analyses conducted on the relationships are presented in Table 3.1. and the relationships that are found both significant and not significant will be given in Appendix III. Among these relationships, only those that are found to be significant will be interpreted below in detail. Findings related to air travel behavior and attitude of the passengers will be investigated in two main groups, namely under the headings of pre-flight behavior and attitudes, and in-flight behavior and attitudes.

4.3.1. Pre-flight Behavior and Attitudes

Pre-flight behavior will be examined in terms of the variables flight frequency, flight purpose, travel partners, information sources used and ticket purchaser. The perceptions about the main advantage and the most liked factor of air travel, the perception of the airline firm that best satisfies the expectations, airline nationality preference, usage of frequent flyer cards, class preference and seat preference with respect to location, attitudes

toward the restrictions, and risk perceptions of the passengers, will represent pre-flight attitudes of passengers. The independent variables that have an influence on these variables, and the relations between them will be presented separately for each dependent variable.

4.3.1.1. Flight Frequency and Demographics

Flight frequency is found to be related to two demographic characteristics: gender and education.

a) Is there a difference between men and women, in terms of their flight frequency?

The data supported the existence of a relation between flight frequency and gender with 99.88% confidence. However, the difference between men and women, in terms of flight frequency becomes evident for the passengers flying less than four times within a year. The data indicate that 34.1% of women did not travel by air last year, whereas this percentage is only 11.2% for men. More than half of men, on the other hand, are found to have flown between once and three times (55.3%) last year. As a result, men seem to have more flight experience than women. But, before making such a generalization, it should also be considered that the number of women and men flying more than four times a year is approximately equal. (32.9% for women, 33.5% for men).

b) Is there a difference among the passengers with different education levels, in terms of their flight frequency?

The variable education is recoded in four groups as literate/primary school/ secondary school, lycee/vocational school, university graduates, postgraduates in this and the following analyses where education is used as an independent variable(36) .

The data indicate that there is a relation between flight frequency and education level with 99.1% confidence. According to data, 31.4% of the

---

(36) Some variables are recoded throughout the study in order to reduce the percentage of cells with expected frequencies less than 5 below 25% which is a requirement for cross-tab analysis. The interpretation of findings will not be meaningful, otherwise.

before lycee graduates did not travel or traveled only once, and nearly half of them flew two or three times last year. In any case, this group is not very likely to travel more than six times a year. This result is more or less valid for lycee graduates. Those who travel frequently are university graduates. 31.7% of this group traveled more than six times last year. However, postgraduates do not travel as often as university graduates. 51.4% of this group did not travel or traveled only once last year. Only 17.1% of them flew more than six times in this period.

4.3.1.2. Flight Purpose and Demographics

Flight purpose is found to be related to three demographic characteristics: gender, age and education.

a) Is there a difference between men and women, in terms of their flight purposes?

The relation between flight purpose and gender is verified with 100.0% confidence by data. Women are found to travel mostly for pleasure and vacation (40.0%). In contrast, men travel least for these reasons (9.8%); they make usually business trips (35.3%) or return to their residences in a foreign country again for work (30.8%). The percentage of women who travel for business purpose is 20.0%. Approximately the same percentage of women is found to return to their residences (18.8%). Women travel least for educational purposes (9.4%), whereas the travel reason that is least used by men is to visit relatives.

b) Is there a difference among the passengers of different age groups, in terms of their flight purposes?

The variable age is recoded in four categories as passengers between 18-24, 25-34, 35-44, and over 45 years of age in this and in the following analyses where age is used as an independent variable.

The data supported the fact that there exists a relation between flight purpose and age with 97.05% confidence. The passengers who are between 18-24 years of age travel mostly for education (27.5%) and pleasure (25.5%), and those who are between 25-34, 35-44, and 45+ years of age are found to travel for business reasons (31.0%, 40.8%, and 36.2%

respectively). Generally a certain portion of respondents regardless of age is found to return to their residences in a foreign country (approximately 26.0%). Moreover, those who are under 35 years of age travel more than other passengers for visiting their relatives.

c) Is there a difference among the passengers with different education levels, in terms of their flight purposes?

The data supported the relation between flight purpose and education level with 100.0% confidence. According to data, before lycee and lycee graduates return to their residences in a foreign country (60.0% and 38.5%, respectively). The majority of university graduates travel for business (44.4%), and 27.2% for pleasure reasons. Postgraduates are found to travel mostly for education (34.3%) and business (25.7%) reasons. The group that visits relatives is to a great extent lycee graduates.

4.3.1.3. Travel Partners and Demographics

The variable travel partners is found to depend on two demographic variables: gender and age.

a) Is there a difference between men and women, in terms of their travel partners?

This relation is supported by data with 99.78% confidence. Women travel mostly with family members and relatives (44.2%), whereas men travel in most of the cases alone (50.0%) or with friends and colleagues (27.6%). Women who travel alone constitute only 36.0% of the respondents, and they are least likely to travel with friends (18.6%). However, for men the least likely travel partner is the family.

b) Is there a difference among the passengers of different age groups, in terms of their travel partners?

The variable travel partners is recoded as alone, with family and friends/tour participants in this and the following analyses where the travel partners is used either as a dependent or independent variable except the relation with gender.

The data supported that there is a difference among age groups and the choice of travel partners with 97.6% confidence. Younger people travel alone (62.7% of 18-24, and 47.9% of 25-34 years of age groups), whereas older people travel with people they know. Especially for those who are over 45 years of age, those traveling alone constitute only 29.8% of the group under consideration.

4.3.1.4. Ticket Purchaser and Demographics

The variable ticket purchaser is found to be related to three demographic characteristics: gender, age, and education.

a) Is there a difference between men and women, in terms of the ticket purchaser?

The variable ticket purchaser is recoded in three groups as self/family/friends, private firm and public firm in this and the following analyses where ticket purchaser is used either as a dependent or independent variable.

The data supported the above relation with 98.29% confidence. Actually, the majority of the passengers regardless of gender buy their own tickets, or their families buy for them. The purchase rate by the passenger or its family is slightly higher for women (75.6% for women, and 62.7% for men). On the other hand, the tickets of 37.3% of men are purchased by the firm they work for. This rate is only 20.7% for women.

b) Is there a difference among the passengers of different age groups, in terms of the ticket purchaser?

The data made it obvious with 99.91% confidence that the younger the passengers, either the family/friends or the passengers themselves buy the ticket. This is so for 92.0% of the 18-24 age group, and 67.1% of the 25-34 age group. More private firms than public firms pay for the tickets of the 25-44 age group. 44.7% of 45+ age group's tickets are paid for by private and state firms in equal proportions.

c) Is there a difference among the passengers with different education levels, in terms of the ticket purchaser?

The variable ticket purchaser is recoded as the passenger/family and private/public firm in this analysis. The data indicated that there exists a relation between the ticket purchaser and the education level with 99.99% confidence.

A little over 86.0% of before lycee graduates and 80.0% of lycee graduates are found to purchase their tickets themselves or the family buys for them. However, as education level increases, the firm, as ticket buyer comes into play. 39.0% of university and 57.1% of postgraduates' tickets are purchased by their firms.

4.3.1.5. Information Sources, by Demographics and Other Variables)

Information sources used are related to five demographic characteristics: gender, age, education, marital status, and occupation.

a) Is there a difference between men and women, in terms of information sources they use before selecting an airline firm?

The test results indicated only a single source of information which is related to gender with 98.86% confidence: family and relatives. Although 70.9% of women and 86.9% of men do not refer to this source, among those who consider it, women are found more likely to refer to this source prior to airline selection than men. 17.7% of women stated they refer to their family first.

b) Is there a difference among the passengers of different age groups, in terms of the information sources they use before selecting an airline firm?

The variable age is recoded in two groups in this analysis as under 35 and over 35 years of age. The data indicated that only one of the mentioned sources is dependent on age: the firm worked for with 95.5% confidence. Those who are over 35 years of age are found to refer to their firms more than others (34.4%, whereas others 21.0%) when they search for information.

c) Is there a difference among the passengers with different education levels, in terms of the information sources they use before selecting an airline firm?

The data support that the use of two information sources are related to education: own experience with 99.81% and the firm worked for with 99.97% confidence. It is found that as the education level increases the passengers refer to the external information sources rather than their own experiences. Although 60.0% of the before lycee graduates refers to their own experiences before selecting an airline firm as the first source, this rate reduces to 20.6% among postgraduates. In the same way, the influence of the firm worked for about the selection of the airline firm becomes more evident as the education level of the passengers increases. The firm chooses the airline firm for only 14.3% of the passengers having before lycee education, whereas this rate increases to 30.4% for university graduates and to 52.9% for postgraduates.

d) Do the single/ widowed and married passengers refer to different information sources before selecting an airline firm?

The variable marital status is recoded in two groups as singles/widows and marrieds in this and the following analyses where marital status is used as an independent variable.

Among the other information sources, only friends and neighbors are found to be related to marital status with 94.39% confidence. The data indicate that singles refer to friends and neighbors more than the marrieds.

e) Do the passengers with different occupations refer to different information sources before selecting an airline firm?

People with different occupations are found to differ in their use of four sources which are own experience, family and relatives, the firm worked for and friends and neighbors. The confidence level of these findings are 98.96%, 92.49%, 99.99% and 99.69%, respectively. The data indicate that owner managers (69.0%) and blue collars (66.7%) refer to their own experiences before selecting an airline, but managers (55.8%) and white collars (62.9%) do not refer to it. Although the majority of the passengers do not refer to family and relatives, blue collars are found to use this source

slightly more than others (21.4%). The group that refers to it least is formed by managers (only 3.8%). The firm is used as an information source at most by managers (51.9%), and white collars (37.1%) to some extent. The major group that uses friends and neighbors is blue collars (33.3%), whereas only 3.4% of the owner managers and 9.6% of managers make use of this source.

In addition to the above stated demographic variables, information sources are related to the flight frequency of the passengers.

f) Is there a difference among the passengers with different flight frequencies in terms of the information sources they use before selecting an airline firm?

Among the information sources mentioned in the study, only the usage of family and relatives as an information source is found to be related to flight experience level with 91.86% confidence. The data indicated that referral to family and relatives decreases as flight experience increases. 28.0% of the passengers having low flight experience use this source (those who make no air trips or one trip a year), whereas the use of the source under consideration decreases to 9.5% in case of passengers with high flight experience levels (those who fly more than six times a year). Those who have an intermediate level of flight experience use this source by 17.0% on the average.

4.3.1.6. The Main Advantage of Air Travel and Education

The perception of the main advantage is found to be related to only a single demographic characteristic: education.

Is there a difference among the passengers with different education levels, in terms of their perception about the main advantage of air travel?

In this question the university graduates and postgraduates are recoded further in one group, so that the education variable consists of three levels: Before lycee, lycee ,and university graduates.

The data supported the fact that the passengers with different education levels differ in their perceptions of the main advantage of air travel. Time is important for all groups, but it is more important for university graduates. 68.0% of those saying time is very important are found to be university graduates. Speed is also very important for this group. But, safety and comfort are found to be less important for university graduates. These two advantages are important for lycee graduates: 50.0% of comfort and 52.0% of safety seekers are lycee graduates.

4.3.1.7. The Most Liked Factor and Age

The perception of the most liked factor of air travel is found to be related to a single demographic characteristic: age

Is there a difference among the passengers of different age groups, in terms of their perception about the most liked factor of air travel?

The fact that different age groups differ in their perception about the most liked factor of air travel is supported by data with 99.07% confidence. Those who are between 18-24 years of age like the inflight atmosphere at most (43.8%), those who are between 25-34 and 35-44 years of age like the time saving property of air travel (32.8% and 29.5%), those who are older than 45 years of age like the comforts of air travel (33.3%). Inflight services become more important to those older than 35 years of age.

4.3.1.8. Airline Firm Preferred and The Most Liked Factor of Air Travel

The perception of the airline firm that best satisfies the expectations of passengers is found to be related to the perception of the most liked factor of air travel in general.

Is there a difference among the passengers who have different perceptions about the most liked factor of the air travel, in terms of the perception of the airline that best satisfies their expectations?

The airline firms preferred by the passengers are recoded in three groups: those who prefer Turkish Airlines, Lufthansa and British Airways, and other most frequently preferred airlines (Singapore airlines, Swissair, KLM, etc.)

The data supported that there exists a relation between the perception of the most liked factor of air travel and the preference for the airline satisfying the expectations of passengers with 98.91% confidence. Those who perceive time saving as the most liked factor of air travel prefer THY by 78.0%. 65.0% of the passengers who perceive inflight atmosphere, and 64.9% of those who perceive comforts as the most important factors of air travel also prefer THY. However, the preference for THY decreases to 52.0% among the passengers who perceive inflight services as the most liked factor. 32.0% of this group prefer other airlines. The passengers who selected the 'others' item as the most liked factor of air travel (punctual departure, other passengers, safety, etc.) prefer Lufthansa and British Airways by 35.7%, and other airlines except THY by 50.0%.

4.3.1.9. Airline Nationality Preference and Age

Airline nationality preference is found to be related to a single demographic characteristic: age

a) Is there a difference among the passengers of different age groups, in terms of their airline nationality preferences?

The data support the existence of a relation between age and airline nationality preference with 94.73% confidence. Although the passengers prefer Turkish Airlines to a greater extent, the number of those preferring THY increases by age (from 48.0% and 43.0% for 18-24 and 25-34 years of age group to 62.5% and 69.6% for 35-44 and 45+ group). However, there also exists a certain number of passengers who regardless of age prefer to fly with foreign airlines (approximately 16.0% of each age group). Moreover, as age increase the airline nationality becomes more important.

In addition to the above stated demographic variable, airline nationality preference related to ticket purchaser.

b) Is there a difference among the groups that pay for the ticket (passenger/family, friends, private and state firms) in terms of their air nationality preference?

The existence of a relation between airline nationality preference and ticket purchaser is supported by data with 91.07% confidence. The major

group that prefers Turkish Airlines consists of public companies (77.3%). 51.4% of the passengers whose ticket price is paid for by themselves or their families, and 51.1% of private firms also prefer Turkish Airlines. For private firms the choice of airline depends on the destination (33.3%). The group that chooses foreign airlines consists mostly of the passengers who pay their ticket price themselves.

4.3.1.10. Frequent Flyer Card Usage, Demographics and Other Variables

Frequent flyer cards usage is found to be related to four demographic characteristics: age, education, income, and occupation.

a) Is there a difference among the passengers of different age groups, in terms of their attitudes toward the frequent flyer cards of the airlines?

A relation between frequent flyer card usage and age is found with 95.02% confidence. The data indicate that the number of people who do not know about these cards decreases as age increases. Nearly half of the 18-24 age group (49.0%) is not aware of these cards, whereas only 21.3% of above 45 years of age have not heard about them. Only 14.2% of total respondents use these cards. These respondents are mostly older than 45 years of age (27.7% of this group use frequent flyer cards, and they constitute 42.0% of total users). However, the groups that intend to use them are between 25-44 years of age (60.3% of 25-44 years of age group). One third of total respondents intend to use these cards.

b) Is there a difference among the passengers with different education levels, in terms of their attitudes towards the frequent flyer cards of the airlines?

The relation between the usage of frequent flyer cards and education level is supported by data with 100.0% confidence. First of all, as the education level increases, the number of those who are not aware of these cards decreases. While 63.9% of the before lycee graduates have not heard about them, this rate decreases to 20.0% among university and postgraduates. The group that looks most favorably toward the usage of these cards consists of university graduates (43.9%). Although the majority of before lycee graduates do not know about these cards, those who know

the aim of these cards are not against them. Postgraduates, on the contrary, constitute the group that looks most unfavorably. Although they know what these cards mean, 48.6% of them stated that they will not use such cards.

c) Do the passengers with different family incomes differ in their attitudes towards the frequent flyer cards of airlines?

The variable family income is recoded in three groups as less than 40 Millions TL per month, low income group; between 40 and 80 Millions TL, medium income group; and more than 80 Millions TL, high income group in this and the following analyses where income is used as an independent variable.

A relation between the frequent flyer card usage and income level is supported by data with 99.91% confidence. It is found primarily that as the income level increases, the number of the passengers knowing about these cards increases, as well. For instance, 43.2% of the low income group reported that they are not aware of these cards, whereas only one fifth of the high income stated they do not know about them. The low income level group does not use these cards, only 2.7% said that they use such cards. However, 30.9% of the high income group reported that they use frequent flyer cards. As for the passengers who are likely to use them in the future, medium and high income level groups favor the usage of these cards, 34.5% of the previous and 32.5% of the latter group stated they intend to use them.

d) Do the passengers with different occupations have different attitudes towards the frequent flyer cards of airlines?

The data supported that there exists a relation between frequent flyer card usage and occupation with 97.48% confidence. It is found that blue collars constitute the group that has the least knowledge about these cards. 53.3% of this group stated they do not know them, whereas only 21.2% of the managers are not aware of these cards. Owner managers and managers are the major users of such cards (20.7% and 17.3%, respectively). The potential users are again managers and additionally white collars. 40.4% of managers and 39.5% of white collars stated that they intend to use frequent flyer cards. There exists a certain portion, however, that are against these cards in every group. This portion ranges from 11.1% for blue collars to 20.0% for the rest.

In addition to the above stated demographic variables, frequent flyer cards usage depends on flight frequency and flight purpose .

e) Is there a difference among the passengers traveling with different frequencies, in terms of their attitudes toward the frequent flyer cards of airlines?

The existence of a relation between the usage of frequent flyer cards and flight frequency is supported by data with 99.97% confidence. The usage of these cards is found to increase with the flight frequency of the passengers. As flight frequency increases the number of passengers who know about these cards also increases. As an example, 46.2% of those who did not fly last year did not know about the cards, but this rate dropped to 11.4% in the case of those who flew more than six times last year. On the other hand, the number of the passengers who use these cards increased from 5.1% for those who did not fly last year to 17.2% for passengers who flew 4-5 times, and to 34.1% for those who flew more than six times. Again the groups that look upon them favorably and intend to use them are formed by those who flew 4-5 times and more than six times last year. 37.9% of the first and 36.4% of the second group stated that they were willing to use frequent flyer cards.

f) Is there a difference among the passengers traveling for different purposes, in terms of their attitudes toward the frequent flyer cards of airlines?

The data supported the existence of a relation between the usage of frequent flyer cards and flight purpose with 99.29% confidence. According to the data, 66.7% of the passengers who visit their relatives and 42.9% of those who return to their residences in a foreign country are not aware of these kind of cards. Approximately one fifth of the business travelers and the passengers who return to their residences in a foreign country use frequent flyer cards. Pleasure travelers and those who visit their relatives reported that they do not use these cards. 4.3% of the first group stated that they do not use these cards, whereas not a single passenger within the second group was found to use them. Though their low usage rate, pleasure travelers along with business travelers are found to be the most likely candidates as the potential users of frequent flyer cards. 40.4% of the pleasure travelers and 35.9% of the business travelers reported that they are

willing to use these cards. As for the passengers who travel for education purposes, they have very different attitudes toward the frequent flyer cards. 13.8% of this group use these cards, and the rest is approximately equally divided among the 'I do not know, I intend to use, and I will not use' categories.

4.3.1.11. Class Preference, Demographics and Other Variables

Class preference is found to be related to a demographic and a socioeconomic characteristic: age and income.

a) Is there a difference among the passengers of different age groups, in terms of their class preferences?

Class preference of passengers is recoded in three groups as first/business class, economy class, and not important in this and the following analyses where class preference is used as a dependent or an independent variable.

A relation is found between class preference and age with 91.78% confidence. Except for the 35-44 age group, approximately 60.0% of the passengers travel by economy class. The passengers who prefer first/business class are mostly from the above 45 years of age group (19.6%). For nearly half of the passengers in the 35-44 age group, the class preference is not important (46.9%), and 47.9% of them travel by economy class.

b) Does the class preference of passengers change with their income levels?

The data support a relation between class preference and family income with 96.7% confidence. Low and medium income groups prefer mostly economy class (64.9% and 63.2%, respectively), whereas only 39.3% of the high income group travel by economy class. For 41.1% of the high income group, class selection is not important, and 19.6% of this group prefer to travel by first/business class.

In addition to the above stated demographic and socioeconomic characteristics, class preference is related to flight purpose and ticket purchaser.

c) Is there a difference among the passengers flying for different purposes in terms of their class preferences?

The existence of a relation between class preference and flight purpose is supported by data with 97.15% confidence. The passengers who fly for education purposes, to a great extent, prefer economy class (72.4%). Pleasure travelers follow this group with 68.1%. Only 4.3% of this group is found to prefer first/business class. 59.4% of business travelers and 52.4% of those visiting relatives are also found to travel by economy class. On the other hand, business travelers constitute one of the two major groups that fly first/business class. The other group is surprisingly made up of the passengers who return to their residences. The passengers who return to their residences form the group that least prefers the economy class. Only 37.5% of this group prefer to fly the economy class. More than two thirds of first/business class passengers consist of business travelers and those who return to their residences in a foreign country. Apparently, class selection is not very important to the groups visiting their relatives and returning to their residences. 38.1% of the first and 44.6% of the second group reported that they do not have a definite class preference.

d) Is there a difference between different groups of ticket purchasers in terms of their class preferences?

The existence of a relation between class preference and ticket purchaser is supported by data with 97.56% of confidence. When the family and the passengers buy their ticket themselves, they prefer mostly economy class (55.3%). Public firms prefer economy class more than private firms. 69.6% of the previous group buy economy class tickets, whereas this rate is 51.1% for private firms. Approximately one fifth of the firms regardless of being state or private buy first/business class tickets. 36.0% of the passengers whose tickets are paid for by themselves and their families reported that class selection is not important for them.

4.3.1.12. Seat Preference, Demographics and Other Variables

Seat preference with respect to location is found to depend on three demographic characteristics: gender, age, and occupation.

a) Is there a difference between men and women, in terms of their seat preference with respect to location?

This relation is supported by data with 97.35% confidence. Although the majority of the passengers select window seats, women prefer them more than men. (this rate is 72.1% and 54.5% for women and men, respectively).

b) Is there a difference among the passengers of different age groups, in terms of their seat preferences with respect to location?

A relation between seat preference with respect to location and age is found with 96.66% confidence. Seat selection is fairly important for people older than 45 years of age (86.9%), but the 35-44 age group does not have a definite seat preference (30.6%). As age decreases, preference for window seats increases. The majority of people preferring aisle seats are over 45 years of age (32.6%).

c) Is there a difference among the passengers having different occupations in terms of their seat preferences with respect to location?

The data supported the existence of a relation between occupation and seat preference of passengers with 97.31% confidence. The majority of white and blue-collars preferred window seats (76.3% and 60.9%). This rate drops to 51.9% for managers and to 41.4% for owner managers. Consequently, these two groups tend to select aisle seats more than other groups. Actually, 28.8% of managers and 24.1% of owner managers are found to prefer aisle seats which is twice more than the selection rate of other occupation groups. On the other hand, 34.5% of owner managers do not have a definite seat preference. They stated that seat selection is not important for them.

In addition to the above stated demographic characteristics, seat preference is related to flight frequency of passengers.

d) Is there a difference among the passengers traveling with different frequencies about their seat preference with respect to location?

The existence of a relation between flight frequency and the preference about the seat location is supported by data with 97.69% confidence. The passengers generally selected window seats except the group that traveled more than six times last year. 63.6% of the passengers who did not travel or traveled only once last year, 69.1% of the passengers who traveled 2-3 times, and 65.5% of those who flew 4-5 times last year stated that they prefer window seats. Only 41.9% of the passengers who travel more than six times last year prefered window seats. 32.6% of them prefer aisle seats and they constitute the major group that prefers seats located at the aisle side. Seat selection is found to be most important by the medium experience group (those who traveled 2-5 times last year).

4.3.1.13. Restrictions Set Out by Airline Firms, Demographics and Other Variables

The acceptance of restrictions is found to be related to three demographic characteristics: sex, education, and occupation.

a) Is there a difference between men and women, in terms of the acceptance of restrictions set out by the airline firms, in response to fare discounts?

A significant difference between men and women is found only for departure on a given time of day/week type of restriction with 98.33% confidence. According to data, women are more likely to accept time restriction (48.8%), whereas only 31.5% of men accept it. This difference is probably the outcome of their flight purpose differences.

b) Is there a difference among the passengers with different education levels, in terms of the acceptance of restrictions set out by the airline firms, in response to fare discounts?

The acceptance of three types of restrictions are found to depend on the education level: no prior reservation with 99.92%, departure on a given time

of day/week with 96.83%, and minimum/maximum stay at the destination with 99.2% confidence. The majority of the passengers are not willing to accept flying without prior reservation and this unwillingness increases further as the education level increases. For instance, while 66.7% of the before lycee graduates do not accept this restriction, this percentage increases to 93.7% for university and to 94.3% for postgraduates. The university and postgraduates, on the other hand, are more likely to accept time of day/week restrictions (48.1% and 45.7%, respectively). However, 72.5% of the rest do not accept this type of restriction. As for the minimum/maximum stay at the destination restriction, once more, it is more likely to be accepted by university and postgraduates, nevertheless the acceptance rate is not very high (25.5% on the average).

c) Do the passengers with different occupations differ in the acceptance of the restrictions set out by airline firms, in response to fare discounts?

Passengers with different occupations are found to differ, in terms of their attitudes toward some restrictions. These restrictions are no prior reservation, departure on a given time of day/week, minimum/maximum stay at destination and no restriction at all with 99.23%, 98.50%, 99.65%, and 95.96% confidence. The data indicate that blue collars are more likely to accept to travel without prior reservation (27.3%), whereas managers and owner managers are least likely to accept this condition (4.1% and 6.9%). White collars and managers are likely to accept traveling on a given time of week/day as well as the minimum or maximum stay restriction at the destination (54.1% and 44.9% for the former case, and 32.4% and 26.5% for the latter case). Owner managers and blue-collars do not accept these conditions (82.8% and 65.9%, and 96.6% and 90.9%). In short, the group that is uttermost against the restrictions is owner managers; 58.4% of them stated that they will not accept any restrictions. Blue-collars follow them with 36.4%.

In addition to the above stated demographic variables, acceptance of restrictions is related to flight frequency and flight purpose.

d) Is there a difference among the passengers traveling with different frequencies, in terms of the acceptance of restrictions set out by the airline firms in response to fare discounts?

Two types of restrictions are found to be related to flight frequency. These are: a financial penalty for flight cancellation and departure on a given time of day/week type of restrictions, the former with 91.72% and the latter with 99.73% confidence. The low experience level group is not likely to accept a penalty for cancellation (89.7% of this group does not accept it). This rate is also high for other groups: 81.4% for those who travel more than six times, 82.5% for those who travel 2-3 times and 69.0% for those who travel 4-5 times a year. As for the latter restriction, the passengers who travel least are more likely to accept it. 51.3% of the low experience group (those who do not travel or travel only once within a year) are willing to accept this restriction. This rate is 44.2% for the passengers who travel most frequently. This rate drops to 28.6% and 17.2% for the other two groups (those who travel 2-3 times and 4-5 times).

e) Do the passengers flying for different purposes (vacation, visiting relatives, business, education and return to residence) differ in their acceptability of restrictions set out by the airline firms in response to fare discounts?

According to data, two kinds of restrictions are related to flight purpose. The existence of a relation between the acceptance of departure on a given time of day/week and flight purpose is found with 92.48% confidence, and the relation between the acceptance of minimum/maximum stay at destination restriction with 98.79% confidence. The major group that accepts the first type of restriction is the group of pleasure travelers (53.3%). However, those who return to their residences in a foreign country and those who visit their relatives are not likely to accept it. 74.5% of the previous group and 66.7% of the latter group reported that they do not accept departure on a given day/week type of restriction. As for the minimum/maximum stay restriction, those who visit relatives and who make pleasure trips tended to accept this restriction more than other groups. The acceptance rate of the previous group is 28.6%, and the latter group 26.7%. For those who return to their residences this restriction is not acceptable. Only 3.6% of this group agreed to accept this restriction.

4.3.1.14. Risk Perception, Demographics and Other Variables

Risk perceptions of passengers are found to be related to four demographic characteristics: gender, age, education, and occupation.

a) Is there a difference between men and women, in terms of their risk perceptions?

The data support that men and women differ from each other, in terms of their anxiety about two air travel events: delays and inflight mechanical difficulties with 96.07% and 98.29% confidence, respectively. Although the majority of men and women are not anxious about delays (92.5% of women and 79.4% of men), it can be said that men are slightly more anxious than women as long as delay is concerned, and women are more anxious about the inflight mechanical difficulties. 57.5% of women put the inflight mechanical difficulties at first place. The same is valid for 42.0% of men.

b) Is there a difference among the passengers of different age groups, in terms of their risk perceptions?

Among the air travel events mentioned, only inflight mechanical difficulties are found to create different anxiety levels by age with 93.83% confidence. Actually, this event makes the passengers of all ages except the 35-44 age group highly anxious. For the 35-44 age group, those saying not important and important are nearly equal.

c) Is there a difference among the passengers with different education levels, in terms of their risk perceptions?

Risk perceptions of passengers are recoded in two groups in this and the following analyses: those who are anxious about the air travel event under consideration and those who do not consider this event as an important one.

Five air travel events are found to create anxiety depending on the education level of the passengers. These events are: flight cancellation with 99.98% confidence, delays with 99.17% confidence, missed connections with 92.35% confidence, inflight mechanical difficulties in the plane with 100% confidence, and bad weather flights with 99.94% confidence.

Flight cancellation is ranked important mostly by those who have a low level of education. 50.0% of before lycee graduates ranked it first, it is only unimportant for 25.0% of this group. However, it is almost equally unimportant for the rest (for 65.0% on the average). Again, delay is found to be more important for the low education group. 34.4% of them reported it important, whereas it is only important for 5.7% of the postgraduates. Missed connections, however, make university and postgraduates more anxious. 43.2% and 51.4% of them are found to be anxious about missed connections, whereas this is valid only for 21.9% of before lycee graduates. Another event that makes the passengers with high education level anxious is the possibility of inflight mechanical difficulties. It is ranked first by 64.0% of the university graduates and postgraduates. However, 56.3% of the before lycee graduates, denoted it as unimportant. Again bad weather flights do not make the low education group anxious, 84.4% of them say it is not important. This variable has a more uniform distribution for lycee graduates, and most of the time, it is ranked second by university and postgraduates (by 38.3% and 22.9%, respectively).

d) Is there a difference among the passengers with different occupations in terms of their risk perceptions?

The passengers with different occupations are found to differ in their anxiety in terms of three air travel events: delays, missed connections and inflight mechanical difficulties with 90.65%, 96.95%, and 99.94% confidence. The data indicated that delays make owner managers and blue-collars more anxious. 53.6% of the former and 52.4% of the latter group experience anxiety during delays. For managers and white-collars delay is of lesser importance. Only 36.0% of managers and 40.5% of white-collars think that delay is important. On the other hand, half of the managers stated that missed connections make them anxious. Missed connections do not create much anxiety among other groups, especially for owners. 51.9% of white-collars, 59.0% of blue-collars and 82.1% of owner managers stated that they do not feel anxious about missed connections. As for the inflight mechanical difficulties, it is definitely very important for white-collars. Only 5.4% of this group are not anxious about inflight mechanical difficulties. Managers share the anxiety of white-collars with 71.2%, and owner managers with 64.3%. The group that associates least importance to mechanical difficulties is blue-collars. The percentage of blue-collars who are anxious about this event is 52.4%.

In addition to the above stated demographic characteristics, risk perceptions of passengers are related to flight frequency and flight purpose.

e) Is there a difference among the passengers traveling with different frequencies in terms of their risk perceptions?

The existence of a relation between the anxiety for flight cancellation and flight frequency is supported by data with 91.26% confidence. The groups that fly least (0-1 times a year) and most (more than six times a year) are not anxious about flight cancellation. 67.1% of the former and 68.3% of the latter group stated that they do not consider this event as an important one. The passengers who flew 2-5 times a year, and especially those who flew 4-5 times last year considered it as important. Only 39.3% of those who flew 4-5 times last year indicated that they were not anxious about flight cancellations.

f) Is there a difference among the passengers traveling for different flight purposes in terms of their risk perceptions?

Three air travel events are found to depend on flight purpose. The relation of flight purpose with flight cancellation is supported by 97.44%, with delays 99.11%, and with inflight mechanical difficulties 98.14% confidence. The data indicated that the passengers who return to their residences and who travel for education are more anxious about flight cancellations. 59.7% of the first and 46.5% of the second group reported that flight cancellation makes them anxious. More than 65% of passengers of other groups are not anxious about this event. The same is valid for the anxiety about delays. Those who return to their residences in a foreign country and travel for education are more anxious about delays (26.9% of the former group and 25.0% of the latter group), whereas the group that visits their relatives is least anxious. No single passenger within the last group is found to experience anxiety because of delays, actually. Inflight mechanical difficulties are of crucial importance for business, pleasure travelers, and those who travel for education and for visiting their relatives. 79.0% of the first, 80.4% of the second, 67.9% of the third, and 76.2% of the last group are anxious about this event. However, those who travel for returning to their residences in a foreign country do not seem to be so anxious. 46.2% of this group reported that they are not anxious about this event.

4.3.2. In-Flight Behavior

In-flight behavior will be examined in terms of the variables psychological state and inflight behavior of passengers, the priority assigned to major air travel steps in terms of service quality and expectations from the flight attendants. As it has been done in the previous section, the independent variables that have an influence on these variables and the relation under consideration will be presented separately for each dependent variable.

4.3.2.1. Psychological State and Flight Frequency

The psychological state is found to be related to a single variable: flight frequency.

Do the passengers traveling with different frequencies differ in terms of their psychological state during a flight?

The variable psychological state is recoded in three groups as those who like air travel, those who are slightly anxious, and those who are very anxious during air travel in this and the following analyses where it is used as a dependent and independent variable. The data indicated the existence of a relation between the psychological state of passengers and the flight frequency with 97.77% confidence. The passengers who flew less than four times last year are found to feel anxious during a flight (38.0% on the average), whereas those who flew more than four times stated that they like air travel (72.0% on the average).

4.3.2.2.Inflight Behavior, Demographics and Other Variables

Inflight behavior of passengers is found to be related to three demographic characteristics: gender, marital status, and occupation.

a) Is there a difference between men and women, in terms of their inflight behavior?

Women and men are found to differ from each other in two types of behavior: men continue to work in the plane, and women listen to music

more than men. These are found with 91.12% and 91.65% confidence, respectively.

b) Do the inflight behavior of singles and marrieds differ from each other significantly?

Among the other inflight behaviors only listening to music is found to depend on marital status with 92.05% confidence. The data indicate that singles listen to music slightly more than marrieds. 32.1% of single passengers reported that they listen to music, whereas only 20.4% of marrieds do so during the flight.

c) Do the passengers with different occupations have different inflight behaviors?

Passengers with different occupations are found to differ in two aspects with 96.2% and 99.3% confidence. White-collars and blue-collars are willing to talk with other passengers (44.7% and 52.2%), whereas managers are least likely to talk with others. It is also found that white-collars listen usually to music (42.1%), whereas owner managers are least likely to listen to music (6.9%).

In addition to the above stated demographic characteristics, flight behavior is related to flight frequency, flight purpose, travel partners of passengers, and prior flight experience with some airline firms

d) Is there a difference among the passengers traveling with different frequencies, in terms of their inflight behavior?

The data supported the existence of a relation between flight frequency and most of the inflight behaviors mentioned in the study. The relation between watching movies is supported with 97.87%, continuing to work with 99.96%, talking with other passengers with 98.23%, and sleeping with 90.62%. The passengers are found to watch more movies as the flight frequency increases (from 9.0% for those who did not fly or flew only once last year to 22.7% in case of passengers who flew more than six times last year). Likewise, as flight frequency increases, the number of those who continue to work increases (5.1% for the group that traveled least, and 29.5% for the group that traveled most). 51.3% of those who did not travel by

air last year are found to talk with other passengers. There is not much difference among the other groups in terms of this behavior, one third of these groups are found to talk with other passengers, on the average. Finally, the groups that travel least and most by air do not sleep (9.0% and 4.5%), whereas the passengers who flew 2-5 times are found to sleep more during a flight (19.1% and 13.8%).

e) Is there a difference among the passengers traveling for different purposes, in terms of their inflight behavior?

The relation between inflight behavior and flight purpose of passengers is supported by data only for two types of behavior. The data indicated that continuing to work during a flight and listening to music are related to flight purpose with 90.52% and 97.93% confidence, respectively. As expected, business travelers continue to work more than other groups (23.4%). Pleasure travelers and those who are going to visit their relatives are less likely to work during a flight. The two major groups that listen to music are the pleasure travelers and those who travel for education purpose. 36.2% of the former and 37.9% of the latter group reported that they listen to music during a flight. The group that listens to music least consists of the passengers returning to their residences in a foreign country (12.3%).

f) Is there a difference among the passengers traveling alone or with different travel partners in terms of their inflight behavior?

Two types of inflight behavior are found to be related to the travel partners of the passengers. These are reading books/magazines and listening to music with 95.16% and 92.72% confidence. Those who travel alone are found to read more than other groups (87.8%), whereas those who travel with their friends and acquaintances read less (71.9%). In contrast, those who travel alone listen to music less than other groups (17.3%), whereas 32.3% of those who fly with their families and 28.1% of those who fly with their friends are found to listen to music.

g) Is there a difference among the passengers who have already flown with some well-known airline firms and others in terms of their inflight behavior?

The data supported the existence of a relation between the inflight behavior of passengers and prior experience with four airline firms. These firms are Lufthansa, British Airways, Delta Airlines and Singapore Airlines.

Those who flew with Lufthansa are found to talk less than the passengers flying with other airlines with 96.34% confidence. 25.4% of Lufthansa passengers are found to talk with other passengers, whereas 42.0% of the passengers of other airlines talk with their travel partners. British Airways passengers are found to continue to work approximately two times more than other airline passengers with 97.26% confidence. The data indicated that 24.5% of British Airways passengers continue with their work, whereas 10.8% of other passengers do so. Delta airlines' passengers are found to watch movies and continue to work more than other airline passengers with 99.73% and 95.31% confidence. 36.8% of Delta passengers stated that they watch movies, whereas this rate is 10.2% for other airlines. Likewise, 31.6% of Delta passengers continue to work during the flight, and this rate is 12.2% for other airlines. The survey findings provided similar results for Singapore airlines. The passengers of Singapore Airlines are found to watch movies more than other passengers with 99.3% confidence. 41.7% of Singapore passengers watch movies during the flight, which is nearly four times more than other passengers (10.8%). Additionally, Singapore passengers listen to music more than other passengers with 92.23% confidence. Half of these passengers are found to listen to music, whereas this rate is 23.0% for other passengers.

4.3.2.3. Air Travel Steps, Demographics and Other Variables

Priority evaluation of air travel steps is found to be related to five demographic characteristics: gender, age, education, marital status, and occupation.

a) Is there a difference between men and women about their evaluation of major air travel steps, in terms of the service quality priority?

The priority given to air travel steps is recoded in three groups throughout the study. The step ranked first/second is denoted as highly important, third/fourth as moderately important, and fifth/sixth as not important.

Men and women are found to differ in the evaluation of two air travel steps with 96.76% and 90.54% confidence, respectively. These are check-in and luggage handling, and the internal appearance of the aircraft. Men's responses are more widely distributed for the check-in and luggage handling step, whereas 66.6% of women placed it at first and second position (high importance level). As for the internal appearance of the aircraft, it is slightly more important to men. 15.7% of men have placed it at first and second position, whereas the women considering it as important are only at the level of 4.5%.

b) Is there a difference among the passengers of different age groups, about their evaluation of the major air travel steps, in terms of service quality priority?

Among the air travel steps mentioned, only the importance ranking of the behavior of the flight attendants is found to depend on age with 94.44% confidence. The majority of the respondents ranked behavior of flight attendants third; it is slightly more important for the 35-44 age group, and slightly less important for those who are above 45.

c) Is there a difference among the passengers with different education levels about their evaluation of the major air travel steps, in terms of the service quality priority?

Welcoming aboard by the flight attendants sincerely and the internal appearance of the aircraft are found to be related to education level with 92.43% and 98.1% confidence, respectively. Welcoming aboard is pretty important for before lycee graduates. 40.0% of them have ranked this step first. It is of least importance for lycee and university graduates (for 41.7% of the lycee and 52.1% of university graduates). Postgraduates rank this step

equally as of moderate and low importance. (45.5% for each). It becomes also evident that as education level increases internal appearance of the aircraft becomes less important. 33.3% of before lycee graduates ranked this step first, however, 64.4% of university graduates and 65.6% of postgraduates ranked it as the last item.

d) Do singles and marrieds differ about their evaluation of the major air travel steps, in terms of the service quality priority?

Among the other steps only check-in and luggage handling step is found to depend on marital status with 91.32% confidence. According to the data, this step is considered more important by marrieds. 41.6% of the married passengers have designated this step as the most important one, whereas 27.9% of the single passengers ranked it first.

e) Do the passengers with different occupations differ about their evaluation of the major air travel steps, in terms of the service quality priority?

A relation between the internal appearance of the aircraft and occupation is supported by data with 96.22% confidence. The internal appearance of the aircraft is found important at most by blue-collars (20.7% ranked it as highly important, 37.9% moderately important), and by one fifth of owner managers. However, the majority of the managers (70.2%) and white-collars (68.6%) ranked it as the least important.

In addition to the above stated demographic characteristics, priority given to major air travel steps is related to flight frequency.

f) Is there a difference among the passengers traveling with different frequencies about their evaluation of the major air travel steps, in terms of service quality priority?

Among the air travel steps mentioned in the study, only the internal appearance of the aircraft and inflight services are found to be related to flight frequency. The confidence levels of these findings are 93.53% and 98.91%, respectively. The importance given to the internal appearance of the aircraft decreases with increasing flight frequency. Internal appearance is not important at all for those who traveled more than four times last year

(for 77.0%, on the average). Inflight services, on the other hand, is least important to those who travel least. 52.4% of this group stated that it was not important at all. For the other passengers, it is usually perceived as having moderate importance.

4.3.2.4. Expectations from the Flight Attendants and Other Variables

Expectations from the flight attendants are related to five demographics and a single socioeconomic characteristic: gender, age, education, marital status, occupation, and income.

a) Is there a difference between men and women, in terms of their expectations from the flight attendants?

The data indicate that men and women differ in their expectations about the sincere welcoming aboard by the attendants and ease of communication with the flight attendants with 90.73% and 99.86% confidence, respectively. For 45.5% of women, it is important to communicate with the flight attendants easily. Men, on the other hand, consider a sincere welcoming aboard more important. 37.6% of men perceive welcoming as important, whereas only 20.8% of women think it is important.

b) Is there a difference among different groups of age, in terms of their expectations from the flight attendants?

Age groups are found to differ from each other by their expectation about the ease of communication with the flight attendants with 92.29% confidence. The ease of communication with the flight attendants is not considered so important by people younger than 25 (72.0%) and older than 45 years of age (76.7%). It is found, however, fairly important for the 25-34 age group (41.2%).

c) Is there a difference among the passengers of different education levels, in terms of their expectations from the flight attendants?

Unless otherwise stated, the variable expectations from the flight attendants is recoded in two groups: those who expect the behavior under consideration and those who do not consider this behavior as important, in this and the following analyses where expectations are used as a dependent

variable. The variable is not recoded in the analyses with gender, age, and marital status.

A relation between expectations from the flight attendants and education level is supported by data for sincere welcoming aboard, physical appearance of the flight attendants, equal treatment of passengers, and the ease of communication with the attendants with 98.59%, 92.5%, 97.25%, 99.75% confidence. The data indicate that welcoming aboard sincerely becomes less important as the education level of the passengers increases. Those who are saying 'not important' increase from 51.5% for before lycee graduates to 81.3% in case of postgraduates. The importance attributed to the physical appearance of the flight attendants, on the other hand, increases with the increase in education level. It is seen as important only by 3.0% of before lycee graduates, but by 25.0% of postgraduates. In the same way, ease of communication with the attendants is more important to passengers with high education levels. Only 6.1% of before lycee graduates denoted it as important, while 40.0% of university graduates and 43.8% of postgraduates stated that it is important. On the contrary, 63.6% of before lycee graduates reported that they expect equal treatment of each passenger, whereas it is only so for 31.3% of postgraduates.

d) Do the singles and marrieds differ, in terms of their expectations from the flight attendants?

The data support that there is a relation only between the expectation of equal treatment and marital status with 95.28% confidence. Equal treatment of each passenger is more important to marrieds than singles. This behavior is expected by 32.9% of singles, and by 45.5% of marrieds.

e) Do the passengers with different occupations have different expectations from the flight attendants?

Importance given to expectations is recoded in three groups in this and the following two analyses: the expectations that are ranked first/second, third, and not important.

The existence of a relation between three expectations (courtesy and the smile of attendants, equal treatment, and ease of communication) and occupation is supported by data with a confidence level of 97.92%, 96.95%

and 99.71%, respectively. Managers expect smiling faces and courtesy from the flight attendants. 42.9% of them placed this expectation at first position. It occupies first and second position for 60.7% of owner managers. It is also important for white-collars, but placed mostly at second and third position (for 62.8%). It is least important for blue-collars. For 44.2% it is not important at all. Equal treatment of each passenger, on the other hand, is fairly important for blue-collars. 51.2% of them ranked it first and second. One third of the white- collars consider it also important. For managers (59.2%) and owner managers (64.3%), however, it is not so important. As for the ease of communication with the attendants, 37.1% of white collars ranked it first and second, it is also important, but to a lesser extent for managers, and once again, it is found of least importance to blue collars and owner managers.

f) Do the passengers with different family incomes have different expectations from the flight attendants?

Three expectations of the passengers from the flight attendants are found to be related to income level. These are: welcoming aboard with 98.09%, consistency of the service quality during the whole flight with 99.16% and ease of communication with the flight attendants with 97.17% confidence. Welcoming aboard sincerely by the flight attendants is found to be most important for the medium income group. 22.5% of this group ranked it first and 8.5% second. It is seen as least important for the low income group. 78.6% of this group stated it is not important. Consistency of service quality is slightly more important to the high income group. It is ranked second for one third of the high income level group, and third for the medium level income group. As for the ease of communication with the flight attendants, it is found to be more important to the low income group. 20.0% of this group ranked it first, 12.9% second and 11.4% third, whereas 70.4% of medium income and 74.5% of high income group stated that is not important for them.

In addition to the above stated demographic and socioeconomic characteristics, expectations from the flight attendants are related to flight frequency, flight purpose, travel partners, class preference, and psychological state of passengers during the flight.

g) Do the passengers traveling with different frequencies have different expectations from the flight attendants?

Some expectations from the flight attendants such as sincere welcoming aboard, courtesy and the smile of attendants, and consistency of service quality throughout the flight are found to depend on the flight frequency of passengers. The confidence levels of these findings are 98.38%, 95.5%, and 99.71%, respectively. The importance attributed to the expectation of sincere welcoming aboard is very low among the passengers who flew more than six times last year. 90.2% of this group stated that sincere welcoming is not important. The percentages of those who do not consider sincere welcoming as an important behavior among other groups are as follows: 68.1% of low flight frequency group (0-1 times last year), 58.7% of those who flew 2-3 times last year, and 64.3% of those who flew 4-5 times last year. The expectation of courtesy and a smile, on the other hand, is directly proportional to flight frequency. It is very important to the group that flew more than six times last year. 48.8% of this group ranked courtesy and the smile of the flight attendants first, whereas only approximately 28.0% of the other groups (on the average) ranked it so. It is also important to the group that flew 4-5 times last year. A total of 64.3% of the passengers in this group placed it in first and second position. Consistency of service quality throughout the flight is also very important for those who flew more than six times last year. 43.9% of this group ranked it first, whereas 23.7% of the passengers who flew less than four times and 14.3% of the passengers who flew 4-5 times last year did so.

h) Do the passengers traveling for different purposes have different expectations from the flight attendants?

The data supported the existence of a relation between some expectations from the flight attendants and flight purpose of passengers. The expectations depending on flight purpose are found to be sincere welcoming by the flight attendants with 100.0%, equal treatment of each passengers with 98.18%, and ease of communication with the flight attendants with 99.98% confidence. The data indicated that sincere welcoming by the attendants is very important to the passengers who are returning to their residences in a foreign country (64.0%). It is of moderate importance to those traveling for education (34.5%). For other groups, it is not important. Less than one fifth of the passengers in these groups reported that they

expect to be welcomed sincerely by the attendants. Equal treatment of every passenger is also very important to those who are returning to their residences. 62.0% of this group expects equal treatment for each passenger. The importance associated to this expectation by other groups is more or less the same. However, for pleasure and business travelers, it is considered slightly more important than the other two groups (one fourth of them ranked it as first and second important expectation). In contrast, ease of communication is not found important by those returning to their residences (90.0%). Nor is it very important for business travelers (70.0%). This expectations seems more important for the other groups, especially for pleasure travelers (for 52.3% of pleasure travelers and 45.0% of the first two groups).

i) Do the passengers traveling alone or with different partners have different expectations from the flight attendants?

The data supported the existence of a relation between the expectation of welcoming sincerely aboard by the flight attendants and travel partners with 97.44% confidence. Sincere welcoming is found important by 35.5% of the passengers traveling alone, and 37.9% of the passengers traveling with their families. But, It is perceived most frequently as unimportant for the group traveling with friends. Only 16.7% of this group indicated this expectation as an important one.

j) Do the passengers preferring to fly different classes have different expectations from the flight attendants?

The existence of a relation between class preference of passengers and their expectations from the attendants is supported by data only in the case of three types of expectations. The confidence levels of these findings are 91.81% for physical appearance of attendants, 95.29% for consistency of service quality, and 98.02% for ease of communication. Physical appearance of flight attendants is slightly more important to first/business class passengers. 23.1% of this group expect a good physical appearance, whereas this rate is 15.5% for economy class passengers. Consistency of service quality is almost of the same importance to first/business and economy class passengers, but it is seen as unimportant for the majority of those who do not have a definite class preference (69.4%). As for the expectation of ease of communication with the attendants, it is perceived

more important by economy class passengers (39.7%) than the passengers of first/business class (11.5%).

k) Do the different moods of passengers traveling cause different expectations from the flight attendants?

The only expectation that is found to be related to the travel mood of the passengers is reliability of flight attendants. This finding is supported by data with 97.39% confidence. Those who feel very anxious during a flight expect reliability from the attendants to a great extent. 71.4% of these people view reliability as important. This rate drops to 39.1% for those who like air travel and this percentage is 44.9% for the passengers who experience only a slight anxiety during air travel.

In this chapter, the attempt was made to present the findings of the study as objectively as possible, without making any interpretation. But, in the next chapter these findings will be summarized and interpreted, and will be used to suggest some marketing strategies.

CHAPTER FIVE

CONCLUSIONS AND IMPLICATIONS

In this chapter the findings of the study will be summarized and interpreted; then these results will be used to suggest some marketing strategies that might be useful to various people in tourism and the air travel industry. In line with the research objectives, data that were collected (through structured questionnaires from 220 air travelers) were analyzed in two groups throughout the study:

1. Airline choice criteria and the factors affecting them
2. Air travel behavior and attitudes of passengers

5.1. Conclusion and Implications related to Airline Choice Criteria

In this section, the findings related to the airline choice criteria of Turkish passengers will be analyzed, and the marketing implications of these findings will be pointed out.

5.1.1. Conclusions Related to Airline Choice Criteria

This study was an attempt to discover the airline choice criteria of passengers in Turkey. The results of the factor analysis indicated that the choice criteria of Turkish passengers consist of seven main factors. Altogether, these factors explain 65.0% of the variation in data. The attributes that are used in selecting airlines (in order of importance) are:

1) Quality image
2) Inflight services
3) Safety and extra services
4) Time convenience
5) Flight schedule
6) Ticket price
7) Information accuracy

As this finding suggests, the quality image of an airline is regarded as the most important factor in selecting airlines. It includes the overall image of

the airline (in terms of both safety and service), the quality of actual ground and inflight services, and on-time departure and arrival. This finding contradicts the work of Good, et.al, (1985) (37) who indicated that the name and reputation of the carrier were of some minor importance to the vacation segment, and the least important attribute to business travelers. However, Ostrowski, et.al, (1993) (38) stated that there exists a significant relation between image of the carrier and brand loyalty, and carrier image (based on long term experiences) is affected by reputation and services of the carrier. The findings of this study support Ostrowski's conclusion.

The second most important factor is related to inflight services. The third factor is called safety and extra services. These two factors reveal that inflight services are an important part of airline selection, but the passengers expect something more than the usual service. The passengers give importance to extra services such as the availability of hotel reservation, car rental, telephone and fax services, and so on. Moreover, safety is still an inherent part of air travel. Since air travel is considered as a high risk purchase, and the risks exist in every flight, passengers pay attention to safety records of the firms, experience of pilots, and age of the fleet of airlines.

The next important factors are time convenience of flights and flight schedule. Passengers prefer direct (non-stop) flights and fastest connections, because they do not want to lose time during transfers. The number of flying points and flight frequency of the airlines are of lesser importance.

Ticket price comes after all of the factors stated above. However, this finding does not mean that price is unimportant to Turkish customers. It simply indicates that price and payment conditions are not taken into account until the other factors are considered. The conclusion of the Canadian Transport Commission in 1972 (37) which perceives the ticket price as the most important attribute is rejected in this study. But the results of the Good's work are supported in this research: he concluded that price was important for vacation travelers. Finally, the accuracy of the information

---

(37) Good, W.S., et.al, (1985).

(38) Ostrowski, P.L., et.al, (1993).

given to customers in each step of the air travel is ranked as the least important attribute of the airline choice criteria.

Although there exists some minor differences in importance ranking of a few factors, these criteria are shared by the majority of the passengers to a great extent. Apparently, demographics are not very influential in determining the choice criteria. For instance, data show that gender and age do not have any influence on them. Among the demographic variables studied, marital status, income, occupation and education affected the ranking of the factors; but except for education, the effect of the other three variables does not seem to be important.

Ticket price and payment conditions are considered more important by singles, white-collars, passengers whose family income is less than 60 Millions TL per month, and by those who have a higher level of education (university graduates and postgraduates). Time convenience is found more important by singles, managers and white-collars, and those whose family income is less than 60 Millions TL per month. The passengers with a lower level of education (before lycee and lycee graduates) give more importance to inflight services and information accuracy. For these passengers ticket price and time convenience are less important than the factors cited above. Once again, this does not mean that the passengers with lower education levels are willing to pay any price the airline firms charge for air travel. They only want the attendants to show concern for them, and they deduct this behavior from the service as well as the accuracy and frequency of the information they receive (both during the flight and on the ground). Finally, the flight schedule is less important to postgraduates, because they travel mostly for education purposes (conferences, seminars, etc.), and their destination is known in advance.

In fact, flight purpose is a better explanation of the differences in importance ranking of the choice criteria. Those traveling for business give importance to time convenience, and those traveling for pleasure give importance to the price factor. Time convenience and price are both important for those who travel for education. This explains why managers and white collars (traveling for business) as well as singles (traveling for education) perceive time convenience as more important than blue-collars (returning to their residences in a foreign country).

Another interesting finding of the study is that the prior flight experience level does not affect the ranking of choice criteria. Additionally, the preference of Turkish Airlines or other foreign airlines does not lead to a difference in choice criteria. On the other hand, the class preference of passengers affect the importance given to the price item. As expected, those who fly economy class consider price more important than other groups.

5.1.2. Marketing Implications Related to Airline Choice Criteria

The airline choice criteria that are developed in this study may be used by airline executives primarily to design better services for their target markets. With the help of this information, airline managers may identify current industry trends, air service attributes that are most important to passengers, and the importance given to each attribute separately. By considering the alternative evaluation criteria of passengers among the competitive firms, they may evaluate the strength and weaknesses of their firms. They may improve certain factors that are important in ranking of criteria by concentrating on these factors.

As mentioned before, the airline choice criteria developed in this study and the importance ranking of these criteria are more or less the same except for some minor differences for passengers. Since quality image is perceived as the most important factor by the majority of respondents, first of all, managers should try to develop a positive image for their firms. Certainly, this is not an easy task. A bad experience will have an immediate negative image on preference and the image of the airline, but a good experience may not immediately provide positive, long-term results. Only several subsequent good experiences may lead to a positive image over time. (39)

Services are very important in image development. Managers should emphasize service quality in all components of air travel (both ground and inflight services) as well as improving the human dimension of the service. Among ground services, the passengers give topmost priority to luggage handling and waiting time in the check-in line. Airline management should try to reduce the amount of lost luggage which makes passengers extremely anxious, and increase the number of counters so that passengers will not have to wait long. If the airline firms can not accomplish these services by

---

(39) Ostrowski, P.L., et.al, (1993).

themselves, they should monitor the performance of the ground service firm which is responsible for providing these services. If the services of that firm are not satisfactory, and if there are complaints about them, a new ground firm should be contracted. Another element of quality image is on-time departure and arrival. On-time performance of the airline reinforces the dependability of the firm, and contributes to a good image formation.

Service differentiation is another important factor in order to gain competitive advantage. As mentioned before, providing a good quality service is not enough. Airlines should differentiate themselves by creating new service offerings. The tendency of passengers toward extra services suggests that airlines should be creative while designing the extent of services they offer to customers. The new definition of air service which is enlarged to 'all elements necessary to the traveler, from leaving home until return home', necessitates close collaboration of different parties in the tourism industry. Airlines may coordinate their activities with hotel management, car rental companies, and travel agencies in order to offer a total travel concept to their passengers. They may take the passengers from home and bring them to the airport, make the necessary hotel reservations for them, and so on. In short, the findings of this study may also be used by the above stated parties, because air passengers will be their source of revenue as well.

The image of the airlines in terms of safety is also very important. Since physical risk (danger) is involved in every flight, the only way to cope with it is to reduce it by creating a positive safety image. This image may be provided by a good safety record (which implies the experience of pilots) and communicating the technology level the airline attained. The age of the fleet and the quality of maintenance services may be used as informative messages about the reliability of the airline.

Time convenience factor (non-stop flights and fastest connections) is important for business and education travelers. Airlines should increase the number of direct flights and arrange their connections so that they reduce the time loss due to waiting while changing planes. On the other hand, price is found important by pleasure and education travelers. At certain times of the year, the supply of seats may not meet the high intensity of demand of these passengers (for example, vacation travelers in summer, students at the beginning/end of semesters and during holidays). Airline management

may reduce fares in order to carry all these passengers especially the students. But they should put forward some restrictions. In that way, they can regulate demand and carry the passengers that would otherwise be captured by their competitors. However, this strategy may not be appropriate for vacation passengers, since they may change their travel plans, in order to benefit from reduced fares.

Apparently, people who return to their residences in a foreign country give priority to other factors rather than price. Their primary need is self-esteem. They want attendants to show concern for them, they want to be treated well. This finding suggests that they are ready to pay for good service. Hence, the airlines should give importance to the training of its employees. The attendants should be given clear instructions to treat each passenger very kindly. Those who are not behaving so, should be warned. All necessary information related to the air travel (cancellations, delays, etc.) should be given on time and accurately.

5.2. Conclusions and Implications Related to Air Travel Behavior and Attitudes

This section will include the analysis of the findings related to air travel behavior and attitudes of the passengers. Marketing implications related to these findings will follow this conclusion.

5.2.1. Conclusions Related to Air Travel Behavior and Attitudes

The findings related to pre-flight behavior of the passengers may be summarized as follows:

a) Flight Frequency

Two thirds of the sample traveled by air less than four times last year. But, due to the high flight frequency of the passengers who flew more than four times last year, the total number of air trips taken by this group exceeds the number of trips taken by the majority of the sample. The distinction between men and women in terms of their flight frequency becomes evident in case of people flying less than four times a year. However, the number of men is equal to the number of women in case of frequent flyers. The second

demographic variable which affects flight frequency of passengers is education: 'university graduates' is the major group that travel most frequently.

b) Flight Purpose

The study indicated some distinctions among gender, age and education groups in terms of their flight purposes. Women are found to travel generally for vacation and men for business purposes. Young passengers (18-24 years of age) make pleasure trips and those who are over 25 years of age travel for business purposes. An important part of the passengers below 35 years of age travel to visit their relatives. University graduates travel mostly for business purpose and then for pleasure. Postgraduates travel usually for education and business reasons (to join seminars, conferences, etc.), and before lycee and lycee graduates (those who work in a foreign country) to return to their residences.

c) Travel Partners

The majority of women travel alone or with their families, whereas men travel mostly alone or with their friends (colleagues). The passengers who are below 35 years of age usually travel alone, and the people older than 35 travel with known people.

d) Ticket Purchaser

The majority of the passengers regardless of gender pay for their tickets themselves, or their families buy them. However, a certain proportion of the tickets for men is purchased by the firm they work for. Nearly all the tickets of the young passengers (18-24 years of age) are paid for by their families. A large percentage of the 25-34 age group pay for their tickets themselves, or the tickets are paid for by the families. The purchase decisions of firms come into play for the passengers who are above 35 years of age. Private firms buy the tickets of passengers who are between 25-44 years of age, whereas the tickets bought for people above 45 years of age by private or state firms are equal. In line with this finding, before lycee and lycee graduates are found to purchase their own tickets, but half of the university graduates and postgraduates' tickets are purchased by their firms.

e) Information Sources

The study revealed that the information sources used by the passengers prior to airline selection does not depend on gender. Nor are they affected much by age. The search behavior of passengers varies according to their education levels. The majority of before lycee and lycee graduates refer to their previous experiences, whereas the external search behavior (passengers search for information actively) takes place as the education level increases. Word of mouth communication (WOM) is usually more important to singles and blue-collars. Blue collars and owner managers also refer to their prior experience more than other groups. Again, the firms' decisions are very important for university graduates and postgraduates, managers and white-collars, and those who are over 35 years of age. Another important finding of the study is that the majority of respondents regardless of their demographic characteristics do not use the media as an information source.

Flight frequency of passengers is not very relevant to the preference of information sources. The only significant difference among passengers with different flight experiences is that frequent flyers do not take WOM (the recommendations of friends or family members) into account; they refer mostly to their previous flight experience. In sum, the choice of information sources used by air passengers depend heavily on demographics and only to some extent on the amount of their previous experiences.

f) The Main Advantage

As for the pre-flight attitudes and preferences of the passengers, the general perceptions of air travelers about the main advantage of air travel is found to be related to education. The main benefits of air travel are time saving for university graduates; and safety and comfort for before lycee and lycee graduates. The study indicated that, different from expected, comfort is not so important for highly educated people, as for the other groups.

g) The Most Liked Factor and The Airline Preference

On the other hand, the most liked factors of air travel are found to be related to age. These factors are inflight atmosphere for the 18-24 age group, time saving and compliance with the flight schedules for the 25-44

age group, and comfort for the above 45 years of age group. These factors are found to affect airline preferences of the passengers to a great extent. The most liked factors perceived by the passengers who fly with Turkish Airlines are time saving, inflight atmosphere and comforts in decreasing order of importance. These factors are actually related to the general advantages of air travel compared with other means of transport; they are not airline-specific. However, the distinction between Turkish Airlines and other airline firms becomes evident in case of the evaluation of inflight services: half of the passengers who perceive inflight services as the most liked factor of air travel prefer other airlines.

h) The Airline Nationality Preference

The nationality preferences of passengers are associated with age. Older passengers prefer their national airlines (those older than 35 years of age). The concept of airline nationality is found least important by the 25-34 age group. On the other hand, state firms prefer Turkish Airlines to a greater extent. The choice of private firms depends on the destination, but half of them again chooses THY. As for the passengers who buy their own tickets, they are more likely to choose well known foreign airline firms. However, half of them still prefer to fly with their national airlines.

i) Frequent Flyer Cards

The study indicated that the usage rate of frequent flyer cards among Turkish passengers is very low at the moment. Only one out of every ten passengers is found to use these cards, and one third of the sample do not know the benefits of these cards. However, the study revealed also that there exists a high potential for the usage of frequent flyer cards in the near future: only one fifth of the sample are against these cards. The passengers may be described in four groups according to their attitudes toward frequent flyer cards: current users, potential users, opponents and those who do not know about these cards.

Current users of these cards are generally above 45 years of age, have a high family income, work as owner manager or manager, and make more than four air trips in a year. They travel mostly for business reasons or they work in a foreign country. Potential users are generally between 25-34 years of age, university graduates, work as managers or white-collar, and belong

to high or middle income groups (more than 40 millions TL per month). They travel usually for business and pleasure. Those who are definitely against these cards consist of postgraduates to a great extent. Their reason for the avoidance despite the high knowledge of these cards may be the fact that they do not need these cards since they do not travel very often. Those who are not aware of these cards are in the 18-24 age group, mostly before lycee and lycee graduates, work as blue-collar, and travel infrequently. Their flight purposes are to return to their residences in a foreign country and to visit relatives.

j) Class and Seat Preference

As for the seat selection within the plane, the majority of Turkish passengers are found to fly economy class. Economy class passengers in Turkey include the passengers of every income (low, medium as well as high) and age groups (except 35-44 years of age). They travel usually for pleasure and visiting their relatives. As the education level of the passengers increases, the preference for economy class increases as well. Class selection is not important for the passengers having high family incomes (more than 80 millions TL) and for those who are working abroad. Consequently, a certain portion of passengers with a high income, and those working abroad or traveling for business reasons are found to fly first/business class. The majority of these passengers are between 35-44 years of age. Class preference depends also on the preferences of the ticket purchaser. State firms usually buy economy class tickets. Half of the individuals and private firms also prefer economy class tickets. The other half do not have a definite class preference.

The other dimension of seat preference is seat selection with respect to location (windows or aisle seats) in the plane. The majority of women, passengers in the 18-24 age group, and white and blue-collars prefer window seats. On the contrary, the over 45 age group prefers aisle seats. Those in the 35-44 age group, and those working as owner manager and manager do not have a definite seat preference. Therefore, the last two age groups are also likely to sit on aisle seats. Those who prefer window seats want to enjoy the scenery from the plane. However, sightseeing is not important to the other group; most probably because they are busy with some other activities during a flight. This interpretation seems to be supported by the following finding: as the flight frequency of passengers

increases (for those flying more than six times a year, for instance) preference for window seats decreases, because sightseeing is no longer interesting for these people. Another explanation for the preference of aisle seats may be the difficulty of getting through the other seats to reach the window side because of inadequate spaciousness among seats.

k) Restrictions

The findings indicate that Turkish passengers have not developed favorable attitudes toward the restrictions that the airlines set out in order to regulate air travel demand. Despite the fare reductions, the passengers are not willing to accept most of the restrictions. They are especially against paying financial penalties for flight cancellations, flying stand-by and without prior reservation. American people accept paying financial penalties, since reservation is important (40). It is interesting that reservation is also extremely important to Turkish people, but they do not accept paying financial penalties for cancellations. As the education level of passengers increases, the acceptance of flying without reservation decreases to a greater extent. Only one fourth of the blue-collars accept this restriction. On the contrary, the time restrictions for staying at the destination (minimum/maximum) is totally rejected by blue-collars and owner managers. University graduates, postgraduates, managers and white-collars, and those traveling for pleasure and visiting relatives tend to accept this restriction to some extent. The most accepted restriction is the departure on a given time. Half of women, university graduates and postgraduates, managers and white-collars, and those making pleasure trips accept this restriction.

l) Risk Perceptions

The majority of Turkish air passengers feel anxious about inflight mechanical difficulties. Women are slightly more anxious than men, in terms of this event. White-collars also feel highly anxious about it. The anxiety level increases as the education level of passengers increases, because the passengers with lower levels of education believe in destiny more than other groups, and regard this event as of lesser importance. Likewise, bad weather flights make these passengers less anxious than highly educated people. The second most important event that creates anxiety among

---

(40) Ritchie, J.R.B., et.al, (1980).

passengers is missing luggage. Unlike the other events, missing luggage is perceived as important by all passengers regardless of demographic, socioeconomic, and travel related characteristics. The next important event is flight cancellations. Those traveling for education purpose and those working abroad (before lycee and lycee graduates and blue-collars) consider it very important because they should be at the destination at a definite time. To some extent, cancellations are important to owner managers, too. Flight cancellation is also found to be important for passengers flying between 2-5 times a year. Compared with the events mentioned above, delays are considered less important for the majority of passengers. People with a low education level, blue-collars, and owner managers consider delays more important than the other groups. Delay is especially important for business travelers and those working abroad. In this sense, men give more importance to delay than women. Additionally, university graduates and postgraduates are found to give importance to missing connections.

The findings related to in-flight behavior of the passengers are as follows:

m) Psychological State

Turkish passengers do not have a fear of flying. Although there were some people among the passengers who flew less than four times a year and who experience slight anxiety during air travel, the majority of passengers enjoy traveling by air. The number of those who like air travel increases with increasing flight frequency. However, this result is obtained from the flyers and there may be very anxious people among the non-flyers.

n) Inflight Behavior

The inflight behavior of passengers is found to depend on travel related characteristics rather than pure demographics. The study revealed that the majority of the passengers (especially those who travel alone) read books, magazines, or newspapers. Another most frequently encountered behavior is listening to music. Women, singles, white-collars, and those who travel for pleasure and education purposes are found to listen to music more than other passengers. Half of white-collars and blue-collars, and the passengers who do not travel by air frequently, talk with other passengers more than others. The reason for this behavior may be their feeling of anxiety, and the

need to reduce it by communicating with other people. The managers, on the hand, do not talk with others because they generally continue to work while flying. Actually, business travelers, and those who make more than six air trips a year are observed to continue their work during the flight. Frequent flyers also watch movies, when this service is available in the plane. Finally, the passengers who have medium flight experience are found to sleep. They are probably not so anxious as the passengers with low flight experience, and do not have work to do during the flight; so because they can not find anything more interesting to do, they sleep.

o) Air Travel Steps

The investigation of the priority given to different air travel steps in terms of the service quality lead to the following result: passengers evaluate cruise quality, and check-in and luggage delivery step as the most important steps of air travel. They give importance also to the behavior of flight attendants. Inflight services, the welcome aboard by the attendants and the internal appearance of the aircraft are not so important for the majority of the passengers. Women and married people give more importance to check-in and luggage handling. The internal appearance of the aircraft is considered more important by men and blue-collars. A good appearance pleases these passengers, but it is not enough to create brand loyalty. Furthermore, as the education level and flight frequency of passengers increases, the importance given to this step decreases. As for the inflight services, they are not so important to those having low flight experience; they show interest in various flight components rather than a single factor. But, it becomes moderately important for frequent flyers.

p) Expectations From the Flight Attendants

As the last element of the inflight behavior, the expectations of the passengers from the flight attendants are examined. The findings related to this subject indicate that the majority of the passengers expect courtesy and a smile from the attendants. This behavior is especially important to frequent flyers (those making more than six air trips in a year). Since managers generally equate the attendants with their subordinates, primarily they also expect courtesy and smile. The second most important expectation from the flight attendants is consistency of service quality during the whole flight. This is again very important for the majority of the passengers (especially for

frequent flyers, medium and high income groups) except the passengers who work abroad. These people (blue-collars with low level of education, and working abroad) give more importance to equal treatment of each passenger, and welcoming by the flight attendants. Remembering the major need of these passengers of being treated kindly, these expectations are not unusual. Equal treatment is also important to married people. Welcoming, on the other hand, is usually not important for the majority of passengers (especially for frequent flyers), but it becomes more important to those who travel alone or with family members. It is, hence, considered slightly more important by men than by women. Ease of communication with the flight attendants is considered slightly more important by women, white-collars and economy class passengers having low family incomes. Importance given to communication increases with the increase in the education level. This is also important for vacation travelers. Highly educated people and those who fly first/business class give slightly more importance to the physical appearance of the flight attendants. Finally, reliability of flight attendants is perceived as very important by the majority of those who feel anxious during air travel.

5.2.2.Marketing Implications Related to Air Travel Behavior and Attitudes

The findings summarized above provide valuable information about the major focus of air travel industry: airline passengers. Airline passengers data are frequently used for environment scanning purposes and to identify industry trends by the airline companies. They also help to estimate price and income elasticities, the responses of passengers to different service offerings, promotional efforts, and price changes. Even the traffic volume, the potential size and seasonal patterns of a given market may be deducted from these data. Airline firms may benefit from them by calculating their market shares, as well. Although various parties may use the data obtained from air passengers for different purposes (to evaluate the need of terminal construction, to receive financial aid from banks, government agencies, etc.), these are beyond the scope of this study (41).

---

(41) Casson, J.J. (1982).

As mentioned before, the findings of this study, will primarily be used to develop marketing strategies for the use of airline management. Since the essential element of any marketing strategy is the marketing mix, some recommendations will be made to help design the four components of the air services marketing mix: service, price, place, and promotion.

i. Target Market Selection

Since all consumers are not alike, the first task of marketing managers should be to divide the potential market into a distinct subset of consumers (who have common needs or characteristics), and select one or more segments to target with a distinct marketing mix. The first step in market segmentation is to select the most appropriate variables on which the segmentation may be done. Since a consumer's behavior may change within the context of a particular usage situation (42) (individuals might make other choices under other circumstances), user behavior segmentation is found more appropriate for the purpose of the study. Hence, the air travel market is segmented according to flight purpose and frequency of air passengers.

In light of the findings summarized in the previous section, Turkish air passengers may be divided into four major groups:

1. Frequently flying business travelers (consisting mainly of highly educated men, working as manager or white-collar, and traveling alone or with colleagues)
2. Pleasure travelers (consisting mostly of highly educated women, traveling alone or with family members, and of young people traveling for vacation)
3. Turkish citizens working abroad (consisting mainly of low educated blue-collars, and of owner managers with high income)
4. Passengers traveling for education (consisting of young people in the 18-24 age group, and of postgraduates joining seminars and conferences)

Airline management may target one or more of the above mentioned sub-markets after careful evaluation of the strength and weaknesses of their firms, and prepare the marketing mix in accordance with the expectations and preferences of the segment chosen.

---

(42) Schiffman, L.G., and Kanuk, L.L. (1991).

For instance, it would be appropriate to target business travelers segment in order to increase the unit revenues, since the majority of air trips are made by this group, and these passengers are most likely to fly business class. However, as the young people traveling for education are the potential business travelers of the near future, it may be wise to target this market from today, too. On the other hand, some airlines may select the citizens working abroad as their target market, because these people with a high level of income do not have a definite class preference, and may be willing to pay higher prices for a good service and close concern.

In the remaining part of this section various recommendations will be made for the airline managers who want to target each of the above stated market segments.

ii. Service

An airline service is actually a combination of discrete activities (tangible and intangible) that are linked together. (These elements will be presented in Appendix IV in the form of a flowchart). All of these activities generally employ human resources, and although they are secondary to the core product of actual transportation of passengers between two places, they have great potential to generate customer dissatisfaction, if performed poorly (43). Therefore, air service development consists of two independent dimensions: one physical (the service itself) and the other the human component (44).

- **Service (physical part)**

Coming to the expectations of Turkish consumers about the services offered, first of all, managers who target frequent flyers should be aware of the fact that these people have enough prior experience with air services, and are able to evaluate air service quality. They have definite priorities, and managers should focus on these expectations rather than trying to improve every element of the service. Managers should also be aware that highly educated people (traveling for both business and pleasure purposes) give more importance to on-time departure and arrival more than comforts of the

---

(43) Lovelock, C.H. (1992).

(44) Bratlie, K. (1989).

flight. Since the main benefit of air travel is time saving for these people, managers should pay attention to compliance with the flight schedule. To achieve this, various employees including maintenance staff, luggage loading staff, ground attendants, and other involved parties should work in coordination. Employees should be informed about possible problems that may cause delays, and the ways to deal with them. Moreover, the length of travel time may be decreased by increasing the number of direct flights.

In addition to the time dimension, almost all passengers (and especially frequent flyers) give more importance to cruise quality, check-in and luggage handling at the airport, and the behavior of flight attendants than to inflight services, while evaluating the priority of services offered in the various steps of air travel. To some extent, cruise quality is related to the technology level the airline possesses (aircraft types, age of fleet, maintenance quality, and so on). Therefore, if the financial position of the airline firm is adequate, the aircraft types that make less noise and that give a smoother journey should be added to the fleet. On the other hand, the poor performance of ground service firms is the major source of complaints, and if the airline is good in this area it may gain a good competitive advantage. Certainly, it is easier to control the quality of service in the air than on the ground; but managers should focus also on this problem, instead of dealing with inflight services only. If they find none of the ground service firms satisfactory, they may think of accomplishing this business by themselves by founding their own firm.

The managers who target Turkish citizens working abroad should give more importance to comforts of the flight and to the improvement of the quality of inflight services, because these passengers equate good service offerings with the feeling of being considered important by other people (this fulfills their self-esteem needs).

As for the design of different inflight service elements, the majority of the passengers are found to read various materials during the flight. Hence, the emphasis should be put on the content and variety of reading materials as well as their print quality. Although those who continue to work are few in numbers, their flight frequencies make this behavior noteworthy. Inflight atmosphere should be suitable for the work of these people (good space lighting, availability of stationary, place to put the papers, and so on may be necessary). Most of the people who travel for pleasure or education listen to music. For these people recent hits, and lively music may be broadcasted

using headphones. For long-haul flights, passengers also watch movies; so care should be given to select interesting and recent movies, and changing the movies as frequently as possible. Furthermore, the major dislike about air travel in general is found to be the immobility and boredom of the flight atmosphere. Apparently, the passengers get bored during air travel, since they do not have much to do. Airline marketers may use their creativity to find new activities (such as lotteries) that will reduce the monotony of air travel. However, marketers should keep in mind that the physical part of air services is easy to copy with, and it is more important to deal with the human dimension of the service in the right way.

- **Service (human part)**

Since different groups of passengers have different expectations from the flight attendants, managers should be aware of each segment's expectations. For example, welcoming aboard is important to passengers traveling alone. Since nearly half of Turkish passengers are found to travel alone, and the first contact with the flight attendants starts with this step, attendants should be told to be very kind and sincere while welcoming the passengers aboard. As mentioned many times in the study, those working abroad want to be treated well. They give therefore more importance to the welcoming stage and also to equal treatment of each passenger by the attendants. They do not like to see the attendants showing close concern to some other passengers. For all groups except the citizens working abroad the consistency of service quality is very important. Frequently flying business travelers give high importance to the courtesy and smile of the attendants, in addition to consistent service. The passengers preferring first/business class give importance to physical appearance of flight attendants more than other groups, as well. Finally, ease of communication with the attendants is important to pleasure travelers. Airline management should train the attendants about the main expectations of different groups of passengers, and give them clear instructions to behave in this direction. Besides, in order to ease communication with the attendants, their names could be written on their uniforms. This may also serve to detect more easily the attendants who are responsible for the complaints.

The majority of Turkish passengers (even those who may afford higher prices) travel by economy class. If the service offered in first/business class becomes more distinct than the service offered in the economy class, some

passengers (especially a certain portion of those who do not have a definite class preference) may be persuaded to fly first/business class. Likewise, the majority of Turkish passengers prefer window seats, the rows of three seats which offer more aisle seats than window seats are not suitable to Turkish passengers preferences.

Finally, some special recommendations to Turkish Airlines will be made in terms of their service offerings. Although there exists many complaints, they have at least half of the domestic air travel market, only because they have the advantage of being the national airlines. However, passengers perceive the distinction between the service quality of Turkish Airlines and other foreign airlines, and half of those who give importance to inflight service quality fly with the other airline firms. Relying only upon the nationality feelings of passengers may be a great mistake for Turkish Airlines. Young passengers do not give much importance to airline nationality. The service they receive is more important. This tendency along with the entry of other competitors to the market may threaten the current position of THY. Hence, they should create some other distinctive service features beside promoting their nationality advantage.

iii. Price

As for the fares charged for air transport and other services provided by an airline, airlines usually follow three strategies. They set their prices by paying attention to service costs, competitors, and demand characteristics (45). One aspect of these strategies is the price differentiation which is used to segment the market according to price and time sensitivity of the passengers. To take full advantage of these discounts, airlines put forward several restrictions. These restrictions serve to use capacity that would otherwise go idle (46).

However, Turkish passengers are not willing to accept most of the restrictions mentioned in the study. The citizens working abroad and business travelers constitute the major segments that are against these restrictions (their priorities are other than price). Pleasure travelers are more likely to accept restrictions related to departure at a given time and length of

---

(45) Bateson, J.E.G. (1989).

(46) Collison, F.M., and Boberg, K.B. (1987).

stay at the destination. These passengers may change their vacation plans in order to benefit from the price reductions which will diminish the revenues of the airlines. So, in tourist dominated markets such as Turkey, restrictions are not very advisable. On the other hand, since price reductions may be followed by other firms, it would be wiser to compete with other components of the marketing mix. Still, for certain times of the year, when demand is higher than the supply of seats, some restrictions may be applied to carry passengers who would otherwise fly with other airlines. For example, night flights may be scheduled for the education and pleasure traveler segments.

iv. Promotion

Another component of the marketing mix which is very important for the airline marketers is promotion. Promotion is generally used to create awareness of the firm's services, to inform potential customers by giving some pertinent information (such as the price, schedule, destination of the flights, and so on), and to improve the firm's image by eliminating some perceived misconceptions (47). In order to design a successful promotional program, three basic questions should be answered: who will be targeted? (who purchases the ticket?), which message should be used to reach these people?, which channels should be selected to communicate these messages?

The majority of Turkish passengers are found to purchase tickets for themselves or for the family members. At the same time, one third of the tickets are purchased by the business firms for their employees or managers. Although the latter may appear secondary to individual ticket buyers, the purchase frequency of this group makes it an important segment in the market.

To a great extent, the individuals buying their own tickets are influenced by their former flight experiences, or by the recommendations of their families and friends when selecting an airline. Especially, the passengers working abroad and owner managers refer to their own experiences and then to the recommendations of their friends. Pleasure travelers refer to their families more than other groups. However, it is difficult for the marketers to manage all these sources. Apparently, actual experience of the services

---

(47) Cowell, D.W. (1990).

offered and postpurchase satisfaction are the crucial elements in reaching these passengers. If managers can achieve to influence one of them in that way, the others may follow their friends. Postpurchase satisfaction of passengers may be measured by sending them a letter with a short questionnaire right after the flight. Those who return the questionnaire may be awarded by sending a small gift. All these will show that each customer is very valuable for the airline.

The external search for information increases with the increasing level of education. However, regardless of their demographic characteristics, passengers do not make choices by referring to the media. Therefore, marketers may use print ads only to inform the passengers about their new service offerings, new destinations, schedules, and so on. The ads designed to impress and invite them to fly with given airlines will most probably be useless. On the other hand, since university graduates are the major group of frequent flyers, and a considerable part of their tickets are paid for by the business firms, it is highly important to influence the firms. Public relations departments may organize different activities to reach the managers of these firms, free samples of calendars, stickers, maps, pencil boxes, and so on may be sent, group discounts may be promoted. The concept of prestige may also be used to convince these firms to purchase business class tickets. Meanwhile, the effects of reaching owner managers will be twofold. They would not only decide for themselves, but also for their employees. Since business travel does not depend on the season, and the number of business travelers increases every day, the importance of convincing business firms to fly with the airline under consideration becomes obvious.

Finally, since almost all the tickets of young passengers are paid for by their families, the final choice is made by the families. However, marketers may try to influence the passengers themselves to make their own choices. Then, to attract them, they can promote the points that are most important for this group.

While preparing the message strategies, marketers should promote the main benefits perceived by the customers from air travel, and the factors that they most like. For example, since young passengers (18-24 age group) enjoy traveling by air, their attention may be attracted by promoting the feeling of flying, emotions, clouds, attractiveness of sightseeing from the plane, and so on. The advertisements should be impressive rather than

being informative. For business travelers, direct flights, on-time performance of the airline, should be pointed out. Since they sit generally at the aisle side, and continue to work, they are not interested in sightsee. Older people (over 45 years of age) who seek comfort may be influenced by promoting service quality, seat comfort, close attention of the flight attendants, and so on. They should be made reminded that they can fly long distances without getting tired. The last message may also be used to attract the passengers working abroad, since they give priority to comforts and human dimension of the service.

The second function of messages is to ease the risk perceptions of the passengers. The majority of travelers and especially pleasure travelers may be influenced by the safety record of the airline. The age of the fleet, the maintenance of the aircrafts, experience of pilots, aircraft types, and the overall technology owned by the airline may help to reduce the anxiety of the inflight mechanical difficulties these groups experience. This message is not at all effective for the passengers working abroad, however. These people along with the people traveling for education are more anxious about flight cancellations and delay, and business travelers for missing connections because of delay. In this case, once again on-time performance should be promoted.

The messages may also be formulated in a way to attract customers to fly by the targeted class. In order to increase their revenues, airlines want more passengers to fly first/business class. Business travelers may be attracted by communicating to them the prestige they get while flying by business class. The high income group that can afford the first class fares may be attracted by promoting the individualized attention of the attendants, the auxiliary services the airline may provide them, and by making them understand that the quality of service they receive is worth the money they have paid.

One of the most successful promotional tools of the travel industry is frequent flyer programs, developed for the first time by American Airlines in 1981 as a way to build brand loyalty. (As passengers accumulate mileage flown, they receive bonuses such as free tickets). Since brand loyalty for airlines is very low (48), these cards may help generate repeat purchase.

---

(48) Ostrowski, P.L., et.al, (1993).

Actually, subsequent research showed that these programs have become a significant factor in consumer's airline choice decisions; one study showed that they ranked second only to safety as a criterion (49). In Turkey, although the card users are very few in number, there is a great potential for the future. Those who are not aware of the card may be informed through the media. Younger passengers traveling for education may be willing to use these cards, if they learn about them. Blue-collars working abroad may also be encouraged to use them. This segment has been usually neglected by the marketers for a long time. However, since they are willing to pay higher fares for better services, and can influence their friends with WOM communication, it may be profitable to target them. If they are persuaded to use these cards, all of them may travel with this airline. But, before promoting the frequent flyer cards to these segments, airlines should calculate the cost of these cards and the expected revenues.

All these efforts may help to increase the market share of the airlines, but it should be kept in mind that, when all companies have comparable fares, and develop frequent flyer programs, only the ones that will provide better services will succeed.

5.3. Recommendations for Further Research

This exploratory research provides the interested parties with various insights and ideas about Turkish air passengers and their airline choice criteria. Since the study investigated a variety of issues related to air travel, new researches may focus on more special themes in the future. Researchers may use this study as a basis upon which they may develop specific hypotheses in their area of interest.

In order to be able to examine all possible behaviors and attitudes related to air travel, the sample is designed as heterogeneous as possible. Yet, the generalization of the findings to the whole air passenger population of Turkey would be misleading. Before making such a generalization, the following shortcomings of the study should be taken into account.

First of all, the composition of the sample has precluded the study from the examination of the effect of some variables on the choice criteria.

---

(49) Lovelock, C.H. (1992).

Although demographic characteristics of the passengers were different, their travel behavior was not so. (For instance, a high percentage of passengers were making short-haul trips, traveling with THY by economy class). However, the effect of situational variables on the consumer decision making process has been emphasized by a great many researchers. (e.g. Ritchie, 1980; Good, 1985; and Filiatrault, 1988). The same passengers may have a different importance ranking for the choice criteria attributes under different circumstances. Hence, more situation specific researches should be conducted in the future. Various quotas may be employed in designing the sample. Passengers traveling long-haul, or short-haul may be introduced in the sample in equal proportions. Likewise, an equal proportion of passengers flying economy/business/first class may be included in order to make more reliable comparisons among these groups. Furthermore, the passengers may be divided into different groups, according to the airline they fly with, when data are collected. The sample used in this study was THY biased; it would be interesting to compare the results of this study with the data collected from other airline passengers.

The measurement of former flight experiences of passengers may be improved by taking their flight frequencies with these airlines into account.

The study was performed in January, the composition of the sample might be different in the summer. However, changes in air traveler profile may influence the priorities of the passengers. In order to capture the seasonal changes, this study may be conducted in the summer, too. Also these studies should be conducted periodically in order to detect changes in the criteria over time.

In this study only users of the airline services were contacted. However, non-users may also provide valuable information. Finally, this study was conducted in International Lines Terminal where various airline companies compete with each other. A study conducted in Domestic Lines may provide different results, since these passengers make short-haul trips and fly with Turkish airline companies only.

BIBLIOGRAPHY

Bateson, J. E. G. (1989). Managing services marketing (text and readings). The Dryden Press, Introduction (p.45).

Bratlie, K. (1989). Airline development from the business perspective. Tourism Management, 10 (3), 223-224.

Casson, J. J. (1982). Increasing the value of airline passenger data. Journal of Travel Research, 21 (1), 3-6.

Churchill, G. A. (1987). Marketing research: methodological foundations (4th edition). The Dryden Press.

Collison, F. M. & Boberg, K. B. (1987). Marketing of airline services in a deregulated environment. Tourism Management, 8 (3), 195-204.

Cowell, D. W. (1990). The marketing of services. Heinemann Professional Publishing, Promotion and services (p.163).

Dean, R. D., & Whitaker, K.R. (1982). Fear of flying: impact on the U.S. air travel industry. Journal of Travel Research, 21 (1), 7-17.

Etherington, L. D., & Var, T. (1984). Establishing a measure of airline preference for business and nonbusiness travelers. Journal of Travel Research, 22 (4), 22-27.

Fick, G. R., & Ritchie, J. R. B. (1991). Measuring service quality in the travel and tourism industry. Journal of Travel Research, 30 (2), 2-9.

Filiatrault, P., & Ritchie, J.R. B. (1988). The impact of situational factors on the evaluation of hospitality services. Journal of Travel Research,.26 (2), 29-37.

Gitelson, R. J., & Crompton, J. L. (1983). The planning horizons and sources of information used by pleasure vacationers. Journal of Travel Research, 21 (3), 2-7.

Good, W. S., Wilson, M. K., McWhirter, B. J. (1985). Passenger preferences for airline fare plans. Journal of Travel Research, 23 (3),17-22.
Grönroos, C. (1984). A service quality model and its marketing implications. European Journal of Marketing, 18 (4), 36-43.

Kotler,P.(1991).Marketing management (analysis, planning, implementation, and control). Prentice-Hall International Editions (7th edition), Analyzing consumer markets and buyer behavior (pp.162-190)., Managing service businesses and ancillary services (p.453).

LeBlanc G. (1992). Factors affecting customer evaluation of service quality in travel agencies: an investigation of customer perceptions. Journal of Travel Research, 30 (4), 10-16.

Lovelock, C. H. (1992). Managing services (marketing, operations, and human resources). Prentice-Hall International Editions (2nd edition), Turbulent skies for TWA (p.386), Singapore airlines (pp.422-435).

Meidan, A. (1979). Travel agency selection criteria. Journal of Travel Research, 17 (1), 26-32.

Ostrowski, P. L., O'Brien, T. V., Gordon, G. L. (1993). Service quality and customer loyalty in the commercial airline industry. Journal of Travel Research,32 (2), 16-24.

Parasuraman, A., Zeithaml, V. A., Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49 (3), 41-50.

Ritchie, J.R. B., Johnston, E. E., Jones, V. J. (1980). Competition, fares and fences: perspective of the air traveler. Journal of Travel Research, 18 (3), 17-25.

Roehl, W. S. & Fesenmaier, D. R. (1992). Risk perceptions and pleasure travel: an exploratory analysis. Journal of Travel Research, 30 (4), 17-26.

Schiffman, L.G. & Kanuk, L.L. (1991). Consumer behavior. Prentice-Hall International editions (4th edition), Introduction (pp. 4-19)., Market segmentation and consumer research (pp. 24-45).

Schul, P. & Crompton, J. L. (1983). Search behavior of international vacationers: travel-specific lifestyle and sociodemographic variables. Journal of Travel Research, 22 (2), 25-30.

Snepenger, D., & Milner, L. (1990). Demographic and situational correlates of business travel. Journal of Travel Research, 28 (4), 27-32.

Turkish Airlines, customer profile, attitudes and image research results. (1989). Konda research Ltd.

Whipple, T. W., & Thach, S. V. (1988). Group tour management: does good service produce satisfied customers?. Journal of Travel Research, 27 (2), 16-21.

Woodside, A. G., & Carr, J. A. (1988). Consumer decision making and competitive marketing strategies: applications for tourism planning. Journal of Travel Research, 26 (1), 2-7.

APPENDIX I

COPY OF THE QUESTIONNAIRE

(TURKISH AND ENGLISH COPIES)

Sayın yolcu,

Bu anket, Boğaziçi Üniversitesi Sosyal Bilimler Enstitüsüne bağlı İşletme Anabilim Dalında ve Prof.Dr.Ahmet Koç'un danışmanlığında hazırlanan yüksek lisans tezinin bir parçası olup, *yolcuların havayolu seçiminde kullandıkları kriterler ve bu kriterlerin sıralaması* konusunda bilgi edinmek amacıyle düzenlenmiştir. Sonuçlar genel olarak değerlendirileceği için isim belirtmeniz gerekmemektedir. Ancak araştırmanın güvenilirliği açısından tüm soruları dikkatlice okuyarak tam ve doğru olarak yanıtlamanız çok önemlidir. Ankete gösterdiğiniz ilgi ve değerli yardımlarınız için şimdiden çok teşekkür ederiz.

1. <u>Son bir yıl içinde</u> Türkiye içinde ve dışında olmak üzere uçakla kaç seyahat yaptığınızı belirtiniz. (Şu an çıkacağınız seyahat hariç)

☐ Son bir yıl içinde hiç uçak seyahati yapmadım ☐ 1 kere yaptım
☐ 2-3 kere ☐ 4-5 kere ☐ 6-10 kere ☐ 10' dan fazla

2. Şu ana kadar hangi havayolları ile uçtunuz ?

_____

_____

3. Havayolu şirketi seçiminize aşağıdakilerden hangisi uyuyor ? (Bir tek cevap veriniz)

☐ Ulusal havayolumuzla (THY) uçmayı tercih ederim
☐ Tanınmış yabancı havayolu şirketleri ile uçmayı tercih ederim
☐ Gideceğim yere göre değişir
☐ Benim için fark etmez

4. Sizce, uçakla yolculuk etmenin diğer ulaşım araçlarına göre sağladığı <u>en</u> <u>önemli</u> fayda nedir ? (Bir tek cevap veriniz)

_____

5. Uçak yolculuğunun en çok hoşunuza giden yanı nedir ? (Bir tek cevap veriniz)

_____

6. Uçak yolculuğunun en hoşunuza gitmeyen yanı nedir ? (Bir tek cevap veriniz)

_____

7. Şu anki yolculuğunuzun esas nedeni nedir ? (Bir tek cevap veriniz)

☐ Turistik ve dinlenme amaçlı
☐ İş gezisi amaçlı
☐ Aile ve akrabaları ziyaret amaçlı
☐ Eğitim ve öğrenim amaçlı
☐ Diğer (Lütfen belirtiniz) _____

8. Biraz sonra çıkacağınız yolculukta en son varacağınız nokta neresidir ?

☐ Avrupa
☐ Amerika
☐ Uzak Doğu
☐ Orta Asya ve Türki Cumhuriyetler
☐ Orta Doğu ve Afrika
☐ Diğer (Lütfen belirtiniz)_____

9. Bu yolculuğa kimlerle birlikte çıkmaktasınız ? (Bir tek cevap veriniz)

☐ Yalnız
☐ Aile fertleri / akrabalarla
☐ Arkadaşlarla / tanıdıklarla
☐ Tur ile

10. Bugün uçacağınız havayolu şirketini seçerken aşağıdakilerden hangisi ya da hangilerinden etkilendiniz ? (Birden çok seçenek işaretlerseniz, bunlardan <u>en önemli</u> gördüğünüz <u>üçünü</u> sizce önem derecelerine göre önlerine 1, 2, 3 yazarak sıralayınız)

☐ Kendi deneyimlerim
☐ İşyerimin kararıydı
☐ Basın ve TV de gördüğüm reklamlar
☐ Başvurduğum seyahat acentesi
☐ Aile fertleri, akrabalar
☐ Arkadaşlar, komşular, tanıdıklar

11. Şu anki uçuşunuzun bilet ücreti kim tarafından ödendi ?

☐ Kendim ödedim / Aile fertleri, akrabalarım ödedi
☐ Bir özel kuruluş ödedi
☐ Bir kamu kuruluşu ödedi
☐ Diğer (Lütfen belirtiniz) _____

12. İndirimli bilet ile yolculuk yapma imkanına karşılık havayolunun sizden talep edebileceği aşağıda belirtilen şartlardan hangilerini kabul ederdiniz ? (Birden çok seçenek işaretleyebilirsiniz)

☐ Uçuş öncesi rezervasyon imkanının olmaması (ilk gelen biletini alır)
☐ Rezervasyon iptali durumunda para cezası ödemek
☐ Yedek uçuş listesinde yer almak
☐ Haftanın belirli günlerinde ya da günün belirli saatlerinde uçma
☐ Varış noktasında asgari ya da azami kalma süresi sınırlaması
☐ Hiçbiri

13. Uçak yolculuklarınızda genellikle hangi sınıfda uçuyorsunuz ?

☐ First class
☐ Business class
☐ Ekonomik sınıf
☐ Hangisi olursa

14. Uçağın hangi bölümünde yolculuk yapmayı tercih ediyorsunuz ?

☐ Sigara içilen bölümde ☐ Sigara içilmeyen bölümde ☐ Fark etmez

15. Uçakta oturma yeri konusundaki tercihiniz hangisidir ?

☐ Pencere kenarı ☐ Koridor tarafı ☐ Fark etmez

16. Frequent flyer ya da havayollarının sürekli müşterilerine verdiği benzeri kartları kullanıyor musunuz ? (Size en uygun cümleyi işaretleyiniz)

☐ Evet, kullanıyorum
☐ Hayır, ama kullanmayı düşünüyorum
☐ Hayır kullanmıyorum ve kullanmayı düşünmüyorum.
☐ Bilmiyorum, fikrim yok

17. Uçak yolculuğunuz sırasında zamanınızı genellikle nasıl geçirirsiniz ? (Birden çok seçenek işaretleyebilirsiniz)

☐ Çeşitli kitap, gazete ve dergileri okurum
☐ Videoda film seyrederim
☐ İşimle meşgul olur, çalışmaya devam ederim
☐ Diğer (Lütfen belirtiniz) _____
☐ Sohbet ederim
☐ Müzik dinlerim
☐ Genellikle uyurum

18. Bir uçak yolculuğu sırasında içinde bulunduğunuz ruh halini aşağıdakilerden hangisi en iyi şekilde anlatıyor ? (Lütfen bir tek cevap işaretleyiniz)

☐ Uçakla yolculuk yapmak hoşuma gidiyor, zevk alıyorum
☐ Uçak yolculuğu sırasında az da olsa bir tedirginlik duyuyorum
☐ Uçak yolculuğu beni çok tedirgin ediyor
☐ Elimde olsa kesinlikle başka bir ulaşım aracını tercih ederdim
☐ Hiç düşünmedim, hatırlamıyorum
☐ Diğer (Lütfen belirtiniz) _____

19. Rezervasyon yaptırdığınız andan gideceğiniz yere varışınıza kadar geçen süre içinde, size sunulan hizmetlerin kalitesini değerlendirmek için çeşitli fırsatlar ve konular doğdu. Aşağıda sıralanan konulardan her birini hizmetin kalitesi bakımından sizce önem derecelerine göre, en önemli gördüğünüze 1, en az önemli gördüğünüze 6 verecek şekilde, 1'den 6'ya kadar sıralayınız.

--- Check-in ve bagaj teslim
--- Uçağa ilk giriş ve karşılanma
--- Uçağın iç görünümü
--- Uçuş sırasındaki ikramlar
--- Kabin personelinin davranışları
--- Uçuşun rahatlığı

20. Havayolu seçiminizde, aşağıdaki hususların sizce ne kadar önemli olduğunu uygun kutuyu işaretleyerek belirtiniz.

	Hiç önemli değil	*Önemi yok*	*Fikrim yok*	*Önemli*	*Çok önemli*
-- Şirketin uçtuğu nokta sayısı	☐	☐	☐	☐	☐
-- Sefer sıklığı	☐	☐	☐	☐	☐
-- Direk (aktarmasız) uçuş imkanı	☐	☐	☐	☐	☐
-- Uygun bağlantılar	☐	☐	☐	☐	☐
-- Zamanında kalkış ve varış	☐	☐	☐	☐	☐
-- Şirketin uçuş emniyeti imajı	☐	☐	☐	☐	☐
-- Şirketin hizmet kalitesi imajı	☐	☐	☐	☐	☐
--Şirketin uçaklarının ortalama yaşı	☐	☐	☐	☐	☐
-- Pilotların deneyimi	☐	☐	☐	☐	☐
-- Bilet fiyatı	☐	☐	☐	☐	☐
-- Ödeme koşulları (peşin, taksitle, bir kısmını önceden ödeme)	☐	☐	☐	☐	☐
-- Uçuşun tüm aşamalarında doğru ve zamanında bilgi verilmesi	☐	☐	☐	☐	☐
-- Uçuş sırasında telefon, fax, gibi imkanların sağlanması	☐	☐	☐	☐	☐
-- Promosyon adı altında yolculara bazı küçük hediyelerin verilmesi	☐	☐	☐	☐	☐
-- Uçak içinde katalogla zengin alışveriş olanağının sağlanması	☐	☐	☐	☐	☐
-- İkram servisinin zenginliği	☐	☐	☐	☐	☐
-- Uçuş personelinin hizmet kalitesi	☐	☐	☐	☐	☐
--Bagajın vaktinde ve tam gelmesi	☐	☐	☐	☐	☐
--Yolculara otel rezervasyonu, araba kiralama, turistik bilgiler gibi ek hizmetlerin sağlanması	☐	☐	☐	☐	☐

21. Bir uçuş sırasında kabin personelinden beklentileriniz nelerdir ? (Birden çok seçenek işaretlerseniz, bunlardan en önemli gördüğünüz üçünü sizce önem derecelerine göre önlerine 1, 2, 3 yazarak sıralayınız)

☐ Uçak kapısında sıcak ve içten karşılama
☐ Hoşa giden dış görünüm
☐ Yolculuk boyunca nezaket ve güleryüz
☐ Bütün yolculara eşit davranmaları
☐ Hizmet kalitesinin yolculuk boyunca değişmemesi
☐ Gerektiğinde bazı müşterilere özel ilgi göstermesi
☐ Güven verici olmaları
☐ Kendileriyle iletişim kurulmasının kolay olması
☐ Diğer (Lütfen belirtiniz) _____

22. Bir uçak yolculuğunda meydana gelebilecek olaylardan sizi en çok endişelendiren aşağıdakilerden hangisi olabilir ? (Birden çok seçenek işaretlerseniz, bunlardan en önemli gördüğünüz üçünü sizce önem derecelerine göre önlerine 1, 2, 3 yazarak sıralayınız)

☐ Uçuşun iptal edilmesi
☐ Bavullarımın kaybolması
☐ Gideceğim yere gecikmeli varmak
☐ Gecikme nedeni ile bir sonraki bağlantılı uçuşları kaçırmak
☐ Uçakta bir teknik arızanın meydana gelmesi
☐ Gece uçuşu yapmak
☐ Kötü hava koşullarında uçmak
☐ Diğer (Lütfen belirtiniz) _____

23. Size göre beklentilerinize en iyi cevap veren havayolu hangisidir ?

_____

24. Cinsiyetiniz ?

☐ Kadın ☐ Erkek

25. Yaşınız ?

☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55 +

26. Mezun olduğunuz en son okul ?

☐ Yok ☐ İlkokul ☐ Ortaokul ☐ Lise
☐ Meslek Y. Okulu / Önlisans ☐ Üniversite ☐ Lisansüstü

27. Medeni haliniz ?

☐ Bekar ☐ Evli ☐ Dul / Boşanmış

28. Bir işte çalışıyor musunuz ?

☐ Hayır
(Lütfen 29 no'lu soruya geçiniz)

☐ Evet
(Lütfen 30 no'lu soruya geçiniz)

29. Aşağıdakilerden durumunuza en uygun olanı işaretleyiniz.

☐ Emekliyim
☐ Ev hanımıyım
☐ Öğrenciyim
☐ Diğer (Lütfen belirtiniz) _____
(Lütfen 33 no'lu soruya geçiniz)

30. Aşağıdakilerden hangisi sizin durumunuza uyuyor ?

☐ Yurt içinde çalışıyorum
☐ Yurt dışında çalışıyorum, Çalıştığım ülke : _____

31. Hangi sektörde çalışıyorsunuz ?

☐ Özel sektör ☐ Kamu sektörü

32. İş yerindeki göreviniz aşağıdakilerden hangisine uyuyor ?

☐ Sahip / Yönetici ☐ Yönetici ☐ Memur ☐ İşçi
☐ Diğer (Lütfen belirtiniz) _____

33. Evinize giren aylık toplam gelir aşağıdakilerden hangisine uyuyor ?

☐ 20 milyon TL' dan az
☐ 20.000.001 - 40.000.000 TL
☐ 40.000.001 - 60.000.000 TL
☐ 60.000.001 - 80.000.000 TL
☐ 80.000.001 TL ve üstü

34. Aşağıdaki dayanıklı tüketim mamullerinden sahip olduklarınızı işaretleyiniz.

☐ Araba
☐ Araç telefonu
☐ Cep telefonu
☐ Fax
☐ Kişisel bilgisayar
☐ Müzik seti
☐ Video
☐ Mikrodalga fırın
☐ Bulaşık makinesi
☐ Çamaşır kurutma makinesi
☐ Çöp öğütme makinesi
☐ Hiçbiri

35. Şu anda oturmakta olduğunuz semti belirtiniz.

_____

Anket burada bitmiştir. İlgi ve yardımlarınıza teşekkür ederiz.

QUESTIONNAIRE (ENGLISH COPY)

1. Excluding the trip you are about to begin, how many times did you fly within and outside Turkey during the last 12 months ?

☐ Did not fly
☐ Once
☐ 2-3 times
☐ 4-5 times
☐ 6-10 times
☐ more than 10 times

2. Which airlines did you fly with ?

_____

_____

3. Which of the following best describes your choice of airline ? (One answer only.)

☐ I prefer to fly with our national airline (THY)
☐ I prefer to fly with well-known foreign airlines
☐ It depends on where I want to go
☐ It makes no difference for me

4. Compared to other means of travel, what is the most important advantage of flying ? (One answer only.)

_____

5. What is the factor you most like during air travel ? (One answer only.)

_____

6. What is the factor you most dislike during air travel ? (One answer only.)

_____

7. What is your travel reason for the present flight ? (One answer only.)

☐ Pleasure and vacation
☐ Business
☐ To visit relatives
☐ Education
☐ Other (Please indicate) _____

8. Please indicate your final destination for the present trip ?

☐ Europe
☐ USA
☐ Far East and Australia
☐ Asia and Turkish Republics
☐ Middle East and North Africa
☐ Other (Please indicate)_____

9. Who are your travel partners for the present flight ? (One answer only.)

☐ I travel alone
☐ Family members/ Relatives
☐ Friends and acquaintances
☐ Tour participants

10. Which sources of informations did you use before selecting the airline you are about to fly with ? (If you indicate more than one source, please rank the <u>three most important</u> sources in order of importance by writing 1, 2, 3 in the related boxes.)

☐ Own experience
☐ The firm I work for
☐ Print and broadcast media
☐ Travel agency
☐ Family members/ Relativse
☐ Friends/ Acquaintances

11. Who did pay for your ticket for the present flight ?

☐ I / Family members paid for it
☐ A private firm paid for it
☐ A public firm paid for it
☐ Other (Please indicate) _____

12. Which of the following restrictions set out by the airlines would you accept in order to benefit from the fare discounts ? (You may check more than one box.)

☐ No reservation before the flight
☐ Financial penalty for cancellations
☐ Standby
☐ Departure on a given time of week/ day
☐ Length of stay at destination
☐ None or above stated restrictions

13. Which class do you generally travel by ?

☐ First class
☐ Business class
☐ Economy class
☐ It makes no difference

14. Please indicate your seat preference in terms of smoking ?

☐ Smoking ☐ No-smoking ☐ It makes no difference

15. Please indicate your seat preference with respect to location?

☐ Window ☐ Aisle ☐ It makes no difference

16. Do you use frequent flyer or similar cards ? (Please indicate the sentence that is most appropriate for you)

☐ Yes, I use
☐ No, but I intend to use
☐ No, I do not use and I do not intend to use
☐ I do not know

17. How do you spend time during air travel ? (You may check more than one box.)

☐ I read magazines, newspapers
☐ I watch movies
☐ I continue to work
☐ I talk with other passengers
☐ I listen to music
☐ I usually sleep
☐ Other (Please indicate) _____

18. What mood are you in when you travel by air? (One answer only.)

☐ I enjoy air travel
☐ I am slightly anxious during air travel
☐ I am very anxious during air travel
☐ I would prefer another mean of travel if it was possible
☐ I do not know, I do not remember
☐ Other (Please indicate) _____

19. Please rank the following air travel components from 1 to 6 (1 denoting the most important component, and 6 denoting the least important component) by considering the priority you give to each of them in terms of the service quality.

--- Check-in and baggage delivery
--- Welcoming aboard
--- Internal appearance of the aircraft
--- Inflight services
--- Behavior of flight attendants
--- Cruise quality

20. Please indicate the level of importance of the following factors in making your airline decision?

	Not at all important	*Not imp.*	*do not know*	*Imp.*	*Very Imp.*
-- Flying points	☐	☐	☐	☐	☐
-- Flight frequency	☐	☐	☐	☐	☐
-- Non-stop (Direct) flights	☐	☐	☐	☐	☐
-- Fastest connections	☐	☐	☐	☐	☐
-- On time departure/ arrival	☐	☐	☐	☐	☐
-- Safety image of airline	☐	☐	☐	☐	☐
-- Service quality image of airline	☐	☐	☐	☐	☐
-- Age of fleet	☐	☐	☐	☐	☐
-- Pilot experience	☐	☐	☐	☐	☐
-- Ticket price	☐	☐	☐	☐	☐
-- Payment conditions (cash, on installment, advance payment)	☐	☐	☐	☐	☐
-- Accuracy of information during every step of air travel	☐	☐	☐	☐	☐
-- Availability of inflight telephone, fax service	☐	☐	☐	☐	☐
-- Availability of promotions, small gifts	☐	☐	☐	☐	☐
-- Availability of inflight shopping possibility	☐	☐	☐	☐	☐
-- Broad choice of meals and drinks	☐	☐	☐	☐	☐
-- Service quality of flight attendants	☐	☐	☐	☐	☐
-- Luggage handling quality	☐	☐	☐	☐	☐
-- Availability of auxiliary services such as hotel reservation, car rental, tourism information	☐	☐	☐	☐	☐

21. What are your expectations from the flight attendants ? (If you select more than one item, please rank the <u>three most important</u> expectations in order of importance by writing 1, 2, 3 in the related boxes.)

☐ Sincere welcome aboard
☐ A pleasant physical appearance
☐ Courtesy and smile throughout the flight
☐ Equal treatment of each passenger
☐ Consistency of service quality throughout the flight
☐ Individualized attention to some passengers when it is necessary
☐ Reliability
☐ Ease of communication with them
☐ Other (Please indicate) _____

22. Which of the following events that may occur during an air travel make you anxious ? (If you select more than one item, please rank the <u>three most important</u> events in order of importance by writing 1, 2, 3 in the related boxes.)

☐ Flight cancellations
☐ Missing luggage
☐ Delay
☐ Missing connections due to delay
☐ Inflight mechanical difficulties
☐ Night flights
☐ Bad weather conditions
☐ Other (Please indicate) _____

23. Which airline do you think best satisfies your expectations?

_____

24. Gender ?

☐ Female ☐ Male

25. Age ?

☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55 +

26. Education level ?

☐ Literate ☐ Primary school ☐ Secondary school ☐ Lycee
☐ Vocational school ☐ University ☐ Postgraduate

27. Marital status ?

☐ Single ☐ Married ☐ Widow/ Divorced

28. Do you work ?

☐ No
(Please go to question 29)

☐ Yes
(Please go to question 30)

29. Please indicate the most appropriate item for you ?

☐ I am retired
☐ I am housewife
☐ I am student
☐ Other (Please indicate)_____
(Please go to question 33)

30. Please check the most appropriate item for you ?

☐ I work in Turkey
☐ I work outside Turkey, The country I work: _____

31. In which sector do you work ?

☐ Private sector ☐ Public sector

32. Your occupation ?

☐ Owner manager ☐ Manager ☐ White-collar ☐ Blue-collar
☐ Other (Please indicate) _____

33. Your monthly family income ?

☐ less than 20,000,000 TL
☐ 20,000,001 - 40,000,000 TL
☐ 40,000,001 - 60,000,000 TL
☐ 60,000,001 - 80,000,000 TL
☐ more than 80,000,001 TL

34. Which of the following durables do you have ?

☐ Car
☐ Mobile phone
☐ Pocket phone
☐ Facsimile
☐ Personal computer
☐ Music set
☐ Video
☐ Micro-wave oven
☐ Dishwasher
☐ Dryer
☐ Garbage grinding machine
☐ None of them

35. Please indicate your place of residence.

_____

End of questionnaire. Thank you for your interest.

APPENDIX II

DETAILS ABOUT SOME VARIABLES

SOCIOECONOMIC STANDING OF PASSENGERS (in alphabetical order)

Istanbul High Social (39)*		Istanbul Middle Social (41)		Istanbul Low Social (15)	
Ataköy	2	Acıbadem	5	Avcılar	1
Bebek	2	Bakırköy	4	Eyüp	1
Caddebostan	2	Beşiktaş	2	Halkalı	2
Erenköy	9	Bostancı	6	Gaziosmanpaşa	1
Esentepe	1	Cihangir	1	Güngören	1
Etiler	2	Feriköy	1	Maltepe	3
Fenerbahçe	1	Göztepe	6	Merdivenköy	1
Florya	1	Mecidiyeköy	1	Merter	3
Gayrettepe	3	Kadıköy	10	Şaşkınbakkal	1
Levent	4	Kozyatağı	2	Üsküdar	1
Osmanbey	1	Küçükbakkalköy	1		
Suadiye	3	Taksim	1		
Şişli	2	Yıldız	1		
Tarabya	1				
Teşvikiye	1				
Ulus	3				
Yeşilköy	1				

Other Turkish Cities (38)		Europe (50)		Other countries (11)	
Adana	2	Austria	6	Australia	6
Adapazarı	2	Danemark	1	Canada	1
Antalya	7	England	4	Libya	1
Batman	1	France	5	United States	3
Bilecik	2	Germany	34		
Balıkesir	1				
Bursa	2				
Çorum	1				
Elazığ	1				
Gaziantep	1				
İskenderun	1				
İzmir	7				
İzmit	2				
Kayseri	1				
Kocaeli	1				
Konya	1				
Manisa	1				
Mersin	1				
Muğla	1				
Trabzon	1				

* Numbers denote the frequencies of the corresponding variables.

OTHER AIRLINE FIRMS MENTIONED IN THE STUDY

		AIRLINE FIRMS	FREQUENCY
Other Turkish Airlines	1.	Greenair	5
	2.	Sultan air	4
	3.	Maş air	3
	4.	Öztürk airlines	2
	5.	THT	2
	6.	Toros air	1
	7.	Birgen air	1
	8.	Pegasus	1
	9.	Sönmez airlines	1
Other European Airlines	10.	Olympic	6
	11.	Iberia	4
	12.	Aeroflot	4
	13.	Malev	3
	14.	TAROM	3
	15.	Jat	2
	16.	Finnair	2
	17.	LOT	1
	18.	Airlimbus	1
	19.	Luxair	1
	20.	Makedonya airlines	1
Other American Airlines	21.	American airlines	8
	22.	US air	7
	23.	United	4
	24.	Continental	4
	25.	Northwest	2
	26.	America West	1
	27.	National	1
	28.	Air Canada	1
	29.	Canadian air	1
	30.	Brasil airlines	1
Other Far East Airlines	31.	JAL	1
	32.	China airlines	1
	33.	Malaysian air	2
Other North African and Middle East Airlines	34.	Egypt air	4
	35.	Emirates	3
	36.	Saudi airlines	3
	37.	Royal Jourdanian	3
	38.	Pia	3
	39.	Malta air	2
	40.	Tunus air	1
	41.	Marocco air	1
	42.	Libyan Arab airlines	1
	43.	Iran air	1
	44.	Israel airlines	1
	45.	Mediterranian	1
	46.	Middle East airways	1
Charters	47.	Aviance	1
	48.	Condor	4
	49.	ATT	2
	50.	Sun Express	2
	51.	Aero Lloyd	4
	52.	Other European charters	

GENERAL PERCEPTIONS OF PASSENGERS ABOUT AIR TRAVEL

THE MOST LIKED FACTORS

1. Time saving (59)* : Speed, shortness of travel, effective time usage.

2. Inflight atmosphere (52) : Feeling of flying, feeling of freedom, feeling of peacefulness/ loneliness/ excitement, cleanliness, moderness of the atmosphere, scenery/ view from height, take-off and landing.

3. Comforts /conveniences (47)

4. Inflight service quality (30) : Behavior of flight attendants, food and drinks, other services.

5. Others (7) : On-time departure, other passengers, safety, comparison among different air firms.

THE MOST DISLIKED FACTORS

1. Flight quality (61) : Turbulence, downdraft, bad weather conditions, pressure changes during take-off and landing, other physical complaints such as immobility/ noise/ fatigue, seat selection, seating space.

2. Delay related events (50) : Waiting at the airport, coordination problems, bureaucracy, flight cancellations, transfers.

3. Perceived risk (21) : Danger, possibility of an accident.

4. Psychology of flying (20) : Fear, stress, fright from altitude.

5. Inflight service quality (11) : Behavior of flight attendants, food and drinks, inefficiencies during service.

6. Others (10) : Getting to the airport, lost baggage, aircraft type.

---

* The numbers denote the frequencies of the corresponding variables.

APPENDIX III

STATISTICAL SUMMARY OF CROSS-TAB RESULTS

STATISTICAL RESULTS OF CROSS-TAB ANALYSIS

					RELATED STATISTICS			
*	Relationship searched	Chi-square	df	P	Cramer's V	Contingency coefficient	Phi	λ %
1	Flight frequency BY gender	20.0056	5	0.0012	0.3022			6.62
	Airline firm nationality, The main advantage Most liked factor Most disliked factor BY gender				N.S N.S N.S N.S			
	Flight purpose BY gender	31.2309	4	0.0000	0.3785			11.04
	Destination BY gender				N.S			
	Travel partners BY gender	14.6305	3	0.0022	0.2578			5.74
	Information sources BY gender: Family/ Relatives	8.9491	2	0.0114	0.2069			***5.04***
	All other sources				N.S			
	Ticket purchaser BY gender	10.1734	3	0.0171	0.2155			***1.91***
	Restrictions BY gender: Time of day/ week	5.7300	1	0.0167			0.1734	0.00
	Other restrictions				N.S			
	Class preference, smoking preference BY gender				N.S N.S			
	Seat preference BY gender	7.2692	2	0.0264	0.1826			0.00
	Frequent flyer card usage BY gender				N.S			
	Inflight behavior BY gender: Continue to work Listen to music	2.8967 2.9956	1 1	0.0888 0.0835			0.1283 0.1275	0.00 0.00
	Other behaviors				N.S			
	Psychological State BY gender				N.S			
	Air travel steps BY gender: Check-in & luggage Internal appearance	12.1948 9.3871	5 5	0.0322 0.0946	0.2595 0.2322			***2.17*** ***0.00***
	Other steps				N.S			
	Expectations from flight attendants BY gender: Sincere welcoming Easy communicatio	6.4244 15.4998	3 3	0.0927 0.0014	0.1743 0.2749			0.00 ***6.21***
	Other expectations				N.S			

CONTINUED

	Risk perception BY gender: Delays **Mechanical difficulties**	5.5152 9.0810	1 1	0.0189 0.0026			0.1751 0.2182	0.00 0.00
	Other events				N.S			
	Airline preferred BY gender				N.S			
3	**Flight frequency BY age**				N.S			
	Airline firm nationality BY age	16.7524	9	0.0527		0.2682		***1.24***
	The main advantage BY age				N.S			
	Most liked factor BY age	26.4365	12	0.0093	0.2078			8.28
	Most disliked factor BY age				N.S			
	Flight purpose BY age	22.7989	12	0.0295	0.1867			5.84
	Travel partners BY age	14.5525	6	0.0240	0.1818			***0.40***
	Info. sources BY age: **The firm worked for**	9.0317	3	0.0289	0.2078			0.00
	Other sources				N.S			
	Ticket purchaser BY age	22.5846	6	0.0009	0.2270			***2.34***
	Restrictions BY age				N.S			
	Class preference BY age	11.2065	6	0.0822	0.1599			2.08
	Smoking preference BY age				N.S			
	Seat preference BY age	13.6834	6	0.0334	0.1771			***1.74***
	Frequent flyer card usage BY age	16.9285	9	0.0498		0.2678		2.84
	Inflight behavior BY age				N.S			
	Psychological state				N.S			
	Air travel steps BY age: Behavior of flight attendants	24.5989	15	0.0556	0.2122			6.11
	Other steps				N.S			
	Expectations from the f. attendants BY age: Easy communication	15.5432	9	0.0771		0.2654		***1.95***
	Other expectations				N.S			
	Risk perception BY age: **Mechanical difficulties**	16.2587	9	0.0617		0.2674		0.91
	Other events				N.S			

CONTINUED

	Airline firm preferred BY age				N.S			
5	Flight frequency BY education	30.9309	15	0.0090	0.2179			2.68
	Airline nationality BY education				N.S			
	The main advantage BY education	16.1690	6	0.0129	0.1939			9.18
	Most liked factor Most disliked factor BY education				N.S			
	Flight purpose BY education	65.0921	12	0.0000	0.3169			20.26
	Travel partners BY education				N.S			
	Info. sources BY education:							
	Own experience	14.8619	3	0.0019	0.2679			21.43
	The firm worked for	19.0426	3	0.0003	0.3033			3.57
	Other sources				N.S			
	Ticket purchaser BY education	21.7149	3	0.0001	0.3156			7.14
	Restrictions BY education:							
	No reservation	16.8695	3	0.0008	0.2820			***3.70***
	Time of day/ week	8.8262	3	0.0317	0.2040			***2.80***
	Min./ max. stay	11.8289	3	0.0080	0.2362			0.00
	Other restrictions				N.S			
	Class preference Smok. preference Seat preference BY education				N.S			
	Frequent flyer card usage BY education	51.1330	9	0.0000	0.4366			20.86
	Inflight behavior Psychological state BY education				N.S			
	Air travel steps BY education:							
	Welcoming aboard	11.4380	6	0.0757	0.1813			2.10
	Internal appearance	15.1714	6	0.0190	0.2094			0.00
	Other steps				N.S			
	Expectations from the f. attendants BY education:							
	Sincere welcoming	10.6025	3	0.0141	0.2279			3.23
	Physical ppearance	6.9051	3	0.0750	0.1839			0.00
	Equal treatment	9.1416	3	0.0275	0.2116			***4.35***
	Easy communication	14.3266	3	0.0025	0.2650			0.00
	Other expectations				N.S			

CONTINUED

	Risk perception BY education:							
	Flight cancellation	17.6020	3	0.0005	0.2895			18.39
	Delays	11.7576	3	0.0083	0.2366			***0.62***
	Missed connections	6.8584	3	0.0765	0.1807			1.20
	Mechanical	27.3674	3	0.0000	0.3610			6.67
	difficuities	16.1633	3	0.0011	0.2774			13.26
	Bad weather flights							
	Other events				N.S			
	Airline preferred BY education				N.S			
6	**Info. sources BY marital status:**							
	Friends/ neighbors	3.6490	1	0.0561			0.1458	***0.94***
	Other sources				N.S			
7	**Inflight behavior BY marital status:**							
	Listen to music	3.0748	1	0.0795			0.1292	0.00
	Other behaviors				N.S			
8	**Psychological state BY marital status**				N.S			
9	**Air travel steps BY marital status:**							
	Check-in & luggage	9.6188	5	0.0868	0.2305			***2.19***
	Other steps				N.S			
11	**Expectations from flight attendants BY marital status:**							
	Equal treatment	7.9426	3	0.0472	0.1968			0.00
	Other expectations				N.S			
12	**Risk perception BY marital status**				N.S			
13	**The main advantage Most liked factor Most disliked factor BY income level**				N.S			
14	**Restrictions BY income level**				N.S			
15	**Class preference BY income level**	10.4876	4	0.0330		0.2201		1.14
16	**Frequent flyer card usage BY income level**	22.7860	6	0.0009	0.2351			5.80
17	**Air travel steps BY income level**				N.S			
19	**Expectations from flight attendants BY income level:**							
	Sincere welcoming	15.1532	6	0.0191	0.1986			***8.38***
	Consistency of S.Q	17.2517	6	0.0084	0.2119			***6.28***
	Easy communication	14.1220	6	0.0283	0.1917			***6.45***
	Other expectations				N.S			

CONTINUED

20	Risk perception BY income level				N.S			
21	Airline nationality BY occupation				N.S			
22	Info. sources BY occupation:							
	Own experience	11.2578	3	0.0104	0.2669			20.27
	Family/ relatives	6.8952	3	0.0753	0.2089			***5.51***
	The firm worked	20.7216	3	0.0001	0.3621			4.00
	Friends/ neighbours	13.8900	3	0.0031	0.2965			***6.77***
	Other sources				N.S			
23	Restrictions BY occupation:							
	No reservation	11.9211	3	0.0077	0.2738			***7.58***
	Time of day/ week	10.4586	3	0.0150	0.2564			4.84
	Min/max stay	13.5786	3	0.0035	0.2922			***2.86***
	No restrictions	8.2903	3	0.0404	0.2283			8.62
	Other restrictions				N.S			
24	Seat preference BY occupation	14.2518	6	0.0269	0.20782			***2.75***
25	Frequent flyer card usage BY occupation	19.0019	9	0.0252		0.3222		11.93
26	Inflight behavior:							
	Talk with others	8.4279	3	0.0379	0.00601			3.12
	Listen to music	12.1149	3	0.0070	0.27097			***2.63***
	Psychological state BY occupation				N.S			
	Other behaviors				N.S			
27	Air travel steps BY occupation:							
	Internal appearance	13.3488	6	0.0378	0.2231			***3.62***
	Other steps				N.S			
29	Expectations from the f. attendants BY occupation:							
	Courtesy/ smile	16.9561	6	0.0094	0.2338			12.90
	Equal treatment	13.9193	6	0.0305	0.2119			10.81
	Easy communica.	19.9056	6	0.0029	0.2534			***6.41***
	Other expectations				N.S			
30	Risk perception BY occupation:							
	Delays	6.4037	3	0.0935	0.2006			***3.01***
	Missed connection	8.9151	3	0.0304	0.2367			***1.83***
	Mech. difficulties	17.4680	3	0.0006	0.3314			***3.25***
	Other events				N.S			
31	Airline preferred BY occupation				N.S			
32	Airline nationality BY flight frequency				N.S			
33	The main adv. Most liked factor Most disliked factor BY flight frequency				N.S			

CONTINUED

34	Info. sources BY f. frequency:							
	Family/ relatives	6.7189	3	0.0814	0.1797			***0.00***
	Other sources				N.S			
35	Restrictions BY flight frequency:							
	Penalty	6.6794	3	0.0828	0.1770			***1.75***
	for cancellation	14.1277	3	0.0027	0.2575			2.44
	Time of day/ week							
36	Seat preference BY flight frequency	14.6573	6	0.0231	0.1837			4.29
37	Frequent flyer card usage BY flight frequency	31.3124	9	0.0003		0.35439		8.57
38	Psychological state	14.7486	6	0.0223	0.1839			***2.12***
	Inflight behaviorBY flight frequency:							
	Watch movies	9.7035	3	0.0213	0.2105			***1.79***
	Continue to work	18.2329	3	0.0004	0.2885			***5.26***
	Talk with others	10.1015	3	0.0177	0.2147			2.44
	Usually sleep	6.3977	3	0.0938	0.1709			***3.59***
	Other behaviors				N.S			
39	Air travel steps BY flight frequency:							
	Internal appearance	11.8815	6	0.0647	0.1853			0.00
	Inflight services	16.5955	6	0.0109	0.2177			10.10
	Other steps				N.S			
41	Expectations from the f. attendants BYflight frequency:							
	Sincere welcoming	15.5749	6	0.0162	0.1953			***3.59***
	Courtesy/ smile	12.8795	6	0.0450	0.1776			10.24
	Consistency of S.Q	19.8925	6	0.0029	0.2208			3.37
	Other expectations				N.S			
42	Risk perception BY flight frequency:							
	Flight cancellation	15.1293	9	0.0874		0.25924		***3.17***
	Other events				N.S			
43	Airline preferred BY flight frequency				N.S			
	Other sources				N.S			
44	Inflight behavior:							
	Read	6.0653	2	0.0482	0.1660			***2.45***
	books/magazine	5.2388	2	0.0728	0.1543			***2.27***
	Listen to music				N.S			
	Psychological state BY travel partners							
	Other behaviors				N.S			
45	Expectations from thef. attendants BY travel partners:							
	Sincere welcoming	7.3302	2	0.0256	0.1891			0.00
	Other expectations				N.S			

CONTINUED

46	**Restrictions BY flight purpose:**							
	Time of day/ week	8.4911	4	0.0752	0.2001			3.70
	Min./ max. stay	12.8381	4	0.0121	0.2460			***2.66***
	Other restrictions				N.S			
47	**Class preference**	17.1601	8	0.0285	0.1988			4.25
	Smok. preference				N.S			
	Seat preference BY flight purpose				N.S			
48	**Frequent flyer card usage BY flight purpose**	27.2588	12	0.0071	0.2046			9.22
49	**Inflight behavior:**							
	Continue to work	7.9134	4	0.0948	0.1905			***0.54***
	Listen to music	11.5899	4	0.0207	0.2305			***1.92***
	Psychological state BY flight purpose				N.S			
	Other behaviors				N.S			
50	**Air travel steps BY flight purpose**				N.S			
52	**Expectations from the f.attendants BY flight purpose:**							
	Sincere welcoming	37.2894	4	0.0000	0.4285			22.22
	Equal treatment	11.8926	4	0.0182	0.2420			14.29
	Easy communication	22.5436	4	0.0002	0.3332			2.94
	Other expectations				N.S			
53	**Risk perception BY flight purpose:**							
	Flight cancellation	11.0851	4	0.0256	0.2303			11.49
	Delays	13.5566	4	0.0089	0.2546			***3.91***
	Mechanical difficulties	11.8341	4	0.0186	0.2379			***5.31***
	Other events				N.S			
55	**Expectations from the f. attendants BY class preference:**							
	Physical appearance	5.0047	2	0.0819	0.1566			0.00
	Consistency of S.Q	6.1103	2	0.0471	0.1730			0.00
	Easy communica.	7.8455	2	0.0198	0.1961			0.00
	Other expectations				N.S			
56	**Airline nationality BY ticket purchaser**	10.9700	6	0.0893	0.1597			0.00
57	**Class preference BYticket purchaser**	11.2005	4	0.0244		0.2210		0.00
58	**Seat preference BY psychological state**				N.S			
59	**Expectations from the f. attendants BY Psychological state: Reliability**	9.2508	3	0.0261	0.2129			3.66
	Other expectations				N.S			

CONTINUED

60	**The airline firms a) Lufthansa b) British Airways c) Delta Airlines d) Singapore Airlines BY Psychological state Inflight behavior:**				N.S			
	a) Lufthansa Talk with others	4.3667	1	0.0366			0.1529	0.00
	b) British Airways Continue to work	4.8638	1	0.0274			0.1660	0.00
	c) Delta Airlines Watch movies Continue to work	8.9776 3.9498	1 1	0.0027 0.0469			0.2285 0.1588	0.00 0.00
	d) Singapore Airlines Watch movies Listen to music	7.2605 3.1121	1 1	0.0070 0.0777			0.2139 0.1435	0.00 0.00
	Other airlines (THY, Istanbul Airlines, Swissair, Alitalia KLM, AirFrance)				N.S			
61	**Airline preferred BY The main adv. Most liked factor Most disliked factor**	19.8617	8	0.0109	N.S 0.25150 N.S			8.33
63	**The airline preferred BY Pschological state**				N.S			

* The numbers in this column denote the order of relationships as presented in Table 3.1.

** df = degrees of freedom. P = significance.

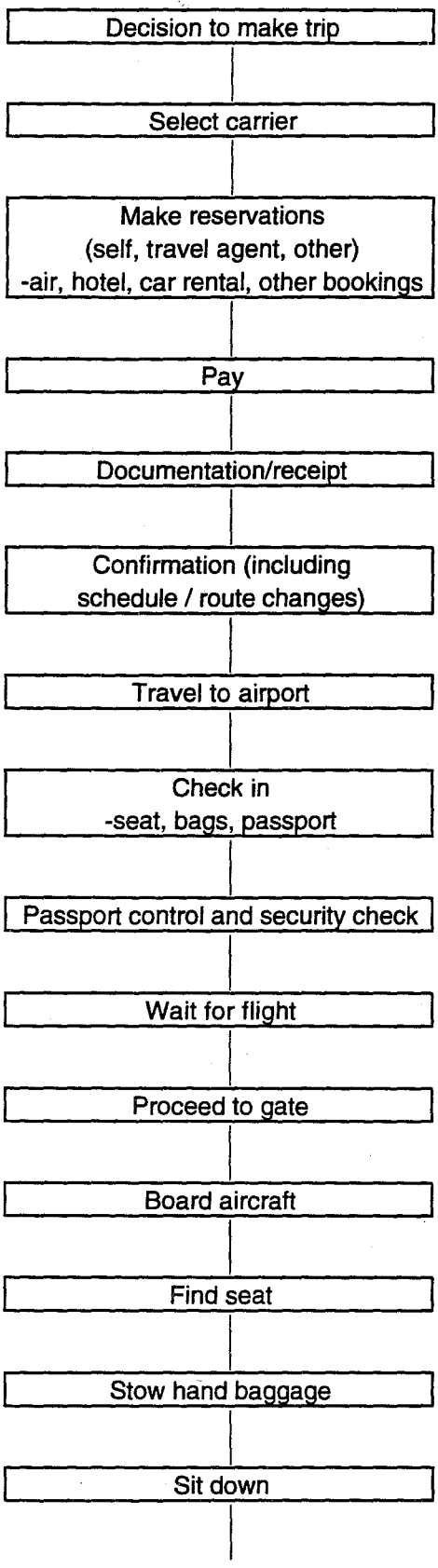
*** Lambda symmetric is presented in italics, others denote Lambda assymmetric.

**** N.S= not significant. Any significance level greater than 0.100 is considered as not significant.

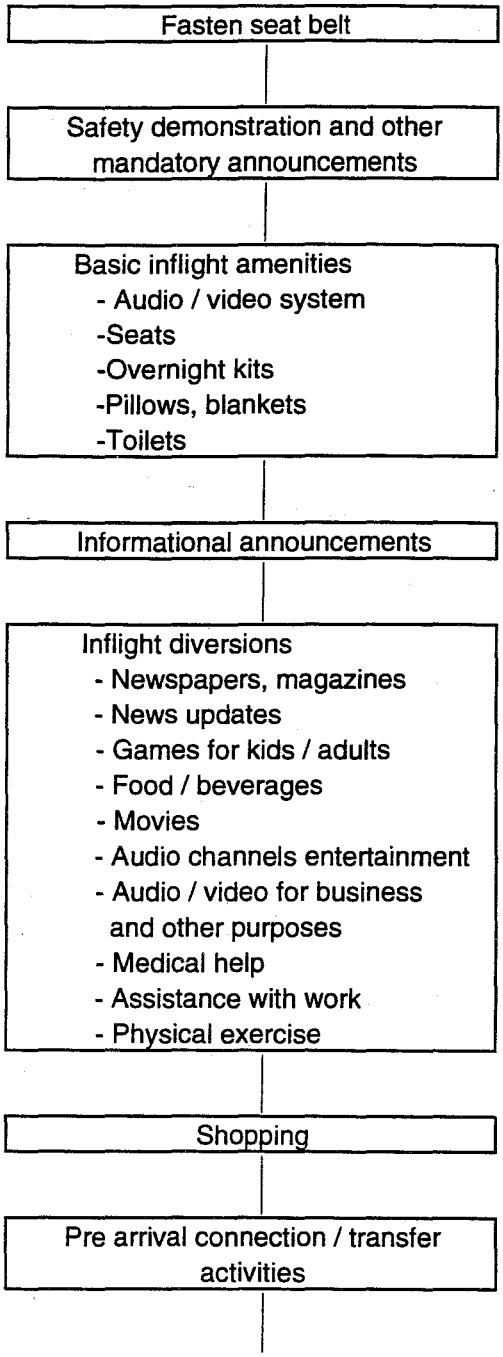
APPENDIX IV

FLOWCHART OF AIRLINE SERVICE ELEMENTS

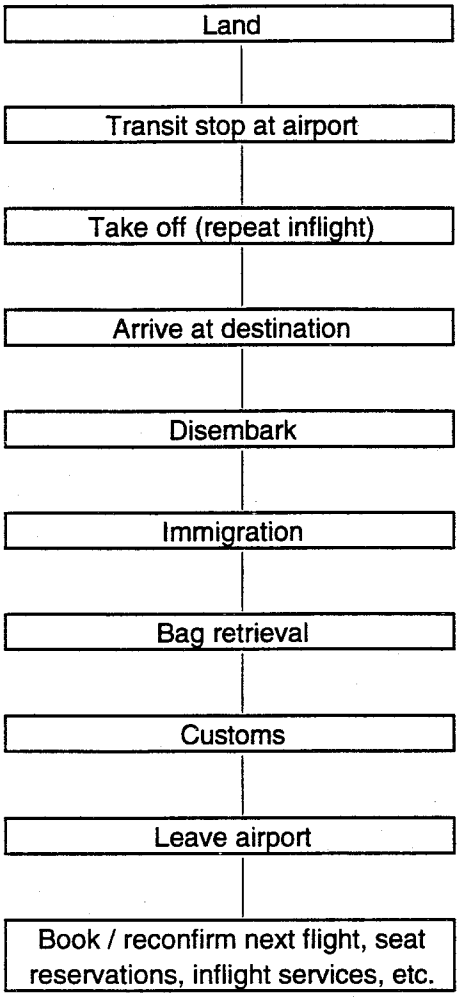
Preflight Activities



In-flight Activities



Postflight Activities



Source: Lovelock,C.H. (1992). Managing services (Marketing, operations, and human resources). Singapore Airlines (pp.432-434)