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Influence of Marketing Instruments on Consumer Behavior in the Process of Purchasing Leisure Flight Tickets

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Influence of Marketing Instruments on Consumer Behavior in the Process of Purchasing Leisure Flight Tickets

This paper reflects on the influence of different marketing instruments as determinants in the process of purchasing leisure flight tickets. Based on an adaptive choice-based conjoint analysis, the authors examined the perceived importance of 39 instruments. As a result, our research identifies four different instrument categories that shape the consumer's decision to different extents. This study helps airline managers to use marketing instruments that positively influence consumers in their process of purchasing leisure flight tickets.

Maximilian Klein, Erik Linden, Dr. Andreas Wittmer

Ever since Icarus attempted to fly from Crete to Sicily with the help of a set of feather wings, flying has been a dream for the whole of humanity. Nowadays, air travel has become an integral part of our daily life. Consumers can even choose among various options of flight offerings that differ in their characteristics, be it the airline's reputation, the price, the schedule or the comfort level aboard. With the advent of the internet and thus greater transparency of the market, consumers can now conveniently compare different offerings and choose the one most suited to their needs. Consequently, airlines are facing significant challenges with regard to designing their services in such a way as to meet the different customer segments' needs and stay competitive.

In the past, academic research has only been conducted on the influence of a few selected factors, e.g., comfort aboard (Balcombe et al. 2009; Lee & Luengo-Prado 2004) or service quality (Martín et al. 2008). Although the subject is relevant for science and practice, publications so far neither attempted to grasp all air transportation marketing instruments nor did they examine them in a comprehensive research design. Therefore, the present paper aims to close this research gap by using a method that models purchase decisions in a realistic way: with an adaptive choice-based conjoint (ACBC) analysis. This paper examines the relevance of the different marketing instruments as determinants in the purchase of flight tickets for leisure purposes. It takes into account potential differences in their perception depending on different travel behavior and flight categories. It aims to provide a general understanding of the consumers' main decision criteria that may serve as a foundation for airlines for improving their customer offering.

Literature Review

In addition to the "traditional" marketing mix of the four Ps (product, price, promotion, placement), service marketing considers three additional marketing instruments: people, the physical environment, and processes (Booms & Bitner 1981). However, the validity of the so-called 7Ps marketing mix is disputed. Whilst some researchers emphasize the conflict with the classical definition of marketing that considers only processes and elements immediately influencing consumer behavior (Meffert et al. 2015, p. 268), others argue that the conventional marketing mix is not sufficient to reflect the particularities of the services industry (Booms & Bitner 1981; Cowell 1993, p. 99 et seq.; Payne 1993, p. 24). For the sake of completeness, the present research was based on the extended 7Ps marketing mix, including product, price, promotion, placement, people, physical environment, and processes.

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Passenger transportation can be roughly split into flights for business and leisure purposes. (Pompl 2007, p. 32). In order to increase the validity of the results, this study focuses only on the latter segment, flights for leisure purposes, as a joint examination of both segments would lead to rather imprecise conclusions. Within the leisure flights segments, this study examines the relevance of different determinants and influential factors in the purchasing process. More precisely, it focuses on the different marketing instruments used to design the services that are to be sold to the consumers.

Following a thorough literature review (see Appendix A), the authors identified more than 50 relevant instruments characterizing the service of air transportation. Table 1 summarizes 39 instruments and categorizes them according to the 7Ps. These instruments were identified as potentially exerting an influence on the customers' purchase decision. In the following, this set of instruments will be used as a basis for further empirical analyses.

Methodology

Pre-study

In order to meet the requirements for an adaptive choice-based conjoint analysis, the number of instruments was re-

Table 1: Overview of Relevant Instruments in Leisure Aviation

Category	Marketing Instruments	
Product	Airline's brand image and reputation for safety	Pre-bookable meals and seats
	Airline's reputation for punctuality	Complementary services offered during booking process
	Convenience of scheduled departure and arrival times	Access to airline lounges
	Flight network (direct flight vs. required changes) and frequency	Participation in Frequent Flyer (FFP) and Bonus Programs
	Economic, social and environmental responsibility	Flexibility with necessary rebooking requests
	Complimentary meals and drinks	Compensation in case of delays and refund policy
	Free checked baggage allowance	
Price	Ticket price	Prices for supplements (e.g., extra baggage, meals, transfer to the airport, etc.)
Promotion	TV advertisements	Email newsletters
	Print media advertisements	Sponsorships
	Social media appearance	
Placement	Physical travel agencies	Online travel agencies
	Airline's website	Ease of purchase
	Call center	
People	Service level, appearance, courtesy and language skills of cabin crew	Service level of sales executives and ground staff
	Ratio passengers per flight attendant	Handling of requests and complaints
Physical environment	Comfort aboard (leg room, seat width, seat pitch, temperature, cleanliness, etc.)	Airport location and infrastructure (for multi-airport locations, e.g., London)
	Aircraft type	Equipment of airport lounges
Processes	Quality of in-flight services and ability to provide individual solutions	Quality and variety of meals and drinks
	In-flight entertainment	Duty-free sales
	Ground processes handling (e.g., check-in, boarding, baggage handling, etc.)	Availability of priority processes

Source: Klein/Linden/Wittmer, 2019.

duced by a pre-study of consumers' stated preferences. The results of this survey constitute the basis for the definition of relevant instruments within the conjoint analysis.

Respondents were asked to state their level of acceptance on a five-point Likert scale with all numbers being verbally anchored. For all 39 identified instruments, the authors collected data on short-haul (up to 3 hours), medium-haul (3–6 hours), and long-haul (6–12 hours) flights to ensure a greater validity of the results. The first section of the questionnaire collected the demographic data of the respondents, such as age, gender, and flying behavior (number of flight segments for leisure purposes during the last year). The questionnaire for the pre-study was publicly available for 12 days in 2016 on numerous frequent flyer portals (e.g., vielfliegerforum.de, vielfliegertreff.de, insideflyer.com, flyertalk.com) and on social media (Vielflieger Stammtisch, Frequent Flyer Australia) and also distributed among the authors' network. As a

result 417 datasets were gathered. Among these, 311 (74.5%) were complete and thus contained information on all instruments for all flight categories. Of this sample of 311 participants, 154 (49.5%) were male, 157 (50.5%) were female, resulting in an almost equal gender distribution.

In order to extract the perceived importance associated with each attribute and significant differences between the different flight categories, the authors performed an ANOVA analysis with a 95% confidence interval. This provides information on the mean (= associated importance, with 5 being the highest and 1 the lowest value) and the standard deviation within the sample. Additionally, the overall mean for one attribute as well as the significance of variance between the means of the different flight categories were indicated (p-value).

Table 2 illustrates the results of the pre-study. The analysis of the data gathered in the pre-study allows drawing

Table 2: Descriptive Statistics of Pre-study

		Short Haul		Medium Haul		Long Haul		Total Mean	F	Sig.	Category Mean
		Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.				
Product	Airline's Image	3.96	1.15	4.21	0.99	4.43	0.86	4.20	17.138	.000	3.22
	Network	4.11	1.12	4.15	0.95	4.16	1.00	4.14	.187	.830	
	Schedule	4.28	1.03	4.07	0.95	3.82	1.15	4.06	15.028	.000	
	Complimentary Food & Drinks	2.12	1.20	3.37	1.30	4.12	1.23	3.20	204.391	.000	
	Baggage Allowance	3.23	1.47	4.08	1.16	4.45	0.95	3.92	83.035	.000	
	Prebookable Seat and Food	2.54	1.36	3.29	1.41	3.73	1.40	3.19	58.273	.000	
	Punctuality	3.69	1.26	3.69	1.21	3.72	1.21	3.70	.065	.937	
	Frequent Flyer Program	2.47	1.43	2.69	1.50	2.81	1.55	2.66	4.018	.018	
	Access to Lounges	2.08	1.32	2.30	1.43	2.53	1.55	2.30	7.850	.000	
	Complementary Services	1.75	1.03	1.85	1.13	2.00	1.24	1.86	3.867	.021	
	Rebooking Flexibility	2.56	1.35	2.86	1.33	3.25	1.37	2.89	20.355	.000	
	Refunding and Compensation	2.76	1.39	2.90	1.39	3.23	1.46	2.96	8.902	.000	
	Airline's Responsibility	2.75	1.27	2.84	1.30	2.87	1.30	2.82	0.738	.479	
Price	Price	4.72	0.54	4.51	0.73	4.25	1.02	4.49	27.674	.000	4.00
	Supplements	3.23	1.55	3.54	1.33	3.78	1.31	3.51	11.994	.000	
Promotion	Social Media	1.86	1.03	1.86	1.03	1.92	1.09	1.88	0.299	.741	1.73
	Newsletter	1.66	0.92	1.64	0.90	1.69	0.97	1.66	0.276	.759	
	TV Ad	1.74	0.95	1.75	0.97	1.79	1.02	1.76	0.242	.785	
	Print Ad	1.73	0.93	1.73	0.96	1.73	0.94	1.73	.001	.999	
	Sponsoring	1.58	0.83	1.59	0.87	1.62	0.90	1.60	0.210	.811	
Placement	Travel Agency	1.47	0.91	1.53	0.93	1.66	1.09	1.56	3.026	.049	3.07
	Airline's Website	4.10	1.21	4.08	1.20	4.08	1.19	4.09	0.029	.971	
	Phone	1.69	1.07	1.71	1.07	1.79	1.14	1.73	0.646	.524	
	Online Travel Agency	3.60	1.35	3.57	1.34	3.51	1.37	3.56	0.363	.696	
	Ease of Purchase	4.46	0.81	4.40	0.82	4.36	0.85	4.41	1.069	.344	
People	Cabin Crew	3.33	1.25	3.76	1.16	4.06	1.11	3.72	30.295	.000	3.31
	Request Handling	3.29	1.28	3.57	1.23	3.80	1.24	3.56	12.932	.000	
	Ratio FA/Passengers	2.57	1.25	2.88	1.34	3.20	1.43	2.88	17.322	.000	
	Ground Staff	2.93	1.37	3.10	1.37	3.22	1.42	3.08	3.266	.039	
Physical Environment	Comfort aboard	3.31	1.26	4.07	1.08	4.53	0.86	3.97	100.886	.000	3.34
	Aircraft model	3.45	1.29	3.66	1.26	3.86	1.24	3.66	8.113	.000	
	Lounges' Equipment	1.97	1.21	2.14	1.33	2.33	1.45	2.15	5.783	.003	
	Airport	3.55	1.34	3.57	1.28	3.62	1.28	3.58	0.240	.787	
Processes	Onboard Processes	2.97	1.25	3.41	1.25	3.75	1.28	3.38	30.080	.000	2.86
	Ground Processes	3.74	1.22	3.91	1.13	4.03	1.11	3.89	5.050	.007	
	Priority Processes	2.32	1.35	2.37	1.36	2.45	1.42	2.38	.803	.448	
	In-flight Entertainment	2.14	1.13	3.06	1.33	3.81	1.38	3.00	133.673	.000	
	Duty Free	1.46	0.82	1.54	0.92	1.58	0.97	1.53	1.547	.213	
	Quality F&B	2.17	1.22	3.10	1.32	3.76	1.36	3.01	116.740	.000	

n = 311. ■ = For the sake of simplicity, the ten attributes with the highest level of acceptance as well as attributes with a significant variance ($p \leq 0.05$) among the three categories have been grayed out. Source: Klein/Linden/Wittmer, 2019.

various conclusions about the importance of the different marketing instruments when booking a flight. The price appears to be an essential and decisive element, followed by the physical environment, the people, and the product. Consumers tend to value elements that exert an immediate influence on the flight experience: comfort aboard, time savings due to convenient scheduling and easy airport access, service quality. Additionally, the airline's image is of essential importance.

In order to qualify for the conjoint analysis, the surveyed instruments must meet certain criteria – they have to be relevant, changeable, interdependent, realizable, and compensatory, no knock-out criterion, limited). Thus, the ten most important instruments of each flight category were assessed for suitability. Both the airline's website and online travel agencies were identified as knock-out criteria as their non-existence would potentially prevent customers from purchasing a flight ticket. Consequently, both instruments can neither be classified as compensatory. Since the distribution channel influences the ease of purchase, the latter depends on other factors, which violates the criterion of independence. Lastly, the implementation of measures regarding the airport's access and infrastructure as well as the ground processes are not entirely controllable by the airlines but mostly determined by the airports. Therefore, in the context of this paper, the latter instruments do not fulfill all the necessary criteria so they were not considered any further.

Adaptive Choice-Based Conjoint (ACBC) Analysis

Conjoint analysis is a "technique [...] suited to studying customers' choice processes and determining tradeoffs" (Rao 2014, p. 1) and to "identify revealed preferences" (Wittmer & Bieger 2011, p. 137). By assessing different product configurations, the respondents evaluate the importance and utility of the different product instruments that constitute the product. Consequently, a conjoint analysis allows for specific conclusions regarding product design thus leading to valid and reliable results. The limitations are that it neglects emotional factors and may lead to a cognitive overstrain during the survey due to its complexity (Baier & Brusch 2009, p. 10).

The latest approach to evaluate customer preferences is the *Adaptive Choice-Based Conjoint (ACBC)* analysis developed by Sawtooth Software. This approach leverages the advantages of both *Choice-Based Conjoint (CBC)* and *Adaptive Conjoint Analysis (ACA)*. We chose an Adaptive Choice-Based Conjoint analysis in order to examine the part-worth

utilities of the instruments and levels mentioned above. Compared to other data collection methods, ACBC has some advantages mainly based on the possibility to adapt the concepts in accordance with the answers provided by the respondents during the different phases.

Similar to the pre-study, the ACBC was made available on the same portals as above. This resulted in 272 datasets. In comparison to the pre-study, the dropout ratio was significantly higher: only 154 (56.6%) datasets were complete and used for further analysis. Since a sample of fewer than 100 respondents is enough for drawing reliable conclusions from a conjoint analysis (Orme 2009, p. 6), this number was considered satisfactory. Consequently, the validity of each dataset significantly increases and ultimately allows for a smaller sample size.

In the following, the sample size for all analyses is $n = 154$. Although this is sufficient for drawing valid conclusions, the small number represents a limitation to this study. Among the 154 respondents, 80 (51.9%) were male and 74 (48.1%) female, again reflecting an equal gender distribution and thus underlining the validity of the results.

Table 3 illustrates the ranking of all instruments that had previously qualified for further investigation within the scope of the conjoint analysis (based on their relevance during the pre-study as well as their applicability resulting from other criteria). All listed instruments are primarily associated with product and price and secondarily with the physical environment and the people. Therefore, distribution, promotional efforts, and processes appear to be of only minor importance. This differentiation reveals an explicit distinction between factors immediately influencing the customer experience linked to the flight itself and, on the other hand, enabling and facilitating factors that allow the customer to gain access to the transportation service.

Discussion and Introduction of the Conceptual Framework

In the following we will discuss the empirical results and introduce the central framework of this study.

While the literature and the pre-study identified the price as the primary determinant in the purchase of leisure flight tickets, our analyses did not confirm this dominating role of the price. Nevertheless, the relatively low variance between average and below-average prices compared to above-average prices indicates a variance of the consumers' willingness to pay for flights depending on different attribute configurations. Based on these findings, it is fair to assume that the consumer consistently compares a flight's perceived

Table 3: Overview of Ranking of Attributes Based on Conjoint Analyses

SHORT HAUL			MEDIUM HAUL		LONG HAUL	
#	Attribute	Importance	Attribute	Importance	Attribute	Importance
1	Network	30.9	Network	21.9	Complimentary F&B	16.4
2	Airline's Image	21.6	Price	16.0	Baggage Allowance	16.1
3	Price	20.9	Baggage Allowance	14.9	Comfort Abroad	15.6
4	Schedule	16.1	Airline's Image	14.3	Network	15.3
5	Punctuality	10.5	Comfort Abroad	13.0	Airline's Image	14.5
6			Schedule	12.3	Price	14.3
7			Cabin Crew	7.5	Cabin Crew	7.8

n = 154. Source: Klein/Linden/Wittmer, 2019.

customer value with its price and ultimately opts for a flight that maximizes the perceived customer value by balancing the price with an appropriate value proposition.

A similar distinction was found between core and additional instruments for the physical environment. While the perceived comfort aboard is a significant determinant during the purchasing process, other factors as, e.g., the lounge equipment, do not play a major role. The importance of comfort is underlined by the conjoint analyses that rank it fifth for medium-haul flights and third for long-haul flights. In the latter category, comfort comes third right after complimentary meals and drinks and the baggage allowance. Therefore, and due to its haptic nature, the comfort aboard may be considered an important element that increases customer value.

The last attribute examined within the conjoint analyses was the cabin crew's behavior and appearance. For both medium- and long-haul flights it was considered by far the least important attribute and thus does not have the same relevance as the previously mentioned tangible and intangible elements, but may be considered a supporting attribute in the purchase decision.

The three remaining instruments (promotion, placement, and processes) were not examined within the conjoint analysis. Nevertheless, these should be integrated into the concluding framework of determinants in the purchase of flight tickets.

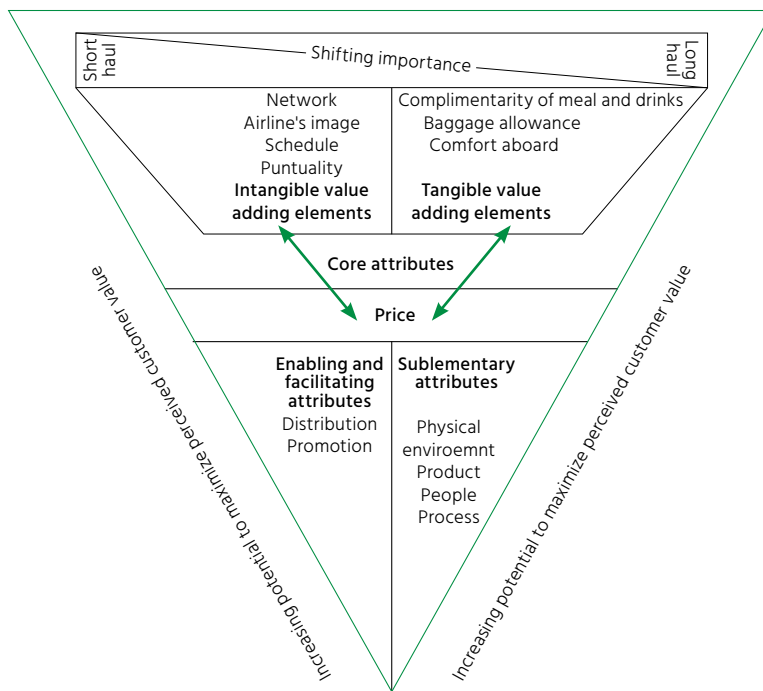
As concluded from the pre-study, promotional activities did not significantly influence the consumers' purchase decisions, and thus were ranked as the least important marketing instrument. Still, promotional efforts are assumably of essential importance as they serve to create awareness about an airline and its offering among potential customers, and, secondly, to generate a positive brand image. Given that the

latter is a significant determinant in the purchasing process, the authors consider promotional efforts as an essential component, which serve as an enabling factor.

The different distribution instruments enable the potential customer to book a flight on the airline's various channels. This is underlined by the high importance associated with the ease of purchase within the pre-study. Not surprisingly, customers perceive the airline's website as the most important distribution channel. Taking these two findings into account, airlines should further invest in building a customer-centric and appealing online ticket portal that can serve as an important differentiating factor. Since distribution channels are the main means of making an offering accessible to the customer, the website constitutes an enabling factor in the purchase of flight tickets.

Lastly, the authors divided the processes into instruments which are linked to the flight itself (in-flight entertainment, duty-free offerings, quality of meals and drinks, and onboard processes) plus supporting elements that do not shape the flight experience itself (ground processes and priority processes). Although ground processes appeared to be relatively important within the pre-study, all six instruments of this group showed up second last among all marketing instruments and thus seem not to be a significant determinant in the purchasing decision.

Next, we examined essential relations with regard to the three categories of short-, medium-, and long-haul flights. Based on the conjoint analyses, an important shift in customer attention regarding the tangible and intangible value-adding elements was detected. When booking short-haul flights, passengers value intangible elements (i.e., the airline's network, the flight schedule, and the airline's reputation for safety) higher than tangible elements. Consequently, the longer the flight (i.e., medium- and long-haul

Figure 1: Conceptual Framework of Customer Value Creation in Leisure Aviation

Source: Klein/Linden/Wittmer, 2019.

flights), the more passengers consider tangible elements during the booking process, i.e., complimentary meals and drinks, a sufficient baggage allowance and the comfort aboard and during the booking process. Based on this observation, we can assume that in short-haul flights passengers aim for reducing idle time and maximizing time spent at the destination. Given that short-haul flights are often used for short trips (e.g., weekend trips), this conclusion confirms an apparent behavior. On the other hand, long-haul flights imply a more extended time spent in an aircraft. Therefore, it is evident that passengers aim for maximizing convenience and comfort during the time spent aboard.

Figure 1 depicts the relationships mentioned above and thus serves as a conceptual framework for summarizing the present study and its results on customer value creation in leisure aviation. Of course, due to the research design this framework cannot be generalized for all customers and travel scenarios.

Conclusion

The results of our empirical analysis revealed four major categories that shape the consumer's decision to different extents. First, enabling and facilitating instruments, i.e., promotion and distribution, allow the airlines to generate brand awareness and make their service offerings available to consumers. Thus, an airline is anchored in the consumer's mind and is potentially part of the consumer's favored providers. Second, the availability and design of the different distribution channels enable the consumer to obtain a flight ticket conveniently. Beside these enabling and facilitating instruments, supplementary instruments influence the consumer to a similar extent. These instruments do not immediately influence the consumers' flight experience but represent additional features that increase their overall satisfaction. Third, the interaction between the price and the core instruments exerts a significant influence on the consumers' decisions. Consumers aim for balancing core instruments and the price by maximizing the perceived value (with regard to intangible and tangible elements) and simultaneously reducing costs (i.e., the price) during the decision and purchasing process. Fourth, the importance of intangible and tangible elements depends on the length of the flight. While for short-haul flights intangible elements are perceived as more important, tangible elements are of greater importance during the booking process of long-haul flights. This implies trade-offs between the various instruments.



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Appendix A: Overview of Literature Review

Source	Research Focus	Instruments Examined		
Ahn & Lee (2011)	Online flight ticket purchase	· Distribution channels		
Balcombe et al. (2009)	Willingness to pay for in-flight service and comfort levels	· Onboard services · Inflight entertainment · Complimentary drinks · Flexibility re-rebooking · Airport infrastructure	· Frequency · Seat pitch · Legroom · Price for supplements · Inflight temperature	· Complimentary meals · Seat width · Price · Seat comfort
Belobaba (1987)	Air travel demand	· Schedule · Inflight entertainment · Refund policy	· Flight length · Service amenities · Flexibility re rebooking	· Airport location · Price · Pre-bookable seat
Blackstone et al. (2006)	Airport choice	· Airport location		
Deloitte (2013)	Passengers' choice behavior	· Price · Baggage handling · Cabin crew behavior	· Safety · Check-in convenience · Comfort aboard	· Punctuality · Service quality · Network
Dennett et al. (2000)	Pre-bookable services in aviation	· Pre-bookable meal	· Pre-bookable seat	
Dolnicar et al. (2011)	Drivers of airline loyalty	· FFP	· Handling of requests	· Handling of complaints
Espino et al. (2008)	Willingness to pay for airline service quality	· Frequency · Price	· Complimentary meals · Flexibility re rebooking	· Reliability · Comfort aboard
Ettema et al. (2010)	Subjective well-being during travels	· Perceived safety · Price	· Flight length · Cleanliness	· Frequency · Comfort aboard
Gilbert & Wong (2002)	Passenger expectations in aviation	· Perceived safety · Network · Airline lounges · Inflight entertainment · Courtesy & responsiveness of crew · Comfort aboard	· Flight length · Airport services · Complimentary meals · FFP · Behavior of crew · Professional skills of the crew	· Frequency · Punctuality · Supplementary services · Cleanliness and appearance of the crew · Seat comfort
Hess et al. (2007)	Airport and airline choice behavior	· Schedule · Service quality · FFP	· Frequency · Airport location · Aircraft model	· Punctuality · Price
Hess & Polak (2005)	Airport choice in multi-airport regions	· Frequency	· Airport location	· Access time & cost to airport
Jiang (2012)	Passengers' choice behavior	· Reliability · Schedule	· Perceived safety · Seat comfort	· Price · Employees
Jou et al. (2008)	Effects of service quality and price in aviation	· Perceived safety · Service quality · Baggage handling · Duty-free sales · Seat comfort	· Complimentary gifts · Quality of food · Schedule · FFP · Cleanliness	· Frequency · Inflight entertainment · Inflight supplies · Distribution channels · Appearance of crew
Lee & Luengo-Prado (2004)	Willingness to pay for leg room	· Legroom		

Sources: As indicated.

Continuation see next page ▶

Appendix A: Overview of Literature Review (Continuation)

Source	Research Focus	Instruments Examined		
Martin et al. (2008)	Willingness to pay for airline service quality	· Frequency · Price · Flexibility re rebooking	· Check-in · Compensation for delays	· Complimentary meals · Seat comfort
Ostrowski et al. (1993)	Service quality and loyalty in aviation	· Ground processes · Quality of food · Service quality · Flight itself	· Baggage delivery · Legroom · Seat comfort · Arm and shoulder room	· Amount of food · Courtesy of crew · Aircraft model
O'Toole & Ionides (2005)	Distribution channels in aviation	· Distribution channels		
Oyewole & Choudhury (2006)	Level of importance of services in aviation	· Duty-free sales · Movies, newspapers, and music aboard · Check-in convenience · Toilets	· Flight itself · Complimentary drinks · Communication aboard · Information transparency · Pre-bookable seat	· Security introduction · Food aboard · Gift giving to passengers · Baggage handling · Distribution channels
Park et al. (2015)	Effects of CSR and service quality in aviation	· Corporate Social Responsibility	· Service aboard	· Airport infrastructure
Pompl (2012)	A general overview of aviation	· Brand Reputation · Schedule · Network · Punctuality · Reliability · Flexibility re rebooking · FFP · Aircraft model	· Perceived safety · Frequency · Information transparency · Airline lounges · Supplementary services · Price · Promotion channels · Flight itself	· Complementary services · Check-in · Transport conditions · Flight length · Check-in convenience · Price for supplements · Distribution channels
Proussaloglou & Koppelman (1991)	Tradeoff decisions when choosing air carrier, flight, and fare class	· Brand Reputation · Service quality · FFP	· Schedule · Fare class · Service aboard	· Frequency · Price
Shaw (2007)	A general overview of aviation	· FFP · Network · Airport services · Flexibility re rebooking · Service quality · Sales executives	· Cabin configuration · Frequency · Punctuality · Promotion channels · Ratio FA/passengers	· Fare class · Schedule · Complimentary meals & drinks · Distribution channels · The perceived feeling of safety
Tsaur et al. (2002)	Evaluation of airline service quality	· Perceived safety · Distribution channels · Appearance of crew	· Schedule · Courtesy & responsiveness of crew · Professional skills of the crew	· Punctuality · Language skills of the crew · Seat comfort · Handling of complaints
Wittmer et al. (2011)	A general overview of aviation	· Brand Reputation · Perceived safety · Check-in · Complimentary meals · Seat comfort · Aircraft model	· Schedule · Onboard services · Baggage delivery · Price · Distribution channels	· Network · Ground processes · Airline lounges · Price for supplements
Zins (2001)	Attitudes and commitments in customer loyalty models with a focus on aviation	· Brand Reputation · FFP	· Meal variety · Legroom	· Quality of food

Sources: As indicated.