

University of Wales Trinity Saint David

Master of Business Administration

An Explorative Study:

**Key Factors Influencing Passengers
Consider Flying with Full-Service and
Low-Cost Carriers in Hong Kong**

Student Name: Ericson Hon Yin LAM

Student ID: 2119644

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Declaration

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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This work is the result of my own investigations, except where otherwise stated.

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Abstract

This study aims to explore the factors that influence airline choice between Full-Service Carriers (FSC) and Low-Cost Carriers (LCC) and determine the impact of these factors on the decision-making process of passengers. This research is conducted to address the growing significance of understanding passenger decision-making processes in the airline industry. It is crucial and significant due to the market dynamics, changing customer behaviour, pricing strategies, and service differentiation. This study focused on gathering the preferences and considerations of passengers when choosing airlines. Primarily, a quantitative approach was utilized, alongside a structured questionnaire to collect numerical data. A sample size of 300 participants was used to gather the responses. The questionnaires collected demographic information, factors influencing the choice of FSC and LCC, and their satisfaction level towards the highlighted factors. Some of the notable factors are price, quality, convenience, safety, and brand reputation. The analysis of the data was based on descriptive and inferential statistics, achieved using the SPSS software. The findings of this study show that the significant factors influencing airline choice include pricing, flight schedule convenience, inflight service quality, customer service quality, brand reputation, and safety. These findings are informative to airlines seeking to attract and retain their customers. In this case, understanding the importance of these factors can help airlines to tailor their strategies to meet the needs and preferences of passengers and gain a competitive advantage.

Keywords: Full-service carriers (FSC), Low-cost carriers (LCC), airline choice, questionnaire, passenger decisions, factors.

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Chapter 1: Introduction

1.1. Background

Hong Kong is known as an international hub for air travel in Asia and the Pacific region, with more than 120 airlines serving its international airport. In recent years, the airline aviation industry in the city has experienced drastic growth as the number of passengers being handled increased by 131% from 2007 to 2019 (Zhang et al., 2022). It is seen from the change of passengers recorded from 32.4 million to 74.7 million, as highlighted by the Hong Kong International Airport (Matsumoto, & Domae, 2018; Matsumoto, & Domae, 2019; Rimmer, 2020). This growth was due to various factors such as the strategic location of the city, its role as a gateway to China and other Asia countries, and the increasing demand for air travel among consumers.

The airline industry in Hong Kong has three major types of carriers: Full-Service Carriers (FSC), Charter Carriers, and Low-Cost Carriers (LCC). The Low-Cost Carriers are considered to market themselves by offering lower prices for travel tickets, as they aim to maintain fuel efficiency as well as achieve stoic management when it comes to revenues and overall reputation (Castro, & Lohmann, 2014; Straker, & Wrigley, 2018). It implies that the increasing number of Low-Cost Airlines is based on a relatively innovative business model that offers competition to the Full-Service Airlines for consumers in Hong Kong (McNeill, 2014). So, these two types of airlines have different factors in their distribution networks, services, costs, and demographic of passengers (Brida et al., 2016; Lee et al., 2018). Despite the involvement of the FSC airlines the LCC airlines as developed into a real competitor and challenge to the latter based on the attraction of passengers and revenue collection, as depicted by Berry et al. (2020). According to Minwoo et al. (2019), the market share of Hong Kong has been increasingly growing in the past few years. As of 2019, the LCC recorded a total passenger

of 18% in Hong Kong, which was a 12% increase from 2014 (Warnock-Smith et al., 2021; Bilotkach et al., 2019). It shows the significant increase in market share by LCC.

It is the increase in demand for air travel in Hong Kong that has led to increased competition between FSCs and LCCs. As mentioned above, FSCs mainly provide a wide range of services and amenities to passengers such as meals, entertainment, and drinks while LCCs provide a no-frills service model with lower fares but fewer amenities. Various studies have revealed that the factors that influence the choice of the airline between FSCs and LCCs for passengers are price, flight schedule, service quality, safety level, brand reputation, and loyalty programs (Chang & Hung, 2013; Buaphiban, 2015; Deepa, & Jayaraman, 2017). However, the relevance of the factors usually varies based on a specific context like airline, destination, and demographic of the passengers (Kim, & Park, 2017).

The Civil Aviation Department (CAD) reported that the Hong Kong International Airport (HKIA) handled approximately 74.7 million passengers in 2019, out of which 50 million passengers travelled on international flights and the remaining on domestic flights (Lee, 2021). Based on the airline market share, Cathay Pacific Airways, the flagship carrier of Hong Kong has a share of 45.9% of the international market (Tsui et al., 2016; Pereira, 2018). The other airlines which followed were Hong Kong Airlines, China Eastern Airlines, and Emirates. For passengers travelling on FSCs and LCCs, Lu & Chou (2020) found that FSCs accounted for 62% of the passengers in 2018 while LCCs accounted for 38%. The common FSC in Hong Kong, Cathay Pacific Airways accounted for a market share of 44%, then followed by others like Hong Kong Airlines (10.6%) and Singapore Airlines (5.9%) (Vasigh et al., 2018). On the other hand, LCCs such as Hong Kong Express accounted for 20.6% of the market share. People who have a significant number of passengers are Jetstar Asia and Cebu Pacific Air, having a market share of 6.3% and 5.5%, respectively.

Pan & Truong (2021) and Truong et al. (2020) have investigated the factors that influence the choice of passengers towards choosing FSCs or LCCs in various contexts. The studies are mostly conducted in Asia, Europe, and the United States. So, the increase in youngsters and lifestyles in Hong Kong makes it suitable to explore the factors that influence the choice of FSCs and LCCs in this context. It allows for an understanding of various concepts relating to FSC and LCC airlines and achieves appropriate goals.

1.2. Problem Statement

The emergence of LCCs in the aviation industry to offer competition to FSCs allows for a review of factors influencing passengers' choices between them as they operate on numerous routes. Accordingly, this research is necessary due to the understanding of the deciding factors of the two airline business operations on the decision-making of the passengers. LCCs have experienced steady growth over the past years. The IATA has reported that more than 30% of the global air passenger market share from 2019. It shows a significant shift in passenger preference towards LCCs over FSCs. Also, LCCs have disrupted the airline market by providing lower fares and simplified operations. The disruption has outdone the dominance of FSCs and established a need to understand the factors influencing passenger choices between the two airline models.

1.3. Study Purpose

This study aims to explore the factors influencing passengers' decisions between FSCs and LCCs in Hong Kong. It focuses on identifying the factors influencing passenger preferences for FSC and LCC airlines and how they vary across different demographic groups.

This study further focuses on determining whether there is positive or negative development that has been occurring in Hong Kong among both airlines and the perceptions of the Airport Authority. It helps develop insights into the competition level between FSCs and

LCCs. Furthermore, the findings of this study can help policymakers to design policies that protect passengers to ensure the long-term sustainability of the aviation industry in Hong Kong.

1.4. Research Questions

1. What are the factors that influence the passengers' choice towards LCCs in Hong Kong?
2. What are the factors that influence the passengers' choice towards FSCs in Hong Kong?
3. What are the passengers' profiles and market segmentation of the passenger preferring FSCs to LCCs?
4. What are the passengers' profiles and market segmentation of the passenger preferring LCCs to FSCs?
5. How do the actions of FSCs and LCCs promote passengers' choice of airlines?

1.5. Scope

This study mainly explores the factors that influence the decisions of passengers to choose FSCs and LCCs in Hong Kong. It begins with the introduction section which provides an overview of the topic and background information. It then provides the literature review that identifies the research gaps in the proposed problem. The notion is to understand the various studies that have tackled the issues related to the research topic thereby enabling readers to gain an understanding of the existing findings and what are missing. The study will employ a quantitative research design, involving a survey of passengers who have used both FSCs and LCCs in Hong Kong before. The sample will be selected using a convenience sampling method, and data collection achieved through a survey. The survey will be administered online, and the data analyzed using statistical methods, particularly SPSS.

This study will add information to the existing studies on airline transport by providing a conceptual framework of the factors that influence passengers' choices between FSCs and LCCs in Hong Kong. It utilizes the Customer-Based Brand Equity (CBBE) model.

Chapter 2: Literature Review

2.1. Definition and Features of Full-Service Carriers (FSCs)

Primarily, FSCs are providing a comprehensive range of services to their passengers. The services range from meals, drinks, and entertainment, among others. They majorly offer passengers a more comfortable and convenient travelling experience. According to Civil Aviation Authority (2020) and Hunt & Truong (2019), FSCs are providing passengers with many amenities and services that go beyond basic transportation. These airlines ensure comfortable seating and various options of food and beverages to the passengers. The amenities are always intended to differentiate the different types of airlines and offer the passengers a more luxurious and pleasurable travel experience. Lu (2017) also found that FSCs are known for the wide range of services and amenities, which are tailored to meet the passengers' needs and expectations.

A study by Budd (2016) asserted that FSCs cater for the higher-end market segment with an emphasis on providing passengers with high levels of personalized service and comfort. It focuses on quality service, and Loh et al. (2020) argued that passengers using FSCs are willing to pay more for air travel so that they receive added services and amenities. The notion is to embrace positive developments in the aviation industry. The airlines also experience different competition in the industry.

2.2. Definition and Features of Low-Cost Carriers (LCCs)

Civil Aviation Authority (2020) and Han et al. (2014) defined LCCs as airlines offering no-frills service to passengers while focusing on the provision of affordable fares during flights. They primarily operate on a point-to-point basis as it has limited routes and schedules. As well, these airlines provide passengers with a basic level of service with no to little amenities. Han et al. (2019) also defined LCCs based on their low-cost business model which focuses on offering

affordable air travel to many passengers. The business model is supported by numerous cost-cutting measures such as few routes and schedules and no-frills service. Also, the airlines are focusing on online booking and ticket sales which propels their revenues.

Kim & Lee (2011) further noted that LCCs operate in a highly competitive environment focusing on price competition and cost leadership. Accordingly, airlines provide passengers with a basic level of service following the limited amenities and services as well as additional service charges like checked baggage and in-flight meals. It is supported by Wang et al. (2020), which argue that low-cost service is primarily popular and preferred in terms of price proposition, which is lower than that of FSCs. The notion is to create a balance between the additional services and the common structure.

2.3. FSC vs LCC

Mhlanga (2017) pointed out that FSCs face intense competition from LCCs, which are gaining preference from budget-conscious travellers. However, the study also noted that FSCs can maintain their competitive position through the provision of superior service quality and amenities that are not offered by LCCs. This creates a significant difference to stabilize the air transport sector. Additionally, Albers et al. (2020) highlighted the growth and significance of LCCs in the aviation industry as the authors noted that they have become an integral segment of the industry based on their focus on short-haul flights and a diverse passenger range. Besides, the study found that LCCs are becoming increasingly competitive with FSCs as many of them are adopting a hybrid model that combines elements of both business models. Therefore, they are focused on providing a basic level of service that offers competition to FSCs.

2.4. Theoretical Concept and Framework Relating to Purchase Decision

Following the literature review conducted, a conceptual framework that suits this study is the Customer-Based Brand Equity (CBBE) model developed by Keller (1993). The model is widely used in the airline industry to investigate the association between brand equity and consumer behaviour. The CBBE model comprises four key components: brand awareness, image, quality, and loyalty (Keller, 2016).

Primarily, brand awareness is the capability of consumers to be aware of a particular airline and its offerings. Airlines must build and maintain strong brand awareness to attract new customers and retain the current ones.

Brand image is the perceptions and beliefs about the airline by the consumers, including its personality, style, and values. A positive brand image can enhance the appeal of an airline to consumers and influence their decision-making process (Farjam, & Hongyi, 2015).

Brand quality refers to the extent to which the airline meets or exceeds consumer expectations in terms of product and service quality. It is a critical factor in building and maintaining brand equity.

Brand loyalty refers to the strength of the relationship between the consumer and the airline, including their willingness to choose the airline repeatedly and recommend it to others (Tolba, & Hassan, 2009).

Notably, the CBBE model provides a framework for examining the factors that contribute to the popularity of different airlines in Hong Kong, including the impact of brand awareness, image, quality, and loyalty on consumer preferences (Farjam, & Hongyi, 2015). It can also be used to explore the different consumer profiles of passengers who prefer FSCs or LCCs and how customer service intentions of FSCs and LCCs affect passenger preferences.

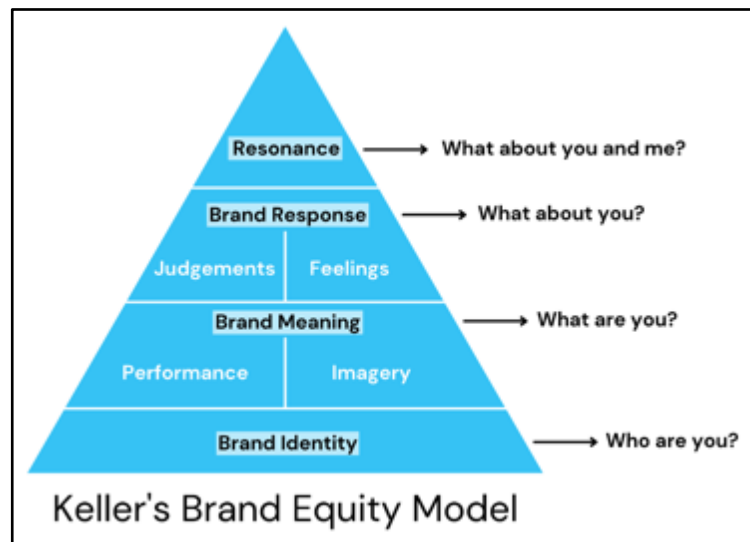


Figure 1: Conceptual Framework

Additionally, the Theory of Planned Behavior (TPB) was used in this study to examine the purchase decision process in the aviation industry. The theory proposes that the intention to uphold a particular behaviour is determined by the attitudes towards the behaviour, subjective norms, and perceived behavioural control (Ajzen, 2020). Based on airline travel, this theory can be helpful to examine the attitudes of passengers towards different airlines as well as their perceptions about social norms based on airline choice (Conner, 2020; Conner, Armitage, 1998). Also, it investigates the perceived control over the process of decision-making.

Furthermore, the Customer Decision-Making Model was adopted in this study. The model was developed by Howard and aimed to discuss the process of consumer decision-making when buying products (Bray, 2008). It involves three stages: pre-purchase, purchase, and post-purchase. In the pre-purchase stage, consumers notice the different alternatives and assess them in terms of their needs and preferences (Milner, & Rosenstreich, 2013). In the purchase stage, the consumers decide the assessment of the alternatives (Milner, & Rosenstreich, 2013). Finally, in the post-purchase stage, they examine their decision and satisfaction level with the chosen alternative. The model can be utilized to investigate the way airline passengers become aware of the different airlines, evaluate them, and make informed decisions in terms of their preferences.

Lastly, the Dual Process Theory of Decision Making was used. It was developed by Petty, & Cacioppo, 1986). This proposes that consumers rely on two systems during decision-making, including a fast-intuitive and a slower-deliberate system (Brocas, & Carrillo, 2014). The first system is based on heuristics and automatic responses while the second system is based on logic and reasoning (Brocas, & Carrillo, 2014). The theory can be useful when investigating how passengers make decisions based on their intuition compared to a more deliberate approach. So, these theories create a notion to understand the process of decision-making among the consumer better.

	Variable	
	Independent	Dependent
Customer-Based Brand Equity (CBBE) Model	▪ Brand Awareness ▪ Brand Images ▪ Brand Quality ▪ Brand Loyalty	▪ Consumer Behaviour
Theory of Planned Behavior	▪ Attitudes ▪ Subjective Norms ▪ Perceived Behavioural Control	▪ Consumer Behaviour
Customer Decision-Making Model	▪ Needs and Preferences	▪ Purchase Decision

Table 1: Variables Related to the Selected Model

2.5. Decision Factors for Choosing an Airline

Decision factors for choosing an airline are complex. In air transportation, consumers are primarily faced with difficulty to choose between FSCs and LCCs. So, this review helps to understand the factors that influence the choice of passengers towards airlines. The factors include price, convenience, service quality, and brand reputation. Besides, it will include how the factors vary between FSCs and LCCs. Therefore, it is important to incorporate these factors as they are the independent variables in this research while choice is the dependent variable.

2.5.1. Price

Several studies investigated the factors influencing the purchasing decision among passengers and found that price affects passenger airline choice. Airline passengers always consider prices based on different perceptions they have when travelling. Dolnicar et al. (2011) asserted that cost was the most critical factor influencing airline choice for most passengers. Similarly, Zhang (2012) found that passengers' willingness to pay is negatively correlated with airfare, implying that passengers are more likely to choose airlines with lower fares. These studies further noted that passengers' perceived value for money is a critical factor in airline choice, with many passengers opting for LCCs due to their perceived lower prices and perceived high value for money. Additionally, passengers tend to engage in price comparisons across airlines before making a final decision on which airline to choose, indicating that price is a substantial factor in their process of decision-making (Kirschenbaum, 2013; Paliska et al, 2016).

The importance of price in airline choice is further supported by Lee, & Sriworrarat (2019), who found that more price-sensitive passengers were more likely to choose LCCs over FSCs. They also found that LCCs were particularly attractive to passengers travelling for leisure, as these passengers were more likely to prioritize price over other factors such as flight frequency and loyalty programs. Interestingly, while the price is an essential factor in airline choice, passengers do not always choose the lowest-priced option. Wu (2021) pointed out that passengers were willing to pay more for FSC flights in exchange for added services such as meals, drinks, and entertainment. It suggests that some passengers place a higher value on the amenities and services offered by FSAs, even if it means paying a higher price.

However, it is noted that the relationship between price and airline choice is not always straightforward. As discussed by Akamavi et al. (2015), while the price was an important factor in driving customer loyalty to LCCs, it was not the only factor. Similarly, Bertsimas et al. (2012)

found that consumers are ready to trade off certain services for lower fares when choosing airlines. The study found that passengers were willing to accept less comfortable seats and fewer amenities like in-flight meals and drinks instead of lower ticket prices. With this, it highlights the importance of price as a key driver of airline choice, particularly for budget-conscious travellers. Moreover, Chen et al. (2022) argued that the willingness of passengers to pay for air travel is influenced by their income level as a passenger with higher incomes are willing to pay additional prices for air travel than lower-income passengers. However, even among high-income passengers, lower fares remain an important factor in airline choice. In other words, the price was a key determinant of airline choice for business travellers, who typically have higher incomes.

Furthermore, Ferguson et al. (2009) revealed that the price of airlines is influenced by factors such as fuel prices, competition, and seasonality. The study found that airlines tend to adjust their fares based on these factors to remain competitive and attract passengers. This suggests that airlines need to be mindful of market conditions when setting their ticket prices to remain competitive. However, lower fares are not always the only factor that drives passenger choice. Kuo, & Jou (2017) discovered that passengers were willing to pay a premium for additional services that were important to them. For instance, business travellers were ready to spend more for a flexible ticket that allowed them to make changes to their travel plans.

***H1:** Price is a significant factor in choosing LCC over FSC.*

2.5.2. Convenience

Convenience is another important factor that influences airline choice. It primarily includes factors like flight schedules, airport location, and ease of booking. Various studies have indicated that consumers are willing to spend more for flights that fit their preferred schedule or are more convenient in other ways. As indicated by Vink et al. (2020), this factor is particularly important for business travellers who prioritize efficient travel arrangements. LCCs, however, may not offer as many flight options or destinations as FSCs, which can limit their appeal to certain consumers. Thus, it suggests that it is appropriate to determine the flight schedules that promise convenient travel from one place to the other. Tahanisaz (2020) further noted that passengers prefer flights that depart and arrive at convenient times. Airlines that offer flights that are too early or too late may deter passengers from choosing them. Besides, passengers often prefer non-stop flights, which can be more convenient and save time compared to flights with layovers.

Convenience depends on the location of the airport since it influences the decisions of passengers. Passengers may be more likely to choose airlines that fly into airports that are closer to their destination or that are easier to travel to and from (Wiltshire, 2018). For example, LCCs often fly to secondary airports that are located further from city centres than the airports used by FSAs (Macário, & Van de Voorde, 2010). As a result, it can make it more difficult and expensive for passengers to reach their destination, which may reduce the appeal of LCCs.

Convenience depends on the ease of booking as it influences airline choice. Passengers prefer airlines that offer simple and user-friendly booking processes (Rahman et al., 2023). It includes factors such as easy-to-use websites and mobile apps, as well as the availability of online check-in and other self-service options. Airlines that make the booking process more difficult or time-consuming may deter passengers from choosing them. Additionally, convenience can also be influenced by the overall travel experience. For instance, passengers

may prefer airlines that offer comfortable seats, onboard entertainment, and other amenities that can make the flight more enjoyable (Brochado et al., 2019). However, these factors may be less important for passengers who are primarily focused on price as they will either choose low prices to save their money or choose expensive prices on airlines offering faster travel. So, it depends on the viability of the airlines and the creation of a strong sense of reality that helps to impede the selection of FSCs and LCCs in Hong Kong.

H2: Flight schedule convenience is a significant factor influencing airline choice.

H3: Airport location convenience is a significant factor influencing airline choice.

2.5.3. Service Quality

Service quality is an important factor that influences airline choice. It is primarily defined as the level of excellence or satisfaction provided by an airline to its passengers (Shah et al., 2020). Therefore, airlines that can provide high-quality service that meets or exceeds passengers' expectations are more likely to attract and retain customers.

FSCs are often associated with higher service quality than LCCs, as they offer a wider range of services and amenities. For example, apart from the amenities mentioned earlier, some FSCs provide more spacious seats, priority boarding, and lounge access to premium customers (Kee, 2015). These services and amenities can enhance passengers' comfort, convenience, and overall travel experience, which may lead to higher customer satisfaction and loyalty. Thus, it is the services provided during the travel that enhances all the other components associated with consumers' decision to choose a particular airline. It also depends on the promotion of relevant amenities that helps to boost the transportation experience even for the flight crews.

Punel et al. (2019) show that passengers are ready to spend more for higher service quality, especially for services that are important to them. It noted that Chinese passengers are spending more on airlines that provided travelling experience. It also found that service quality

was one of the top factors that influenced the choice of airline among business travellers in the US. These findings suggest that passengers may be willing to trade-off between price and service quality, depending on their priorities and preferences (Punel et al., 2019). However, it is noted that service quality is not always consistent across all FSCs or LCCs. Some FSCs may have better service quality than others, while some LCCs may provide more value for their low prices than others. Therefore, passengers may have to assess the service quality of different airlines before making their choices.

Moreover, service quality can also be affected by external factors, which are beyond the control of airlines (Greenfield, 2014). In such cases, airlines may have to adopt effective communication and problem-solving strategies to manage passengers' expectations and minimize the negative impact of external factors on service quality. In contrast, Macário & Reis (2010) argued that LCCs often adopt a no-frills business model that focuses on providing the essentials of air travel at the lowest cost possible. It implies that they may not offer as many services or amenities as FSCs and may even charge extra fees for some services that are free in FSCs, such as checked baggage, seat selection, and snacks (LIANG, 2012). However, some LCCs may still prioritize certain aspects of service quality to enhance their reputation and attract customers.

Notably, the perceived quality of service can vary between different types of passengers and airlines. For example, Badrillah et al. (2022) asserted that Korean passengers had different perceptions of service quality between FSCs and LCCs based on the diverse demographic information of the passengers. Similarly, El Haddad (2019) explained that some LCCs in Europe provided services of high quality that exceeded the expectations of passengers, despite their low prices.

***H4:** In-flight service quality is a significant factor influencing passengers' airline choices.*

H5: Customer service quality at airports is a significant factor influencing passengers' airline choices.

2.5.4. Brand Reputation

In Hong Kong, brand reputation plays a significant role in influencing airline choices among passengers. The aviation market in Hong Kong is highly competitive, with numerous FSCs and LCCs operating, providing passengers with a wide array of options. Hong Kong International Airport (HKIA) serves as a hub for more than 120 airlines, connecting to over 220 destinations globally (Murakami et al., 2016). Consequently, airlines need to establish a strong brand reputation to differentiate themselves in this competitive landscape.

Established FSCs like Cathay Pacific Airways and Hong Kong Airlines have been operating in Hong Kong for decades and have successfully built a robust reputation. Cathay Pacific Airways, a prominent global airline, has consistently ranked among the best airlines in various surveys (Arjomandi & Seufert, 2014). The company is known for its excellent customer service, which has contributed to its strong brand reputation.

In contrast, relatively new LCCs like Hong Kong Express and Jetstar Hong Kong have had to work hard to establish their reputations. Hong Kong Express, founded in 2013, has gained recognition for its low-cost fares and reliability. The airline has consistently been praised for its punctuality and has received several awards for its service quality (Leong et al., 2015). Similarly, Jetstar Hong Kong, which commenced operations in 2013, has focused on providing affordable fares and maintaining good service quality (Hanaoka, 2018). The airline has been honoured with accolades for its commitment to safety, reliability, and overall service quality.

Kee (2015) asserted that despite the efforts of LCCs to build their reputations, FSCs still have an advantage in terms of brand reputation. It is because they have been operating for longer and have built a stronger reputation over time. FSCs also have larger marketing budgets, which

allows them to promote their brands more effectively. However, LCCs have been able to compete by offering lower fares and emphasizing their reliability and safety records. For example, Hong Kong Express has been able to attract price-sensitive passengers by offering lower fares, while still maintaining a strong reputation for reliability.

Several studies have shown that brand reputation is a significant factor in airline choice, particularly for passengers who prioritize trust and reliability in their travels. Bogicevic et al. (2013) pointed out that passengers who chose airlines based on reputation were more likely to be satisfied with their travel experience. Similarly, Jeng (2016) discovered that passengers prefer airlines with a good reputation for safety and reliability. It suggests passengers are more likely to choose an airline with a positive history in their operations and are recommended by many passengers. It creates a stabilized system for them to understand the services offered and the appropriate reactions towards the airlines. So, LCCs offer competition to the FSCs because they have realized their strength and embrace service quality even with the low prices.

***H6:** Brand reputation is a significant factor influencing passengers' airline choices.*

***H7:** The impact of brand reputation on airline choice varies between FSCs and LCCs.*

2.5.5. Safety

Safety is also a critical factor prioritized by passengers before choosing their flights. It is particularly important where the aviation industry is highly regulated and where there is a strong focus on safety. In recent years, there have been several studies that have examined the importance of safety as a factor that influences airline choice among passengers in Hong Kong. Lee et al. (2018) explored the factors that influence airline choice among Hong Kong passengers. The study found that safety was one of the most vital factors that passengers considered when selecting airlines. This is consistent with other studies that have been conducted in different parts of the world, which have also found that safety is a critical factor (Chen, & Chao 2015; Milioti et al., 2015).

Additionally, Jiang & Zhang (2016) examined the effect of airline safety on customer loyalty and satisfaction in Hong Kong. The study revealed that airline safety has a subsequent positive impact on passengers' satisfaction and loyalty. It suggests that passengers in Hong Kong are likely to board airlines with good safety records and are also more likely to remain loyal to an airline that they perceive as being safe.

In addition to these studies, there have also been several incidents in Hong Kong in recent years that have highlighted the importance of safety in the aviation industry. For example, in 2013, there was a crash of a Boeing 777 at Hong Kong International Airport, which caused the death of three passengers and injuries to many others (Yan, & Kim, 2015). The incident led to more focus on safety in the aviation industry in Hong Kong and increased public awareness of the importance of choosing airlines with good safety records. It implies that safety in the aviation industry should come first when the airlines are improving their brand reputation and overall performance (Barnett, 2020). It makes it suitable for the development of appropriate measures that entails the provision of necessary guidelines and stable income.

H8: Safety is a significant factor influencing Hong Kong passengers' airline choices.

	Hypothesis
H1	Price is a significant factor in choosing LCC over FSC
H2	Flight schedule convenience is a significant factor influencing airline choice
H3	Airport location convenience is a significant factor influencing airline choice
H4	In-flight service quality is a significant factor influencing passengers' airline choices
H5	Customer service quality at airports is a significant factor influencing passengers' airline choices
H6	Brand reputation is a significant factor influencing passengers' airline choices
H7	The impact of brand reputation on airline choice varies between FSCs and LCCs
H8	Safety is a significant factor influencing Hong Kong passengers' airline choices

Table 2: Hypothesis

2.6. Customer Profiles and Customer Segments

Market segmentation is a critical facet of marketing in air transportation. It is based on the division of the market into different groups as per their common needs, identities, preferences, and characteristics (Granados et al., 2012). Market segmentation enables airlines to provide their strategies of marketing to meet the needs and preferences of each group, thereby increasing customer satisfaction and loyalty.

Consumer segments in the airline industry are based on various criteria, including demographic, psychographic, and behavioural factors. One of the most common segmentation criteria is the purpose of travel (Ritchie et al., 2017; Chen et al., 2016; Gunter & Furnham, 2014). It is noted that business travellers are a lucrative group for airlines because they are flexible in their routes and willing to pay for premium services such as business class, airport lounge access, and flexible ticket options. Leisure travellers, on the other hand, are more price-sensitive and may be more interested in affordable fares, vacation packages, and convenient flight schedules (Ritchie et al., 2017). VFR travellers are often motivated by family and cultural ties and may have less flexibility in terms of travel dates and times.

2.6.1. Age

Additionally, demographic information is also important segmentation that airlines consider. For instance, Delaplace & Dobruszkes (2015) found that younger consumers are more likely to choose LCCs due to their lower fares and social media presence, while older consumers may prefer FSCs due to their reputation for safety and reliability. Similarly, Teichert et al. (2008) found that younger consumers and price-sensitive segments were more likely to choose LCCs, while older and higher-income segments were more likely to choose FSCs. Additionally, Khan & Fasih (2014) explored the effect of service quality on consumer loyalty and satisfaction in different market segments. It discovered that service quality was a vital factor in shaping the loyalty of customers in the luxury travel segment. As well, satisfaction and quality of services were important predictors of loyalty among eco-tourism travellers. With this, it is imperative to know the relationship between the segmentation.

2.6.2. Gender

Based on gender, Al Haddad et al. (2020) indicated that women are more likely to prioritize safety and comfort in their travel choices, while men may be more interested in convenience and technology. Income and education level can also play a role in airline choice, with higher-income and more educated consumers often preferring premium services and amenities (Jiang, & Zhang, 2016).

2.6.3. Types of Travelers

Smith III (2019) identified segments such as luxury travellers, eco-travellers, and adventure travellers based on their values and preferences. Luxury travellers may be more interested in premium services and amenities, while eco-travellers may prioritize sustainability and responsible tourism. Adventure travellers may be more interested in unique experiences and destinations. Furthermore, Thanasupsin et al. (2010) explored consumer preferences for FSCs and LCCs based on market segmentation. The study found that business travellers were

willing to pay more for FSCs due to their reputation. However, leisure travellers were more likely to choose LCCs due to their lower fares and convenience.

2.6.4. Regulatory Framework

Based on the specific impact on FSCs and LCCs, the regulatory framework has had different effects on these two types of airlines. FSCs, which generally have higher operating costs due to the range of amenities and services they offer, may be more affected by the regulatory framework (de Paris et al., 2016). For example, the ATLA system may make it more difficult for new FSCs to enter the market and compete with established airlines. In addition, regulations related to safety and security may require FSCs to invest more in these areas, which can increase their operating costs.

LCCs, on the other hand, may have less affected by the regulatory framework. Because LCCs generally offer fewer amenities and services, they may have lower operating costs and may be better able to compete in a regulated market (de Paris et al., 2016). However, LCCs may face challenges in terms of obtaining licenses from the ATLA, as the regulatory body may be more cautious about granting licenses to new airlines that have not yet established a reputation for safety and reliability. These are just additional content and there is no need to build a hypothesis based on the regulatory framework.

Chapter 3: Methodology

This section offers the methodology used to explore the factors that influence passengers' choice of LCCs and FSCs in Hong Kong. It entails the procedures used to collect data that later provide the findings. So, it allows the researcher to identify the right population for the students and plan the data collection instruments to use.

3.1. Research Design

The research study employed a quantitative research approach that relied on a survey as the primary method of data collection. Quantitative research involves collecting and analyzing numerical data, which is useful in obtaining information about housing management (Bloomfield, & Fisher, 2019). This type of research design is commonly used for hypothesis testing and answering research questions, as well as identifying patterns and making predictions based on a large sample size from the population. Using a survey for collecting data allows for a diversified strategy that is easy for research participants to respond to, ensuring a quick response time and more data collection from the field, regardless of the study topic.

The study aimed to explore the factors that impact passengers' choice between FSCs and LCCs in Hong Kong. The survey technique was chosen as an appropriate quantitative method for collecting data from a sample of individuals through standardized questions (Watson, 2015). Surveys are an efficient method for gathering information on a large scale and can be distributed electronically or in person. The technique can be administered quickly regardless of the population and sample size and allows participants the freedom to respond. Quantitative research design provides a scalable approach that is ideal for collecting information from a large population and makes the research process appear straightforward and enjoyable (Sukamolson, 2007).

3.2. Target Participants

The target participants chosen for this study are Hong Kong residents who have travelled by air in the past five years. The reason for choosing this group is that they are likely to have recent and relevant experiences with different airlines, including FSCs and LCCs. They can provide insights into their preferences and experiences with both types of airlines, which can inform the research questions of this study. Furthermore, Hong Kong residents have a unique perspective on airline travel due to the city's status as a hub for both regional and international flights. This viewpoint is important to consider as it may influence their preferences for FSCs or LCCs based on factors.

Additionally, selecting Hong Kong residents as participants in this study ensures that the results obtained are culturally relevant and specific to the local context. This is important as consumer behaviour can vary depending on different factors. As such, the study results can be used to inform marketing strategies tailored to the Hong Kong market, which can help FSCs and LCCs improve their competitiveness and appeal to local consumers.

3.3. Sampling Technique

This study utilized convenience sampling for the selection of the sample size. The participants are recruited using social media platforms and online forums and through the personal networks of the researcher. The sampling method is non-probability as it involves the selection of participants based on their readiness and preparedness to participate in the study (Sedgwick, 2013). In this study, convenience sampling was suitable due to its practicality and cost-effectiveness. Convenience sampling is particularly useful when the population is difficult to access, and it can be difficult and costly to obtain a representative sample. In the case of this study, it would have been difficult to access a representative sample of Hong Kong residents

who have travelled by air in the past five years due to the diverse demographics of the population and the time and resources required to access the population.

Moreover, the use of social media platforms, online forums, and personal networks of the researcher as a means of informing people about the survey was convenient and effective in reaching out to potential participants (Stratton, 2021). The recruitment process was straightforward and allowed for the collection of a sufficient number of responses within a reasonable amount of time. The sample size for this study was targeted to be 300 participants. It is determined using the sample size calculator, which focuses on the confidence level of 95%, margin of error of 5% (E), and the population size of people using different airlines in Hong Kong of more than 4.1 million passengers (Hong Kong Immigration Department, 2022). The formula for finding the sample size is $(Z\text{-value}^2 * p * q) / E^2$, where $q = 1 - p$. So, the result is $(1.96^2 * 0.5 * 0.5) / (0.05^2) = 384$. It implies that the approximated sample size lies within 384. While this may not represent the entire population of Hong Kong residents who have travelled by air in the past year, it is considered a reasonable sample size for a quantitative study. The sample size is sufficient for statistical analysis, and it is within the acceptable range for studies using a convenience sampling technique as the expected response rate should be high.

However, convenience sampling also has its limitations. As Hong Kong residents who have travelled by air are not randomly selected, the sample may not be illustrative of the target population and may be biased towards certain demographics or characteristics (Stratton, 2021). In addition, using online platforms for marketing the survey may prevent the participation of certain groups, such as those who do not have access to the Internet or are not active on social media. Despite these limitations, convenience sampling was employed as it was deemed the most suitable method for the research question and objectives.

3.4. Data Collection

The primary method for data collection chosen for this study is an online survey. The survey is designed in Google Forms, which is a user-friendly platform that allows easy data collection and analysis. The platform also provides features that allow for customization of the survey, such as skip logic and branching, which can help reduce survey fatigue and increase response rate (Vehovar, & Manfreda, 2017). The link to the survey will be shared with participants through social media and online forums. The survey is anonymous and takes around 15 minutes to complete. Closed-ended questions and both 6-Point and 10-Point Likert Scale are used in the survey. The survey includes a section for demographic information, which gather data on age, gender, level of education, and income. This information is crucial as it helps identify any patterns or trends in preferences and factors that contribute to airline choice (Vehovar, & Manfreda, 2017). It also has a section for airline preferences and the factors that contribute to these preferences.

The survey is suitable for this study based on several reasons. Firstly, it allows for easy distribution and recruitment of participants. As social media platforms and online forums are widely used by individuals, it provides an opportunity to reach a large and diverse pool of participants (McLafferty, 2016). Additionally, using an online survey reduces the risk of participants' bias as the questions are standardized and administered in the same way to all of them.

Moreover, closed-ended questions were chosen for the survey as they are easier to answer and analyze and collect the required data for this study. Closed-ended questions are structured so that participants have a limited number of answer choices, making it easier for the researchers to analyze the data (Nayak, & Narayan, 2019). The questionnaire is shown in Appendix I.

3.5. Data Analysis

Descriptive statistics were utilized for the analysis, which entails the computation of means and frequencies. This allows the research team to summarize and describe the data set in a meaningful way, providing a clear and concise understanding of the collected data (Mishra et al., 2019). Also, it incorporates the use of chi-square and t-tests. The chi-square test is appropriate when determining the significance level of the relationship between two variables. This study is employed for the determination of the significant association between airline preference and demographic factors (Christensen et al., 2011). T-tests, on the other hand, determine the significant association between two groups, such as passengers who prefer FSC and those who prefer LCC. It is utilized to examine the different significance of the means between the two groups. ANOVA will be used for hypothesis testing, particularly used to compare means between the groups and conditions. ANOVA is used to evaluate whether there are significant differences between two means through the analysis of variation within the groups. The ANOVA test is used to determine if there is appropriate evidence to reject the null hypothesis favouring the null hypothesis.

Additionally, multiple regression analysis was utilized to identify the significant predictors of airline preference, as well as examine the impact of customer service intentions on passengers' choice for either FSCs or LCCs. It is a statistical method that enables the research team to examine the connection between one dependent variable and two or more independent variables (Ngo, & La Puente, 2012). In this study, the dependent variable is airline preference, while the independent variables are demographic factors, as well as the factors that contribute to airline preference, such as safety, reliability, cost, customer service, and brand reputation. Through multiple regression analysis, the researcher can identify the factors that significantly influence airline preference and determine their relative importance in contributing to airline preference (Uyanık, & Güler, 2013). Additionally, the researcher will be

able to determine whether customer service intentions have a significant impact on passengers' choices for either FSCs or LCCs. Reliability and validity tests in this study are achieved by conducting a pilot test, in which a questionnaire is tested by using 5 participants from the population. It helps to change the questions that might help gather the right data.

ANOVA tests are run to assess the significance of that exists between the relationships between the independent variables. The dependent variables of interest, in this case, were price and brand reputation. On the other, the dependent variables of interest were airline choice as well as brand equity. Borrowing from previous studies, the use of ANOVA saw the current research paper determining the possibility of statistically significant differences in the means of the airline choice and brand equity, across different levels of the already defined independent variables.

The first ANOVA test was interested in price and airline choice. The underlined purpose of this ANOVA test is to examine the possibility of a significant difference as well as variation in the perceived influence that price has on airline choice between LCCs and FSCs. The move to compare the two means of airline choice across different price levels will see the current research paper telling whether the price plays a significant role when it comes to choosing LCCs over FSCs.

3.6. Ethical Considerations

To ensure ethical principles are adhered to, this study obtained ethical clearance from the ethical committee of the University before data collection. The study also followed informed consent, privacy, and confidentiality (Gelinas et al., 2017). The participants were asked to accept to take part in the survey by clicking the “Agree” button on the survey form to achieve informed consent. It helps to automatically know the respondents. Informed consent involves informing the participants of their rights and the possible risks and benefits they may face

during the study. The informed consent process was conducted to ensure the participants understand what their participation entails (Patten, 2017). Participants were notified about the purpose and objectives of the study and were notified that they could withdraw at any time. To ensure anonymity and confidentiality, the responses collected were encrypted which hides even their personal information like email and phone numbers using encryption tools. Additionally, the participants were informed that participation is voluntary, and they are free to withdraw from the study at any time. Additionally, they are informed that the data collected will be kept confidential and used only for the study.

Privacy refers to participants' right to control access to their personal information. To ensure privacy, no personal identification information such as names and email addresses was collected in this study (Patten, 2017). The questionnaire did not ask for any information that could identify the participants, and the data collected was kept confidential.

Confidentiality refers to the protection of participants' information from unauthorized access or disclosure. In this study, confidentiality was ensured by storing the data in a password-protected computer and limiting access to the data to the researcher only. The data collected was used only for the study and was not shared with anyone other than the researcher (Govil, 2013). Additionally, the study ensured that respondents were not harmed or distressed in any way. The survey did not contain any questions that could potentially harm or offend participants, and the study was conducted respectfully based on the cultural norms and values of the participants. Furthermore, the study ensured that the data collected was not used to stigmatize or discriminate against any group of people (Rani, & Sharma, 2012). The responses were used only for the study and were not used to stigmatize or discriminate against any group of people.

3.7. Summary

In this chapter, the methodology employed to explore the factors influencing passengers' decisions to choose between Full-Service and Low-Cost airlines in Hong Kong has been presented. A quantitative research approach has been adopted, and a survey was utilized to collect data. The chapter has provided an overview of the research strategy, population and sampling, data collection technique, data analysis techniques, as well as ethical considerations. The subsequent chapter will present the study's findings. The priority of this study is to ensure that the researchers adhere to the correct procedures during data collection. The research question guides the study's direction.

Chapter 4: Results and Findings

This section provides the results from the analysis of data collected from the survey. It helps understand the data and approve the representation of the findings. It helps to create insights into the consideration of passengers when choosing FSCs and LCCs airlines. The notion is to improve the understanding of data analysis and summarize the results. They are given below.

4.1. Demographic Data

4.1.1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	122	40.7	40.7	40.7
	Male	178	59.3	59.3	100.0
	Total	300	100.0	100.0	

Table 3: Gender of Participants

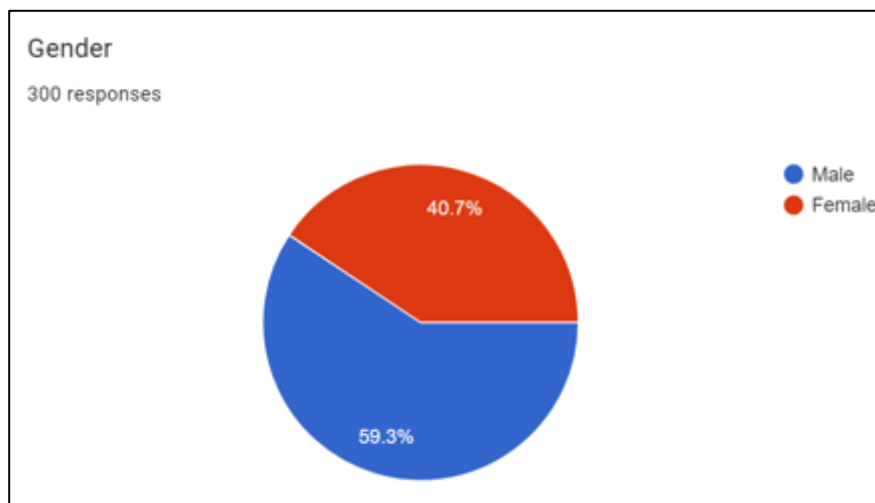


Figure 2: Gender

Table 3 and Figure 2 above show the gender distribution among the participants. It is shown that most of the participants (59.3%) are males while the remaining 40.7% are females. It suggests that most of the people who volunteered to participate in the survey were males from the Hong Kong population. Also, it might mean that many men have been travelling by air in the last three years compared to women.

4.1.2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	13	4.3	4.3	4.3
	21-30	77	25.7	25.7	30.0
	31-40	107	35.7	35.7	65.7
	41-50	62	20.7	20.7	86.3
	51-60	31	10.3	10.3	96.7
	61 or above	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

Table 4: Age of Participants

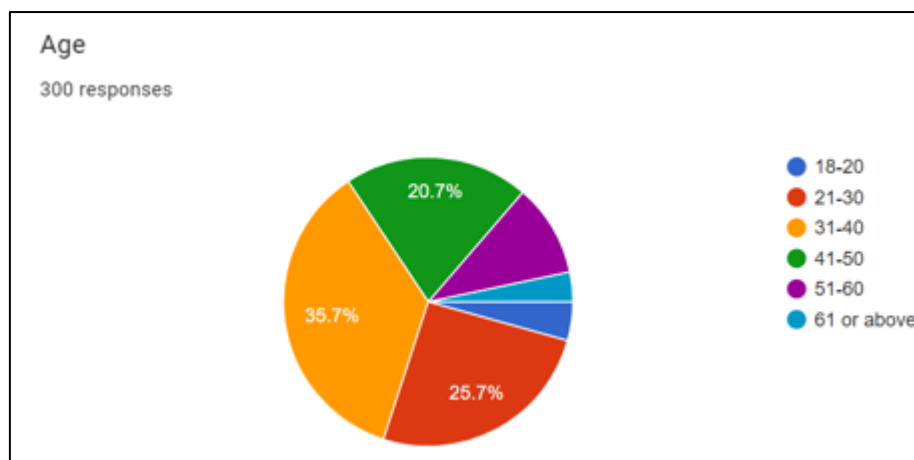


Figure 3: Age

Table 4 and Figure 3 above show the age distribution among the participants. It is depicted that most of the participants (35.7%) are aged between 31-40 years, followed by those aged between 21-30 years (25.7%), 41-50 years (20.7%), 51-60 years (10.3%), 18-20 years (4.3%), and 61 or above (3.3%). It implies that many who participated in the survey are aged between 21 and 40 years and are also indicated to travel by air frequently in Hong Kong. It makes it suitable to understand the different age groups with their preferred airline.

4.1.3. Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	148	49.3	49.3	49.3
	Certificate / Diploma / Associate's Degree / or equivalent level	76	25.3	25.3	74.7
	Postgraduate or above	37	12.3	12.3	87.0
	Primary School	4	1.3	1.3	88.3
	Secondary School	35	11.7	11.7	100.0
	Total	300	100.0	100.0	

Table 5: Education Level Attained by Participants

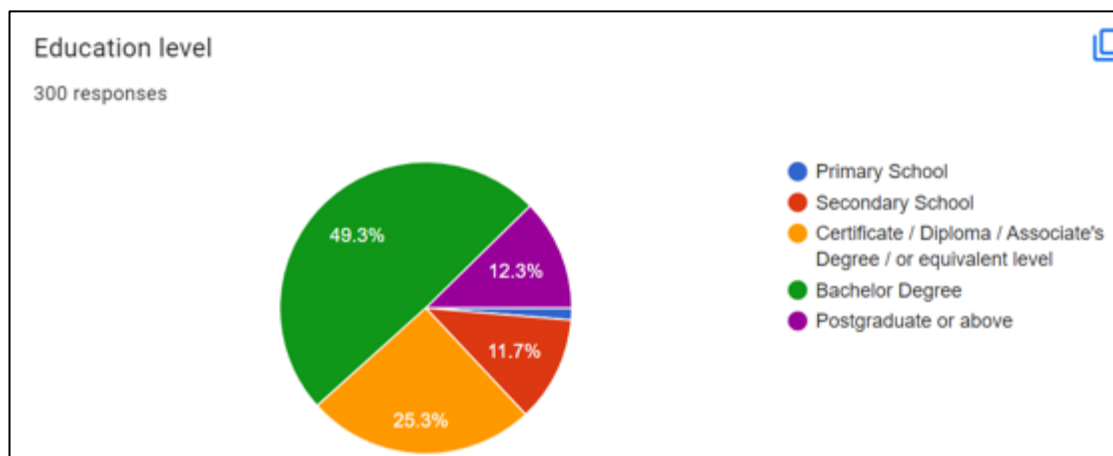


Figure 4: Education Level

Table 5 and Figure 4 show the distribution of education level attained by the respondents. It depicts that the majority of the respondents (49.3%) attained Bachelor's Degree, followed by those who attained Diploma or Associate's Degree (25.3%), postgraduate or above (12.3%), secondary school (11.7%), and primary school (1.3%). It suggests that many Hong Kong residents attained higher education levels mostly from Diploma to Bachelor's Degree course. So, they can provide adequate information related to the feature of FSCs and LCCs.

4.1.4. Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	176	58.7	58.7	58.7
	Retired	10	3.3	3.3	62.0
	Self-employed	79	26.3	26.3	88.3
	Student	9	3.0	3.0	91.3
	Unemployed	26	8.7	8.7	100.0
	Total	300	100.0	100.0	

Table 6: Employment Status of Participants

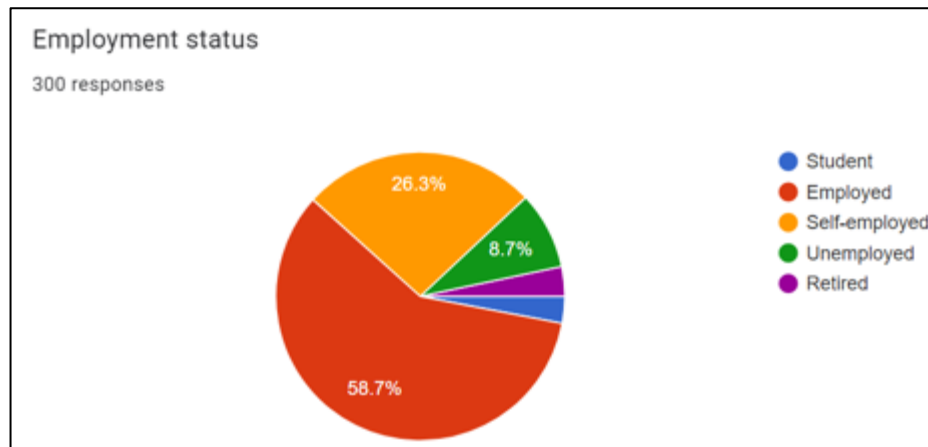


Figure 5: Employment Status

Table 6 and Figure 5 show the distribution of employment status among the respondents. It is depicted that most of the respondents (58.7%) are employed, followed by those who are self-employed (26.3%), unemployed (8.7%), retired (3.3%), and student (3%). It suggests that many people in Hong Kong are employed, and a significant portion are self-employed. Thus, they can fly with airlines any time when travelling for their personal or business trips.

4.1.5. Yearly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$200,000 and below	36	12.0	12.0	14.3
	\$200,001 - \$400,000	74	24.7	24.7	39.0
	\$400,001 - \$600,000	105	35.0	35.0	74.0
	\$600,001 - \$800,000	51	17.0	17.0	91.0
	\$800,001 - \$1,000,000	27	9.0	9.0	100.0
	\$1,000,001 and above	7	2.3	2.3	2.3
	Total	300	100.0	100.0	

Table 7: Year Income of Participants

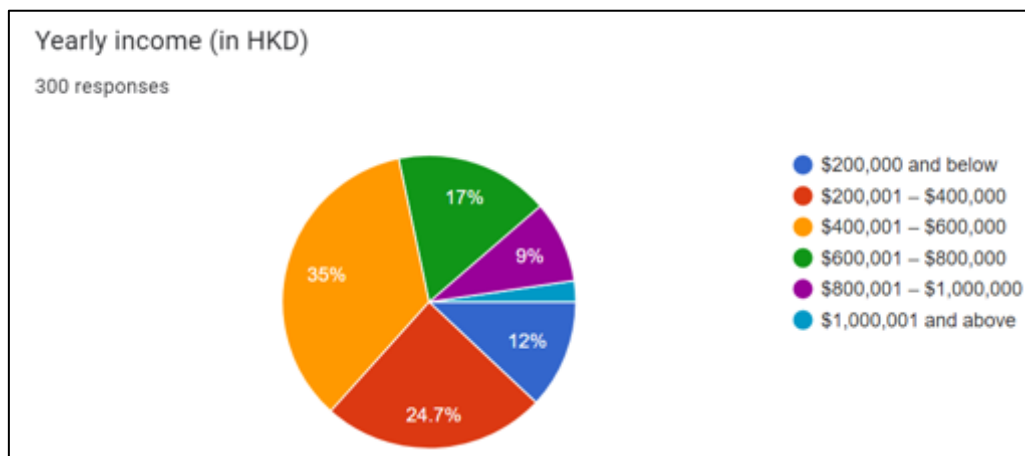


Figure 6: Yearly Income

Table 7 and Figure 6 above show the distribution of yearly income among the respondents. It shows that most of the respondents (35%) earn between \$400,001 to \$600,000, followed by those who earn between \$200,001 to \$400,000 (24.7%), \$600,000 to \$800,000 (17%), \$200,000 and below (12%), \$800,001 to \$1,000,000 (9%), and \$1,000,000 and above (2.3%). It suggests that many people who travel by air in Hong Kong earn between \$200,001 to \$600,000, which is a significant amount that makes them afford different types of airlines. However, few people earn higher incomes like \$1,000,000, implying incomplete distribution.

4.1.6. Family Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	81	27.0	27.0	27.0
	2-3	148	49.3	49.3	76.3
	4-5	59	19.7	19.7	96.0
	6 and above	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

Table 8: Family Size of Participants



Figure 7: Family Size

Table 8 and Figure 7 above show the distribution of family size among the respondents. It is shown that most of the respondents (49.3%) are between 2-3 people in their family, followed by those who are 1 individual (27%), 4-5 people (19.7%), and 6 and above (4%). It implies that many households in Hong Kong have between 1 to 3 people. This makes the family size be viewed as strong and capable of living comfortably without constraints or pressures like providing basic needs as it is manageable.

4.1.7. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	38	12.7	12.7	12.7
	Married	141	47.0	47.0	59.7
	Single	103	34.3	34.3	94.0
	Widowed	18	6.0	6.0	100.0
	Total	300	100.0	100.0	

Table 9: Marital Status of Participants

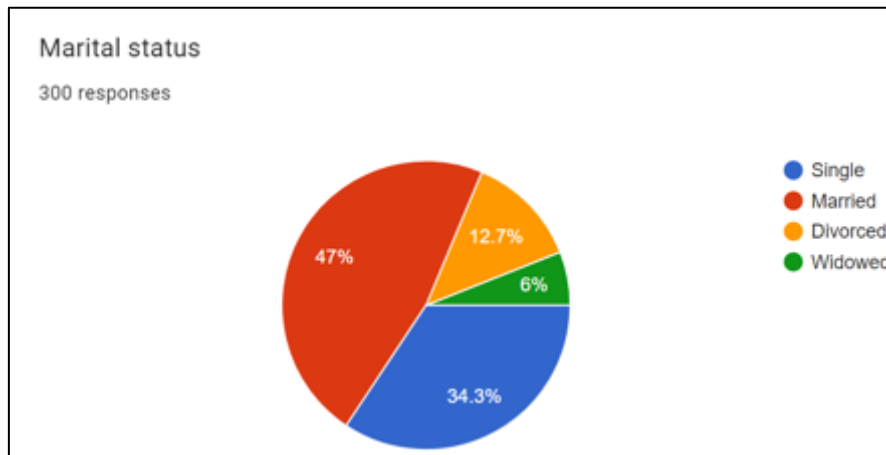


Figure 8: Marital Status

Table 9 and Figure 8 show the respondents' marital status distribution. It is depicted that most of the respondents (47%) are married, followed by those who are single (34.3%), divorced (12.7%), and widowed (6%). It suggests that many participants are married with a significant portion are also single. They can provide the appropriate diverse information to collect data on the airlines they use. Thus, it creates an understanding of the different measures they consider when choosing their airlines.

4.1.8. Business Trip by Air

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	68	22.7	22.7	22.7
	Yes	232	77.3	77.3	100.0
	Total	300	100.0	100.0	

Table 10: Business Trips by Air



Figure 9: Business Trips by Air

Table 10 and Figure 9 show the number of people travelling by air for their business trips. It is shown that most of the respondents (77.3%) travel by air for their business trips before, while only 22.7% have not. It implies that many people travel with airlines during their business trips. It can help understand the usage of air transportation in Hong Kong.

4.1.9. Business Trip Travel by FCS

	N	Minimum	Maximum	Mean	Std. Deviation
For business trips, you travel on FSC.	300	2	10	7.17	1.546
Valid N (listwise)	300				

Table 11: Business Trips Using FSCs

Table 11 above shows the number of participants using FSCs for their business trip travel. It is depicted that many participants are using FSCs (M=7.17, SD=1.546). It suggests that FSCs are used by many people for business trips due to some specific reason. It is, however, noted that the standard deviation is small, which means little variation exists between the business trips.

4.1.10. Personal Trips by Air

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	54	18.0	18.0	18.0
	Yes	246	82.0	82.0	100.0
	Total	300	100.0	100.0	

Table 12: Personal Trips by Air

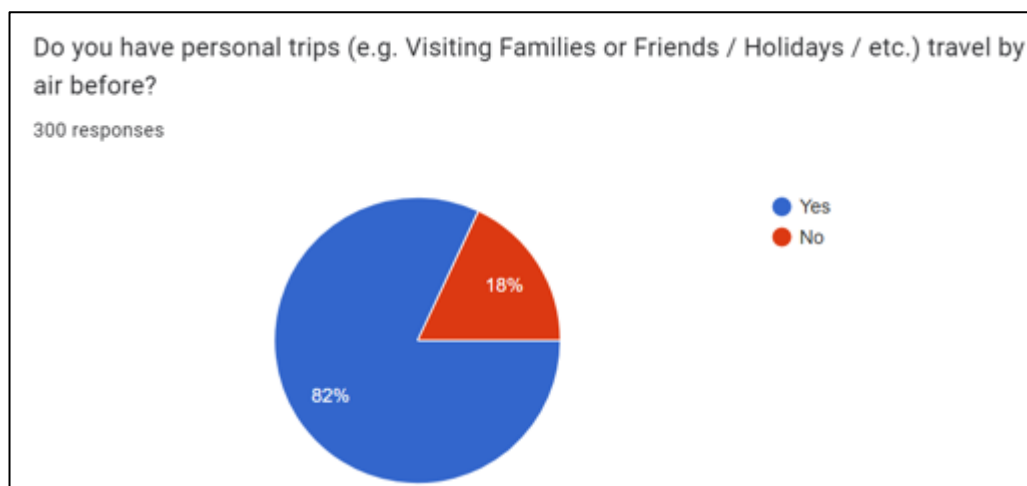


Figure 10: Personal Trips by Air

Table 12 and Figure 10 show the number of people in Hong Kong using air travel for personal trips. It is depicted that most of the respondents (82%) have their personal trips travel

by air before while 18% of them have not. It implies that most Hong Kong residents prefer using air transport for their personal trips, making it useful to gather information from them.

4.1.11. Personal Trips Travel by LCC

	N	Minimum	Maximum	Mean	Std. Deviation
For personal trips, you travel on LCC	300	2	10	7.17	1.546
Valid N (listwise)	300				

Table 13: Personal Trips Using LCCs

Table 13 depicts the results for personal trips for participants using LCCs. The mean of using the LCCs is 7.17 while the standard deviation is 1.546. It implies that the majority of the participants have taken personal trips using the LCCs. It shows that there is a significant preference for LCCs among many people involved in personal travel. However, there is a low standard deviation which means a small range of variation in the personal trips, showing a consistent preference for LCCs among the participants.

4.2. Factors Influencing the Choice of FSCs

	N	Highest Rank	Lowest Rank	Mean Rank	Rank
Price	300	3	10	7.72	2
Quality	300	3	10	7.87	1
Convenience	300	2	10	7.72	2
Brand Reputation	300	1	10	7.65	4
Brand Loyalty	300	1	10	7.46	5
Brand Awareness	300	1	10	7.40	6
Advertising	300	1	10	7.27	8
Sales Promotion	300	1	10	7.28	7
After-sales Service	300	1	10	7.23	9
Distribution	300	1	10	7.07	10
Valid N (listwise)	300				

Table 14: Ranking of Factors Influencing the Choice of FSCs

Table 14 offers insights into the factors that influence the choice of FSCs among participants. The mean scores rank these factors from the most important to the least important. The most important factor is "Quality" (M=7.87, Rank=1), which indicates that is a crucial

consideration among the passengers when selecting FSCs. In terms of quality, the passengers can consider the in-flight services and overall service excellence from cabin crews.

The second most important factor is both "Price" and "Convenience" (Rank= 2), which means that many passengers value specific aspects like convenient flight schedules, easy booking processes, and effective boarding procedures. It makes it appropriate to understand the convenience of FSCs. As well as many passengers value the ticket prices of the FSCs before deciding to choose them. It is followed by "Reputation" (Rank= 4), which is drawn from the positive brand image and track record of service delivery that makes the passengers trust the airline. The fourth most important factor is "Brand Loyalty" (Rank= 5), which indicates that passengers usually consider their past positive experiences with a particular FSC when choosing their airline. Strong brand loyalty is important for FSCs to retain passengers and enhance repeat bookings.

"Brand Awareness" and "Sale Promotion" (Rank 6 & 7), which implies passengers value familiarity with FSCs and their exposure to the branding efforts like promotions and campaigns. The notion is to promote an understanding between the airlines. Also implying passengers are responsive to promotional activities like special offers and discounts that usually attract them and encourage them to choose the airline. It makes it appropriate to understand the changing need of the passengers.

"Advertising" is going to less important factor (Rank=8), which indicates that promotional efforts by the airline can influence the decision-making of passengers but are not the main factor for choosing an airline. Also, "After-sales Service" is less important (Rank=9), which indicates that passengers value the support and assistance offered by FSCs after purchasing the ticket. They usually consider helpful customer service and efficient handling of their complaints, contributing to a positive passenger experience.

The least important factor is "Distribution" (Rank=10), which suggests that it is relatively less important compared to other factors. They include the presence of online platforms and travel agencies. The factors aligned with their strategies can help airlines promote their market position and meet passengers' expectations.

4.3. Factors Influencing the Choice of LCCs

	N	Highest Rank	Lowest Rank	Mean Rank	Rank
Price	300	3	10	8.03	1
Quality	300	3	10	8.02	2
Convenience	300	2	10	7.89	3
Brand Reputation	300	1	10	7.72	4
Brand Loyalty	300	1	10	7.62	5
Brand Awareness	300	1	10	7.49	6
Advertising	300	2	10	7.46	7
Sales Promotion	300	1	10	7.32	8
After-sales Service	300	1	10	7.29	9
Distribution	300	1	10	7.28	10
Valid N (listwise)	300				

Table 15: Ranking of Factors Influencing the Choice of LCCs

Table 15 shows the results of the ranking of factors that influence the choice of LCCs among participants. These factors are ranked from the most important to the least important. The most important factor is "Price" (M=8.03, Rank=1), indicating that passengers value affordable ticket prices when choosing LCCs for their trips. Primarily, LCCs are recognized for their competitive pricing strategies and the findings provide the importance of cost-effectiveness in decision-making.

The second most important factor is "Quality" (Rank=2), which implies that passengers still value the overall quality of services offered by LCCs, despite their primary focus on lower prices. LCCs can provide a balance between affordability and quality and are more likely to attract more passengers. The notion is to improve the quality of the airline.

The third factor is "Convenience" (Rank=3), which implies that passengers consider aspects like convenient flight schedules and appropriate boarding procedures. So, it means that LCCs offering hassle-free and time-saving experiences are boarded by many passengers.

The fourth factor is "Brand Reputation" (Rank=4), which implies that passengers consider the positive brand image and track record of service delivery when selecting the type of LCC. It means that trustworthiness and reliability are important in the decision-making of the right airline to onboard. The fifth important factor is "Brand Loyalty" (Rank=5), which implies that passengers consider their past positive experiences with a specific LCC when selecting an airline. So, it is important to build and maintain strong brand loyalty so that LCCs can retain customers and encourage repeat bookings.

Now, there are also less important factors raised by the participants. Based on the results, "Brand Awareness" is the sixth factor (Rank=6), which suggests that promotion and campaigns should be encouraged among LCCs to raise awareness and create connections with potential passengers. The seventh aspect is "Advertising" (M=7.46, Rank=7), suggesting that effective advertising campaigns and highlighting the unique provisions and benefits can attract passengers to choose a particular LCC.

The least important factor is "Distribution" (M=7.28, Rank=10), which highlights the need for online platforms and travel agencies. It shows that distribution channels are appropriate as they have a lower impact than other factors required in the decision-making process. It makes it relevant to include the necessary options available for the improvement of LCC. The second least important factor is "After-service Sales" (M=7.29, Rank=9), which signifies that passengers usually value helpful customer service and efficiency in handling complaints, which leads to an overall positive experience. It leads to increased development of LCCs. The third least important factor is "Sales Promotion" (M=7.32, Rank=8), which means LCCs should provide special offers and discounts so that passengers can choose them. However, these three

least important factors are not relevant in the decision-making process as they might not convince some passengers of the effectiveness and efficiency of the airline.

4.4. Satisfaction Level with Factors in FSC

	N	Minimum	Maximum	Mean	Std. Deviation
Pricing	300	1	6	4.40	.713
Quality	300	2	6	4.48	.773
Convenience	300	2	6	4.30	.923
Brand Reputation	300	2	6	4.48	.832
Brand Loyalty	300	2	6	4.31	.919
Brand Awareness	300	1	6	4.35	1.019
Design of the Aircraft	300	2	6	4.40	.870
Advertising	300	2	6	4.42	.949
Sales Promotion	300	1	6	4.45	.929
Inflight Service	300	1	6	4.38	.951
Valid N (listwise)	300				

The results of the satisfaction level above are based on the 6-Likert scale, where 1 is strongly unsatisfied and 6 is strongly satisfied.

Table 16: Satisfaction Level with Factors in FSC

Table 16 shows the results of the satisfaction level of every factor discussed to be important during the decision-making process of choosing an FSC. It is shown that "Quality" (M=4.48, SD=0.773) and "Brand Reputation" (M=4.48, SD=0.832) show stronger satisfaction levels compared to other factors. It implies that passengers are satisfied with the quality and brand reputation of FSCs. The next factor with a high satisfaction level is "Sales Promotion" (M=4.45, SD=0.929), which implies that FSCs provide special offers and discounts to their customers that make them remain attracted to the airline. Also, participants are satisfied with the "Advertising" of FSC (M=4.42, SD=0.949). It implies that advertising campaigns and promotions attract more passengers to choose them. Furthermore, participants are satisfied with "Pricing" (M=4.40, SD=0.713) and the "Design of the Aircraft" (M=4.40, SD=0.870). It means that passengers perceive a high satisfaction level with the prices and design of FSCs. It creates a standardized platform for passengers to enjoy themselves before and during their flights.

However, there are some factors ranked lower but still show high satisfaction levels from the participants. They include "Inflight Service" (M=4.38, SD=0.951), "Brand Awareness" (M=4.35, SD=1.019), and "Convenience" (M=4.30, SD=0.923). These factors depict high mean scores but are least considered due to their high variations depicted from their standard deviations. It suggests that passengers are not highly satisfied with them compared to the other factors.

4.5. Satisfaction Level with Factors in LCC

	N	Minimum	Maximum	Mean	Std. Deviation
Overall Flight Experience	300	1	6	4.53	.863
Food and Beverage Quality	300	2	6	4.17	.909
Variety of Destinations	300	1	6	4.28	.912
Ticket Prices	300	1	6	4.14	1.021
Ways of Booking Tickets	300	2	6	4.13	.929
Cabin Cleanliness	300	1	6	4.01	1.017
Customer Service Quality	300	2	6	4.01	1.015
Baggage Allowance Policy	300	1	6	4.02	1.044
Punctuality	300	2	6	4.05	.967
Seat Comfort	300	2	6	3.94	.964
Valid N (listwise)	300				

The results of the satisfaction level above are based on the 6-Likert scale, where 1 is strongly unsatisfied and 6 is strongly satisfied.

Table 17: Satisfaction Level with Factors in LCC

Table 17 shows the results of the satisfaction level of factors with LCCs based on the perceptions and experiences of the participants. The participants are highly satisfied with the "Overall Flight Experience" in LCCs (M=4.53, SD=0.863). It suggests that LCCs offer convenient and faster transportation for passengers, so they feel accounted for during the flight. The other factors that participants feel highly satisfied with are the "Variety of Destinations" (M=4.28, SD=0.912), "Food and Beverage Quality" (M=4.17, SD=0.909), "Ticket Prices" (M=4.14, SD=1.021), and "Ways of Booking Tickets" (M=4.13, SD=0.929). It suggests that most of the participants feel that LCCs provide many benefits indicated by their satisfaction level with the destinations offered, quality of food, ticket prices, and efficient booking

procedures. So, they can experience an increased customer base as they can be affordable to many Hong Kong residents.

The factors with less satisfaction level include "Punctuality" (M=4.05, SD=0.967), "Baggage Allowance Policy" (M=4.02, SD=1.044), "Customer Service Quality" (M=4.01, SD=1.015), "Cabin Cleanliness" (M=4.01, SD=1.017), and "Seat Comfortability" (M=3.94, SD=0.964). It implies that they are important when determining the satisfaction level of the airlines, making it appropriate to determine the appropriate requirements. The result shows that LCCs do not have relatively high satisfaction levels among the participants. Thus, it helps to promote the knowledgeability of passengers towards the factors.

4.6. Relationship Between FSC and LCC

		FSC	LCC
FSC	Pearson Correlation	1	-.061
	Sig. (2-tailed)		.295
	N	300	300
LCC	Pearson Correlation	-.061	1
	Sig. (2-tailed)	.295	
	N	300	300

Table 18: Pearson's Correlation Coefficient

Table 18 shows the correlation coefficient between FSC and LCC using Pearson. It is shown relations between the two business models for airlines have a very weak negative correlation ($r=-0.061$). This negative correlation implies that as FSC increase, LCC tends to increase. However, it is depicted that the p-value is 0.295 showing that this relationship is not statistically significant. It is appropriate to prove the development of the necessary categories. In this case, we fail to reject the null hypothesis, which asserts that there is no significant relationship between airlines. It is appropriate to showcase a true relationship between FSC and LCC.

4.7. Significance of Pricing

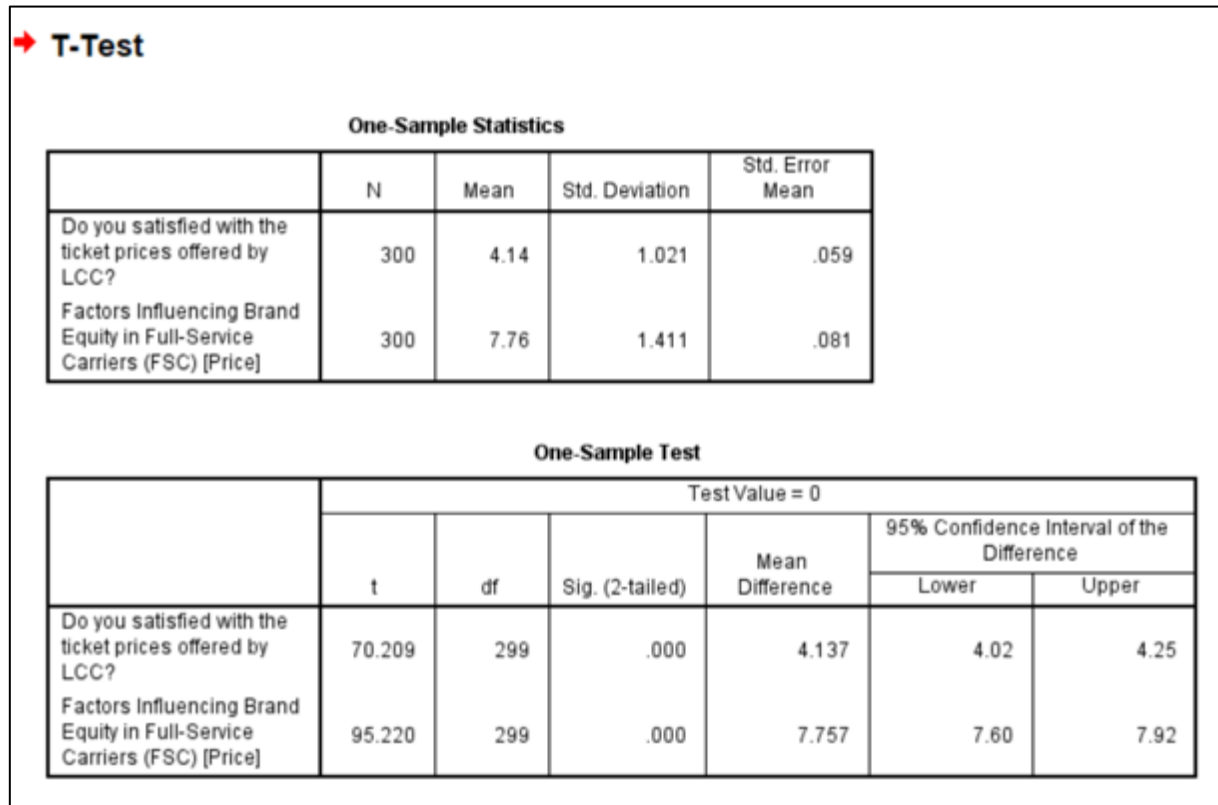


Figure 11: T-test for Pricing Between FSC and LCC

Figure 11 shows the results based on a one-sample test conducted to evaluate the satisfaction level of passengers with the pricing of LCC and FSC. For the LCC, the t-value is found to be 70.209, with 299 degrees of freedom. Besides, it has a p-value of 0.000, which is less than 0.05 confidential significance. Thus, we accept the null hypothesis and conclude that the passengers are satisfied with the pricing of tickets provided by LCC and it is a significant factor in airline choice. Based on the influence of the pricing of FSC, the t-value is 95.220, with 299 degrees of freedom. Also, the p-value is 0.000, which indicates that the observed influence of pricing is statistically significant. It implies that there is a good relationship between ticket prices and the decision to choose FSCs. The notion is to improve the relevance of the pricing among passengers when it comes to the development of necessary airlines in Hong Kong.

4.8. Significance of Brand Reputation

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Factors Influencing Brand Equity in Full-Service Carriers (FSC) [Brand Reputation] & How satisfied are you with the brand reputation of FSC?	300	.145	.012

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Factors Influencing Brand Equity in Full-Service Carriers (FSC) [Brand Reputation] - How satisfied are you with the brand reputation of FSC?	3.173	1.489	.086	3.004	3.343	36.911	299	.000

Figure 12: Brand Reputation

Figure 12 shows the paired samples test examining the differences in the satisfaction level relating to brand reputation in FSC and LCC. The mean difference for the paired sample relating to the brand reputation is 3.173, which indicates that there is a positive difference in satisfaction level based on the brand reputation of both airlines. It also shows a standard deviation of 1.489 reflecting the variability of the differences in the levels of satisfaction among the participants. Moreover, the t-value is 36.911, with 299 degrees of freedom. It suggests that there is a substantial and significant difference in levels of satisfaction relating to the brand reputation of both LCC and FSC. It shows that participants consider the brand reputation of airlines. So, airlines need to focus on building and promoting a positive brand image, highlighting their reputation through effective branding strategies and high-quality services.

4.9. ANOVA Test

ANOVA					
Factors Influencing Brand Equity in Full-Service Carriers (FSC) [Price]					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	162.018	7	23.145	15.601	.000
Within Groups	433.218	292	1.484		
Total	595.237	299			

Table 19: Factors Influencing Brand Equity in Full-Service Carriers (FSC) – Price

Factors Influencing Brand Equity in Full-Service Carriers (FSC) [Price]				
Tukey HSD ^{a,b}				
Factors Influencing Brand Equity in Low-Cost Carriers (LCC) [Price]	N	Subset for alpha = 0.05		
		1	2	3
3.00	2	4.5000		
5.00	10		6.4000	
6.00	13		7.0000	
7.00	58		7.3276	
8.00	101		7.4851	7.4851
4.00	6		7.5000	7.5000
9.00	63		8.0476	8.0476
10.00	47			9.1489
Sig.		1.000	.089	.083
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 8.812.				
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.				

Table 20: Factors Influencing Brand Equity in Full-Service Carriers (FSC) vs in Low-Cost Carriers (LCC) – Price

The output from the ANOVA test (Table 19, 20 and Appendix) shows that there exists a significant difference when it comes to the brand equity scores among different price groups in FSC. Thus, the null hypothesis is rejected, since the generated F-value of 15.601 has emerged to be statistically significant ($p < .05$). This implies that the variations in brand equity across price groups may end up not occurring by chance. Simply put, the factor "Price" comes with a significant influence or impact on brand equity in FSCs.

Chapter 5: Discussions

The results showed that all the independent variables for the decision-making to choose an airline were significantly associated, which implies that the choice of an airline could be based on pricing, quality, convenience, brand reputation, and safety. This was standardized for both FSC and LCC. Further study on both airline business models gave insights into determining the independent variables. The statistical analysis results accepted all the hypotheses developed and showed a significant relationship with the variables being studied.

5.1. Tickets Price

Hypothesis 1 is related to the pricing of airlines and the decision-making of passengers to choose LCC over FSC. The statistical analysis supports the hypothesis, finding that price is a significant factor in choosing LCCs from the ANOVA tests conducted. The hypothesis aligned with the common understanding that price is important in customer decision-making, especially in the airline industry. It is supported by Boey et al. (2012), asserting that price is a significant factor that influences airline choice, particularly for budget-conscious travellers and those who value cost-effective travel options. In this case, the availability of LCCs having lower ticket prices has revolutionized the airline industry and attracted many passengers.

Additionally, Fourie & Lubbe (2006) confirms that price is one of the most crucial determinants of airline choice for leisure travellers since it reveals that price sensitivity is perceived to be high for short-haul flights. However, the introduction of LCCs has led to the provision of lower prices than FSCs. These airlines have adopted a no-frills approach and cost-saving strategies that enable LCCs to provide more affordable fares to passengers. The notion is supported by Shen & Yahya (2021), claiming that LCCs have a competitive pricing strategy that is significant for passengers. Thus, the price is viewed to be lower in LCCs than FSCs.

Furthermore, it has been found that price-sensitive passengers are willing to sacrifice certain amenities and services offered by FSCs in favour of the reduced fares provided by LCCs. Park (2007) argues that passengers who consider price tend to be less concerned about in-flight services. So, they want to reach their destinations quickly with the lower fares. It implies that the popularity of LCCs is due to the accessibility and affordability they offer to travellers. It has attracted many passengers such as leisure tourists and business travellers.

5.2. Convenience of Airlines

The study highlights that flight schedule convenience is a significant factor that influences airline choice. It is aligning with the notion that passengers consider the timing and availability of flights when choosing airlines. Various studies have examined the significance of flight schedule convenience in the airline industry. Dziedzic & Warnock-Smith (2016) found that flight schedule convenience is an important aspect for business travellers because they are always time-sensitive itineraries and require flexibility in their travel arrangements. It implies that business travellers prefer airlines that can provide a wide range of flight options and convenient departure and arrival times to meet their busy schedules. Thus, it is crucial to dispense the right connection between passengers and the airline. Chen & Chao (2015) also conducted a study in the Hong Kong market and found that flight schedule convenience is significant in passengers' decision-making as they are likely to choose airlines offering many flight options like to cater to different travel preferences. It makes it important to improve the flight options offered by LCCs and FSCs.

Additionally, the study finds that airport location convenience is also a significant factor influencing airline choice. It suggests that passengers value the proximity and accessibility of airports when choosing between FSCs and LCCs. Passengers usually choose airlines based on their proximity to airports and destination or origin. Paliska et al. (2016) assert that passengers

tend to select airlines operating from airports closer to their residential areas. It means that they value the convenience that comes with having an airport nearby, reducing travel time and offering easier access to their desired destination. Thus, it is appropriate to conduct the necessary conditions for both FSC and LCC. Furthermore, passengers consider accessibility and transportation options to and from airports when choosing their preferred airlines (Appold, & Kasarda, 2011). So, passengers prefer airports that are connected to numerous transportation modes like buses and trains, which makes it convenient for them to connect to the airport and experience a continued journey.

Njoya & Niemeier (2011) also point out that airport infrastructure and facilities contribute to the convenience of airport location. It is noted that passenger-value airports offer a range of amenities such as parking facilities and comfortable waiting areas. It suggests that passengers seek airports that provide a pleasant and convenient experience throughout their travel time. Besides, having multiple airlines operating from a specific airport can promote airport location convenience. So, a particular airport needs to have a wide range of airlines and flight options where passengers can choose FSCs and LCCs, offering them more choices and flexibility. Wiltshire (2018) investigated the impact of airport competition on passengers and discovered that passengers are likely to select airports offering a wide range of options. In this way, it is appropriate to determine the appropriate recognitions that can help promote the airline's diversity within an airport and alleviate time constraints associated with inadequate airline options.

5.3. Airlines Service Quality

The study highlights that inflight service quality is a significant factor that influences airline choice, which supports hypothesis 4. It implies that passengers usually value airlines offering good inflight services that promote their overall experience. Also, passengers value the quality of amenities offered during the flight when choosing different airlines. So, quality is a significant factor for both FSCs and LCCs. For FSC, in-flight service quality is usually considered an important element that attracts and retains passengers. Brochado et al. (2019) assert that passengers consider airlines providing comfortable seating, friendly cabin crews and delicious meal options. With a positive in-flight experience, the passengers can be satisfied and remain loyal to the airline. Also, Tsafarakis et al. (2018) found that in-flight service quality is important in shaping the overall experiences of passengers. In other words, passengers consider FSCs to be providing high-quality services, which include spacious seating and personalized attention. With these aspects, passengers can develop a positive perception of the value proposition of the airline and differentiate FSCs from LCCs. It makes it look effective to create standardized airline services and amenities for the customers.

For LCCs, the emphasis on the quality of in-flight service may be different from FSCs following their cost-effective business model. LCCs usually provide affordable fares to passengers and lead to a simplified and no-frills in-flight service approach. Pan & Truong (2018) investigated the factors that influence passenger choice behaviour for LCCs and discovered that in-flight service quality was not their primary determinant despite being an important factor. It noted that LCCs' passengers are more focused on ticket prices and flight schedules when choosing airlines. So, they tend to prioritize the affordability of airlines more than other factors.

However, it is important to note that LCCs also highlight the provision of basic in-flight services and overall customer experience is still crucial. These airlines aim to offer a certain level of service quality to meet the expectations of passengers and maintain a competitive edge. Graham (2013) explored the brand positioning of LCCs and discovered that while cost efficiency was an essential aspect, LCCs still invested to promote in-flight service quality to compete within the LCC sector. The notion is to ensure that in-flight service is accommodative and create a stable initiative that can offer a comfortable and enjoyable in-flight experience (Singh et al., 2021). It is appropriate to determine the necessary amenities that can offer strike a balance between the passengers' expectations and cost efficiency. Therefore, it is appropriate to determine the commodities that are effective to account for the development of airlines in Hong Kong that can establish the needful services.

Furthermore, the study finds that customer service quality at airports is a significant factor influencing airline choice for passengers. It is found that both FSCs and LCCs recognize the significance of offering excellent customer service at airports to promote the overall experience and loyalty of passengers. For FSCs, customer service quality at airports is usually an important component of their value proposition. Sezgen et al. (2019) examined the factors that influence the choice of FSCs and discovered that passengers usually value FSCs that offer efficient check-in processes and helpful staff. With positive interaction with airport staff, passengers can perceive the reliability and professionalism of airlines. The notion is to accommodate the appropriate recommendations that can govern the immediate response and completeness of airlines. Also, Law et al. (2022) found that customer service quality at airports is an important factor that influences the loyalty and satisfaction of passengers. Passengers want personalized attention and clear communication from the staff. Meeting the expectations can lead to positive word-of-mouth recommendations and repeat business for FSCs.

Similarly, customer service quality at airports is also significant based on some variations and focusing on the cost-effective business model. As much as LCCs may not provide the same level of personalized service as FSCs, they still recognize the significance of offering efficient and satisfactory customer services at airports. Prentice & Kadan (2019) asserts that customer service quality at airports shapes the overall satisfaction of the passengers. So, passengers appreciate and recommend clear and concise communication and responsive staff. Moreover, LCCs usually invest in technology-driven solutions to promote customer service quality at airports (Protus, & Govender, 2016). For instance, automated bag drop systems and mobile apps are adopted to ensure a smooth airport experience for passengers. It can ensure the attraction and retaining of passengers.

5.4. Airlines Brand Reputation

The study highlights that brand reputation is a significant factor that influences airline choice. This factor is acknowledged in both FSC and LCC segments, as passengers consider it during their decision-making process. In terms of FSCs, Han et al. (2019) explored the role of brand reputation in fostering customer loyalty towards FSCs and found that a positive brand reputation has a positive influence on the perceptions of passengers on service quality and satisfaction. Passengers are likely to select FSCs with well-established and reputable brands as they perceive them to offer superior service and reliable operations. Similarly, Sezgen et al. (2019) investigated the determinant of customer intentions to choose LCCs and found that brand reputation is a significant influence on the decision-making of passengers. They primarily choose strong brand reputations as they are linked to cost efficiency and positive experience. So, it is found that the LCCs brand can instil confidence in passengers, particularly those valuing affordable travel options. The notion is to embrace the positive development of LCCs while considering the initiatives.

Moreover, brand reputation not only influences the initial choice of passengers towards the airline but also impacts their post-purchase behaviour. Bigne et al. (2018) confirm that a positive brand reputation significantly influences customers' intentions to recommend the airline to their friends and families. A strong brand reputation improves the likelihood of positive word-of-mouth suggestions thereby leading to the growth and success of the airline. So, it means that both FSCs and LCCs understand the significance to maintain and enhance their brand reputation. They focus on investing in marketing campaigns and customer engagement initiatives to build and reinforce the brands. So, the notion is to improve the establishment of airlines aligning with passengers' expectations. It is necessary to create the growth of airlines while considering the increased reputations from passengers (Arif, 2019). The concern is to associate with various passengers from Hong Kong that may demand different services during the flight. It makes it appropriate to indicate the subsidiaries.

Furthermore, it is found that brand reputation has a positive impact on airline choice between FSCs and LCCs. Fu (2023) investigated the impact of brand reputation on customer loyalty among FSCs and found that a positive reputation has a significant influence on the loyalty of passengers towards a particular FSC. Passengers can select FSC as having reputable brands as they perceive them to offer superior services and a positive overall experience. Besides, Ayutthaya (2013) examined the influence of brand reputation on the intentions of passengers to fly with LCCs. It is demonstrated that brand reputation is important in shaping their perceptions of LCCs. It is linked to the brand's affordability, efficiency, and positive customer experience. Additionally, the impact of brand reputation on the choice of airline extends to the post-purchase behaviour, in which Chen et al. (2019) find that a positive brand reputation can make passengers recommend the airline to others. The reputation of the brand promotes trust and confidence, which leads to positive suggestions. The notion is to enhance the considerations of passengers.

Brand reputation further entails a variety of dimensions such as safety and customer satisfaction. Hamad MA Fetais et al. (2021) assert that airlines with strong brand reputations are usually perceived as trustworthy and customer-oriented, making them invest in maintaining high quality and standards and adopting effective service delivery. The notion is to promote the reliability of the brands, differentiating airlines from competitors and the perceptions of passengers.

5.5. Airlines Safety

The study further highlights that safety is a significant factor influencing airline choice in Hong Kong. It holds true for both FSCs and LCCs. It aligns with the appropriate conditions that can help to identify the necessary conditions that govern the operations of airlines. For FSCs, Turan et al. (2016) discover that safety considerations are important in airline selection among participants as it revealed that passengers value airlines with strong safety records and maintaining high safety standards. It suggests that safety impact passengers' loyalty towards choosing FSCs. In this case, it means that perceiving safety can significantly influence the loyalty intentions of passengers. So, passengers are likely to choose FSCs that are perceived to be safe and trustworthy as they are seen as a crucial aspect of their travel experience. Therefore, it raises concerns to promote the existence of numerous conditions.

Additionally, safety is a significant factor during the selection of LCCs. Even though LCCs focus on cost-effectiveness, they also prioritize safety. Passengers consider LCCs that provide safety measures and regulations (Zhang, & Zhang, 2016). It is confirmed that perceptions of passengers towards LCCs highlight safety as one of the primary concerns. In this case, passengers are likely to select LCCs prioritizing safety practices while ensuring that the travel experience is secure and reliable (Lin, 2022). Thus, it is appropriate to alleviate the

negative measures that might lead to unsafe travel. Air transportation is often risky, and airlines must offer surety to passengers about their safety to attract and retain customers.

In Hong Kong, safety has gained more prominence following the stringent regulations and high safety standards implemented in the region. The city has a robust regulatory framework for airline safety, and airlines operating around it are subject to strict safety inspections and audits (Oster Jr et al., 2013). Besides, passengers are more inclined to safety concerns and prioritize airlines adhering to rigorous standards. The importance of safety in airline choice has been also promoted by the incidents and accidents in the aviation industry. With this, high-profile accidents have raised awareness of safety concerns which lead to more discerning in the choice of airline (Tang, & Elias, 2012). It means that safety-related incidents can have a significant impact on the reputation of airlines and the confidence of passengers. So, it is found that both FSCs and LCCs recognize the importance of safety towards attracting and retaining passengers through their investment in safety training programs and technological advancements to improve safe travel (Eusébio, 2020). So, passengers will always choose airlines with perceived safety mechanisms.

Chapter 6: Recommendations

Based on the findings from the study, various recommendations can be made to both FSCs and LCCs to enhance their competitiveness and meet the expectations of passengers. The recommendations are majorly based on factors that were identified and justified hypotheses, which are significantly influencing airline choice. They include pricing, convenience, brand reputation, and safety.

6.1. Enhancing Price Competitiveness

It is suggested that both FSCs and LCCs should focus on enhancing price competitiveness. The study has found that "Price" has a positive impact on passengers' decision of choosing an airline. To attract and retain passengers, FSCs should offer competitive fares and pricing strategies after conducting a thorough market analysis to help understand the concepts and preferences of the passengers. Also, both FSCs and LCCs can adjust prices to remain competitive while still maintaining their profits in the long run. It helps achieve their desired returns with a relevant number of passengers. Lastly, they can implement fare transparency and offer clear information concerning the additional charges, especially for FSCs, so that they promote trust and passenger satisfaction. It creates a reliable transport system to achieve the desired goals.

6.2. Improving Convenience

The study has found that flight schedules and airport locations are significant factors that passengers consider when choosing an airline. In this case, it is recommended that FSCs and LCCs should try to enhance their convenience for passengers to retain them and attract new ones. It can be achieved in various ways. First, they can offer a wide range of flight schedules catering to diverse passenger preferences that deliver and picks passengers. Also, airlines should offer optimal connections to achieve a seamless travel experience for the passengers. It links to the needful preferences when it comes to convenient travel. Lastly, convenience can be improved by establishing partnerships and collaborations with several airports in Hong Kong to promote airport facilities and infrastructures so that they eradicate delays that may arise from congestion. Thus, it allows for the improvement of both the airports and airlines.

6.3. Strong Brand Reputation

The study finds that brand reputation is a significant factor when choosing an airline to fly within Hong Kong between FSCs and LCCs. Airlines need to invest in building and maintaining a strong brand reputation by consistently delivery of high-quality service, improving customer satisfaction, and offering a positive travel experience. This can be achieved by regularly delivering high-quality services and enhancing customer satisfaction, which includes the services offered from ticketing to the destination. Also, airlines can offer a positive travel experience through the ongoing training and development of staff for good customer service. It links to positive relations between the crew and the passengers. Lastly, these airlines can implement quality control measures and actively gathering to passenger feedback to continuously improve brand reputation.

6.4. Ensuring the Adoption of Safety Measures

The study found that passengers usually find it appropriate to board a safer airline that can take them to their destinations, especially in Hong Kong. For this reason, it is recommended that FSCs and LCCs should prioritize safety as a crucial aspect of their operations and involve in active communication on their safety statistics, revealing adherence to regulatory requirements and the best practices in the industry as well as offering clear and robust safety information to passengers. Besides, airlines need to invest in continuous safety training for their staff, outlining the necessary maintenance procedures, and ensuring the adoption of advanced technologies to enhance safety and secure travel experience for passengers. So, it is linked to the necessary development that ensures improved competitive positioning, customer satisfaction, and maintained customer loyalty.

Chapter 7: Limitations

The study methodology has some limitations that may have affected the credibility of the results. First, the findings are based on a specific sample size, which may not be representative of the entire population of airline passengers in Hong Kong. They may have unique characteristics that may differ from the wider population, causing potential sample bias. It limits the use of findings in other population contexts. Secondly, the study relied on self-reported responses collected using the questionnaire from participants. It creates a possibility of response bias whereby participants may not offer or report their perceptions. Besides, the responses of participants may be affected by the social desirability bias, in which the participants may have provided responses based on social desirability or acceptability. Lastly, the study employed the cross-sectional design, which restricts the ability to develop causal relationships between identified factors and airline choice.

Chapter 8: Conclusion

This study aimed to explore the factors that influence airline choice between FSCs and LCCs. The findings help to develop insights into the factors that passengers usually value when choosing their airlines. Interestingly, the study confirmed most hypotheses and offered insights into the process of decision-making among airline passengers. First, it is concluded that price is a factor in selecting LCCs. It is found that passengers prioritize cost-effectiveness and affordability when choosing their preferred airline, which is offered by LCCs. So, it aligns with the notion that LCCs attract price-sensitive travellers valuing budget-friendly options. Secondly, the study concludes that flight schedule convenience is important when choosing an airline. It notes that passengers value airlines with convenient and flexible flight schedules as it enables them to plan more efficiently for their journey. It provides insight into the importance of offering convenient departure and arrival times to meet the passengers' expectations.

Furthermore, it is highlighted that airport location convenience positively impacts airline choice between FSCs and LCCs. It is noted that the proximity to airports and easy accessibility are key factors that passengers consider allowing them to connect their journey smoothly. Also, in-flight service quality is crucial in the decision-making process as passengers tend to consider airlines providing high-quality services during flights, focusing on improving the overall travel experience. It aligns with the significance of investing in in-flight amenities and comfort to satisfy customers' expectations. Additionally, customer service quality at airports is a factor for airlines to watch out for as passengers value efficiency and help; customer service at airports leads to a positive travel experience and impacts their satisfaction. So, it gives incite to the creation of new recognitions. Lastly, the study highlights brand reputation and safety, which instils confidence and trust towards the reliability and service quality of airlines.

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Appendix I – Questionnaire Sample

Survey on the key factors influencing passengers considering Full-Service and Low-Cost Carriers in Hong Kong.

I am an MBA student from the University of Wales Trinity Saint David. I am now researching factors influencing passengers considering Full-Service Carriers (FSC) or Low-Cost Carriers (LCC) in Hong Kong for my dissertation. This questionnaire will take approximately 10 minutes to fill out.

Your participation is voluntary and anonymous, you are allowed to withdraw from this survey anytime. All data collected is confidential and will be used solely for research purposes. The data will be deleted upon completion of the research.

Thank you so much for your help!

* Indicates required question

Part 1: Demographic Data

1. 1. Gender *

Mark only one oval.

- ☐ Male
☐ Female

2. Age *

Mark only one oval.

- ☐ 18-20
☐ 21-30
☐ 31-40
☐ 41-50
☐ 51-60
☐ 61 or above

3. Education level *

Mark only one oval.

- ☐ Primary School
- ☐ Secondary School
- ☐ Certificate / Diploma / Associate's Degree / or equivalent level
- ☐ Bachelor Degree
- ☐ Postgraduate or above

4. Employment status *

Mark only one oval.

- ☐ Student
- ☐ Employed
- ☐ Self-employed
- ☐ Unemployed
- ☐ Retired

5. Yearly income (in HKD) *

Mark only one oval.

- ☐ \$200,000 and below
- ☐ \$200,001 – \$400,000
- ☐ \$400,001 – \$600,000
- ☐ \$600,001 – \$800,000
- ☐ \$800,001 – \$1,000,000
- ☐ \$1,000,001 and above

6. Family size (including yourself and living together only) *

Mark only one oval.

- ☐ 1
- ☐ 2-3
- ☐ 4-5
- ☐ 6 and above

7. Marital status *

Mark only one oval.

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

8. Do you have business trip travel by air before? *

Mark only one oval.

- ☐ Yes *Skip to question 9*
- ☐ No *Skip to question 10*

9. For business trips, you travel on FSC *

Mark only one oval.

Not at all

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

8 ☐

9 ☐

10 ☐

Always

Untitled section

10. Do you have personal trips (e.g. Visiting Families or Friends / Holidays / etc.) travel by air before? *

Mark only one oval.

☐ Yes

☐ No Skip to question 12

11. For personal trips, you travel on LCC *

Mark only one oval.

Not at all

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

8 ☐

9 ☐

10 ☐

Always

Part 2: Factors Influencing Brand Equity in Full-Service Carriers (FSC)

Rank from Most Important (1) to Least Important (10)

12. Factors Influencing Brand Equity in Full-Service Carriers (FSC) *

Mark only one oval per row.

	1 Most Important	2	3	4	5	6	7	8
Price	☐	☐	☐	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐	☐	☐	☐
Convenience	☐	☐	☐	☐	☐	☐	☐	☐
Brand Reputation	☐	☐	☐	☐	☐	☐	☐	☐
Brand Loyalty	☐	☐	☐	☐	☐	☐	☐	☐
Brand Awareness	☐	☐	☐	☐	☐	☐	☐	☐
Advertising	☐	☐	☐	☐	☐	☐	☐	☐
Sales Promotion	☐	☐	☐	☐	☐	☐	☐	☐
After-sales Service	☐	☐	☐	☐	☐	☐	☐	☐
Distribution	☐	☐	☐	☐	☐	☐	☐	☐

Part 3: Factors Influencing Brand Equity in Low-Cost Carriers (LCC)

Rank from Most Important (1) to Least Important (10)

13. Factors Influencing Brand Equity in Low-Cost Carriers (LCC) *

Mark only one oval per row.

	1 Most Important	2	3	4	5	6	7	8
Price	☐	☐	☐	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐	☐	☐	☐
Convenience	☐	☐	☐	☐	☐	☐	☐	☐
Brand Reputation	☐	☐	☐	☐	☐	☐	☐	☐
Brand Loyalty	☐	☐	☐	☐	☐	☐	☐	☐
Brand Awareness	☐	☐	☐	☐	☐	☐	☐	☐
Advertising	☐	☐	☐	☐	☐	☐	☐	☐
Sales Promotion	☐	☐	☐	☐	☐	☐	☐	☐
After-sales Service	☐	☐	☐	☐	☐	☐	☐	☐
Distribution	☐	☐	☐	☐	☐	☐	☐	☐

Part 4: Satisfaction Level with Factors in FSC

Please answer the question based on your latest flight experience.

For the 6-point Likert scale response, 1= Strongly Unsatisfied; 2= Unsatisfied; 3= Slightly Unsatisfied; 4= Slightly Satisfied; 5= Satisfied; 6 = Strongly Satisfied. Please choose the option with the most suitable answer.

14. How satisfied are you with the pricing of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

15. How satisfied are you with the quality of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

16. How satisfied are you with the convenience of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

17. How satisfied are you with the brand reputation of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

18. How satisfied are you with the brand loyalty of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

19. How satisfied are you with the brand awareness of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

20. How satisfied are you with the design of the aircraft of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

21. How satisfied are you with the advertising of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

22. How satisfied are you with the sales promotion of FSC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

23. How satisfied are you with the inflight service of FSCs (e.g., inflight entertainment, meal options, etc.)? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

Part 5: Satisfaction Level with Factors in LCC

Please answer the question based on your latest flight experience.

For the 6-point Likert scale response, 1= Strongly Unsatisfied; 2= Unsatisfied; 3= Slightly Unsatisfied; 4= Slightly Satisfied; 5= Satisfied; 6 = Strongly Satisfied. Please choose the option with the most suitable answer.

24. Do you satisfied with the overall flight experience with LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

25. Are you satisfied with LCC's food and beverage quality? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

26. Do you satisfied with the variety of destinations served by LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

27. Do you satisfied with the ticket prices offered by LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

28. Do you satisfied with the ways of booking tickets with LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

29. Do you satisfied with the cabin cleanliness of LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

30. Do you satisfied with the customer service quality provided by LCC staff? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

31. Do you satisfied with the baggage allowance policy of LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

32. Do you satisfied with the punctuality of LCC flights? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

33. Do you satisfied with the seat comfort of LCC? *

Mark only one oval.

Strongly Unsatisfied

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

Strongly Satisfied

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Appendix II – ANOVA Test Result

Multiple Comparisons						
Dependent Variable: Factors Influencing Brand Equity in Full-Service Carriers (FSC) [Price]						
Tukey HSD						
(I) Factors Influencing Brand Equity in Low-Cost Carriers (LCC) [Price]	(J) Factors Influencing Brand Equity in Low-Cost Carriers (LCC) [Price]	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3.00	4.00	-3.00000	.99453	.055	-6.0363	.0363
	5.00	-1.90000	.94349	.474	-4.7805	.9805
	6.00	-2.50000	.92517	.126	-5.3246	.3246
	7.00	-2.82759*	.87601	.030	-5.5021	-.1531
	8.00	-2.98515*	.86977	.016	-5.6406	-.3297
	9.00	-3.54762*	.87485	.002	-6.2186	-.8767
	10.00	-4.64894*	.87942	.000	-7.3338	-1.9640
4.00	3.00	3.00000	.99453	.055	-.0363	6.0363
	5.00	1.10000	.62899	.655	-.8204	3.0204
	6.00	.50000	.60116	.991	-1.3354	2.3354
	7.00	.17241	.52235	1.000	-1.4224	1.7672
	8.00	.01485	.51182	1.000	-1.5478	1.5775
	9.00	-.54762	.52040	.966	-2.1364	1.0412
	10.00	-1.64894*	.52805	.041	-3.2611	-.0368
5.00	3.00	1.90000	.94349	.474	-.9805	4.7805
	4.00	-1.10000	.62899	.655	-3.0204	.8204
	6.00	-.60000	.51234	.940	-2.1642	.9642
	7.00	-.92759	.41706	.340	-2.2009	.3457
	8.00	-1.08515	.40380	.131	-2.3180	.1477
	9.00	-1.64762*	.41462	.002	-2.9135	-.3818
	10.00	-2.74894*	.42418	.000	-4.0440	-1.4539
6.00	3.00	2.50000	.92517	.126	-.3246	5.3246
	4.00	-.50000	.60116	.991	-2.3354	1.3354
	5.00	.60000	.51234	.940	-.9642	2.1642
	7.00	-.32759	.37377	.988	-1.4687	.8136
	8.00	-.48515	.35891	.878	-1.5809	.6106

	9.00	-1.04762	.37105	.093	-2.1804	.0852
	10.00	-2.14894*	.38170	.000	-3.3143	-.9836
7.00	3.00	2.82759*	.87601	.030	.1531	5.5021
	4.00	-.17241	.52235	1.000	-1.7672	1.4224
	5.00	.92759	.41706	.340	-.3457	2.2009
	6.00	.32759	.37377	.988	-.8136	1.4687
	8.00	-.15756	.20067	.994	-.7702	.4551
	9.00	-.72003*	.22165	.028	-1.3967	-.0433
	10.00	-1.82135*	.23905	.000	-2.5512	-1.0915
8.00	3.00	2.98515*	.86977	.016	.3297	5.6406
	4.00	-.01485	.51182	1.000	-1.5775	1.5478
	5.00	1.08515	.40380	.131	-.1477	2.3180
	6.00	.48515	.35891	.878	-.6106	1.5809
	7.00	.15756	.20067	.994	-.4551	.7702
	9.00	-.56247	.19555	.081	-1.1595	.0345
	10.00	-1.66379*	.21507	.000	-2.3204	-1.0072
9.00	3.00	3.54762*	.87485	.002	.8767	6.2186
	4.00	.54762	.52040	.966	-1.0412	2.1364
	5.00	1.64762*	.41462	.002	.3818	2.9135
	6.00	1.04762	.37105	.093	-.0852	2.1804
	7.00	.72003*	.22165	.028	.0433	1.3967
	8.00	.56247	.19555	.081	-.0345	1.1595
	10.00	-1.10132*	.23477	.000	-1.8181	-.3846
10.00	3.00	4.64894*	.87942	.000	1.9640	7.3338
	4.00	1.64894*	.52805	.041	.0368	3.2611
	5.00	2.74894*	.42418	.000	1.4539	4.0440
	6.00	2.14894*	.38170	.000	.9836	3.3143
	7.00	1.82135*	.23905	.000	1.0915	2.5512
	8.00	1.66379*	.21507	.000	1.0072	2.3204
	9.00	1.10132*	.23477	.000	.3846	1.8181
*.The mean difference is significant at the 0.05 level.						

Appendix III – PG2 Application for Ethical Approval



PG2 / E1 FORM

APPLICATION FOR ETHICAL APPROVAL

RESEARCH STUDENTS

This form is to be completed by the student within **SIX** months for full-time students and **TWELVE** months for part time students, after the commencement of the research degree or following progression to Part Two of your course.

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

This document is also available in Welsh.

RESEARCH STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:	Ericson Hon Yin LAM			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	HKMA Hong Kong			
4	Campus:				
5	E-mail address:	csqn.15044@gmail.com			
6	Contact Telephone Number:	93051765			
For students:					
7	Student Number:	211964			

8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr. Leo HO

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☒
					Date
2	If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
Institute Research Committee		☐			
Other (write in)		☐			

SECTION C: Internal and External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.	
1	UWTSD Research Ethics & Integrity Code of Practice ☒
2	UWTSD Research Data Management Policy ☒
3	[List any other relevant documents here] ☐

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution					
2	Contact person name					
3	Contact person e-mail address					
4	Is your research externally funded?	YES	☐	NO	☐	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
6	Are you specifically employed to undertake this research in either a	Voluntary	YES	☐	NO	☐
7	paid or voluntary capacity?	Employed	YES	☐	NO	☐
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☐
If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).					
N/A					

SECTION E: Details of Research Activity

1	Indicative title	An Explorative Study on Factors Influencing Passengers Considering Full Service and Low-Cost Carriers in Hong Kong			
2	Proposed start date:	7 November 2022	Proposed end date:	29 April 2023	
Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>					
3	Purpose of Research Activity The purpose of this study is to determine, through empirical research, the factors that are most influential or significant in Hong Kong passengers' choice of low-cost carriers and full-service carriers for their air transportation needs. This is particularly useful for the industry as it grapples with the challenges of revenue generation and the satisfaction of changing consumer needs in relation to air travel and transportation. This situation, coupled with shrinking revenues for the airline sector and the emergence of new business models post-COVID-19, mean that there is a need for understanding the factors that influence passengers' choices regarding low-cost carriers as well as full-cost carriers and how these can inform policy and practice for the airline industry. (this box should expand as you type)				
4	Research Question (this box should expand as you type)				
5	Aims of Research Activity The aim of this study is to investigate the factors affecting the intention to use airline services in Hong Kong by the public. (this box should expand as you type)				
6	Objectives of Research Activity Both qualitative and quantitative analysis will be carried out through this research. Literature reviews on similar studies and research methodology will be referenced and identify the most appropriate methodology to apply. The study will therefore make use of interviews and focus groups. Questionnaires will also be used to gather the perceptions of the respondents. In this regard, online interviews and questionnaires will be used as it will not be possible to conduct in-person interviews owing to logistical challenges and inadequate resources. (this box should expand as you type)				
Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed					

	appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here, but should instead describe how you intend to collect the data necessary for you to complete your project.		
7	Both qualitative and quantitative analysis will be carried out through this research to study the relationship between the independent and dependent variables. The study will therefore make use of interviews and focus groups. Questionnaires will also be used to gather the perceptions of the respondents. In this regard, online interviews and questionnaires will be used as it will not be possible to conduct in-person interviews owing to logistical challenges and inadequate resources. Data will be collected using various tools such as recording interviews and respondents' views in the questionnaires. The data from the focus groups will also be collected using audiovisual technology. Data will be managed using tools such as MS Word, transcription, the use of Google spreadsheets. Data were thus entered into a computer as well as checking for the accuracy of such data and presenting it in a structure that prepares it for analysis. Data analysis will be conducted using the SPSS tool which is mainly used in marketing surveys and research to analyse time-consuming data as it readily transforms this data into tables and graphs for easier understanding. As well, this study uses descriptive statistics as well as factor analysis to analyse the data. <i>(this box should expand as you type)</i>		
	Location of research activity Identify all locations where research activity will take place.		
8	Hong Kong <i>(this box should expand as you type)</i>		
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.		
9	<i>(this box should expand as you type)</i>		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO ☒ YES ☐	
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. <i>(this box should expand as you type)</i>		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
12	A prosperous Wales	☐	☒
13	A resilient Wales	☐	☒
14	A healthier Wales	☐	☒
15	A more equal Wales	☐	☒
16	A Wales of cohesive communities	☐	☒
17	A Wales of vibrant culture and thriving Welsh language	☐	☒

18	A globally responsible Wales	☐	☒
19	If YES to any of the above, please give details:		
	(this box should expand as you type)		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☐	☒
3	Use of focus groups?	☒	☐
4	Use of participant diaries?	☐	☒
5	Use of video or audio recording?	☐	☒
6	Use of computer-generated log files?	☐	☒
7	Participant observation with their knowledge?	☐	☒
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒
15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.		
	Details of any other primary data collection method:	☐	☒
	(this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☐	☒

2	Adults (over the age of 18 and competent to give consent)?	☒	☐
3	Vulnerable adults?	☐	☒
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
5	Prisoners?	☐	☒
6	Young offenders?	☐	☒
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
8	People engaged in illegal activities?	☐	☒
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☒
Details of any other participant groups: (this box should expand as you type)			

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	300-400 (this box should expand as you type)
11	Who will the participants be?	Population in Hong Kong who can independently seek airline services when needed. (this box should expand as you type)
12	How will you identify the participants?	Participants who have needs in seeking airline services will be selected. (this box should expand as you type)

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☐	☐	☒
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☐	☐	☒
22	If NO to any of above questions, please give an explanation			
(this box should expand as you type)				

Information for participants:		YES	NO	N/A
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24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
(this box should expand as you type)				

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them.				
If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.				
1	Full risk assessment completed and appended?	Yes	☐	
		No	☒	
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information			
	Risk to participants: No major risk for anonymous survey (this box should expand as you type)	How you will mitigate the risk to participants: (this box should expand as you type)		
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities			
	(this box should expand as you type)			
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest			
	Risk to the investigator: (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)		
5	University/institutional risks For example: adverse publicity, financial loss, data protection			
	Risk to the University: (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)		
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems			
	Risk to the environment: (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)		
Disclosure and Barring Service				
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☒	☐

8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.	
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SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	N/A (this box should expand as you type)
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	Description of the study will be provided at the beginning of the survey. Respondents will also be briefed on their rights to discontinue or opt out from the middle and information on confidentiality and data privacy will also be described. (this box should expand as you type)
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	No personal information will be asked in the survey and the participants will not be required to provide any names or identifier for anonymity. All data will be kept in the private computer with password protected and will not be shared with third parties. The data will be destroyed upon passing the examination board. (this box should expand as you type)

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	☒
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	(this box should expand as you type)		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
	If YES, provide a description of the special category data and explain why this data needs to be collected:		

4	<i>(this box should expand as you type)</i>
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Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?		YES	NO
5	Manual files (i.e. in paper form)?	☒	☐
6	University computers?	☐	☒
7	Private company computers?	☐	☒
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☒	☐
10	"Cloud" storage or websites?	☐	☒
11	Other – specify:	☐	☒
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
Personal computer is password protected. All stored data are kept only in personal computer/laptop which is password protected. All data and files will be destroyed once the dissertation has passed the examination board by the end of Aug 2023. <i>(this box should expand as you type)</i>			

Data Protection			
Will the research activity involve any of the following activities:		YES	NO
13	Electronic transfer of data in any form?	☐	☒
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
<i>(this box should expand as you type)</i>			
22	List all who will have access to the data generated by the research activity:		
The researcher only. <i>(this box should expand as you type)</i>			
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
The researcher only. <i>(this box should expand as you type)</i>			
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		



	Data will be sent through google form and upon closing the response date, the data will be extracted and stored at the researcher's computer for 6 months. Once the research has passed the examination board, data will be destroyed. <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i> <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:		Date: 28 November 2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr. Leo HO	Date: Nov 28, 2022
3	Signature:		

For STAFF Submissions:

4	Academic Director/ Assistant Dean:		Date:
5	Signature:		

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☐	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

RESEARCH STUDENTS ONLY

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

RESEARCH STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PG2 / E1 FORM

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

Appendix IV – GA19 Postgraduate Taught Dissertation Supervision Record Form



Appendix GA19

POSTGRADUATE TAUGHT DISSERTATION SUPERVISION RECORD

This form is to be used to record a summary of the outcomes of each formal meeting between the student and the dissertation supervisors for Part II of a Masters' Programme.

Student Name:	Ericson Hon Yin LAM	Student No:	2119644
Programme of Study:	MBA	Campus:	HKMA
Institute/Academic Discipline/Centre:	HKMA	Module Code:	HKBM7014
Mode of study:	Full-time	Method of study:	Campus based

Dissertation Title:	An Explorative Study: Key Factors Influencing Passengers Consider Flying with Full-Service and Low-Cost Carriers in Hong Kong
Dissertation Supervisor:	Prof. HO, Leo DBA
Programme Manager:	Polly CHAN

SUPERVISION RECORD

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
30 Oct 22	F2F	- Discussed and explored the doable of the topic. - Discussion of what should be paid attention to in the research framework lessons. - Literature should be within 10 years. - Difference between Full Service and Low-Cost Carrier. - Possible / recommendation for the research approaches. - Questionnaire - Focus group interviews	Ericson	Prof. HO	2hrs	2hrs

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
25 Nov 22	Zoom	1. Feedback on the 1 st draft of the proposal. a. More relevant references, 20-30 would be good for now. 2. Timeline for submitting documents: a. 27Nov – Ethical proposal b. 05Dec – Research proposal c. 12Dec – Research questionnaire	Ericson	Prof. HO	1hr	1hr
29 Dec 22	Zoom	1. Find 1-2 reputable and popular use models from recent researchers to ensure the list of factors are sufficient – valid use by researchers and then add additional factors to complete the list of factors for preparing survey. 2. Add NPS question to survey. 3. Timeline for submitting documents: a. 30Dec – Final questionnaire survey	Ericson	Prof. HO	1hr	1hr
5 Apr 23	Zoom	1. Focus on literature review. a. Identify all the possible factors related to choosing an airline regardless of FSCs and LCCs. 2. Survey questions: a. Break into two parts. i. Part I – About FSCs ii. Part II – LCCs	Ericson	Prof. HO	1hr	1hr
13 Jun 23	Telephone	1. Find some critical statistics and news form supporting why this research topic is required. E.g.: a. FSC is losing the market in HK; b. HK people are not taking FSC anymore; c. FSC is losing market share to LCC 2. Add ANNOVA test for all the demographic attributes on FSC and LCC a. Collected a lot of demographic attributes already, each attribute can conduct ANNOVA to see the difference, then discuss. 3. Do SPSS test for the questionnaire Part 2 & 3 data.	Ericson	Prof. HO	1hr	1hr

Notes on the Postgraduate Taught Dissertation Supervision Record

Record the date and type of meeting – e.g., face-to-face, Microsoft Teams, video conference, telephone, email, or letter.

Note the outcomes agreed upon by both the student and the supervisor.

Both the student and the supervisor should initial.

Record the duration of the meeting.

Update the running total for the duration by adding the duration of the meeting to the previous running total.