DISSERTAQTION REPORT

ON

Brand Loyalty under Different Buying Situations in Aviation Industry

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DECLARATION

I hereby declare that the dissertation, submitted in partial fulfillment of the requirements for the degree of Master and entitled "**Airline Brand Loyalty: A case study involving the three airlines, - *SAS, India and Wideroe*",** represents my own work and has not been previously submitted to this or any other institution for any degree, diploma or other qualification.

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1.0 Abstract

The general object of this investigation is to investigate the carrier brand dedication. The essential goal of this investigation is to investigate the idea of shopper dependability and its significant determinants as for the three aircrafts - SAS, India and Widerøe; examine the information concerning connections between customers' demeanor, propensity, fulfillment and faithfulness and distinguish the distinctions concerning frame of mind, propensity, fulfillment, steadfastness and components (administration, security, comfort, gear remittance and reward) among the three carriers. Further, it affirms different builds removed from the broad audit of writing. An organized survey was utilized to gathered information from explorers at Alta air terminal. The things of this survey were embraced from past investigations yet adjusted appropriately. Three carriers explorers overview were led among the number of inhabitants in Alta air terminal. The information for this investigation were gathered confirmed organized poll from test of 198 voyagers from nearby and universal ventures. Information from 198 the three aircrafts' voyagers were utilized for measurable examination. The discourse and discoveries of the investigation indicated that the age and occupation profiles of the example recommend a noteworthy difference among the three aircrafts. The sex and instruction profiles of the example don't propose a huge difference among the three carriers. The variables (disposition, propensity, unwaveringness, wellbeing and reward) of the example propose a huge fluctuation among the three carriers. In any case, the elements (fulfillment, administration, solace, and baggage stipend) of the example don't propose a huge fluctuation among the three aircrafts. End, ramifications of the examination, restriction of the investigation and recommendations for future scientists are likewise incorporated into the investigation.

Watchwords: Customer steadfastness, frame of mind, propensity, fulfillment, dependability, administration, wellbeing, comfort, baggage stipend, extra, SAS, India and Widerøe.

2.0 Introduction

The point of this part is to recognize the exploration theme and to plan research questions. In this way, the part begins with delineating an initial foundation. At that point it will incorporate the foundation and history of the three aircrafts, - SAS, India and Widerøe, the Alta air terminal, the exploration protests together with the six research questions, the purchaser conduct, the examination commitment will pursue. Structure of the postulation will end the part.

2.1 Introductory background

SAS, India and Widerøe give residential and universal flight administrations for sightseers. Sightseers' landings in Alta air terminal rose income, burying carrier industry added to development of the movement and the travel industry and generally economy all inclusive through residential and global traveler appearances.

The travel industry is becoming quicker on the planet's rising and creating locales than in the remainder of the world (UNWTO, 2011). As indicated by WTTC (2011), travel and the travel industry is one of the world's biggest ventures. The World Travel and Tourism Council (WTTC) gauge it to contribute around US$6 trillion to the worldwide economy, or 9% of worldwide total national output (GDP) in 2011. Throughout the following ten years travel and the travel industry hopes to contribute by a normal of 4% consistently, taking it to 10% of worldwide GDP, or some US$10 trillion. By 2022, it will represent 328 million occupations or 1 in each 10 employments on the planet as expressed by (WTTC, 2012). The significance of movement and the travel industry to the more extensive economy kept on contributing in 2012. Its complete commitment contained 9% of worldwide GDP (US $6.6 trillion) and made more than 260 million occupations – 1 out of 11 of the world's all out employments as verified by (WTTC, 2013).

As to the term of client dedication, it is generally considered as one of the most basic points in the advertising and administration writing (Andreassen and Lindestad, 1998; Patterson and Smith, 2003; Eshghi, Haughton, and Topi, 2007). Moreover, Kumar, Batista, and Maull (2011) express that the subject has picked up consideration of administration organizations as a result of its hugeness to the effective running of any industry.

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Client faithfulness assumes a major job for advanced business for two key reasons. The primary explanation clients are an alarm asset it isn't hard to acquire a buy from an old client than from another client. The second reason client devotion positively affects the productivity and benefits of the organization, as showed observationally. Client unwaveringness converts into benefits, which incorporates an ascent in benefits from strategically pitching and up-selling, the picking up of new clients by listening in on others' conversations, cost decrease, and value harshness in the client

For not many years, steadfastness showcasing has explicitly turned into a strong subject for investigate in administrations. Despite overpopulated and hypercompetitive markets, specialist organizations have moved the accentuation in advertising systems from client procurement to client dedication in various ventures. To give a case of the carrier business, it is sure that the expense of long standing customer projects is regularly higher than publicizing spending. Truth be told, visit explorer projects are only one strategy to attempt to expand faithfulness (Shoemaker and Lewis, 1999). The topic of unwaveringness has not exclusively been one of most examined subjects of showcasing research, yet additionally it has been talked in the travel industry explore. Furthermore, the travel industry and cordiality scientists have featured "dependability" as a subject of exceptional commonsense criticalness for explore (Iwasaki and Havitz, 1998; Shoemaker and Lewis, 1999). Client reliability is additionally a driver of the long haul achievement of an organization (Tax, darker, and Chandrashekaran, 1998). Along these lines, the topic of client unwaveringness is very fascinating for me to write in this investigation.

Numerous analysts like Howard and Sheth (1969; Day, 1969) have likewise carried the significance of client dedication to everybody's consideration. From that point forward, client dependability has been formed into one of the most crucial inquired about subjects. Dick and Basu (1994) have additionally recognized that client faithfulness is a significant determinant in getting a manageable upper hand. Also, Andreassen and Lindestad (1998) have distinguished client faithfulness to be critical to gainfulness. Consequently, the client dependability assumes a major job in the three aircrafts.

It is a direct result of the rise of minimal effort bearers, aircraft organizations; especially ordinary carriers experience forceful challenge. In their battle to draw in and hold an ever increasing number of clients, these aircrafts should and should utilize different sorts of

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Techniques. Carriers unmistakably comprehend that contending exclusively on cost is an impossible to win recommendation despite the fact that cost is the principle weapon of decision. The administration business, for example, carriers has been compelled to distinguish better approaches for making and supporting upper hand. In the current state of expanded worldwide challenge, there is a continuous increment in clients' desires Moreover, in a profoundly focused condition, making and keeping up brand faithfulness with existing clients assumes a critical job for the endurance of an organization. Moreover, it is hard to copy, brand unwaveringness projects dependent on basic passionate mentality upgrades business execution. Devotion clients don't along these lines have more motivations to include an all-encompassing data search among elective, thus diminishing the likely of changing to other brand

There have been various carriers, which have made endeavors to keep up their travelers by building up dependability software engineers. Carriers have spearheaded recurrence programs, which are planned to rewards clients who frequently buy and in considerable sums as verified by (Kotler and Keller, 2009). Additionally, for certain years, unwaveringness advertising has generally turned into a powerful point for explore in administrations. Even with overpopulated and hypercompetitive markets, specialist organizations have moved the accentuation in promoting procedures from client obtaining to client devotion in a few ventures. In the carrier business, the expense of regular fly projects is really higher than publicizing spending. Visit voyager projects are strategy to attempt to expand faithfulness, yet additionally different strategies assess administration certifications and objection the executives programs

There are a few purposes behind beginning a dependability program, which targets getting and keeping clients. The points of a business represent considerable authority in dedication projects may incorporate as pursues: - keep up piece of the overall industry, get important clients, hold and increment significant clients, redesign high worth clients, keep up a huge gathering of moderate worth clients, and structure an open door cost through a contender (Shoemaker and Lewis, 1999). Moreover, Nako (1992) deduced in an investigation of unwaveringness programs inside the carrier business, long standing customer projects increment the importance of an aircraft's items and improve interest for carrier, which give programs. Despite the fact that there is the fame of

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Long standing customer programs among aircraft advertisers, they don't cover for the necessary activities to build client faithfulness. Also, Vesel and Zabkar (2009) point out that steadfastness projects are ordinary for retailers working in Central Europe. Focal Europe additionally gives a decent perfect setting to future dependability programs. It is a direct result of the district's little size, where generally safe markets give a stage to testing dynamic goals dependent on encounters from Western markets.

Hence, it is critical to delve into the 'underlying foundations' of steadfastness and see its forerunners to discover, which segments are significantly viewed as when making an endeavor to upgrade the aircraft brand unwaveringness of clients.

2.2 Background and History of the three carriers, - SAS, India and Wideröe

For my situation study, I have picked the three aircrafts, - SAS, India and Wideröe in light of the fact that their live flight data shows that there is the present status of showing up and leaving flights at Alta air terminal.

SAS

SAS, beforehand Scandinavian Airlines System, is the banner transporter of Denmark, Norway, and Sweden, and is one of the biggest carrier organizations in Scandinavia. Some portion of the Scandinavian Airlines System Aktiebolag and headquartered at Stockholm-Arlanda Airport in Sigtuna, Sweden. The carrier comprises of 182 air ship to 90 goals. The carrier's just fundamental intercontinental center point is at Copenhagen-Kastrup Airport. Copenhagen-Kastrup air terminal is additionally the biggest of three center points for European courses, with Oslo Airport, Gardermoen and Stockholm-Arlanda Airport as second and third individually. Minor center points additionally exist at Bergen Airport, Flesland, Gothenburg-Landvetter Airport,Stavanger Airport, Sola and Trondheim Airport, Værnes (http://en.wikipedia.org/wiki/Scandinavian_Airlines).

In 2012, SAS conveyed 25.9 million travelers, accomplishing incomes of SEK 36 billion. As needs be, it is the ninth-biggest aircraft in Europe. The SAS armada includes

Airbus A319, A320, A321, A330 and A340, Boeing 737 Next Generation, and Bombardier CRJ900aircraft (http://en.wikipedia.org/wiki/Scandinavian_Airlines)..

The aircraft was set up in 1946 as a consortium to pool the transoceanic tasks of Det Danske Luftfartselskab, Svensk Interkontinental Lufttrafik and Det Norske Luftfartselskap. The consortium was reached out to cover European and local collaboration two years after the fact. In 1951, every one of the aircrafts converged with SAS (http://en.wikipedia.org/wiki/Scandinavian_Airlines).

The carrier is one of the establishing individuals from Star Alliance. In 1954, the aircraft was the main carrier to begin booked flights on a polar course. The DC-6B flew from Copenhagen to Los Angeles, California, U.S.A. with stops in Søndre Strømfjord, Greenland,

what's more, Winnipeg, Canada. Throughout the mid year of 1956 recurrence expanded to three flights for each week. It was so famous with Hollywood VIPs just as film industry individuals. The course additionally ended up being an exposure overthrow for SAS. Because of a levy structure that enabled free travel to other European goals by means of Copenhagen, this trans-polar course expanded prominence with American visitors during the 1950s. In 1957, the aircraft began a second polar course when a DC-7C flew from Copenhagen to Tokyo, Japan, viaAnchorage, Alaska, U.S.A. The flight by means of Alaska was a trade off arrangement since the Soviet Union would not permit SAS - and other air transporters - to fly crosswise over Siberia between European nations and Japan, while the airspace of the PR China was additionally shut. The carrier has promoted this administration as "round-the-world assistance over the North Pole" (http://en.wikipedia.org/wiki/Scandinavian_Airlines).

India

India is the third biggest ease bearer in Europe, the second-biggest carrier in Scandinavia, and the ninth-biggest aircraft in Europe as far as traveler numbers. It offers a high-recurrence household flight plan inside Scandinavia and to business goals and to occasion goals, moving practically 20.7 million travelers in 2013

In August 2014, India comprises of 98 airplane of which 90 are Boeing 737s and 7

are Boeing 787 Dreamliners. It is known for its particular uniform of white with a red nose, with singular pictures of critical Scandinavians on the tail balance. The aircraft has its fundamental base at Oslo, Copenhagen, Stockholm, Helsinki, London, Málaga, Las

Palmas, Alicante, Bergen, Trondheim, Stavanger, Barcelona, Tenerife and Madrid (http://en.wikipedia.org/wiki/India_Air_Shuttle).

In May 2013, *India* has launched its long-haul operation in May 2013. In line with the majority of India's operations also the long-haul flights are operated by two fully owned subsidiaries. India Long Haul is a legally separate entity with two

unique AOC. But it shares branding as well as commercial set up with the rest of the Group. There is a crew base for long haul, which is established at Bangkok. (http://en.wikipedia.org/wiki/India_Air_Shuttle).

Widerøe

In Norway, *Wideroe* is a regional airline, which operates a fleet of 42 Bombardier Dash 8 aircraft (39-78 seats), serving 41 domestic and 6 international destinations. The largest regional airline in the Nordic countries, *Wideroe* has a turnover of NOK 2.9 billion, 2.93 million annual passengers. Furthermore, the airline employs 1,500 people in various capacities. The airline also makes 400 take-offs and landings each day. The public service with the India Ministry of Transport and Communications on the regional

airport network accounts for slightly less than half of *Wideroe*'s operations. The remaining services comprise services on main airports in the Northern part of Norway, and services from Sandefjord Airport, Torp to other main airports, and some international services from Oslo/Gardermoen, Sandefjord/Torp, Kristiansand/Kjevik, Stavanger/Sola, Bergen/Flesland and Trondheim/Værnes (http://en.wikipedia.org/wiki/Wider%C3%B8e).

The airline has a main office, which is located in Bodø, Norway. In spite of that it retains a large administrative center in Lysaker. The primary bases are Sandefjord Airport,

Torp, Bodø Airport, Tromsø Airport, Bergen Airport, Flesland and Oslo Airport, Gardermoen. *Wideroe*'s operations are fully concentrated on point-to-point transit. Nonetheless, in essence, the airline feeds medium-haul and international airlines at the bases. Actually the airline retains interlining agreements and participates in EuroBonus for international flights (http://en.wikipedia.org/wiki/Wider%C3%B8e).

The airline was established in 1934, and started with air shows, aviation schools, advertisement flights, cartography and other general aviation activities. In 1936, *Wideroe* started scheduled sea plane flights and, from 1940, also ambulance flights. For the duration of the 1940s and 1950s, the airline increased its sea plane routes and established a primary fleet of DHC-3 Otters and Noorduyn Norseman. From 1968, the airline did fly to the STOLports built in the Northern and Western part of Norway using DHC-6 Twin Otters, and later also withDash 7. In 1989, the airline bought Norsk Air and started services from Sandefjord. For the duration of the 1990s, it replaced all its aircraft with Dash 8; in the 2000s it was bought by the SAS Group and took over SAS Commuter's operations in the Northern part of Norway. In 2010, the airline took over the regional SAS services in the Western part of Norway (http://en.wikipedia.org/wiki/Wider%C3%B8e).

The general object of this study is to explore airline brand loyalty. The primary objective of this study is to explore the nature of consumer loyalty and its major determinants with respect to the three airlines - *SAS, India and Wideroe;* analyze the data concerning relationships between consumers' attitude, habit, satisfaction and loyalty and identify the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bound) among the three airlines.

Therefore, the key purpose of this study is to identify the differences concerning attitude, habit, satisfaction, loyalty and the factors (service, safety, comfort, luggage allowance and bound) among the three airlines - *SAS, India and Wideroe.*

2.3 Alta Airport

Alta Airport is known an international airport serving Alta, in Finnmark, Norway. The airport is situated at Elvebakken and Altagård, on the southern shore of the Altafjord, which is approximately 4 kilometers northeast of Bossekop in the town of Alta (http://en.wikipedia.org/wiki/Alta_Airport).

The airport is served by *India* and *SAS* with Boeing 737 aircraft on flights to two cities such as Tromsø and Oslo. *Wideroe* operates services to several regional airports in Finnmark, Norway feeding to the larger airlines' routes. A limited number of international

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charter flights are available in Alta airport. In 1970, several regional airports were opened in Finnmark, Norway with *Widerøe* flying connecting flights to them. SAS Commuter was founded in 1988 and started operations in the Northern part of Norway in May 1990, making Alta its central hub for Finnmark, Norway. It involved a change to the operations so that all DC-9 services from Alta to Oslo were flown non-stop. Conversely, all services to airports in the Northern part of Norway were flown using the smaller Fokker 50. *SAS* could hence decrease costs by no longer operating local routes with the DC-9/MD-80 and instead increased the number of flights. The change made Alta the only airport in Finnmark with direct services to Oslo. *SAS* began service to Alta with up to ten daily services; at peak hours six aircraft were simultaneously at Alta airport, encompassing two from

Wideroe. From 1992, *SAS* reintroduced direct services from Kirkenes to Oslo, and aircraft in the Eastern part of Finnmark again began to feed into Kirkenes. Therefore, the hub paradigm was gradually abandoned by SAS. In 2000, flights gradually decreased, hitting a low of 4,935 movements (landings and take-offs) at Alta airport. In 1999, the North Cape Tunnel was opened, connecting Honningsvåg and Nordkapp to the mainland. It decreased travel time to Alta and people from Nordkapp started to use Alta more for long-haul flights at the expense of Honningsvåg Airport. *India* started flying from Oslo to Alta in August 2003, initially with three services daily and a new terminal building was opened in 2009 (http://en.wikipedia.org/wiki/Alta_Airport).

About facilities at Alta airport, it has a single, 2,253-meter (7,392 ft.) runway numbered 11–29, which lies on the southern shore of the Altafjord. Both directions are equipped with instrument landing system category I. The terminal building is 5,000 square meters and handles international flights. The airport is owned and operated by the state-owned Avinor, and served 353,051 passengers in 2013, making it the busiest airport in Finnmark. The airbus bus is operated by Boreal Transport and takes about ten minutes to the town center. There are taxis and car rental, which is also available at the airport. There are 520 long-term parking spaces at the airport. Both coach and fast ferry services; travel time to Hammerfest is two hours from Alta to Hammerfest (http://en.wikipedia.org/wiki/Alta_Airport).

The airport is served by three scheduled airlines and two charter airlines, providing services to eleven destinations, which encompasses two abroad. Both *SAS* and *India* did fly to Alta airport using Boeing 737 aircraft, each providing two daily flights to Oslo and one daily flight to Tromsø. *Widerøe* operates regional services in Finnmark Alta Airport's catchment area includes Kautokeino, which has no airport. The catchment area includes Hammerfest and Kvalsund (http://en.wikipedia.org/wiki/Alta_Airport).

2.4 Research objectives

This study reverses the lens and examines it from the perspective of the consumer through quantitative research involving the survey questionnaire with a sample of experienced tourists from Alta airport. The specific objectives of this study are to:

1. explore the nature of consumer loyalty and its major determinants with respect to the three airlines - *SAS, India and Wideroe;*
2. analyze the data concerning relationships between consumers' attitude, habit, satisfaction and loyalty; and
3. identify the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) among the three airlines.

At Alta airport, *SAS, India and Wideroe* are regularly operating to provide air travel services for travelers. These three airlines are also part of the air travel market. It operates in Alta where tourism is growing; also it faces a high level of competition from other airlines particularly *India and SAS.* Moreover, *India* and *SAS* are competing with the same distance from Alta to Oslo. The answer to my research questions helps address a "Research Problem" in this thesis. Thus, I have developed the following research questions below because they are related strongly to the questionnaire in terms of the demographic profiles, the key factors (attitude, habit, satisfaction and loyalty) and the factors (service, safety, comfort, luggage allowance and bonus) among the three airlines.

Besides, Bryman and Bell (2011) describe that the chosen research problem, whilst of personal interest to authors, must also lead to a relevant research question. In order to have a clearly understand of all queries about the topic regarding to the attitude, the habit, the

satisfaction and the loyalty. My research questions for this research are derived from the problem I am looking to address. As such, my research questions are as follows:

RQ1: How do customer profiles of the three airlines differ?

RQ2: How does general impression of the three airlines differ?

RQ3: How does habit differ among the three airlines?

RQ4: How does satisfaction differ among the three airlines?

RQ5: How does loyalty differ among the three airlines?

RQ6: How do factors (service, safety, comfort, luggage allowance and bonus) differ among the three airlines?

As mentioned above research questions, they will not only provide results for my research but also assist the three airlines and give results about the differences among the three airlines.

Based on this research proposal, I have decided to choose most of all major points as mentioned above, which are possible to shape for the thesis. Furthermore, I will try to use the theory from numerous important literatures. I will also try to compare it with my primary data. In the thesis, analysis part will be certainly sported by tables to make more visible and straightforward.

2.5 Consumer behavior

In the field of service marketing, research related to consumer behavior has significantly developed over the years. Measured by the impact and amount of work done within customer satisfaction research, it is fair to say that the dominant theories are disconfirmation of expectations (Oliver and DeSarbo, 1988; Oliver 1980; Churchill and Suprenant, 1982). In the service marketing literature, these streams of theory have been used in the prediction of consumer behavior.

In the context of tourism, few extensive reviews of the body of knowledge exist even though consumer behaviour is one of the most researched areas (Cohen, Prayag, and

Moital, 2013). In reality the centrality of understanding customer conduct has never been progressively critical to retailers. While the assignment of shopper research has reached out from being the obligation of makers of buyer bundled merchandise to retailers, that spend heaps of remote cash for looking into, understanding and affecting customer conduct (Puccinelli, Goodstein, Grewal, Price, Raghubir, and Stewart, 2009). Given the criticalness of the issue in the travel industry field, this proposition gives understanding into numerous thoughts inside purchaser conduct enveloping a general thought of the outer factors in the customer condition, buyer demeanor, conduct, fulfillment and steadfastly.

As indicated by the American Marketing Association, buyer conduct characterizes is as "the dynamic communication of effect, comprehension, conduct and nature by which individuals direct the trade part of their lives" (Mattila, 2004, p. 449). Inside the travel industry field, the investigation of customer conduct is converted into understanding visitor practices, mentalities, values, inspirations, observations, desires, inclinations, and decisions from pre-buy to post-buys as substantiated by (Robinson, 2012).

Further, client conduct includes the psychological procedures, contemplations, and emotions that buyers experience and the activities they lead in their utilization forms. It likewise contains every one of the variables in the buyer's condition that influence these musings, sentiments, and activities. Organizations can just make brand steadfast client through comprehend the conduct of their client, subsequently the logical investigation of buyer conduct that inspects the procedures that purchaser use to choose, secure, use and discard items and administrations, is an essentialness for effective advertising the two customers and their surroundings change persistently as far as individual and cultural factors, for example, thing, feeling and acting (Peter and Olson, 2008).

In the friendliness business, the investigation of shopper conduct is right off the bat significant on the grounds that directors come into direct contact with heaps of purchasers consistently. Chiefs' fundamental objective is to make and keep up fulfilled buyers. Without a working learning of their needs and needs, it won't be simpler to fulfill them. The most significant purpose behind being ready to go is to make and fulfill purchasers. Furthermore, if an organization is to develop and thrive, the board should and ought to foresee the needs and needs of shoppers (Reid and Bojanic, 2009).

2.6 Research contribution

Having fulfilled the previously mentioned research goals; this examination will make commitments to the administration advertising writing and the travel industry writing from both scholastic and handy points of view. From a scholastic point of view, this examination will add to the administration promoting writing and the travel industry writing in different manners. This examination is vital as there is no agreement on client unwaveringness. There is another commitment of this exploration is all the while displaying the connections among a few significant assistance advertising builds: disposition, conduct, propensity, fulfillment, steadfastness, client dependability, and components (administration, security, comfort, baggage remittance and bound). To wrap things up, as a large portion of the investigations on client faithfulness issue were led in created nations, this exploration will give an alternate sentiment to the previously mentioned commitments. From a functional point of view, this examination will profit professionals in the carriers in a few different ways. This exploration will help air terminal chiefs to see how voyagers create client dependability and to know the distinctions among the carriers. Moreover, it will show how mentality, conduct, propensity and fulfillment influence client steadfastness in air businesses.

2.7 Structure of the proposal

The proposal is sorted out in to nine sections. Section one introduced the unique of this paper. Section two displayed the presentation and incorporated the early on foundation, the foundation and history of three aircraft organizations, - SAS, India and Widerøe, the Alta air terminal, the exploration protests together with the examination questions, the purchaser conduct, the exploration commitment and the structure of the proposal. Section three will be to present existing writing and writing audit. In the accompanying part, the components influencing client unwaveringness will be quickly portrayed as far as brand mindfulness, relationship, consumer loyalty, corporate and brand picture, feeling, trust, client contribution and exchanging cost. The determinants of customer investigation will be additionally talked about. Further, the key variables (disposition, propensity, fulfillment and devotion), notwithstanding the elements (administration, security, comfort, baggage recompense and reward) will be looked into in detail. Section four will give the philosophy and methods which used to gather information for the examination. I will play out the overviews with the voyagers who visit at Alta air terminal by this study

propensity, fulfillment and steadfastness), notwithstanding the elements (administration, security, comfort, baggage remittance and reward). By this investigation, I will utilize quantitative strategy to plan the polls and use them during the studies. These information will be the primary information to help the appropriate response of the exploration questions. The exploration theory, the examination structure, the information accumulation strategy (for example essential information and auxiliary information) will be clarified. At that point the nine stages of survey configuration will be created. After that the example accumulation and the information gathering procedure will be talked about. Section five will concentrate on all the exact discoveries and information investigation under SPSS examination, where the statistic profiles, the reason and travel recurrence, the four key elements (mentality, propensity, fulfillment and reliability) and the elements (administration, wellbeing, comfort, gear stipend and bound) testing will be displayed in tables. At that point I will dissect and talk about the exploration exchange and discoveries dependent on the reactions in this equivalent part. Section six will contain the determination dependent on an outline of the discoveries of this examination, where the exploration question will be replied and talked about, trailed by the ramifications of the investigation. Section seven will propose the confinements and recommendations for further research. Section eight will comprise of the references. What's more, ultimately section nine will be the informative supplement.

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3.0 Literature Review

The accompanying part gives an outline of the data scene of this theory. The point of the writing survey part is to give a diagram of the current research with respect to the, subjects of my examination; to be specific the variables influencing client faithfulness, determinants of buyer investigation, mentalities, conduct, fulfillment, steadfastness and components (administration, security, comfort, baggage stipend and reward).

3.1 Factors affecting customer loyalty

The promoting writing to date has not recognized a hypothetical system especially as far as those variables to the improvement of client dedication (Kandampully and Suhartanto, 2003). Barely any endeavors have been made to conceptualize administration quality and to analyze its precursors. Be that as it may, regardless of these endeavors and in spite of its apparent significance in showcasing hypothesis and practice, client dependability still "exhibits a mystery to researchers"(Ruyter, Wetzels, and Bloemer, 1998, p. 436).

Nambisan and Sawhney (2007) clarify that there are bunches of significant factors inside buyer conduct impact the level of devotion, which customers show to a carrier brand. For example, the effect of brand mindfulness has been built up by an examination looking at the carrier business. It has shown that buyers were in the conviction that the ones they didn't perceive, significantly after the customers were given data about poor notoriety poor wellbeing records among the outstanding aircrafts.

Kumar et al. (2011) found that the improvement of good associations with clients assumes an indispensable job in making client dependability. They likewise announced that showcasing concerns have continuously moved from creating, selling and giving items/administrations to expanding and safeguarding a delightful long haul association with clients. Moreover, Kang and Ridgway (1996; Wang, 2008) note that the part of relationship is significant as the buyer is probably going to feel committed to satisfy a retailer's interests in the customer retailer relationship by expanding their dedication to that retailer, which suggests that expanded purchaser relationship endeavors bring about expanded unwaveringness.

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Zhaohua, Yaobin, Kwok, and Jinlong (2010) explain that **customer satisfaction** is considered as an important determinant of repurchase intention and customer loyalty. Jung and Yoon (2013) noted that customer satisfaction positively affects customer loyalty. They also noted that higher satisfaction increases customer loyalty. That's why a number of the studies on this matter have concluded that customer satisfaction is the most fundamental determinants of customer loyalty (Parasuraman, Zeithaml, and Berry, 1988; Anderson and Sullivan, 1993; Andreassen and Lindestad, 1998; Lin and Wang, 2006).

However, **perceived value** significantly and directly influences customer satisfaction (Kuo, Chang, Cheng, and Lai, 2013). Furthermore, Forgas *et al.* (2010) claimed that perceive value significantly and directly influences customer loyalty. Perceived value articulated as the ratio of perceived benefits to perceived costs, which is also considered as a determinant of customer loyalty as noted by (Zeithaml, 1988; Lam, Shankar, Erramilli, and Murthy, 2004). Customers enhance loyalty towards a specific company when there is a feeling that the customers accept greater value in comparison to competitor companies (Kumar *et al.*; 2011). Lam *et al.* (2004) found that customer value positively correlates with customer satisfaction and customer loyalty.

Past research has been also associated **service quality** to a company's performance and customer satisfaction (Moreno, 2014). From the review of the service quality literature, it is found that service quality leads to customer satisfaction (Orel and Kara, 2014). In the service literature, the link between service quality and customer satisfaction has shown that positive perceptions about the quality of services leads to customer satisfaction, which in its turn leads to positive behavioral intentions (Theodorakis, Alexandris, Tsigilis, and Karvounis, 2013). Furthermore, Kumar *et al.* (2011) state that service quality has also been related to customer loyalty. However, Cronin and Taylor (1992) point out that some a small number of scholars informed that customer satisfaction exerts a stronger influence on purchase intentions than service quality, other scholars provided strong empirical evidence supporting the notion that service quality enhances customer intentions to remain with a company. Aydin and Özer (2005) mention that service quality also develops customers' inclination to rebuy, to buy more, to buy other services, to become less price-sensitive and to tell other customers about their favorable experiences. Further, they recommended that

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there is a positive relationship between service quality and repurchase intention, recommendation and resistance to better alternatives. The repurchase intention, the recommendation and the resistance to better alternatives are behavioral intentions and constitute customer loyalty (Aydin and Özer, 2005).

Kumar *et al.* (2011) mention that **corporate** and **brand image** have developed as factors of customer loyalty. A number of service marketing studies have identified corporate image as an important factor of brand loyalty (Zins, 2001). Higher levels of customer satisfaction help to enhance loyalty by building a positive corporate image as stated by (Anderson, Fornell, and Lehmann, 1994). Further, Andreassen (1999) found that a positive relationship between corporate image and customer satisfaction that leads to loyalty. Aydin and Özer (2005) also deal with that attitudes are linked functionally with behavioral intentions that predict behavior. Corporate image as an attitude must thus affect behavioral intentions such as customer loyalty. Moreover, Kandampully and Suhartanto (2003) express that company or brand image is the key factor in the value equation and it can assist or undermine the value that customers feel they get. Image can thus affect loyalty. In the same way, Kandampully and Suhartanto (2003) vied that image is an attitude that leads to customer enthusiasm: value, delight and loyalty. As a study by Ostrowsky, O'Brien, and Gordon (1993) on the airline industry supported this contention and image is significantly associated with passenger loyalty. Therefore, companies tend to perceive customer satisfaction and image to constitute the most viable long-term strategy (Selnes, 1993).

Emotion ought to be considered when developing an understanding for customer loyalty. Customers ought to have positive emotional reactions and connections to the service brand before, during and after the service has been purchased so as to generate loyalty (Morrison and Crane, 2007). Moreover, the connection between satisfaction and emotion is quite close as highly satisfied or delighted customers tend to create more than a rational preference but an emotional bond with the company (Kotler and Keller, 2009). In term of service brand such as airlines, consumers are likely to believe in the emotional signals they receive from the characteristics of the service brand, service provider and the context on which the service is presented (Morrison and Crane, 2007).

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Further, there should be a deep emotional bond and trust between the customer and the brand in order to create brand loyalty. It is also stated by Chaudhuri and Holbrook (2001); customer loyalty may be determined by trust in the brand and by feelings or affect elicited by the brand.

A study shows that **trust** directly increases customer loyalty (Deng, Lu, Wei, and Zhang, 2010). Additionally, trust directly and positively influences customer satisfaction and customer loyalty according to (Kumar *et al.*; 2011). Trust also affects relationship commitment considerably and so customer loyalty (Haq, 2013). Trust is considered as the most important factor that leads to customer loyalty (Gommans, Krishnan, and Scheffold, 2001). Furthermore, Lin and Wang (2006) claimed that trusting beliefs leaded to positive attitudes (customer satisfaction), which, in turn, influence intention to engage in repeated purchases (customer loyalty). Moreover, Morgan and Hunt (1994) recommended that trust is a precursor to commitment that leads to loyalty. Trust is a necessity in loyalty relationship; however commitment has been claimed it is an antecedent of brand loyalty behaviour (Kim, Morris, and Swait, 2008). Commitment has also been considered known as an essential mediating variable in developing customer loyalty (Morgan and Hunt, 1994; Garbarino and Johnson, 1999).

Customer involvement is an element in the type of rewards favored (Yi and Jeon, 2003). Further, it significantly influences the responses of customers linked with memory, attention, processing, search, brand commitment, and satisfaction (Laaksonen, 1994). Moreover, loyalty is indirectly influenced by consumer involvement. The degree of psychological identification and affective, emotional ties the consumer has with the stimulus such as a brand is used as a definition of involvement as suggested by (Liang and Wang, 2008).

Empirical research on **commitment's** impact on loyalty identifies positive impacts of commitment on numerous loyalty dimensions (Evanschitzky, Iyer, Plassmann, Niessing, and Meffert, 2006). Bloemer and Ruyterk (1998) express that commitment is understood as symbolic attachment or identification with a product, which is a crucial situation for loyalty to occur. Commitment is the value that a strong brand can deliver on its commitment to customers, which is a higher level of relational bonding and is crucial for successful long-

term relationships (Johnson, Herrmann, and Huber, 2006; Garbarino and Johnson, 1999; Morgan and Hunt, 1994). In addition, commitment is recognized to an extremely significant or important part of any long-term business relationship (Gundlach, Achrol, and Mentzer, 1995, Anderson and Weitz, 1992, Morgan and Hunt, 1994). Evanschitzky *et al.* (2006) find that committed customers are likely to invest greatly in their relationship with the supplier. The committed customers will perceive greater benefits to loyalty as well as greater risks to switching brands.

Customer loyalty programs have been long used by the travel industry (e.g. airlines) (Gable, Fiorito, and Topol, 2008). Loyalty programs can provide customers with a wide variety of "hard" (e.g. discounts, coupons or rebates for past purchases or produce savings) and "soft" (e.g. special invitations, exclusive "after-hours" shopping times) benefits, thus they tend to become frequent buyers, increase their purchases and become advocates of the store; recommending the store to family, friends and acquaintances (Gable *et al.*; 2008). Customers drawn by such benefits are expected to regularly return for additional purchases, resulting in a long-term relationship with the company (Dixon, Bridson, Evans, and Morrison, 2005).

Switching cost has also considered as an emerging factor, which affect loyalty (Kumar *et al.*, 2011). A study by Lam *et al.* (2004) switching cost is positively interrelated to customer loyalty. Further, Lam *et al.* (2004) have found that it also affects customers' tendency to recommend others. Switching costs are also used as a corporate strategy to increase customer loyalty (Dick and Basu, 1994).

As stated by Bielen and Demoulin (2007), **waiting time** has a significant influence on customer loyalty, especially in service industries. Customer satisfaction with waiting time was used as a construct to denote customer post-experience and judgmental evaluation associated with cognitive aspects and affective aspects of waiting. By measuring the extent to which perceived waiting time period matches customers' expectations for a particular transaction. Further, Bielen and Demoulin (2007) identified that long waiting time negatively affects customers' perception of service delivery that reflects negatively on

loyalty. In summary, the various factors affecting customer loyalty can be conceptualized as shown in figure 1.

Figure 1: The factors of affecting customer loyalty
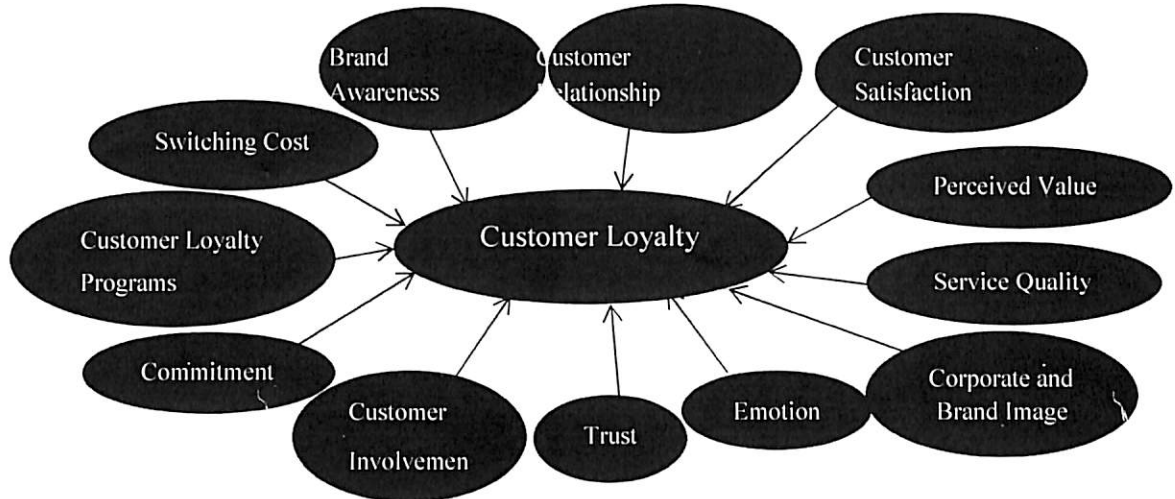
Hence, it is concluded that customer loyalty plays an important role in airline industries since years ago. Thus, if the three airlines,- *SAS, India and Wideroe* can sustain their customers well, the customers will have less attention to switch to its competitors and keep being loyal to the three airlines and eventually lead to high profitability.

3.2 Determinants of consumer analysis

A consumer behavior model, Wheel of Consumer Analysis, has been created by J. Paul Peter and Jerry C. Olson (2008). According to the American Marketing Association (AMA, 1995), consumer behavior is defined as *"the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives"*.

Figure 2: The wheel of consumer analysis

Source: (adopted from Peter and Olson, 2008)

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According to Peter and Olsen (2008), consumer should be analyzed by looking into three elements using the Wheel of Consumer Analysis "affect and cognition", "behavior", "environment" and their relations between each other (See Figure 2). Every single element can affect other elements or it can be a reason to realize. So, all elements ought to be considered when deciding for marketing strategy (Peter and Olsen, 2008).

"Affect" also denotes persons' emotions concerning a product like admiring or hating, while *"cognition"* refers to mental activities including learning, interpreting, and evaluating. When people are exposed to stimuli, they have the image of objects, situations, and people or experienced in mind. Every individual has own way of understating, perceiving and explaining of the surroundings in his own environment. In some degree, these specialties can be common depending on common attitude and beliefs. "Affect and cognition" is linked with one another; however they are completely originated in different ways as feelings and thoughts (Peter and Olsen, 2008; Chisnall, 1995). *Behavior* represents the physical actions of consumers, which can be examined and measured. And last but not least, *environment* shows all external factors that influence the other three parts mentioned- consisting of what consumers feel, think and do according to (Peter and Olson, 2008; Solomon, 2007). The central part of the Wheel of Consumer Analysis, marketing strategy is stimuli such as brands or products located in consumers' environment that are intended to influence individuals' affect, cognition, and behavior as suggested by (Peter and Olson, 2008). Notwithstanding, it is not solely marketers' activity that attempts to influence consumers, but rather a two-way street as the strategy should also be influenced by consumers. Therefore, it had better be based on consumer research and analysis as to develop, implement and change a marketing strategy effectively and efficiently.

3.3 Attitude

Throughout the years, there have been various researchers. They have approached the concept of attitude in different ways. Peter and Olson's (2002) model of attitude includes three response types such as cognition, affect and conation. Peter and Olson (2002) stated that a person's overall evaluation of a concept.

Evaluations are generally formed by the cognitive system and they are affective in nature. They are a product of integrated knowledge, beliefs and or meaning about a concept. A customer chooses the personal relevance and whether it is favorable or unfavorable during the integration process. Attitudes can range anywhere on the continuum from extremely negative to extremely positive. Moreover, they can be simply measured by asking the customer to analyze a certain idea. A neutral evaluation is also considered an attitude. Attitudes are stored in the memory. Existing attitudes are stored in the memory that is called upon and modified when new information presents itself (Peter and Olson, 2002).

Consumers hold numerous attitudes towards companies and brands on the market. So as to create customer loyalty to the brand, knowing these attitudes or even better being able to change them is of significance for brands (Schiffman and Kanuk, 2007). Gomez, Arraz, and Cillan (2006) mention that attitude plays a big role in customer loyalty, since a previous positive attitude is required to call a repetitive behavior as true loyalty. Based on Eagly and Chaiken (2007), it is hence essential to refer to what attitudes are to give the correct framework which will develop the conceptual aspects of this thesis.

3.3.1 Definition

In general, an attitude is defined as a way a person responds to his or her environment, either positively or negatively. This kind of attitude can have a conscious and subconscious aspect (Ducoff, 2014). There is generally an argument that attitude represents a psychological object that is articulated by evaluating an object in such attribute dimensions like good-bad, harmful-beneficial, pleasant-unpleasant and likable-dislikable (Schiffman and Kanuk, 2007; Ajzen, 2001).

An attitude is *"a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols"* (Hogg and Vaughan, 2005, p. 150). Similarly, Perner (2010) defines that consumer attitude is simply a composite of a consumer's **beliefs, feelings,** and **behavioral intentions** toward some object within the context of a brand. A consumer can hold negative or positive beliefs or feelings toward a product or service. A consumer may hold certain feelings toward brands or other objects. These feelings are occasionally based on the beliefs. However, there are also

feelings that are independent of beliefs. The behavioral intention is what the consumer plans to do with respect to the object. The object is to buy or not buy the brand.

As Fazio (2007) explains that attitudes are relationships between a given object and a given summary evaluation of the object — associations, which can differ in strength and, hence, in their accessibility from memory. Attitudes are also described as evaluative judgments based on culture and beliefs (Bennett, Hartel, and McColl-Kennedy, 2005). Based on the figure 3, some of the definitions of attitude are defined below:

Figure 3: Attitude definitions, ordered according to their conceptualization of attitudes as stable entities (left) versus temporary constructions (right)
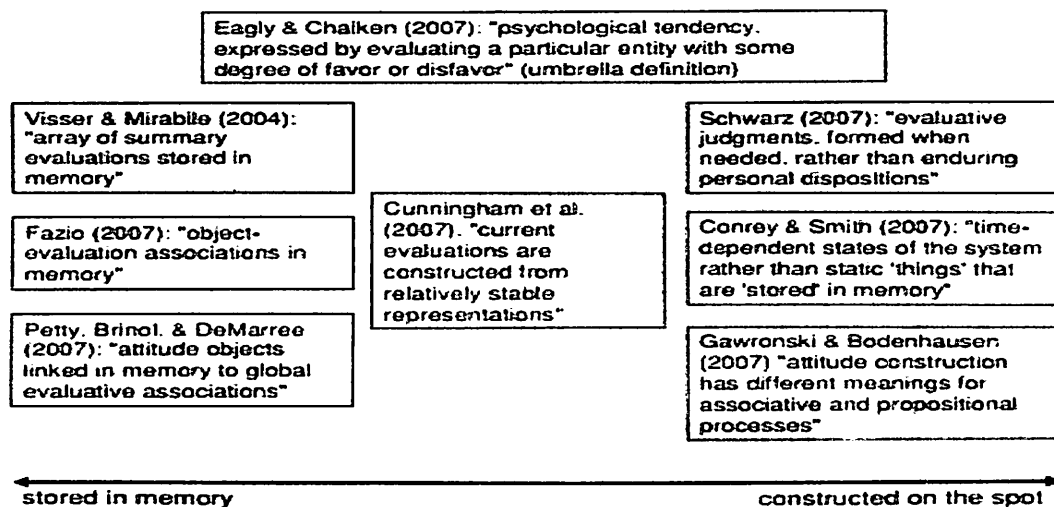
Source: (adopted from Bohner and Dickel, 2011)

3.3.2 Attitude towards objects

A consumer's attitude towards an object is made up of a set of salient beliefs. Salient beliefs are beliefs, which people acquire through experiences with a certain object. Since there is a limit to cognitive capacity of every person, a finite number of beliefs exist for a certain object. A consumer's salient beliefs regarding an object can range from positive to negative that is depended upon their past experiences (Peter and Olson, 2002).

It is likely for consumers to only activate a subset of salient beliefs when forming an attitude, depending on the situation. For that reason, depending on a consumer's mood,

environment or emotional state, it is likely to have varying attitudes regarding the same object at different times. Over time, a consumer's set of salient beliefs may and can modify, resulting in an overall change in attitude. The more homogenous a set of salient beliefs towards an object is, the more consistent the attitude will be according to (Peter and Olson, 2002). It is believed that salient beliefs are the most typical example to attitudes. Hence, when making an effort to understand a consumer's attitude towards an object, it is extremely important to understand the salient beliefs of that consumer.

3.3.3 The three components of attitude

Attitudes are generally based on three components of cognitive, behavioral and affective influences, and are possible to be measured by self-report scales as for example like the 'semantic differential,' where a person rates the aim on bipolar evaluative dimensions as for example like how good/bad or favorable/unfavorable it is (Petty, 2001). Further, Solomon (2007), regarding attitudes and what those includes scholars agree to take a structure of three diverse elements such as affect, behavior, and cognitive. This belief is called the ABC model of attitude and it builds upon the thought, which is created by the relationship between knowing, feeling, and doing. Dean (2010) clarifies that the term 'Affect' is the feeling an individual has about an object. In the current context, affect implies the emotion or opinion regarding a product or service. The term 'behavior' is the responses of a consumer resulting from affect and cognition. Behavior only represents intention. The term 'cognition' is an individual's belief or knowledge regarding an attitude object. But the fact is that each of the three elements (affect, behavior, and cognitive) is not static, but will be different according to changes in diverse variables (e.g. light users of a brand or heavy users of a brand and the consumers' attitude towards the attitude object) as suggested by (Jewell and Unnava, 2004).

As Solomon (2007) explains that the intentions to do something else about an attitude object whether it leads to actual action or not, which are described as behavior in the ABC model of attitudes. When talking over brand loyalty, behavioral intentions with affective and cognitive conviction are the basis (Kim et al.; 2008). But, when setting up the three factors of the ABC model in an experiential hierarchy of effects, behavior is never the first

antecedent since behavior ever happens because of affective or cognitive influence (Solomon, 2007).

The impact of the three components (cognitive, behavioral, and affective) – in their influence, give details to a large extent the prediction and execution of the expected behavior as suggested by (Azjen, 2001; Ajzen and Fishbein, 2005). The three components (cognitive, behavioral, and affective) of attitude; each of three factors has on attitude response that is closely linked. As a result, cognitive content influences and relies on, the affective components and the behavioral components manifest as behavioral and skill habits (Eagly and Chaiken, 2007; Maio and Haddock, 2010). The expression of the attitude does not influence the different components, which were involved in its execution as noted by (Ajzen and Fishbein, 2005).

The figure 4 below shows the interaction of the three components (cognitive, behavioral, and affective) and their link to attitude, and how it manifests itself in the form of behavior and by extension, competency, understood as "Knowing how to act".

Figure 4: The three components (cognitive, behavioral & affective) of attitude and their interaction

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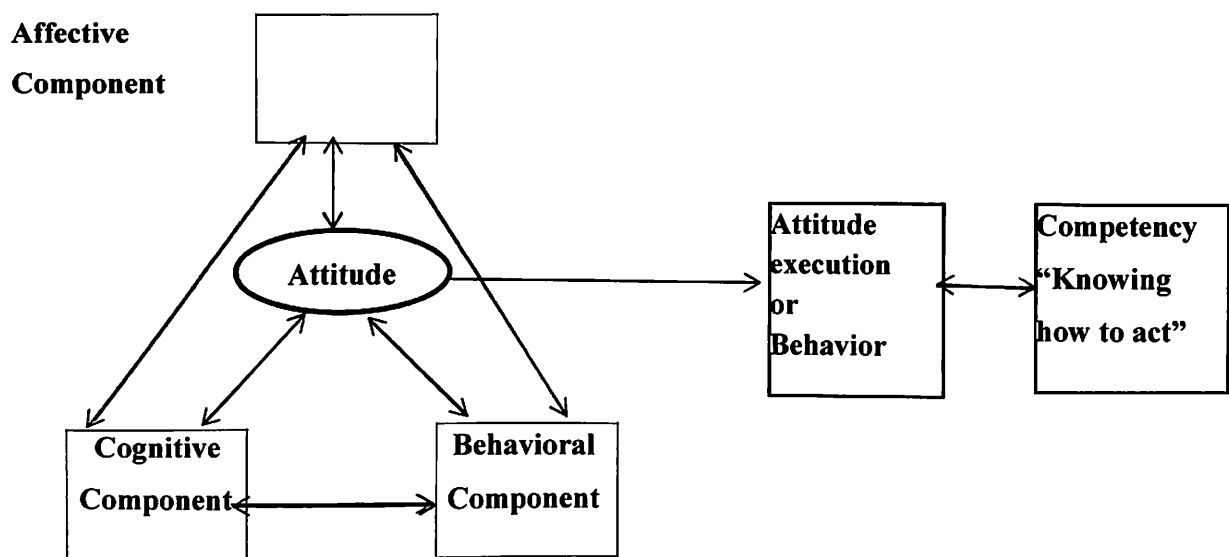
3.3.4 Attitude strength

Kim *et al.* (2008) recommended that an extreme attitude toward a specific brand might have a special effect on buyer behavior, especially on what they termed "brand insistence." Then the relationships between attitude and behavioral intention, it is proposed a proceeding construct, which may influence brand commitment formation. The proposed construct is called "attitude strength."

In social psychology, strong resistance to attitude change is considered as the "strength" of the existing attitude. Attitude strength theories can be able to explain the process of brand loyalty formation. It is because of the idea's manifesting characteristics i.e. durability and amount of impact according to (Kim *et al.*; 2008).

3.3.5 Change in attitudes

Attitude change takes account of changing an individual's overall evaluation (good–bad) of object. Change can be induced in relatively thoughtful or non-thoughtful ways, and any persuasion variable for example source credibility, recipient happiness can lead to attitude change by any of mechanisms defined. High thought attitude change implicates changing the number, valence, or confidence people have in their thoughts regarding the attitude object. But, low thought change comprises in relation to the attitude object with affect or invoking heuristic (Petty, 2012).

Attitude change occurs when one's key dimension moves from one significant value to another significant value. In general, attitude change is inferred from a change in a person's scale rating. Nonetheless, behavioral and other indirect or implicit processes for evaluating change are used now and then. There are numerous research studies of attitude change, which comprise see-through individuals to a persuasive communication. However, some attitude change procedures do not implicate exposure to any communication (Petty, 2001).

As mentioned earlier, attitudes are always connected to consumers. This communication of attitudes can open up for a change in consumers' attitudes towards an attitude object such as brand or product as noted by (Schiffman and Kanuk, 2007). If the attitude has been passed on to the consumer by somebody else or something else is of meaningful value,

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although attitudes do not occur immediately after a new attitude has been exposed to a consumer (Petty, Wegener, and Fabrigar, 1997).

3.3.6 Implicit and explicit attitudes

Attitudes are grouped into two extensive categories based on how each forms through different models of reasoning such as implicit attitudes and explicit attitudes. Implicit attitudes tend to be automatic in nature, such that individuals are never aware of them. They are also theorized and conceptualized to form owing to associative reasoning. Explicit attitudes tend to be deliberative in nature. Normally they are also within conscious awareness and they are believed to form through logical processes (Goldstein, Forman, Meiran, Herbert, Juarascio, and Butryn, 2014). Thus, Wilson, Lindsey, and Schooler (2000, p. 104) define implicit attitudes as evaluations *"(a) have an unknown origin (i.e., people are unaware of the basis of their evaluation); (b) are activated automatically; and (c) influence implicit responses, namely, uncontrollable responses and ones that people do not view as an expression of their attitude and thus do not attempt to control".*

The dual-process model holds that the theory of implicit attitudes and explicit attitudes concerning an aim are evaluative as for example positive or negative, but do not necessarily mean that is concordant with each other (Petty, Briñol, and DeMarree, 2007). Moreover, the model of dual attitudes builds upon both implicit attitudes and explicit attitudes, which a change in attitudes does not necessarily denote that the new attitude replaces the initial attitude as stated by (Ajzen, 2001).

Wilson *et al.* (2000) mention that despite the attitude being overridden by a new attitude, the initial attitude can still remain in memory. Based on the model of dual attitudes, two different attitudes will be held towards one object, one explicit and habitual (i.e. implicit). When dual attitudes exist, the implicit attitude is activated automatically, whereas the explicit one needs more measurements to retrieve from memory. Explicit attitudes are easy to change, whereas implicit attitudes like old habits are more likely to change. Attitude-change methods frequently change explicit but not implicit attitudes.

Two major attitudes are to elicit individual attitudes toward an object such as explicit and implicit from a methodological perspective (Czellar and Luna, 2010). Explicit attitude

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measures defined hereafter as explicit evaluations constitute written or verbalized evaluations of attitude objects in a particular evaluative context (Wilson *et al.*; 2000). Implicit attitude measures are different from explicit measures because their measurement outcome is affected by automatic processes, the key features of which are uncontrollability, unintentionality, efficiency and speed (Czellar and Luna, 2010).

3.3.7 Situational occurrence

Kim *et al.* (2008) point out that attitudes are analyzed to have a huge significance since having strong attitudes toward a brand influences stronger brand commitment in term of brand loyalty. But, when a brand switcher purchases another brand, it may have other reasons than negative attitudes created by dissatisfaction according to (Schiffman and Kanuk, 2007). The reason for switching a brand is measured by economic reasons that have nothing to do with the brand switcher holding a negative attitude with the neglected brand. Therefore, economy can slightly have a huge influence on the attitudes communicated by consumers as the price is the determinant instead of the experience. Hence, a specific product is analyzed as "good enough" compared to the consumer budget. However, it is compared to more expensive products it may simply be analyzed as "just okay".

3.4 Behavior

Jacoby and Kyner (1973) express that favourable brand attitude as well as habitual buying behavior measures brand loyalty. Satisfaction is an antecedent of brand attitude, brand intention, and attitudinal brand loyalty for consumer services (Russell-Bennett, McColl-Kennedy, and Coote, 2007). The word 'behavior' describes the physical actions of consumers, is evaluated, this is also known as overt behavior which differentiates it from mental activities (Peter and Olson, 2008). Behavioral loyalty means consumers' repurchase behavioral or intension of specific brand that is revealed through patterns of continued patronage and actual spending behaviors (Russell-Bennett *et al.*; 2007). Nam, Ekinci, and Whyatt (2011) also define behavioral loyalty, is the frequency of repeat purchase.

Kotler, Armstrong, and Wong (2008) identify that there have been four different types of buying behavior which consumers apply in numerous situations. Those are such as a

variety-seeking, a dissonance reducing, habitual, and complex buying behavior. Travelers choosing an airline are likely to apply complex buying behavior as the purchase is not safe and cheap which leads to high consumer involvement (Kotler *et al.*; 2008). Consequently, customers evaluate possible options. The customers emphasize information search than customers applying any other type of buying behavior (Pizam and Mansfeld, 1999).

3.4.1 Habit

In general, habit strength enhances to the extent that an act has been repeated even though it is hard to establish whether or when a specific behavior is a habit. Therefore, in the past, frequency of an act looks like the most straight- forward operationalization of habit strength. Most of research studies on habit work as a measure normally. In some research studies, frequency of past behavior was measured by observing ongoing behavior or objective registration (Verplanken and Aarts, 1999).

Chitty, Ward, and Chau (2007) point out that behavioral component of customer loyalty simply describes habitual behavior. According to Gommans *et al.* (2001), behavioral loyalty is traditionally described in term of repeat buying behavior. Repeat purchase behavior is influenced by the quality of the link between the customer and the brand as stated by (Hennig-Thurau and Klee, 1997).

Verplanken and Orbell (2003) distinguished between past and future behavior. They said that by satisfactory repletion, a particular behavioral response might become automatic when spontaneously triggered by a particular cue in the environment. As a result, the link between past and future behavior might become more meaningful. Once behavior is sufficiently repeated, it might be habit, the automaticity in responding to certain cues, and not frequency of behavior as such, that determines the occurrence of future behavior. Repeatedly performed behaviors might thus gain habitual qualities; there is good reason to develop an instrument, which measures the degree to which a behavior has acquired that quality. In other words, habit ought to be measured as such if it is a psychological construct, and not simply past behavioral frequency.

As Verplanken and Orbell (2003) explain that habit is described as *"learned sequences of acts that have become automatic responses to specific cues, and are functional in obtaining*

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certain goals or end-states" (p. 1314). The first characteristic of habits is therefore that they have repetition. The more frequently a behavior, the more likely it becomes habitual. Further, habit is defined as *"a repetitively performed, stable behavior which is not actively deliberated upon at the time of the act"* (Beatty and Kahle, 1988, p. 3). They also defined habit as the opposite of brand commitment: while the latter is the result of psychological processes, the former does not necessarily have psychological causes. Furthermore, habit is related directly to behavior: habit formation will occur when a behavior is repeated frequently (Beatty and Kahle, 1988).

A history of repetition and features of automaticity, another aspect of habits; namely, habits are part of how we organize everyday life and might therefore reflect a sense of identity. Even though it might not hold for all habits, at least some habits might be descriptive of a person and therefore express someone's identity (Verplanken and Orbell, 2003).

Typically habit is a consequence of low involvement in the purchase process (Rundle-Thiele and Bennett, 2001). Furthermore, Rundle-Thiele and Bennett (2001) mentioned that buying behavior is linked normally with a high-involvement process can also undergo habit formation, because when consumers show repeat buying behavior, they will get used to the act, which will turn the high-involvement process into a low-involvement process. The significant role of habit in low-involvement processes and found evidence that habit also plays a prominent role in decision making in the behavior of individuals who are motivated and committed to a brand (Beatty and Kahle, 1988).

3.4.2 Behavioral intentions

Though understanding consumer attitudes are beneficial to marketers, they are of no use unless they turn into behavioral intentions. Due to this point, a number of researchers have developed a model, which is capable of predicting behavioral intentions. As it turns out, attitude alone is not enough in predicting behavioral intentions without a doubt (Peter and Olson, 2002). Consumers with favorable attitudes may not act on these attitudes because of environmental circumstances (Dick and Basu, 1994).

Saha and Theingi (2009) defined behavioral intention as the customers' subjective probability of performing a certain behavioral act. In this regard, there are three behaviors,

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which have been related particularly to profitability and the market share of a company, these customer behaviors are including word-of-mouth, repurchase intention and feedback to the service provider.

Satisfaction influences repurchase intention and customer satisfaction has an important influence on repurchase intention (Kellar and Preis, 2011). Repurchase intentions simply stand for the customer's self-reported likelihood of engaging in future repurchase behavior. However, repurchase behavior is the objectively observed level of repurchase activity. Satisfaction influences both repurchase intentions and behavior positively (Seiders, Voss, Grewal, and Godfrey, 2005).

According to a model present by Zeithaml, Berry, and Parasuraman (1996), behavioral intentions is captured by such measures as word of mouth, loyalty, and complaining behavior, repurchase intentions and price sensitivity. When customers' perceptions of service quality are high, the behavioral intentions are favorable, which strengthens their relationship with the organization. However, when service quality assessments are low, the customers' behavioral intentions are unfavorable and the corresponding relationships with the company deteriorate (Zeithaml *et al.*; 1996). Further, they emphasized that behavioral intentions are indicators that indicated whether customers have remained with or have defected from the company. Burton, Sheather, and Roberts (2003) concluded that customer experience is associated with behavioral intentions. The more positive the customer's experience, the more likely the customer is willing to reuse the service.

Based on Park, Robertson, and Wu (2004), modelling air passengers' behavioral intentions take account of service expectation, service perception, service value, passenger satisfaction, and airline image. Understanding what consumers is hoping from a service organization is vital for the reason that expectations give a standard of comparison in contrast to which consumers judge an organization's performance. Service quality is described as a consumer's general impression of the relative efficiency of the organization and its services. Customer satisfaction is described as a judgment made on the basis of a specific service encounter. Value is described as a customer's general judgment of the utility of a product based on perceptions of what is received and given. McDougall and

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Levesque (2000) found that service value is a key variable of customer satisfaction and behavioral intentions.

3.4.3 The relationship between habit and customer loyalty

Loyalty is divided into behavioral and attitudinal loyalty to establish the nature of the relationship between habit and customer loyalty. Habit is as repetitive, stable behavior, and behavioral loyalty is repetitive purchasing behavior, so the two concepts are clearly related from a behavioral perspective (Beatty and Kahle, 1988). Aarts, Verplanken, and Knippenberg (1998) explained a pattern of reciprocity that is because of a pattern of repetitive behavior, habit formation occurs, and habit increases the likelihood that the customer will again accept to buy the familiar brand. Beatty and Kahle (1988) agree about the reciprocal character of the relationship. Nonetheless, the influence of habit on loyalty is indirect. However, a direct influence seems make intuitive sense, and based on Beatty and Kahle (1988)'s model on the model of reasoned action that Aarts *et al.* (1998) claimed, does not apply where the influence of habit on loyalty is concerned. From an attitudinal perspective, conflicting views also appear to exist. Spurious loyalty that they consider similar to inertia is described by a low attitude as stated by (Dick and Basu, 1994). However, habit avoids attitudes and does not affect them (Aarts *et al.*; 1998). Beatty and Kahle (1988) also established that highly brand-committed individuals are affected by habit formation. The solution looks at spurious loyalty as a theory associated with, but not similar as, habit.

3.5 Satisfaction

A number of researchers have introduced various explanations and descriptions for customer satisfaction (Forozia, Zadeh, and Gilani, 2013). Likewise, many studies have examined the value of understanding and maintaining consumer satisfaction through the service industry particularly. Because satisfied customers are keys to long-term business success, both academics and practitioners also recognized the importance of customer satisfaction (Jones and Suh, 2000). The objective of this research is to further advance the research on consumer satisfaction in tourism (Song, Veen, Li and Chen, 2012). A great deal of empirical search has recognized that customer satisfaction culminates in higher customer

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loyalty, positive word of mouth, word of mouth recommendations, increased market share, and profitability (Fornell and Wernerfelt, 1987; Song *et al.*; 2012). Consumer satisfaction is thus important to work with survival due to its substantial bottom-line financial implications, quality and service considerations.

3.5.1 Definition

According to (Giese and Cote, 2000), there is no general agreement on the conceptual definition of satisfaction that was proposed by previous researchers (i.e. satisfaction literature from 1969 to 1997). But after their studies of numerous definitions they have defined customer satisfaction, is identified by a response (cognitive or affective), which pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post-consumption). Furthermore, satisfaction is defined as a complex human process, which encompasses cognitive, affective and other undiscovered psychological and physiological dynamics (Suhartanto and Noor, 2012). According to Bowen and Clarke (2002), satisfaction is defined as the one of the key judgments of consumers by evaluating tourism service and become the focal point of attention for the marketers. However, Yoon and Uysal (2005) simply defined that satisfaction is determined by the tourists' perceived disparity between the preferred and actual leisure experiences.

Satisfaction is a tourist's emotional state of mind after an experience in the context of tourism. It is not attribute-based as it is 'experiential' and 'emotions' can work as a mediator between performance and satisfaction (Sarker, Aimin, and Begum, 2012). Ayyildiz and Cengiz (2007) point out that customer satisfaction has played the key concept in the marketing and consumer research. Therefore, customer satisfaction is one the most areas being researched in numerous tourism studies due to its importance in determining the success and the continued existence of the tourism industry (Gursoy, McCleary, and Lepsito, 2007).

One the one hand, it is a natural phenomenon as customer satisfaction is considered to lead to repeat purchase and facourable word of mouth publicity (Ayyildiz and Cengiz, 2007). However, on the other hand, when the customer is dissatisfied with the experience,

Consequences can be severe as opportunities to retain the customer diminish (Kotler and Keller, 2009). Customer dissatisfaction indicates that 95% of dis-satisfied customers do not bother to complain to the company and instead they just stop purchasing the brand (Kotler and Keller, 2009). Satisfaction thus has a positive and significant impact on customer loyalty and word of mouth intentions (Khan, 2012; Spreng, Harrell, and Mackoy, 1995).

Chen and Chen (2010) suggest that satisfaction describes the perceived discrepancy between prior expectation and perceived performance after consumption. Obviously, when the performance of the service or product cannot fulfill the exception, dissatisfaction appears. Satisfaction is created by the comparison of pre-travel expectations and post-travel experiences in the context of tourism. In simple words, when experiences of a tourist compared to the expectation results in feeling of gratification, the tourist is satisfied. On the other hand, when experiences of a tourist result in feeling of displeasure, the tourist is not satisfied. Homburg, Jensen, and Krohmer (2008) suggested that customer satisfaction has been a crucial issue in marketing field in the past decades since satisfied customers are able to offer to the company such as customer loyalty and continuous profitability.

According to Giese and Cote (2000), the existing literature indicates the lack of a consensus for a definition among researchers. Firstly, a basic definitional inconsistency surrounds the debate over whether or not customer satisfaction is a process or an outcome. Consumer satisfaction definitions either focus on an evaluation process or a response to an evaluation process. Secondly, a discrepancy remains concerning the nature of customer satisfaction. Customer satisfaction is a response (either cognitive or affective). Lastly, a disagreement occurs in the terms. Researchers used discrepant terms to mean satisfaction: consumer satisfaction, customer satisfaction, or simply, satisfaction. These terms are somewhat interchangeable in their use (Giese and Cote, 2000). Based on the table 1, some of the conceptual and operational definitions of satisfaction are defined below:

Table 1: Conceptual and operational definitions of 'satisfaction'

Source	Conceptual Definition
Howard and Sheth (1969)	The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone (p. 145)
Hunt (1977)	A kind of stepping away from an experience and evaluating it...the evaluation rendered that the experience was at least as good as it was supposed to be (p. 459)
Westbrook (1980)	Refers to the favorability of the individual's subjective evaluation of the various Outcomes and experiences associated with using or consuming the product (p. 49)
Swan, Trawick, and Carrol (1980)	A conscious evaluation or cognitive judgment that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use purpose. Another dimension of satisfaction involves affect of feelings toward the product (p. 17).
Oliver (1981)	An evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience (p. 27).
Churchill and Surprenant (1982)	Conceptually, an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase relative to anticipated consequences. Operationally similar to attitude in that it can be assessed as a summation of satisfactions with various attributes (p. 493).
Westbrook and Reilly (1983)	An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace (p. 256). An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires) (p. 493)
LaBarbera and Mazursky (1983)	Post-purchase evaluation. Cited Oliver's (1981) definition: an evaluation of the surprise inherent in a product acquisition and / or consumption experience (p. 394).
Day (1984)	The evaluative response to the current consumption event...the consumer's response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product perceived after its acquisition (p. 496).
Westbrook (1987)	Global evaluative judgment about product usage consumption (p. 260). Also cited Hunt (1977).
Cadotte, Woodruff, and Jenkins (1987)	Conceptualized as a feeling developed from an evaluation of the use experience (p. 305)

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Tse and Wilton (1988)	The consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the products as perceived after its consumption (p. 204).
Westbrook and Oliver (1991)	A post-choice evaluative judgment concerning a specific purchase selection (p.84)
Oliver (1992)	A summary attribute phenomenon coexisting with other consumption emotions (p. 242).
Fornell (1992)	An overall post-purchase evaluation (p. 11).
Mano and Oliver (1993)	An attitude - like post-consumption evaluative judgment (Hunt 1977) varying along the hedonic continuum (Oliver 1989; Westbrook and Oliver 1991) (p. 454)
Halstead, Hartman, and Schmidt (1994)	A transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard (e. g., Hunt 1977; Oliver 1989) (p. 122)
Oliver (1997)	The consumer's fulfillment response. It is a judgment that a product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment (p. 13).

Source: (adopted from Giese and Cote, 2000, pp. 5-8).

The aforementioned definitions of table 1 stress the consumer's affective response towards the product/service and the consumption experience, which is an important aspect of customer satisfaction.

For the aim of this study, the satisfaction response will be reflected towards the level of affection for the service that is consistent with the suggestions by Jacoby and Chestnut (1978; Oliver, 1997; Oliver, 1999). Oliver (1999) proposed that consumers at the affective stage would develop a positive attitude towards/liking the brand/product/service as a result of satisfactory repetitive usage over time.

3.5.2 Measurements of satisfaction

Over the past 15 years, customer satisfaction measurement has observed a dramatic growth (Wilson, 2002). Numerous service companies spend half of their research budget on the measurement of satisfaction (Wilson, 2002). The author has also investigated the use of customer satisfaction measurement within the retail sector. The investigation discloses a high degree of usage for monitoring customer attitudes, company's overall performance

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and to identify problem areas (Mai and Ness, 2006). However, satisfaction measures are useful when combined with complementary measures (Mai and Ness, 2006).

On the one hand, in an analysis of methods of measuring customer satisfaction /dissatisfaction, gives the taxonomy of measurement scales, which are categorized as cognitive, affective and conative dimension according to (Hausknecht, 1990). On the other hand, Halstead (1989) viewed that satisfaction is not desirable as an end but rather as a means to understand future customer responses so that interest in satisfaction is associated with customer loyalty and retention. However, satisfaction is considered a necessary but not a sufficient condition to lead to repeat purchase behaviour (Van, Gemmel, Desmet, Dierdonck, and Serneels, 1998; Bloemer and Kasper, 1995).

3.5.3 Equation of satisfaction

As stated by Kotler, Armstrong, Saunders, and Wong (1996), maximization of customer value is turned into maximization of customer satisfaction relative to expectations as well as product performance. Brands are argued to be relations that exist in the minds of peoples. Therefore, the degree of a brand's success is linked with consumer satisfaction (Temporal, 2005). It is said that the connection between the expectations of a performance and the perception of the actual performance determines consumer's satisfaction; actual performance is necessary to be grater or equal to expected performance for satisfaction to occur. However, if not, dissatisfaction would arise (Oliver, 1980). In general, performance expectations are regards as predictions that have a direct role in satisfaction assessments (Zeithaml, Parasuraman, and Malhotra, 2002).

In order to customers' needs and expectations, satisfaction is as a feeling or as satisfaction with components of the transaction in term of its capability (Mai and Ness, 2006). Further, Cadotte, Woodruff, and Jenkins (1987) express that feelings of satisfaction or dissatisfaction are typically regarded as a paradigm of confirmation and disconfirmation, which consumer compares actual performance with some standard. Based on the mentioned opinion, three alternatives for the end result: when the consumer's standard matched the performance, a neutral feeling called confirmation. Accordingly, satisfaction occurs. And at

last, when the performance is poorer than the standard, negative disconfirmation and dissatisfaction occurs (Voss, Parasuraman, and Grewal, 1998).

3.5.4 Different types of satisfaction evaluations

According to (Giese and Cote, 2000), customer satisfaction is a complex construct receiving broad attention. While the theory of customer satisfaction evaluations have made great advances during the past three decades, debate continues concerning the best way to conceptualize and measure customer satisfaction (Boulding, Kalra, Staelin, and Zeithaml, 1993). It is certain that hundreds of important articles conceptualizing and measuring customer satisfaction have proliferated (Jones and Suh, 2000). In spite of the important debate in customer satisfaction literature, customer satisfaction research comprises three different types of satisfaction evaluations: Transaction-Specific Satisfaction, Overall Satisfaction and Expectancy-Disconfirmation Paradigm.

The type of satisfaction is **Transaction-Specific Satisfaction.** Transaction-specific satisfaction describes the consumer's dissatisfaction or satisfaction with a discrete encounter (Bitner and Hubbert, 1994). Transaction-specific satisfaction is an immediate post-purchase evaluative judgment or an affective reaction to the most recent transactional experience with the company (Oliver, 1993). The transactional approach emphasizes encounter satisfaction, which is satisfaction in a single transaction (Host and Knie-Andersen, 2004), and consumers are possible to comment on particular events of a transaction when asked about transaction-specific satisfaction (Jones and Suh, 2000). The reason is that transaction specific satisfaction is associated with a specific encounter with the organization can be different from experience to experience and can provide specific diagnostic information regarding a particular encounter (Aydin and Özer, 2005).

The type of satisfaction is **Overall Satisfaction.** Bitner and Hubbert (1994) describe that overall satisfaction is as the consumer's overall satisfaction or dissatisfaction with the organization based on all encounters and experiences with that particular organization. Since overall satisfaction information arises from all previous experiences with the particular provider, it is a function of all previous transaction-specific satisfaction (Parasuraman, Zeithaml, and Berry, 1994; Teas, 1993). Jones and Suh (2000) define that

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overall satisfaction is a number of transactions or just a few, which depend upon the number of times the consumer has used a particular provider. According to Boulding *et al.* (1993), overall satisfaction at time, t, will be based on overall satisfaction at time, t-1, which reflects all previous transaction-specific satisfactions and the transaction-specific satisfaction that resulted from the information collected from the most recent transaction produced at time, t. Therefore, it is suggested that overall satisfaction updates after each encounter and it is an aggregation of all previous transaction- specific satisfaction (Veloutsou, Gilbert, Moutinho, and Goode, 2005). While, transaction-specific satisfaction is possible to be different from experience to experience, overall satisfaction is a moving average, which is relatively stable over time and more like an overall attitude (Auh, Salisbury, and Johnson, 2003). Garbarino and Johnson (1999) refer to overall satisfaction as a cumulative construct summing satisfaction with particular products or services of the organization with numerous other facets of the company. Gilbert and Veloutsou (2006) define that overall satisfaction is more like a stored evaluation in one's memory than an on-the-spot evaluation. Jones and Suh (2000) illustrate that a consumer can have a dissatisfying experience in one episode (transaction-specific satisfaction) yet still be satisfied with a provider as a whole (overall satisfaction), owing to multiple previous satisfactory encounters.

The type of satisfaction is **Expectancy-Disconfirmation Paradigm**. Even though many theories to understand satisfaction exist, the most widely applied tool for conceptualizing and evaluating customer satisfaction is the expectancy-disconfirmation model of Oliver (1980) that views satisfaction with products or brands as a result of two cognitive variables such as pre-purchase expectations and post-purchase perceptions. Based on the expectancy-disconfirmation model, the influences on customer satisfaction are two factors such as perceived performance and expectation. Zeithaml and Bitner (1996) note that perceived performance is consumers' perceptions after consumption and expectation is the desires of customers, what they believe a product or brand ought to be or will be. As proposed by Hung, Huang, and Chen (2003), fully understanding the target customers' expectations must achieve high customer satisfaction. Based on the expectancy-disconfirmation model, it is assumed that customer satisfaction is a function of the relationship between customer expectations and the extent to which these are either confirmed or disconfirmed by actual

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experience. When the summative evaluation of experienced outcomes equals or exceeds expectations, positive disconfirmation occurs and various degrees of satisfaction result. When expectations exceed the summative evaluation of experienced outcomes, negative disconfirmation occurs and dissatisfaction results (Hemmington and Watson, 2002).

3.5.5 The relationship between brand loyalty and satisfaction

Many academics have established a link between satisfaction and loyalty. According to Heskett, Jones, Loveman, Sasser, Jr., and Schlesinger (1994), loyalty is a direct result of customer satisfaction. Hallowell (1996) found evidence for a relatively strong influence of satisfaction on customer loyalty. Many scholars suggested that the link between satisfaction and loyalty is of a reciprocal nature because loyal customers are less susceptible to negative information. Nevertheless, this link has not been confirmed (Lam *et al.*; 2004).

Based on the concept of Oliver (1999), satisfaction and loyalty will be handed in this thesis. For this study, the satisfaction response will be reflected towards the level of affection for the brand which is in line with the suggestions by (Jacoby and Chestnut, 1978; Oliver 1997; Oliver, 1999). Oliver (1999) noted that consumers at the affective stage would develop a positive attitude towards the brand as a result of satisfactory repetitive usage over time.

Customer loyalty is different from customer satisfaction. Customer satisfaction determines how well a customer's expectations are met by a given transaction. However, customer loyalty determines how possible a customer is to rebuy. Satisfaction is essential although it has adequate conditions for loyalty. Without loyalty, we can have satisfaction. However, without satisfaction, it is difficult to have loyalty (Shoemaker and Lewis, 1999).

To recognize the relationships between satisfaction and loyalty, satisfaction can be explained as a consumer's post-purchase evolution including cognitive and affective elements, whereas loyalty is treated perceived as consumer's commitment to the brand as developed from satisfaction and encompasses cognitive, affective, and conative elements, which lead to rebuy (Chitty *et al.*; 2007).

As far as loyalty is concerned, it is worth pointing out that loyalty to the same service company has its roots in a confirmation, which in turn, is based on satisfaction of previous

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purchases and a general attitude towards the company (Andreassen and Lindestad, 1998). Shoemaker and Lewis (1999) claim that two factors are critical for loyalty to flourish. The first is an emotional attachment to the product or service that is high compared with that to potential alternative. The second factor is repeat purchase.

3.6 Loyalty

To date, customer loyalty has been widely agreed in the academic discipline as a three dimensional conceptualization namely behavioral, attitudinal, and composite (Yoo and Bai, 2013). There have been several studies attempted to identify the determinants of customer loyalty (Dick and Basu, 1994). Researchers may have distinctive ideas in conceptualizing loyalty, thus, resulting in different discussions in verifying the antecedents of loyalty (Yoo and Bai, 2013). The construct of loyalty has been researched in a variety of contexts including brand loyalty (Jacoby and Chestnut, 1978). Customer loyalty is the focus of the current study. It has been proposed a comprehensive and often-cited conceptual model of customer loyalty (Dick and Basu, 1994). Loyalty customers are of great value for the airline brand (Bowen and Chen, 2001).

Earlier, several researchers examined the drivers of customer loyalty, as loyal customers in both consumer and business markets are possible to engage in repeat purchases from a seller or increase their "share" of purchases from a specific seller. Furthermore, they may possibly provide referrals of business to sellers or engage in word of mouth promotion (Lam and Burton, 2006). Barsky (1994) articulates that customer loyalty can lower costs or increase profitability, as the cost of recruiting a new customer is said to be five times more than the cost of retaining an existing customer.

3.6.1 Definition

Shoemaker and Lewis (1999) describe loyalty as it pertains specifically to the hospitality industry: loyalty takes place when " *the customer feels so strongly that you can best meet his or her relevant needs that your competition is virtually excluded from the consideration set, the customer buys almost exclusively from the preferred service organization- referring to you* " (p. 349).

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Jacoby and Chestnut (1978) have stated that loyalty is as a repeat purchase behavior and/or the expression of a favorable attitude toward such behavior. Likewise, loyalty is described as repeated purchasing or relative volume of same brand purchasing (Lee, Jeon, and Kim 2011). Newman and Werbel (1973) suggested that loyal customers who purchased a brand or service lots of times considered only the same brand and they made no efforts to search for related information of another brand.

Even though there are numerous definitions of loyalty, loyalty toward a company is defined as *"a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior"* (Oliver, 1999, p. 34). According to him, loyalty includes both attitudinal and behavioral/action phases, and the attitudinal phase of loyalty has three key stages (i.e., cognitive, affective and conative).

Oliver's four stage of loyalty model are a perspective model that defined loyal customers go through into four stages, which is described on the table 2 below:

Table 2: Oliver's four stage of loyalty model

Type of Loyalty Definition	Definition
Cognitive loyalty	Loyalty that determined by information relating to the offering, such as price & quality (more on cost and benefit)
Affective loyalty	Indicates the level of favourable attitudes and liking that the customer displays toward the destination
Conative loyalty	Loyalty that accompanied by a desire to intend an action
Action loyalty	The consumer's willingness to search for the favourite offering despite considerable effort necessary to do so

Source: (adopted from Oliver, 1999)

3.6.2 Dimensions of loyalty

Regardless of a series of studies has elaborated the concept of brand loyalty; much of the research over the past three decades generally examines consumer loyalty from behavioral loyalty and attitudinal loyalty (Day, 1969; Dick and Basu, 1994).

In the early years of research on brand loyalty focus was mainly on the operational definition of behavioral aspects. However, the study of brand loyalty has been analyzed in terms of both attitudinal and behavioral aspects (Jacoby and Chestnut, 1978; cited in Kim *et al.*; 2008). Despite that the single-dimensional definition of loyalty has been replaced by understanding the importance of the psychological aspect of the concept (Oliver, 1999). Behavioral and attitudinal based measurements have been battling for being recognized as the right method of loyalty research during loyalty research (Gentry and Kalliny, 2008). But later loyalty has been generally accepted that it comprises both behavioral and attitudinal elements (Jacoby and Kyner 1973).

Likewise, Dick and Basu (1994) have developed a framework for customer loyalty that combines both attitudinal measures and behavioral measures. They suggested that loyalty is determined by a combination of repeat purchase levels and relative attitude. Relative attitude was determined by attitude strength and attitudinal differentiation. Behavioral and attitudinal are also two dimensions for the customer loyalty (Kandampully and Suhartanto, 2003). Bowen and Shoemaker (1998) describes that the behavior dimension is a customer's behavior on repeat purchases, indicating a preference for a brand or a service over time. However, the attitudinal dimension of loyalty encompassed a customer's intentions and preferences (Kandampully and Suhartanto, 2003). Further, Kandampully and Suhartanto (2002) describe that attitudinal dimension is a customer's intention to repurchase and recommend that are good indicators of a loyal customer. A customer who also has the intention to repurchase and recommend is possible to remain with the company.

The behavioral dimension and customer loyalty is usually expressed by repeated purchase of service among other variable intention to repurchase and to recommend (Wong and Sohal, 2003). Gremler and Gwinner (2000) indicated a positive correlation between overall satisfaction and loyalty intention.

There are three distinctive approaches to loyalty measurement: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby and Chestnut, 1978). According to the behavioral approach, brand loyalty studies were operationalized through the behavioral interpretation of loyalty as a form of repeat purchasing of a particular brand over time (Frank, 1962; Tucker, 1964; Sheth, 1968). In the attitudinal approach, based on

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consumer brand preferences to purchase, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Travelers have a favorable attitude towards a specific product or destination, and express their preferences to buy the product or visit the destination (Yoon and Uysal, 2005). Finally, in the composite approach, it is an integration of the behavioral and attitudinal approaches (Backman and Crompton, 1991). Yoon and Uysal (2005) argue that customers who buy and have loyalty to particular brands must have a positive attitude toward those brands. However, the composite approach has limitations because not all the weighting or quantified scores apply to both the behavioral element and the attitudinal element, and they have differing measurements.

Although there are three distinctive approaches, which are used to measure loyalty (i.e. behavioral, attitudinal, and composite approaches), most researchers resort to attitudinal measurement in term of intention to repurchase and intention to recommend as an indicator of loyalty intention (Jones and Sasser, 1995; Lau and Lee, 1999; Kandampully and Suhartanto, 2000; Chiou, Droge, and Hanvanich, 2002; Suh and Yi, 2006).

Loyalty is a tri-dimensional (behavioral, attitudinal and cognitive) construct (Jones and Taylor, 2007). Loyalty is two-dimensional with behavioral and cognitive measures. Oliver (1997; Oliver, 1999) also stated, customers become truly brand loyal when they follow these stages: (a) cognitive brand loyal stage; (b) affective brand loyal stage; (c) conative brand loyal stage; and (d) behavioral brand loyalty stage. The author also proposed that the loyalty-building process starts from some cognitive beliefs (cognitive loyalty), followed by affective (i.e. "I buy it because I like it"), to conative loyalty (i.e. "I'm committed to buying it), and actual purchase behaviors (action loyalty, or "action inertia"). The loyalty dimensions (behavioral, attitudinal, and cognitive) are shown the table 3 below:

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Table 3: The loyalty dimensions (behavioral, attitudinal and cognitive)

Dimensions	Loyalty Related Outcome	Definition	Related Research
Behavioural	Repurchase Intentions	Customer's aim to maintain a relationship with a particular service provider and make his or her next purchase in the category from this service provider.	Jones et al. (2000); Zeithaml et al. (1996)
	Switching Intentions	Customer's aim to terminate a relationship with a particular service provider and patronise another in the same category.	Bansal and Taylor (1999); Dabholkar and Walls (1999)
	Exclusive Intentions	Customer's aim to dedicate all of his or her purchases in a category to a particular service provider.	Reynolds and Arnold (2000); Reynolds and Beatty (1999)
Attitudinal	Relative Attitude	The appraisal of the service, including the strength of that appraisal and the degree of differentiation from alternatives.	Dick and Basu (1994); Mattila (2001); Pritchard et al., (1999)
	Willingness To Recommend	Consumer's willingness to recommend a service provider to other consumers.	Butcher et al.(2001); Zeithaml et al., (1996)
	Altruism	Consumer willingness to assist the service provider or other service consumers in the effective delivery of the service.	Price et al. (1995)
Cognitive	Willingness To Pay More	Consumer's indifference to price differences between that of his or her current service provider and others in the same category.	Anderson (1996); de Ruyter et al. (1998)
	Exclusive Consideration	The extent to which the consumer considers the service provider as his or her only choice when purchasing this type of service.	Dwyer et al. (1987); Ostrowski et al. (1993).
	Identification	The sense of ownership over the service affiliation with the service provider, or congruence values that exists between service provider and the consumer.	Butcher et al. (2001)

Source: (adopted from Jones and Taylor, 2007)

Furthermore, Ruyter *et al.* (1998) also theorize that service loyalty is a multi-dimensional construct consisting of the following three dimensions such as preference loyalty, price indifference loyalty and dissatisfaction response.

3.6.3 Degrees of loyalty

A number of researchers have been conceptualized customer loyalty based on attitudinal approach (i.e. more specifically, the behavioral intention concept) such as intention to recommend the brand to others and intention to repurchase (Lau and Lee, 1999; Kandampully and Suhartanto, 2000; Chiou, Droge, and Hanvanich, 2002) as indicators for customer loyalty or loyalty intention. Others say it is not viewed as having two option of either being loyal or not loyal as loyalty is a dynamic construct and situationally dependent (Gentry and Kalliny, 2008). Aaker (1996) divides the market into three different groups in term of loyalty such as loyal buyers, brand-switchers, and non-customers. However, one can see it as a continuum. The loyalty continuum takes account of three major classifications. Aloyalty is described as a lack of loyalty (Gentry and Kalliny, 2008). Then inter loyalty beings the middle option on the loyalty continuum defines the assumed majority of consumers who are repeat consumers. It is because of a habit or inertia (Iwasaki and Havitz, 1998). Finally, the loyalty continuum is active loyalty that refers to loyal individuals (Gentry and Kalliny, 2008).

For airlines, customer loyalty has become an important component in their strategies in the competitive milieu in which they function (Forgas *et al.*; 2010). Oliver (1999) said that there are three conditions where true loyalty takes place: *(1) "the brand attribute ratings (beliefs) must be preferable to competitive offering, (2) this "information" must coincide with an affective preference (attitude) for the brand, and (3) the consumer must have a higher intention (conation) to buy the brand compared with that for alternatives"* (p. 35).

Yoon and Uysal (2005) also consider the concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez, and Polo, 2001), and most usually referred to as consumer loyalty with repeat purchases or recommendations to other people. Thus, increasing true customer loyalty is vital and willing to certain positive mouth effect.

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3.7 Factors (Service, Safety, Comfort, Luggage allowance and Bonus)

3.7.1 Service

It is stated that service quality is like beauty in the eyes of the beholder and hence a matter of perception (Rhoades and Waguespack, 2004).However, it is measurement, plays a really great role in assessing a service organization's performance, scrutinizing service problems, managing service delivery and determining corporate rewards (DeMoranville and Bienstock, 2003). As service excellence and delivering quality service became of overall importance to service firms. Service companies like airlines emphasized their service attributes to establish a favorable image to distinguish themselves from their competitors (Gursoy et al, 2005)

Service is a fundamental characteristic in the satisfaction of a client across every area that encompasses information. Services differs from products, such as software because they relate to performance and process rather than more concrete traits, which is seen, tested, counted and measured. Consumption and creation of services are inseparable, making the customer an active participant in delivery and quality control difficult. Service is also different under constant product conditions, as service personnel and perspectives change. The volatility and less tangible features of service make it more difficult to establish ways to measure quality levels, especially given that quality of service is based on the expectations and perceptions of the service consumer (Jiang, Klein, Parolia, and Li, 2012).

Moreover, service quality is generally deemed to comprise a comparison of expectations with performance. This conceptualization goes back many years and is well summarized by Jiang *et al.* (2012): *"Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis"* (p. 150).

Services are distinguished from goods in various ways. The most important difference is intangibility. Services cannot be perceived, felt and tasted in the same manner in which goods can be sensed. Consequently, services are an experience. Quality services are different from producer to producer, from consumer to consumer and from situation to situation. It makes it tough to standardize. In fact quality is an elusive and indistinct

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construct. During service delivery, quality often occurs in relations between the customer and contact personnel of the service company. As a result, service quality depends totally on the performance of employees, an organizational resource, which is controlled to the degree that components of the tangible goods is engineered. It is obvious that offering good quality is a demand on companies to satisfy their customers. For companies offering good quality usually means differentiating from competitors. In other words, superior quality is understood as a competitive weapon (Ishfaq, Muhammad, Usman, Muhammad, Naveed, and Rehman, 2010)

Ishfaq *et al.* (2010) mentation that companies want to create and maintain competitive advantages against rivals need to offer quality of services to their consumer. Further, to survive and compete in the long time, companies are necessary to pay more attention towards investing considerable amount and time on provision of a great service to their consumers (Ishfaq *et al.*; 2010).

3.7.2 Safety

Safety has always been a critical element to the business success of the passenger airline industry. Although fatal air accidents are extremely rare as compared to other transport modes, the rapid growth in the number of commercial aviation flights has resulted in aviation's increasing exposure to risk (Chang and Yeh, 2004).

As noted by Brown (1996), there are numerous reasons why air safety is an operating priority for airlines including total quality management movement, costing, regulations, technological change and customer expectation. Although air safety comprises several difficult elements, air safety analysis has tended to be based on aggregate statistics of accident and incident rates over a period of time (Lioua, Yenb, and Tzeng, 2008). These rates can provide useful insights. Nonetheless, there are issues relating to their use. Moreover, three different ideas of safety are suggested by (Lioua *et al.;* 2008). In the first place, modern aircraft are reliable. Accidents are also infrequent making it hard to detect problem quickly using accident rates. In the second place, airline accident rates may not be useful in predicting the occurrence of future accidents. In the third place, a safety system

based on accident rates is one that has to wait for an accident to happen before it can react; this is not acceptable by today's safety standards.

McFadden and Towell (1999); Chang and Yeh (2004) suggest that in order to find airline safety issues, some 'proactive' safety measurements need to be developed, especially in monitoring human-related safety factors. It is also suggested that organizations have therefore been shifting from reactive to proactive approaches to safety (Santos-Reyes and Beard, 2002). They suggest that in order to avoid the issues with regard to safety, the organization should conduct risk assessment, as well as identifying legal requirements and any other requirements applicable to it.

Previously, safety was defined as "an absence of accidents". As a result, the traditional approach to studying aviation safety followed on analyzing accident data. But the absence of an accident does not reveal that safety has been achieved. Recently, safety was defined as "a judgment of the acceptability of risk". Likewise, we should quantify risk and balance it with appropriate safety measures in order to achieve safety (McFadden, and Towell, 1999).

3.7.3 Comfort

Comfort plays an increasingly important role in airplane tickets. The definition of comfort is as a state or feeling of having relief, encouragement and enjoyment. Further, it is defined as a pleasant state of physiological, psychological and physical harmony between a human being and its environment. Moreover, it is defined as a state of a person involving a sense of subjective well-being, in reaction to an environment or situation. It must be considered in the design process, as numerous studies on airline comfort, vehicle comfort, and hand tool comfort demonstrate the positive effects of this attention (Vink, and De Looze, 2008).

In Figure 5, there are different factors underlying sitting discomfort and comfort, which are described, as well as the relationships among these factors.

The left side of the theoretical model concerns discomforts. The physical processes that underlie discomfort incorporate model parameters on the aetiology of work-related physical complaints that consider exposure, dose, response and capacity. Exposure describes the external factors producing a disturbance of the internal state (dose) of an individual. The

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extent to which external exposure leads to an internal dose and response relies on the physical capacity of the individual. With regard to seating, the physical characteristics of the product level, the environment and the task expose a seated person to loading factors that may involve forces, joint angles and pressure from the seat on the body (Vink, and Hallbeck, 2012).

On the other hand, the right side of the theoretical model concerns comfort. It is feelings of relaxation and well-being, using the seating example from above, the influential factors are presented on human, seat, and context levels. At the context level, the physical features are not only assumed to play a role, but also psychosocial factors are such as job satisfaction and social support. At the seat level, the aesthetic design of a seat and the seat's physical features may affect the feelings of comfort. The influential factors are assumed to be individual expectations and other individual feelings or emotions at the human level (Vink, and Hallbeck, 2012).

Figure 5: The comfort model for sitting
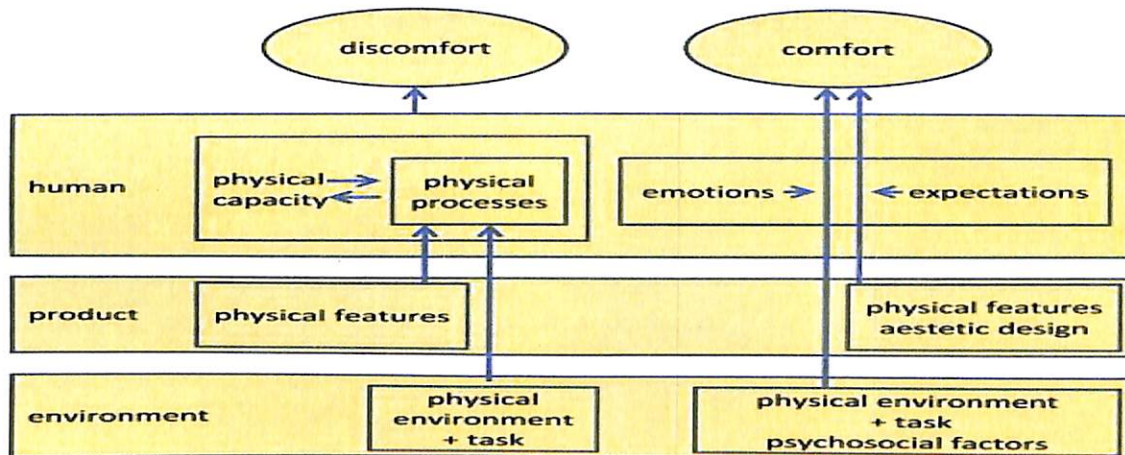
Source: (adopted from Vink, and Hallbeck, 2012)

3.7.4 Luggage allowance

Checked baggage describes items of luggage delivered to an airline for transportation in the hold of an aircraft of a passenger airline. It means it is inaccessible to the passenger during the flight. This baggage is limited by airlines with regard to size, weight and number that often depend on the fare paid or class of ticket. Baggage exceeding the limits is regarding excess baggage (http://en.wikipedia.org/wiki/Checked_baggage).

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Further, the baggage allowance is the amount of checked or carry-on luggage the airline will allow per passenger in airlines. It is the amount that is allowed free of charge in some airlines. It is the firm limit, and carrying additional weight for an extra payment is not an option in other cases (http://en.wikipedia.org/wiki/Baggage_allowance).

Waguespack and Rhoades (2014) found one of the highest levels of satisfaction with airline service since 2006. Nevertheless, passengers who reported paying baggage fees reported overall lower levels of satisfaction. In airline, there is an effective unbundling of services including the free baggage allowance (Buttona and Isonb, 2008).

3.7.5 Bonus

In the finance sector, bonuses are based on too short time intervals for environmental and social factors to be involved in investment decisions (Hedesström, Andersson, Gärling, and Bie, 2012).

Trading divisions often offer compensation packages with a significant portion paid as a bonus depending on the trader's performance in order to sustain high risk levels. It is stated that bonuses account for around 54% of professional traders' total remuneration. Bonuses are hence meant to influence trading behavior and make up a significant proportion of traders' pay. However, still little is known about how bonus schemes affect traders' propensity to trade and whether different bonus schemes used by the industry differentially improve traders' performance (Pikulinaa, Renneboogb, Horstc, and Toblerd, 2014).

Pikulinaa et al. (2014) find that two different bonus schemes are such as a linear bonus scheme and threshold. The linear bonus scheme always pays a fixed percentage of the total profit earned by traders as their bonus. The threshold bonus scheme pays an increased percentage of the total profit when a threshold can be reached.

Bonus schemes look as if the bonus schemes play an important role in traders' motivation to trade and perform well. Bonus schemes may serve other purposes than increasing traders' risk taking. To illustrate, they are designed to develop trading intensity. If a professional market maker earns higher profits by placing more trades, it would be relevant in particular (Pikulinaa et al.; 2014).

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4.0 Methodology

The aim of this part is to explain methods used in carrying out this research, how the research was design and reasons for the choices. Thus, the part begins with the research philosophy. The research design and methodology follows. Then the part explains the data collection method and presents the questionnaire structure. The part then describes the sample collection. The part ends with the data collection process.

4.1 Research philosophy

My selection of the **ontological** view was objectivism. Objectivism is the view, which social entities exist in a reality external to social actors linked with their existence (Saunders, Lewis, and Thornhill, 2009; Bryman and Bell, 2003). The reason for objectivist stance was because the factors by themselves, attitude, habit, satisfaction and loyalty have tangible realities. Travelers should be loyal if the three airlines, - *SAS, India* and *Wideroe* need to increase its perceived value, service quality, brand image and trust, but attitude, habit and satisfaction are for individuals. To sell out the brands to customers, the three airlines need to serve the customers and the services too vary because the airlines have their own offer and mission. Attitude, habit, satisfaction and loyalty are different variables with the characteristics of an object in organizations, thus with an objective reality.

My selection of the **epistemology** view was positivism, which is the view that we can only get knowledge regarding reality by following a scientific method of testing hypotheses (Bryman and Bell, 2003; Saunders *et al.*; 2009). This research is also better to follow positivism because there are many important aspects of positivism in the India airline industries. According to Kim (2003), **positivism** has a number of strengths. In the first place, the positivistic mode of inquiry assists to expand more output for a researcher's input as it is in search for determining how change in one variable will cause change in causal relationships. In the second place, empirically grounded techniques in the positivist paradigm minimize researchers' biases and values that may contaminate the research process. Thus, positivism provides a self-corrective tool that checks data credibility and reduces the distorting influence of personal subjectivity on the production of knowledge. In

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the third place, employing the positivistic approach helps produce knowledge that is externally valid. Thus, the findings of positivist research can be generalized and applied beyond the situation in which the study was originally conducted. In the final analysis, positivism assists the refinement, negation, of existing theories by challenging and questioning them for more refined applications rather than dwelling on the past research.

According to Cook and Campbell (1979), though the positivist epistemology just contracts with observed and measured knowledge, the **post-positivist** epistemology knows that a methodology would result in making many significant aspects of psychology irrelevant in that feelings and perceptions cannot be readily measured. In post-positivist perspective, pure empiricism develops knowledge only through observation and measurement, which is understood to be demanding. As an alternative, post-positivism is called the idea of **critical realism**. There is a real world out there independent of our perception of it and that the objective of science is to try and understand it. A researcher can adopt the post-positivism philosophy to describe the richness and complexity of human behaviour by studying a phenomenon from more than one standpoint as noted by (Cohen and Manion, 1980).

In this philosophy, research use the existing theory to develop the hypothesis, then this hypothesis will be tested and confirmed or rejected. Moreover, the positivist researcher will be possible to use a highly structured methodology in order to facilitate replication as noted by (Saunders, Lewis, and Thornhill, 2007).

However, in the phenomenology research, phenomenology contains the careful, unbiased description of our perceptual experience and its formal conceptualization in terms of rules or "laws," from time to time encoded in a mathematical sense (Spillmann, 2009).
According to Smith, Flowers, and Larkin (2009), **phenomenology** is *"a philosophical approach to the study of experience . . . [that] shares a particular interest in thinking about what the experience of being human is like, in all of its various aspects, but especially in terms of the things that matter to us, and which constitute our lived world"* (p. 11).

As mentioned above philosophies, they have both the positive aspects and the negative aspects. I chose the positivism as research philosophy for this research because I would like

to view this research as physical and natural science. And I also stand independent and external to process of data collect to get objective result.

4.2 Research design

There are usually two choices. I can choice either **qualitative method** or **quantitative method**, which depends basically on the project and a phenomenon under investigation. As this research is exploring the nature of consumer loyalty and its major determinants with respect to the three airlines, - *SAS, India* and *Wideroe,* analyzing the data concerning relationships between consumers' attitude, habit, satisfaction and loyalty and identifying the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) among the three airlines, which are classified as a problem identification. This research follows the philosophy of positivism that implies the focus of the research is on facts and the problems are reduced into the simplest possible element. In this manner, **quantitative data** is to be collected in order to be able to measure the variables. At the same time, the researcher is independent of what is being observed and the research process involves hypothesizing and empirical testing as stated by (Malhotra and Birks, 2006). Besides, **quantitative method** to research has traditionally been informed by a deterministic outlook, with the focus being on producing a hypothesis. It shows that how it will be tested, after that modifying the hypothesis based upon the research findings according to (Philimore and Goodson, 2004).

Cohen and Manion (1980) define that **quantitative research** is as social research that employs empirical methods and empirical statements. Furthermore, an empirical statement is as a descriptive statement about what "is" the case in the "real world" rather than what "ought" to be the case. According to Creswell (1994), **quantitative research** is also defined as a type of research, which explicates phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

My research follows this line of reasoning and this research is based on **quantitative method**. This approach is in line with Hyde's (2000) view *"Quantitative methodologies seek, as their modus operandi to describe the general characteristics of a population, and to ignore the details of each particular element studied. A quantitative approach to*

research might draw a large and representative sample from the population of interest, measure the behaviour and characteristics of that sample, and attempt to construct generalisations regarding the population as a whole. Yet the role of quantitative research is to describe the general and to ignore the particular" (p. 84).

According to my research, I would like to explore the nature of consumer loyalty and its major determinants with respect to the three airlines - *SAS, India and Wideroe,* analyze the data concerning relationships between consumers' attitude, habit, satisfaction and loyalty and identify the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) among the three airlines.

In order to achieve the research purpose, the most appropriate method has to be chosen. In this research, the **quantitative approach** is used as my basic method for doing research. There are certain advantages of quantitative method comprising causality and generalization as stated by (Bryman and Bell, 2011). For causality, quantitative researchers are rarely concerned merely to describe how things are, but are keen to say why things are the way they are. Thus, researchers are often not only interested in a phenomenon, but also likely to want to clarify it, which means analyzing its causes (Bryman and Bell, 2011). And the researcher decides on to choose a pragmatic approach to research and use quantitative methods when seeking breadth and want to test a hypothesis. The object of this method is to outline the relationship between an independent variable and a dependent variable in a population as noted by (Muijs, 2004).

In term of generalization the **quantitative research** is usually can be generalized beyond the confines of the particular context in which the research was conducted. Accordingly, the results can apply to individuals other than those who responded in the study (Bryman and Bell, 2011). In this research, I use the same research method (questionnaire) at Alta airport. There is another advantage of **quantitative method** that can reach more people and less time for communication than qualitative method according to (Muijs, 2004).

4.3 Data collection method

After having determined the most suitable research strategy, it is necessary to decide on how the data is collected. There are two kinds of data such as primary data and secondary

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data as stated by (Yin, 1994). Throughout this research, there are two different types of data sources are used; primary and secondary sources of data.

4.3.1 Primary data

Primary data can be referred to as the first hand data because it is mostly collected for the set research purpose. Ghauri and Grønhaug (2005) say, *"if we want to know about people's attitudes, intentions and buying behavior for a particular product, only primary data can help us answer these questions"* (p. 82). According to Baggio and Klobas (2011), primary data are directly collected from the original or 'primary' source by researchers through methods. For example, they are direct questionnaire surveys. In addition to this, Malhotra and Birks (2006) suggest that primary data (such as up-to-date data, collected for the objective of this research) is gained by using questionnaires in the thesis.

4.3.2 Secondary data

However, Baggio and Klobas (2011) suggest that secondary data are data collected by somebody, for an aim other than the study for which they will be used such as government agencies, statistical bureaus, public tourism department, international institutions and private research companies. Secondary data is gained by using relevant articles that discuss the same constructs and similar relationships as in the research model. In addition, secondary data are gathered from books, journals, articles, newspapers, internet, quotes, and website using the university library as well as through the internet example Science direct and Google scholar for this study.

4.4 Questionnaire design

The following part will provide an overview of the population sampling, questionnaire distribution, and questionnaire design used in the thesis. The structured questionnaire will be developed for this research in order to make it as effective as possible. In order to achieve a satisfactory result, the process of questionnaire development is based on the approach which composes of nine steps as suggested by (Churchill and Iacobucci, 2002). The following figure illustrates a step-by-step procedure, which will be used as a guideline for generating the questionnaire in this thesis.

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Churchill and Iacobucci's (2002) procedure for developing a questionnaire and indicate the nine steps used within this research. This procedure has been applied to the research for this thesis because the nine steps are constructive for designing the questionnaire. Other authors who discussed questionnaire design covered the same aspects, which are recommended by (Churchill and Iacobucci, 2002). However, it should be noted that designing a questionnaire is regarded as an art and not a science, thus each step will be followed only as a checklist or guideline. The development of the questionnaire used in this thesis is based on the steps described such as

Step 1: Specify what information will be sought,

Step 2: Determine type of questionnaire and method of administration,

Step 3: Determine content of individual questions,

Step 4: Determine form of response to each question,

Step 5: Determine wording of each question,

Step 6: Determine sequence of questions,

Step 7: Determine layout and physical characteristics of questionnaire,

Step 8: Re-examine steps 1-7 and revise if necessary, and

Step 9: Pretest questionnaire and revise if necessary

The questionnaire will be designed based on the information gathered in the literature review. The questionnaire will be in English and then translated into India using the back-translation technique to ensure that both versions, English and India, have exactly the same meaning, which will be found in Appendix 3, 4, 5 and 6 respectively.

4.4.1 Step 1: Specify what information will be sought

In the recent study, the scope of the survey is related closely to research hypotheses because they comprise the detailed listing of the information needed. Since this research also has an explanatory research purpose, sufficient prior knowledge is key to formulate main hypotheses for investigation (Churchill and Iacobucci, 2002). Furthermore, the hypotheses determine what information will be sought and from whom, because they state what relationships will be examined as stated by (Churchill and Iacobucci, 2005).

The information sought in the questionnaire is derived directly from the research model as described previously in this thesis. The research model provides with four main constructs, which all are to be operationalized later on in Step 3. Those constructs that respondents are asked to reflect on are: attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus).

In order to be able to find possible relations between personal characteristics of respondents and the key factors presented. Together with the key constructs the research model takes account of demographic characteristics, which also have to be operationalized: Age, Gender, Current education level and Current occupation.

4.4.2 Step 2: Determine type of questionnaire and method of administration

As mentioned earlier, this research has a conclusion approach and the questionnaire is of a structured type. Questions measuring the key factors will be mainly multiple-choice questions. The advantage of multiple-choice questions is that they appeal to potential respondents as their tabulation is simplified and they can be answered quickly, requiring minimal effort from respondents (Kress, 1988). In spite of that the questionnaire developed for gathering data for this study also consists of a few non-structured questions, which are also called open-ended or unstructured questions. The response format is thus a combination of both closed response questions and open response questions (Henerson, Morris, and Fitz-Gibbon, 1987). As Parasuraman (1991) explains, some open-ended questions can be appropriate even for a standard questionnaire such as case in this. However, the researcher must consider required effort, time and space for answering to open-ended questions before approving them to be applied in a conclusive research.

Nonetheless, major proportion of the questionnaire is closed-response questions, which is usually a good way to develop a questionnaire (Henerson *et al.*; 1987).

Malhotra and Birks (2006) agree that there are three main methods used to administer questionnaires such as personal interview, mail interview, and telephone interview. However, data for this study are collected by hard copy versions only. The sample implicates respondents that were offered a printed questionnaire at Alta airport. Since the questionnaire was fully self-administered, no interaction with questionnaire developers was provided (Malhotra and Birks, 2006). Because of this, questions were simple to understand in order to avoid bias. Due to the nature of this study, there will be no limitations on nationally, demographics or psychographics of the respondents. Due to the respondents being national and international, the questionnaire was provided in both English and India. Furthermore, due to time-constraints, I will be given a month time limit within which I have to complete the questionnaires, ready for collection.

The main purpose of this study is to identify the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) among the three airlines, - *SAS, India* and *Wideroe.* All respondents are thus required to have used an airline service. The filter question "*What is the airline you have just traveled with*"? Or "*What is the airline you are going to travel with*"?

4.4.3 Step 3: Determine content of individual questions

In this part, the items used as a basis for the questionnaire are described, where the measurements of the purpose and travel frequency, each of attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) will be discussed.

Traveler purpose and travel frequency is measure by the number of flight during the past one month with a return trip and a departure trip. The terms used in the questionnaire are "Business", "Visitor/Tourist", "Visiting friends/relatives, and "Other (please specify…).

The below table 4 shows how many items different authors have used to measure the key factors.

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Table 4: Key factors and their sources

Construct	Sample items	Main sources
Attitude	"My general impression of this company – Excellent"	Friedman and Amoo (2014) Rohrmann (2014)
	"My impression of this company – Good"	Friedman and Amoo (2014) Rohrmann (2014)
	"My impression of this company – Average"	Friedman and Amoo (2014)
	"My impression of this company –Fair"	Friedman and Amoo (2014) Rohrmann (2014)
	"My impression of this company –Poor"	Friedman and Amoo (2014) Rohrmann (2014)
Habit	"How often do you fly with the airline"? "How many airplane trips have you taken in the last month"?	http://www.surveymonkey.com/s/CKH L8PF
Satisfaction	"I am satisfied with the experience that the airline company has provided"	Chitty, Ward, and Chua (2007) Wang (2014)
	"This airline lived up to my general expectation of it"	Beerli, Matin, and Quintana (2004)
	"This company represents the ideal I have of a perfect airline"	Beerli, Matin, and Quintana (2004)
	"The airline's services give me a feeling of trust"	Wang (2014)
Loyalty	"I will fly with this company in future"	Hartmann and Ibáñez (2007) Wang (2014a)
	"I intend to keep flying this company"	Härtela and Russell-Bennett (2010) Wang (2014)
	"I would recommend this company to others"	Schumann, Wünderlichb, and Evanschitzky (2014) Hartmann and Ibáñez (2007)
	"I am willing to pay a higher price for this company"	Morgan and Hunt (1994) Zhang (2012)
	"I consider myself as a loyal customer to this airline"	Hartmann and Ibáñez (2007)

Measuring Attitude

In this study, attitude will be measured by using five items with semantic different scales, and items used are "Excellent"; "Good"; "Average"; "Fair" and "Poor" (Friedman and Amoo, 2014; Rohrmann, 2014).

Measuring Habit

In this study, habit will be measured by using six items with different scales, and items used are "Daily"; "Weekly"; "Monthly"; "Quarterly", "Annually", and "Seldom". Habit will be also measured by one item. The item attempting to measure habit concerns the number of airlines *(SAS, India and Wideroe)* that are used by the travelers.

Measuring Satisfaction

In this study, satisfaction will be measured by four items using a 5-point Likert scale (5=strongly agree; 1=strongly disagree). Most respectively, these 4 items are indicated in the following statements: "I am satisfied with the experience that the airline company has provided" (Chitty, Ward, and Chua, 2007; Wang, 2014); "This airline lived up to my general expectation of it" (Beerli, Matin, and Quintana, 2004); "This company represents the ideal I have of a perfect airline" (Beerli *et al.*; 2004); and "The airline's services give me a feeling of trust" (Wang, 2014).

Measuring Loyalty

In this study, loyalty will be measured by five items using a 5-point Likert scale (5=strongly agree; 1=strongly disagree). Most respectively, these five items are indicated in the following statements: "I will fly with this company in future" (Hartmann and Ibáñez, 2007; Wang, 2014a); "I intend to keep flying this company" (Härtela and Russell-Bennett, 2010; Wang, 2014); "I would recommend this company to others" (Schumann, Wünderlichb, and Evanschitzky, 2014; Hartmann and Ibáñez, 2007); "I am willing to pay a higher price for this company" (Morgan and Hunt, 1994; Zhang, 2012); and "I consider myself as a loyal customer to this airline" (Hartmann and Ibáñez, 2007).

Measuring Service

In this study, **service** will be measured by using five items with semantic different scales, and items used are "Excellent"; "Good"; "Average"; "Fair" and "Bad" (Friedman and Amoo, 2014; Rohrmann, 2014).

Measuring Safety

In this study, **safety** will be measured by using four items and items used are "Very satisfactory"; "Satisfactory"; "Not very satisfactory" and "Not at all satisfactory".

Measuring Comfort

In this study, **comfort** will be measured by using four items and items used are "Very satisfactory"; "Satisfactory"; "Not very satisfactory" and "Not at all satisfactory".

Measuring Luggage Allowance

In this study, **luggage allowance** will be measured by using four items and items used are "Extremely important", "Very important", "Somewhat important" and "Not important".

Measuring Bonus

In this study, **bonus** will be measured by using four items and items used are "Extremely important", "Very important", "Somewhat important" and "Not important".

One-way ANOVA will be used to test the differences in terms of attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, preference, and luggage allowance) among the three airlines.

Open-ended questions and close-ended questions requiring brief response may be applied as done here in collecting data about how old the respondents are: "What is your age?. The respondents will also be asked to tick a box indicating gender. This question is hence dichotomous with only two options (male/female). Current education level of the respondent will be asked to tick a box: Secondary School or below; High School;

College/university; and Graduate school or above. Further, data about respondents' current occupation will be collected by a multiple category question that provides the following options: Student; Full time employed; Part time employed; Unemployed; Retired; Self-employed; and Other (please specify....). Furthermore, service of the respondent will be provided to collect data in semantic different scales, and items used are "Excellent"; "Good"; "Very good"; "Fair"; and "Bad". Additionally, about respondents' safety and comfort will be gathered by a multiple category question: Very satisfactory; Satisfactory; Not very satisfactory; and Not at all satisfactory. Time of the respondent will be also provided to collect data in a multiple category question: Morning; Afternoon; Evening; Night; and No preference. In addition, about respondents' allowance and bonus will be gathered by a category question: Extremely important; Very important; Somewhat important; and Not important. In this study, the respondents will also be asked to write in words indicating How many airplane trips have you taken in the last month? .... Furthermore, the respondents will also be asked to tick a box indicating the airline decision: Yourself; Family; Travel agent; and Other (please specify)........... The respondents will also be asked to tick a box indication the purpose of travel: Business; Visiting friends/relatives; Visitor/Tourist; and Other (Please specify)............

More detail information about open-ended questions, closed-ended questions, a multiple category question, semantic different scales, and 5-point Likert scale the questionnaire can be found in Appendix 3, 4, 5 and 6 respectively.

4.4.4 Step 4: Determine form of response to each question

Having decided the contents, the specific form of the response to each question should be adopted as suggested by (Churchill and Iacobucci, 2002).

There are two particular forms of response, which is called open-ended and closed response as stated by (Fowler, 2002). Contrasting to the open response with no acceptable responses, acceptable responses is provided to the respondent in closed response .The closed response encompasses a multichotomy, a dichotomy, or a scale (Churchill and Iacobucci, 2002).

The main advantages of the open-ended questions are such as using respondents' own terms, allowance for unusual responses, and usefulness for exploring new areas according

to (Bryman and Bell, 2003). On the other hand, closed responses are preferred for reliability on questionnaire performance, reliability on interpretation of the answers, and possibility of acquiring more answers analytically interesting as noted by (Fowler, 2002).

Measurement instrument used for items reflecting **satisfaction and loyalty** is a 5 point Likert scale. The Likert scale suggests that the responder has to indicate the degree of agreement or disagreement to a series of statements. In this study, a 5 point Likert scale has been used in order to give the respondent more options to choose from (Malhotra and Birks, 2006). In all cases, it has point 1 indicating strong disagreement and 5 indicating strong agreement, and thus it has point 2 indicating disagreement, point 3 neither agreement nor disagreement, and point 4 indicating agreement (Malhotra and Birks, 2006). Malhotra and Birks (2007) explain that using the Likert scale makes the questionnaire easy to construct and administer as it is suitable for multiple methods of administration, and that it is relatively easy for the respondent to understand how to use the scale.

The semantic differential scale commonly stretches over 7 points and has bipolar adjectives as end-points, and the responder is suggested to put a mark in the box that indicated best how he feels about the object or statement in question (Malhotra and Birks, 2006). In order to collect the data, **attitudes** will be measured by semantic differential scale, which is a simple and versatile way (Kress, 1988). The semantic differential is about a suitable tool for measuring affect, positive and negative feelings toward an attitude object (Henerson *et al.*; 1987). In this study, the attitude object is "This brand is" and it is termed as the heading. Respondents reflect their attitudes toward an airline on this scale by choosing one of the options that best suits them (Kress, 1988).

In this study, measuring **habit** includes both a multiple choice question and a close-ended question type. At first, the respondents are asked to indicate the filter question. It is "*What is the airline you have just traveled with*"? Or "*What is the airline you are going to travel with*"? Question about the three airlines, - *SAS, India and Wideroe,* they have to choice one of them as they have to mention the name of the three airlines they often fly.

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In order to collect the data, **service** will be measured by semantic differential scale. Measurement instrument used for items reflecting **safety, comfort, luggage allowance and bonus** will be a multiple category question in questionnaire.

4.4.5 Step 5: Determine wording of each question

This is a significant phase when trying to eliminate item non-response (Churchill and Iacobucci, 2005). Care ought to be taken to use simple language and avoid ambiguous words, and to avoid double-barreled and leading questions. The use of negatively and positively worded items also needs to be carefully considered as they may not create desirable results (Churchill and Iacobucci, 2005). Further, according to Churchill and Iacobucci's recommendation (2002), an effort was made for actual phrasing with using simple words and avoiding ambiguous words, leading questions, implicit alternatives, generalizations, and estimates double-barreled questions.

Question wording is connected with the translation of the desired question content and structure into words that respondents can simply understand (Malhotra and Birks, 2006). The process of translating the questions into a simple language was conducted simultaneously with the third and fourth step as this was considered as a logical procedure.

In addition, in order to reduce respondents' inability to answer the ordinary words used in questionnaire and to get high response the questionnaire was also translated into India and verified by a tutor to check if the meanings had been successfully translated.

4.4.6 Step 6: Determine sequence of questions

It is important to consider the issue of question sequencing. This relates to the need for them to appear in a logical order in order that it supports an easy and smooth administration (Parasuraman, 1991). Further, it is notable to state the legitimate objective of the survey for the respondents in that they may be reluctant to provide with information that they do not think serves a legitimate objective (Malhotra and Birks, 2006). Thus, at the beginning, the potential respondent will be informed about the objective of the study as follows:

"This survey is being conducted to collect information from you. It is also conducted for a Master thesis in Tourist Studies at UiT The Arctic University of Norway, Alta campus. The

survey measures all ages, gender, education, occupation, attitude, habit, satisfaction, loyalty, service, safety, comfort, luggage allowance and bonus towards airline. The key aim is to gather related data about a survey amongst tourists and travelers at Alta airport across all ages, gender, education, occupation, attitude, habit, satisfaction, loyalty, service, safety, comfort, time, allowance, and bonus. If possible, please take a few moments to complete the survey questions below. Your responses will remain completely anonymous.

As mentioned previously, this study has identified issues related to habit, satisfaction, loyalty, service, safety, comfort, luggage allowance and bonus for the three airlines, - *SAS, India and Wideroe*. Thus, only travelers that have experience and will have experience with flying with an air carrier are helpful for reaching the purpose of this thesis. This filter question *"What is the airline you have just traveled with?"* Or *"What is the airline you are going to travel with"?* Therefore, it helps gaining the confidence and cooperation of respondents (Malhotra and Birks, 2006).

Furthermore, Churchill and Iacobucci (2005) recommend a few steps to follow to increase the success of the survey. These are as follows:

- to use simple interesting opening questions,
- to use a funnel approach, i.e. begin with broad questions first and then progressively narrow the focus,
- to place difficult or sensitive questions late in the questionnaire, and
- to ask for classification information.

These steps were incorporated whilst sequencing the questions, for instance broad questions concerning the organizations training and reward schemes were asked at the beginning of the questionnaire, whereas questions concerning the individual employees' behavior and attitude were asked half-way through the questionnaire. Lastly, all demographic questions were asked at the end of the questionnaire.

4.4.7 Step 7: Determine physical characteristics of questionnaire

As this questionnaire was self-administered the format, spacing and positioning of questions is stated to have a significant effect on the results (Malhotra and Birks, 2006).

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The physical characteristics regarding form and layout of the questionnaire was partially conducted during earlier steps, where the individual questions were formulated. Nevertheless, the format, spacing, and positioning were revisited in this step. But the fact is that the key goal was to provide the questionnaire its physical form and especially the design of the layout was taken into consideration. As it has been described earlier it was decided to administer the questionnaire through physical handouts. As the content of the questionnaires was identical, it was only the design that had to be tailored to fit the two different platforms. It was essential that each question had the exact same structure in the two different questionnaires to provide all respondents equal conditions. It was generally strived to make the questionnaires appear attractive, neat, uncluttered and furthermore convenient to handle, easy to read and simple to fill out (Parasuraman, 1991).

The physical handout was designed in Microsoft Word 2010, which offered all the necessary features that made the word processing and the graphical design of the questionnaire easy to conduct. The purpose of the physical handout was to have a pleasant and structured design, which should not exceed three pages in order not to intimidate potential respondents in this research.

4.4.8 Step 8: Re-examine steps 1-7 and revise if necessary

According to Churchill and Iacobucci's recommendation (2002), the first draft is revised and each question reviewed to ensure the question is not confusing, ambiguous, potentially offensive, leading or bias inducing.

As mentioned earlier, the nine steps by Churchiill and Iacobucci's (2002) were used only as a guideline. Therefore, the revisit of the questionnaire was not shown as a separate step but carried alongside the process.

4.4.9 Step 9: Pretest questionnaire and revise if necessary

This is a crucial part of data collection as the researcher can assess individual questions and their sequence by testing the survey on respondents similar to those who will be used in the actual study (Churchill and Iacobucci, 2005).

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The questionnaire has been previously tested and used in other research, hence it was not considered necessary to conduct a pre-test. So, the questionnaire should be presented in order to identify how it will perform under the actual data collection (Malhotra and Birks, 2007; Churchiill and Iacobucci, 2002). However, the first respondents were observed while answering and afterward asked if any difficulties had occurred, which was not the case and thus it was decided to continue using the questionnaire without further changes. Using Churchiill and Iacobucci's (2002) nine steps as a guideline in the process of creating the questionnaire gave an advantage of having a structured framework. Refer to Appendix 3, 4, 5, and 6 to see a copy of the final questionnaire.

4.5 Sample collection

Malhotra and Birks (2007) explain that a sample is a subgroup of the elements of the population selected for participation in the study that a sampling frame incudes a set of directions for identifying the target population.

Pallant (2005) mentions that information about the respondents' background can provide with a useful insight to the statistics gained. Hence, the main characteristics of the sample are now described. But descriptive statistics of the sample characteristics will be described in the part of data analysis.

Sample size and sample design is key factors that should be considered by researchers (Sekaran, 2005). Further, to select the right sample size is the key in that a reliable and valid sample can enable a researcher to generalize the finding from the sample of population under investigation as suggested by (Cavana, Delahaye, and Sekaran, 2000).

The consideration in determining the sample size, sampling design, and collecting the data from Alta airport is discussed in this study. Furthermore, Alta airport is chosen because it holds the perennial position in terms of tourists' arrivals and departures.

In order to achieve the aim of this thesis, I performed a quantitative analysis through personal survey of travelers. The target population of this study consists of the tourists who actually visited *Finnamrk* those who participated in recreation and vacation activities during visit to *Finnmark*, Norway. The survey was conducted at Alta airport in January

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2014 and February 2014. The data was gathered from domestic and international travelers who had admitted to having been on at least one airline. Questionnaires were conducted and information was collected from any sample population from different ages at Alta airport. All in all 198 respondents were collected.

4.6 Data collection process

As explained earlier, the data was collected by hard copy versions. Based on the consent, the sample population for this study was composed of travelers who have just arrived and were going to travel in Alta airport between January and February 2014.

A total of 300 questionnaires were distributed in the airport of Alta. However, only 220 questionnaires were returned. Out of these 220 responses, 22 questionnaires were not usable due to incomplete information. Thus, the usable numbers of questionnaires in the study is 198.

The survey was conducted at ATLA airport over a 5 week period. All airline passengers have to use this airport because it is the only one in Alta. Distribution of questionnaires was mainly carried out during morning and afternoon. Travelers at Alta airport were approached by asking if they had a few moments to complete the survey questions in order to provide with a great help for the ongoing thesis.

Data were collected from local and international travelers at the arrival and departure terminal of Alta airport as it is where they go and wait to board their flight. A total of 198 surveys were obtained by handing out physical questionnaires so that the survey sample contained considerably more males than females. Thus, male respondents were more than female respondents. The reasons for female travelers not responding were mostly lack of time and interest. Besides, they felt uneasy and insecure.

5.0 Data Analysis

In order to gather information for this survey a questionnaire including (Q.16 Age, Q.15 Gender, Q.17 Education, Q.18 Occupation, Q.14 Purpose and travel frequency, Q.2 Attitude, Q.5 and Q6.Habit, Q.3 Satisfaction, Q.4 Loyalty, Q.7 Service, Q.8 Safety, Q.9 Comfort, Q.11 Luggage allowance, and Q.12 Bonus) was used. 300 questionnaires were distributed in the airport of Alta, 220 of which were collected. Among them 198 questionnaires were used in analyzing information.

5.1 Demographic profiles

Table 5, 6, 7 and 8 presents the description of travelers. The travelers were asked to report their demographic information, including age, gender, education and occupation. Percentage was used to describe the demographic of the sample group. The detailed demographic profiles are shown in Table 5, 6, 7 and 8.

Age

Table 5: Age composition of travelers (%)

	SAS	India	Widerøe	Total
25 and under	35	22	8	28
26-45	32	35	25	32
46-55	15	16	46	19
56-65	13	20	21	16
66 and over	5	7	0	5
Total	100	100	100	100
N	(119)	(55)	(24)	(198)

Regarding the age of the travelers, the age group of traveler was '25 and under' who preferred to choose *SAS* comparing to **India and *Widerøe*. The age group '26-45' preferred to choose *India* as compared to *SAS* and *Wideröe*. The median age group of the traveler was '46-55', followed by the age group 56-65 who preferred to choose *Wideröe* comparing to *SAS* and *India*. The old age group of the traveler was '66 and over' showed the lowest percentage for the three airlines. This revels that that *Wideröe* was

chosen by the middle age group. *SAS* was chosen by the younger age group. The old age group did not prefer to choose *SAS, India* and *Wideroe* more. For example Table 5 refers to age and its raking (significant) according to viewpoints of travelers.

Gender

<p align="center">**Table 6: Gender composition of travelers (%)**</p>

	SAS	India	Wideroe	Total
Male	64	62	67	64
Female	36	38	33	36
Total	100	100	100	100
N	(118)	(55)	(24)	(197)

As reported in Table 6, there were 197 travelers involved (1 missing). The male travelers were predominated by *SAS, India* and *Wideroe*, while females amount to *SAS* (36%), *India* (38) and *Wideroe* (33%). This demonstrates that there was almost no gender difference among the three airlines in term of males and females. Gender showed an insignificant difference among the three airlines travelers.

Current education level

<p align="center">**Table 7: Educational level of travelers (%)**</p>

	SAS	India	Wideroe	Total
Secondary school or below	3	13	0	6
High school	30	20	21	26
College and university	64	60	75	64
Graduate school or above	3	7	4	4
Total	100	100	100	100
N	(119)	(55)	(24)	(198)

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SAS, India and *Wideroe* had got more than half of the travelers who answered the question indicated education as 'college and university'. *SAS, India* and *Wideroe* had got less than half of travelers who were students as 'secondary school or below' and 'graduate school or above' showed the lowest percentage. This suggests that *SAS, India* and *Wideroe* had got the vast majority of travelers who were students of 'college and university'. It was found that education was not significant.

Current occupation

Table 8: Occupational status of travelers (%)

	SAS	India	Wideroe	Total
Student	22	18	8	19
Full time employed	46	33	67	45
Part time employed	13	6	17	11
Unemployed	3	7	0	4
Retired	2	15	0	5
Self-employed	11	11	8	11
Others	3	10	0	5
Total	100	100	100	100
N	(119)	(55)	(24)	(198)

In a grouping based on respondent's primary occupation, *SAS, India* and *Wideroe* had got most of travelers who worked as 'full time employed'. Travelers who worked as 'unemployed', 'retired' 'self-employed' and 'others' showed the lowest percentage of *SAS, India* and *Wideroe*. It appears from the table (See Table 8) that majority of travelers preferred to choose all three airlines who work as 'full time employed'. Occupation was found to be significant.

5.2 Purpose and Travel frequency

Table 9 shows that the purpose and travel frequency of the respondents. Percentage was used to describe the purpose and travel frequency of the sample group.

Table 9: Purpose and travel frequency (business, visiting friends/relatives, visitor/tourist and others) composition of travelers (%)

Items	SAS	India	Widerøe
Business	33%	26%	54%
Visiting friends/relatives	30%	35%	8%
Visitor/tourist	66%	76%	58%
Others	13%	6%	13%
N	(119)	(55)	(24)

There were predominantly travelers of *SAS*, *India* and *Widerøe* who traveled because of 'Visitor/tourist' and only few of them traveled by *SAS*, *India* and *Widerøe* because of 'others'. Only few of travelers also traveled by *Widerøe* because of 'visiting friends/relatives'. More travelers preferred to travel by *SAS*; whereas fewer travelers preferred to travel by *India* and *Widerøe* because of business. More travelers preferred to travel by *SAS*; whereas fewer travelers preferred to travel by *India* and *Widerøe* because of visiting friends/relatives. The analysis of the travelers'' information revels that the purpose and travel frequency is based on multiple response questions. The sum of the percentage can exceed 100%.

5.3 Four key factors

Mean and standard deviation were used to describe the four main factors testing of the sample group.

Attitude

For analysis gathered information five items with semantic different scales, and items used were "Excellent"; "Good"; "Average"; "Fair"; and "Poor".

Table 10: Travelers' rating scale 1 to 5 of the three airlines. Mean scores and Standard Deviations.

	N	Mean	Std. Deviation
SAS	175	4.1	0.6
India	162	3.5	0.8
Widerøe	133	3.7	0.8

In Table 10, *SAS*'s mean value is the highest, which is the best; whereas *India*'s mean value is the lowest. *Widerøe*'s score is in the middle. These scores clarify that *SAS* was perceived as a 'good' airline; whereas *India* and *Widerøe* were ranked as 'average' in term of attitude towards airline. This explains that travelers rated *India* low rating in term of attitude, it needs to be improved. Standard deviations were found not to be high. *SAS*, *India* and *Widerøe* differences with regards to attitude was identified by using One-way ANOVA test. The analysis reveals that there was a significant difference concerning attitude among the three airlines.

Habit

For analysis gathered information six items with different scales, and items used were "Daily"; "Weekly"; "Monthly"; "Quarterly"; "Annually" and "Seldom".

Table 11: Habit composition of travelers (%)

	SAS	India	Widerøe
Weekly	2%	0%	8%
Monthly	20%	13%	29%
Quarterly	35%	18%	33%
Annually	28%	49%	13%
Seldom	15%	20%	17%

As can be seen from Table 11, *Widerøe* received the higher percentage of 'monthly' travelers; whereas *SAS* and *India* received the lower percentage. *SAS* received the higher percentage of 'quarterly' travelers; whereas *India* and *Wideroe* received the lower percentage. *India* received the higher percentage of 'annually' and 'seldom' travelers; whereas *SAS* and *Wideroe* received the lower percentage. Despite that travelers who traveled as 'weekly' showed the lowest percentage of *SAS, India* and *Wideroe*. According to Table 11, this indicates that a substantial majority of the travelers who preferred to choose *SAS, India* and *Wideroe* as 'monthly', 'quarterly', 'annually', and 'seldom' in term of habit. For example Table 11 refers to habit and its raking (significant) according to viewpoints of travelers.

Airplane trips

For analysis gathered information one item was used ranging.

Table 12: Number of airplane trips by the three airlines' travelers during the last month. Mean scores and Standard Deviations.

	N	Mean	Std. Deviation
SAS	119	1.6	2.3
India	55	.95	1.2
Widerøe	24	2.9	3.2
Sample	198		

As shown in Table 12, score ranking of habit shows that the highest score belongs to *Wideroe* and the lowest belongs to *India*. The middle score belongs to *SAS*. This suggests that *India* received significantly lower scores in term of habit and it needs to be investigated to see why it happened? Standard deviations were found to be high. *SAS, India* and *Wideroe* differences with regards to habit was identified by using One-way ANOVA test. The analysis reveals that there was a significant difference concerning habit among the three airlines.

Satisfaction

For analyzing gathering information, four items using a 5-point Likert scale, items used were "strongly disagree"; "disagree"; "Neither agree nor disagree"; "agree" and "strongly agree". Satisfaction has four factors (Q 3.1, Q 3.2, Q 3.3, and Q 3.4) in questionnaire. I did not test Q 3.2 because CromGach's Alpha got a high value without the Q 3.2.

Table 13: Satisfaction index of the three airlines' travelers. Mean scores and Standard Deviations.

	N	Mean	Std. Deviation
SAS	118	3.8	.69
India	54	3.6	.70
Widerøe	22	3.6	.62
Sample	194		

In Table 13, the highest score belongs to *SAS* and the lowest score belongs to *India* and *Widerøe*. As a matter of fact that *India* and *Widerøe* received lower scores comparing to *SAS*. Hence, in term of satisfaction, *SAS* indicated 'agree' respectively. On the other hand, *India* and *Widerøe* indicated 'neither agree nor disagree' respectively. It is clear that *India* and *Widerøe* should be reconsidered to bring traveler satisfaction towards airline. In term of satisfaction, some travelers were not fully satisfied with *India* and *Widerøe* in contrast to *SAS*. Standard deviations were found not to be high. The Cronbach's Alpha for the scale was .81, and the ratings of the three items were averaged to form an overall satisfaction score for each traveler. One-way ANOVA was performed to examine the difference concerning satisfaction among the three airlines. However, the result demonstrates that there was no significant difference.

Loyalty

For analyzing gathering information, four items using a 5-point Likert scale, items used were "strongly disagree"; "disagree"; "Neither agree nor disagree"; "agree" and "strongly agree". Loyalty has five factors (Q 4.1, Q 4.2, Q 4.3, Q4.4 and Q 4.5) in questionnaire. I have not tested Q 4.2 and Q 4.3 because CromGach's Alpha got a high value without Q 4.2 and Q 4.3.

Table 14: Loyalty index of the three airlines' travelers. Mean scores and Standard Deviations.

	N	Mean	Std. Deviation
SAS	118	3.5	.70
India	54	3.1	.63
Widerøe	23	3.4	.72
Sample	195		

As can be seen from Table 14, the highest score belongs to *SAS* and the lowest belongs to *India*. *Widerøe*'s score is in the middle. Thus, *SAS* indicated 'agree' in term of loyalty. *Widerøe*'s travelers indicated between 'agree' and 'neither agree nor disagree'. *India* indicated 'neither agree nor disagree'. It is important to consider that the lowest score of *India* is more important for airlines. Standard deviations were found not to be high. The Cronbach's Alpha for the scale was .71, and the ratings of the three items were averaged to form an overall loyalty score for each traveler. One-way ANOVA shows that the difference concerning loyalty among three airlines was significant.

5.4 Factors (Service, Safety, Comfort, Luggage allowance and Bonus)

Mean and standard deviation were used to describe the factors (service, safety, comfort, luggage allowance and bonus) of the sample group.

Table 15: Factors (Service, Safety, Comfort, Luggage allowance and Bonus) index of the three airlines' travelers. Mean scores and Standard Deviations.

		N	Mean	Std. Deviation
Service	SAS	119	3.4	.77
	India	55	3.3	.62
	Wi derøe	24	3.3	.53
	Sample	198		
Safety	SAS	119	2.3	.50
	India	55	2.1	.48
	Widerøe	24	2.3	.57
	Sample	198		
Comfort	SAS	119	2.9	.50
	India	55	2.8	.45
	Widerøe	24	3.0	.36
	Sample	198		
Luggage allowance	SAS	119	2.7	.88
	India	55	2.7	.88
	Widerøe	24	2.5	1.0
	Sample	198		
Bonus	SAS	119	2.0	.85
	India	55	1.8	.72
	Widerøe	24	1.6	.72
	Sample	198		

Service

For analysis gathered information five items with semantic different scales, and items used were "Excellent"; "Very Good"; "Good"; "Fair" and "Bad".

As can be seen in Table 15, *SAS* received the highest score and *India* and *Wideroe* received lowest. This shows that *SAS* was observed as a 'good' airline in term of service towards airline. With regard to score of *India* and *Wideroe* that received lower scores, it needs to be improved in term of service. Standard deviations were found to be high. One-way ANOVA was performed to examine the difference in term of service among the three airlines. However, the result demonstrates that there was not a significant difference.

Safety

For analysis gathered information four items and items used "Very satisfactory"; "Satisfactory"; "Not very satisfactory" and "Not at all satisfactory".

As shown in Table 15, *SAS and Wideroe*'s mean value is the highest, which is the best; whereas *India*'s mean value is the lowest. It clarifies that *India* received lower scores and it should be investigated by airline management. In term of safety, few travelers complained about *India* in contrast to *SAS and Wideroe*. Standard deviations were found to be high. One-way ANOVA shows that there was a significant difference in term of safety among the three airlines selected by the travelers.

Comfort

For analysis gathered information four items and items used "Very satisfactory", "Satisfactory", "Not very satisfactory" and "Not at all satisfactory".

The highest score belongs to *Wideroe* and the lowest belongs to *SAS and India*. This implies that *SAS and India* need to be reevaluated in term of comfort. Standard deviations were found to be high. One-way ANOVA demonstrates that there was an insignificant difference concerning comfort among the three airlines.

Luggage allowance

For analysis gathered information four items and items used were "Extremely important", "Very important", "Somewhat important" and "Not important".

SAS received the highest score. In the same way, *India* received the highest score too. *Wideroe* received lowest. As a matter of fact, *Wideroe* received lower scores; it should be reconsidered. In term of luggage allowance, some travelers complained about *Wideroe* in contrast to *SAS* and *India*. Standard deviations of *SAS* and *India* were found not to be similar. But, standard deviations of *Wideroe* were found to be high comparing to *SAS* and *India*. One-way ANOVA was performed to identify the differences concerning luggage allowance among the three airlines. However, the result reveals that there was an insignificant difference among the three airlines.

Bonus

For analysis gathered information four items and items used were "Extremely important", "Very important", "Somewhat important" and "Not important".

The highest score belongs to *SAS*; whereas the lowest belongs to *Wideroe*. The middle score belongs to *India*. It implies that *SAS* indicated "Somewhat important" on the one hand. *India and Wideroe* indicated "Not important" on the other hand. It is shown that with regard to score of *India* and *Wideroe* that received lower scores, it should be examined in term of bonus. In term of bonus, some traveler complained about *India* and *Wideroe*. Thus, the bonus should be considered as an important factor in their airline. Standard deviations were found to be high. One-way ANOVA suggests that there was a significant difference in term of bonus among the three airlines.

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5.5 Factors versus the three airlines

Table 16: Factors versus the three airlines. Mean scores.

Factors	SAS	India	Widerøe
Attitude*	4.1	3.5	3.7
Habit*	1.6	.95	2.9
Satisfaction	3.8	3.6	3.6
Loyalty*	3.5	3.1	3.4
Service	3.4	3.3	3.3
Safety*	2.3	2.1	2.3
Comfort	2.9	2.8	3.0
Luggage allowance	2.7	2.7	2.5
Bonus*	2.0	1.8	1.6
Note:* significant difference at 5% level of significance			

It is evident from Table 16 that it is an analysis of means among the three airlines. This helps to identify the differences concerning the differences concerning key factors (**attitude, habit, satisfaction, loyalty**) and factors (**service, safety, comfort, luggage allowance** and **bonus**) among the three airlines in this study.

5.6 Discussion and findings

This study identified the differences concerning the key factors (**attitude, habit, satisfaction, loyalty**) and factors (**service, safety, comfort, luggage allowance** and **bonus**) among the three airlines, - *SAS, Norwegain* and *Widerøe.*

The **demographic profiles** (see Table 5, 6, 7 and 8) of the respondents indicate that the **age** and **occupation** profiles of the sample suggest a significant variance among the three

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airlines. *SAS* was chosen by more travelers of age group of '25 and under', *Wideroe* was chosen more by '46-55' and '56-65' age group, whereas *India* has got more travelers of age group '26-45' and '66 and over'. In term of the occupation, *SAS* and *Wideroe* had the higher percentage of 'full time employed' and 'part time employed' travelers, whereas *India* tends to attract more 'retired' and 'unemployed' ones. The **gender** and **education** profiles of the sample do not suggest a significant variance among the three airlines. A look in to demographic profiles of the surveyed travelers indicate that about *India, SAS* and *Wideroe* were preferred by more male travelers as compared to female travelers. In term of **education**, travleres were 100% educated. *SAS, India* and *Wideroe* indicate 'college and university', which was the highest percentage. By contrast, *SAS, India* and *Wideroe* indicate 'secondary school or below' and 'graduate school or above', which was the lowest percentage. This implies that *SAS, India* and *Wideroe* were chosen by a majority of travelers of ''college and university'.

On the basis of the results of the data analysis of the factors (see Table 16) are shown.

Attitude: The study shows that attitude was shown to have a significant difference among the three airlines. *SAS* had got better rating as compared to *India* and *Wideroe* in term of attitude. *India* and *Wideroe* should be improving. These finding were supported by those of previous studies done by (Schiffman and Kanuk, 2007; Gomez *et al;* 2006; Peter and Olson, 2002; Kim *et al.;* 2008).

Habit: As research results show, habit was found to have a significant difference among the three airlines. *Wideroe* had got better rating as compared to *SAS* and *India* in term of habit. Since travelers rated *India* low rating in term of habit, *India* should be improving. These results were supposed by the earlier findings Beatty and Kahle (1988); Jacoby and Kyner (1973); Rundle-Thiele and Bennett (2001); Aarts *et al.* (1998).

Satisfaction: The results show that satisfaction was found not to have any significant difference among the three airlines. *SAS* had got better rating as compared to *India* and *Wideroe* in term of satisfaction. Since travelers rated *India* and *Wideroe* low rating in term of satisfaction, *India* and *Wideroe* should be reexamined. Previous studied have shown that Hallowell (1996); Jacoby and Chestnut (1978); Oliver (1997);

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Oliver (1999); Oliver (1993); Host and Knie-Andersen (2004); Jones and Suh (2000); Aydin and Özer (2005); Parasuraman *et al.;* (1994); Teas (1993); Veloutsou *et al.* (2005); Garbarino and Johnson (1999); Andreassen and Lindestad (1998) referred to satisfaction.

Loyalty: As research results show, loyalty was found to have a significant difference among the three airlines. *SAS* had got better rating as compared to *India* and *Wideroe* in term of loyalty. It suggests that *India* and *Wideroe* should be improving. This findings were supported by Oliver (1997); Oliver (1999); Kandampully and Suhartanto (2002); Wong and Sohal (2003); Lau and Lee (1999); Chiou, *et al.* (2002); Yoon and Uysal (2005); Flavian, Martinez, and Polo (2001).

Service: The results demonstrate that service was found not to have any significant difference among the three airlines. *SAS* had got better rating in term of service; whereas *India* and *Wideroe* had got low rating. It implies that *India* and *Wideroe* need to be improving. The earlier studies have revealed that Jiang *et al.* (2012) Ishfaq *et al.*; (2010); Jiang *et al.* (2012); Rhoades and Waguespack (2004) explained service.

Safety: As research results demonstrate, safety was shown to have a significant difference among the three airlines selected by the travelers. *SAS* and *Wideroe* had got better rating comparing to *India* in term of safety. It shows that think of improving safety in order to improve for *India* only. These results were supported by those of earlier studies done by other scholars (Chang and Yeh, 2004; Brown,1996; Lioua *et al.;* 2008; McFadden and Towell,1999; Chang and Yeh, 2004).

Comfort: The study reveals that comfort was shown not to have any significant difference among the three airlines. *Wideroe* had got better rating in term of comfort; whereas *SAS* and *India* had got low rating. It demonstrates that the low rating should be analyzed. Several studied have verified that (Vink and Hallbeck, 2012; Vink and De Looze, 2008) described comfort.

Luggage allowance: The study reveals that luggage allowance was shown not to have any significant difference among the three airlines. *SAS* and *India* had got better rating as compared to *Wideroe* in term of luggage allowance. Since travelers rated *Wideroe* low

rating in term of luggage allowance, *Wideroe* should be improving. These results were supported by this of earlier studies done by other scholar (Buttona, and Isonb, 2008).

Bonus: The results reveal that bonus was shown to have a significant difference among the three airlines. *SAS* had got better rating as compared to *India* and *Wideroe* in term of bonus. It suggests that *India* and *Wideroe* should be analyzed. This findings were supported by (Pikulinaa *et al.;* 2014).

Further, *SAS* was perceived as the best airline in terms of attitude, satisfaction, loyalty, service and bonus towards airline except habit. However, for the factor, habit, *Wideroe* scored the highest. *SAS* and *Wideroe* were ranked as 'satisfactory' in term of safety; whereas *India* was ranked as 'not very satisfactory' respectively. *Wideroe* was ranked as 'satisfactory' in term of comfort towards airline; whereas *SAS* and *India* were ranked as 'not very satisfactory' respectively. *SAS* and *India* were perceived as 'very important' in term of luggage allowance towards airline; whereas *Wideroe* was perceived as 'somehow important' respectively.

Moreover, on the basis of the **background and history** of the three airlines survey are shown. *SAS* is an older airline. It has more prestige and pride comparing to *SAS* and *Wideroe*. *SAS* and *India* are known as an international airline. *Wideroe* is known as a regional airline. It indicates that *SAS* and *India* have route flights in international market. *Wideroe* has route flights in domestic market. In terms of destinations, *SAS* is the highest, whereas, *Wideroe* is the lowest. *India* is in the middle. *SAS* and *India* serve long-route flights. *Wideroe* serves short-route flights. *SAS* operates 182

aircraft. *India* operates 98 aircraft. *Wideroe* operates 8 aircraft. These clarify that *SAS* and *India* are the bigger airline size and *Wideroe* are the smaller. *SAS* offers more scandianvian destination from all over Europe than *India* and *Wideroe*. *SAS's* global route network also includes the US and Asia. India seems be low price airline. (http://en.wikipedia.org/wiki/Scandinavian_Airlines; http://en.wikipedia.org/wiki/India_Air_Shuttle; http://en.wikipedia.org/wiki/Wider%C3%B8e).

6.0 Conclusion and Implications of the study

6.1 Conclusion

This study aimed to explore the nature of consumer loyalty and its major determinants with respect to the three airlines - *SAS, India and Wideroe;* analyze the data concerning relationships between consumers' attitude, habit, satisfaction and loyalty and identify the differences concerning attitude, habit, satisfaction, loyalty and factors (service, safety, comfort, luggage allowance and bonus) among the three airlines. The research questions were 'How do customer profiles of the three airlines differ'? 'How does general impression of the three airlines differ'? 'How does habit differ among the three airlines'? 'How does satisfaction differ among airlines'? 'How does loyalty differ among the three airlines'? 'How do factors (service, safety, comfort, luggage allowance and bonus) differ among the three airlines'?

There was a part for a theoretical overview regarding the factors of affecting customer loyalty and determinants of consumer analysis. Then this thesis would mainly emphasis the key factors (attitude, habit, satisfaction and loyalty) in addition to the factors (service, safety, comfort, luggage allowance and bonus). The key factors (attitude, habit, satisfaction and loyalty) and the factors (service, safety, comfort, luggage allowance and bonus) were studied from established theory. The chosen constructs were recognized as antecedents of customer loyalty by a number of authors in the past. There were various opinions, concepts, definitions, descriptions, and explanations and these all were discussed in the literature overview. This gave with an insight to the complexity of the matters and an understanding of many varied descriptions and explanations, which prevail between the constructs.

Further, the study was of conclusive type and realized a positivist, structured and formal approach. The survey was exposed. The quantitative analysis was presented. In the methodology part, research philosophy was explained and the data collection method was described. In addition to this, questionnaire design was showed. Items were borrowed from previous research conducted by other authors in order to measure aggregate factors of attitudes, habit, satisfaction, loyalty, service, safety, comfort, luggage allowance and bonus. Demographic profiles were either categorized into groups (e.g. gender, current education

level and current occupation) or given a free form response option (age). A sample was collected at Alta airport. In the survey, 198 respondents participated altogether. The travelers were both male and female.

Data gathered from the sample was coded and transferred into SPSS. Statistical techniques were used for analyzing the data. The key factors (attitude, habit, satisfaction and loyalty) and the factors (service, safety, comfort, luggage allowance and bonus) were tested. In addition, the demographic profiles (age, gender, current education level and current occupation) and the purpose and travel frequency were tested. The discussion and findings were also explained at the end.

The important conclusion is that will have to start with a brand loyalty an build up to go on to the key factors (attitude, habit, satisfaction and loyalty) in addition to the factors (service, safety, comfort, luggage allowance and bonus), it will have to have success for the three airlines. In this study, I have chosen "Airline Brand Loyalty: A case study involving the three airlines, - *SAS, India and Wideroe*". I briefly presented the key factor (attitude, habit, satisfaction, loyalty and the factors (service, safety, comfort, luggage allowance and bonus). Further, I presented the three airlines able to describe the background. As mentioned earlier, the key factor and the factors have been tested in a real case study of *SAS, India and Wideroe* at Alta airport. The results of the survey show that *SAS* was perceived as the best airline as competed to other two in this study. Previous studies have also shown that the key to success for *SAS* was development of a service culture within the company (Success through people') combined with implication of a service management with emphasis on market segmentation for business. It includes a combination of core and peripheral services (i.e., business travel engineering). In addition to that, the key to success for SAS will be a highly qualified staff combined with strategic alliances and an advanced information management system as shown by (Olaisena and Revangb, 1991).

To conclude, this study contributes to the ongoing debate of the airline companies. It also provides marketing information, business development and networking for tourism and travel professionals as it generally comes to brand selections.

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6.2 Implications of the study

This study is a useful contribution towards airlines for retaining the travelers. It can be used by different researchers for further research. It is important and useful to understand how to affect the factors of customer loyalty. It will help the airlines in exploring the nature of consumer loyalty and its major determinants with respect to the airlines. It is a very useful contribution to understand the description and explanation of attitude, habit, satisfaction and loyalty. It can be useful contribution towards the airlines in analyzing in relation to relationships between consumers' attitude, habit, satisfaction and loyalty where the airlines can improve. It is a useful contribution to identify the differences concerning attitude, habit, satisfaction, loyalty, service, safety, comfort, luggage allowance and bonus among the airlines.

7.0 Limitation and Suggestions for future research

The main limitation of this study is the generalizability of the findings. As evidence from the finding section that the study was conducted in Alta airport only, applicability of the results in other airports and cultures may result differently. Further, as the study is conducted in the three airlines, application of the same in other airlines, like; education and financial may not come up with the same findings. Moreover, the findings are applicable to *SAS, India* and *Wideroe* and may not be generalizable to other types of airlines. A replication of the study with other types of airlines data in the future will enhance external validity of the current study's findings. Moreover, the multiple regression analysis was not shown not to be relevant in this study. Consequently, it was not tested. The future trip to the airline by the travelers was also found not to be relevant in this study. Thus, it was not tested.

As a researcher, I am constraint by the time frame as I took to complete in one month. As the number of travelers is relatively small, this may pose a challenge to provide a generalization of the findings. My limitations are further influenced by travelers based in the Alta airport only and not at other airports.

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During my survey, *Wideroe* did not fly from Alta to Oslo. *SAS* and *Wideroe* had a close connection in term of operation so that there was not a huge competition between *SAS* and *Wideroe*. *Wideroe* did not compete with *SAS* and *India* in terms of long distance flights. *SAS* and *India* did not compete with in terms of short distance flights. At the same time, *SAS*, *India* and *Wideroe* did not have same flights to Alta airport. They only had limited number of flights from morning to evening at Alta airport. There were also no flights at night. Although *SAS* and *India* had a huge capacity to carry a number of travelers as compared to *Wideroe*, *SAS* and *India* did not always carry as many travelers as they could. *Wideroe* always carried few travelers.

The study suffered from a relatively small sample size. With a small sample size one might not be able to generalize the findings of a study. In this study, the sample size was 198, which did fall below the recommended number of size and therefore the findings of the study could not be generalized even though it helped in giving an insight into airline brand loyalty with in the three airlines. Some of the results were found surprising as they were contradictory to the established theories in the academic literature. However, when discussing the limitations for this thesis, the research was conducted for the three airlines. Hence, investigation of any other airlines would show different results.

The study used a convenience sample even though an advantage of this sampling technique is that the study could provide springboard for future research or allow links to be forged with an existing finding, there is a limitation because the study cannot be generalized as suggested by (Bryman and Bell, 2003).

Due to the structured approach of the research, responses are limited to identified topics and alternatives and therefore possibilities to expand on answers and to study the topic to greater depth are restricted (kress, 1988). It is a common problem of this kind of research approach (Malhotra and Birks, 2006). Measures of the key factors (attitude, habit, satisfaction and loyalty) and factors (service, safety, comfort, luggage allowance and bonus) could be complemented by additional measures in order to produce better explanations.

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Some information for the literature review is difficult to find due to the limited resources. It primarily includes the factor of comfort, luggage allowance and bound. Latest journals, latest articles, annual reports and books were difficult to find, which makes it difficult for me. Furthermore, the available data are outdated and some of it is absolute.

Time has always been the key constraints in each and every research study. Since this is an academic research with limited time, I decided to focus on only one airport due to time period I had to conduct the research. If I had plenty of time, I would have preferred to focus on as many air companies and airports as possible, to be able to see how this holds with them and to draw a better conclusion and generalization. I would even have tested and compared the situation in other European countries like Sweden, Denmark, and Finland, as well as to examine how this relationship works in other airports.

Although the current study's sample is the best available for publicly traded the three airlines, a **future research** with a larger sample size should be able to provide a more confirming picture of effects of the key factors (attitude, habit, satisfaction and loyalty) and the factors (service, safety, comfort, luggage allowance and bonus) tested in the current study. The study has been done at Alta airport only. Therefore, it is suggested to take several airports so that more appropriate results can be obtained. It is suggested that similar researches should be conducted in other cities of Norway and also in other service industries such as hotel and restaurant industry to increase the extendibility of the result. In this study, I considered a case study involving the three airlines, - *SAS, India* and *Wideroe* on the topic of the airline brand loyalty. But there will be a potential market for other airline companies, which should be considered as a case study for a future research.

Further, it is recommended that future studies address airlines' the key factors (attitude, habit, satisfaction and loyalty) and the factors (service, safety, comfort, luggage allowance and bonus), which investigate the presence of moderating variables, like demographics and culture and by conducting the analyzing based on travel (i.e., first class, business-class travelers and economy-class travelers). Travelers of differing ages would find different airline attitude, habit, satisfaction and loyalty, service, safety, comfort, luggage allowance and bonus more or less important than those younger. Examination and comparison of the

perceptions of international and domestic travelers with respect to airlines are also imperative.

The results from Table 16 respectively indicate that *India* had got lower rating for each factor except luggage allowance comparing to *SAS* and *Wideroe*. This suggests that think of improving the factor in order to improve for future research. Further, the results from Table 16 respectively show that *SAS* received the lowest percentage of habit. It implies that "habit" should be critically analyzed in further detail in order to obtain the explanation for this discrepancy. Likewise, *Wideroe* received the lowest percentage of bonus. This suggests "bonus" should be analyzed in further detail in order to obtain the explanation for this discrepancy for future research.

Opportunities exist to further advance this study by expanding the number of factors and multiplying the sample coverage and investigate at different geographical location for better and more representative data analysis as the sample was only collected among 198 travelers, limiting the generalizability of the research findings. Expansion of the coverage of sample selection is recommend as different nationalities would find differing attributes of airlines. The results could be used for comparative purpose and overcome the limits of generalizability in sample coverage.

It is suggested that the four key factors and other factors testing in this study should be taken a step further by testing fully. The multiple regression analysis should be tested for future research. In addition to this, the future trip to the airline by the travelers should be tested for the research.

It is recommended that loyalty programmers, especially for airlines, may be missing from this study's literature review. For example, loyalty programmers may include as follows: - maintain market share, get valuable customers, retain and increase valuable customers, upgrade high value customers, maintain a significant group of moderate value customers, and form an opportunity cost through a competitor. It is also recommended that information technology combined with strategic alliances and service excellence programs should include because it is the key to success in airline industry.

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There is a link between customer loyalty and other related factors such attitude, habit and satisfaction which could be to test more precisely and in a manufacturing sector in order to achieve a more in-depth understanding of the tourism marketing research area of airline brand loyalty. Further, a future study should incorporate branding, brand image, airlines' strategies, word of mouth into the literature because these are an important factor for any kind of airlines and good brand and strategies have some extra opportunity in the market to expand their airlines.

Lastly, if the future researchers explore the same concept qualitatively, it may result in very fruitful findings.

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9.0 Appendix

9.1 Appendix 1: Translation permission request

Basant Raj Shrestha

Follumsvei 8, Nyland

Room 002A, 9510 Alta

Date: 23.12. 2013

The Head of the institute

UiT Arctic University of Norway

Follumsvei 31

9509, Alta

Subject: Translation permission request

With reference to the above mentioned subject, I would like to request for a thorough translation of the English version of the questionnaire to the India version of the questionnaire.

I am an international student. I am currently studying Master in Tourist studies (2nd year). Meanwhile I am writing a Master thesis. I have myself made the English version of the questionnaire. I have also attached it along with my application letter. Hence, I believe that you can help me to translate English into India.

I hope that you consider my request. I look forward to hearing from you shortly.

Thanking you!

Yours faithfully

Basant Raj Shrestha

Stuendt no: 420456

Master in Tourist Studies (2nd year)

UiT Arctic University of Norway

9.2 Appendix 2: E-mail request to participate in airline survey

Fra:	Kristiansen, Charles
Sendt:	8. januar 2014 10:04
Til:	Nilsen, Arnulf
Kopi:	Nerdal, Jens-Martin; Thomassen, Gunn Karin
Emne:	VS: Adgang til å dele ut spørreskjema for mastergradsstudent fra UiT

Hei !

Du tar deg av denne saken.

Charles

Fra: Hauge Ingvar [mailto:ingvar.hauge@uit.no]
Sendt: 8. januar 2014 09:54
Til: Kristiansen, Charles
Kopi: Jakobsen Per Kåre
Emne: Adgang til å dele ut spørreskjema for mastergradsstudent fra UiT

Hei

Vi har en mastergradsstudent ved vårt reiselivsstudium som skal skrive en oppgave vedr. flyreisendes preferanser. I den forbindelse trenger han en formell tillatelse fra Avinor til å dele ut/hente inn spørrreskjema i i tilknytning til ankomst/avreise for SAS og Norwegian-flighter. Dette er planlagt gjennomført over et tidspunkt på en måned – fra 20. januar til 20. februar 2014. Av hensyn til gjennomføring av undersøkelsen vil det være ønskelig å få tilgang også innenfor sikkerhetsområdet med et adgangsbevis utstedt av Avinor og med ordinær sikkerhetskontroll på linje med passasjerene.

Studenten, Basant Raj Shrestha, vil selv administrere alt rundt utdeling og innhenting av spørreskjema. Spørreskjema vil derfor ikke ligge ute i lokalene når Basant ikke er til stede.

Vi håper Avinor kan gi tillatelse til en slik datainnsamling som ikke skal være noe til hinder for avvikling av trafikk.

Skulle det være spørsmål rundt dette, kan dere kontakte undertegnede på tlf. 97 72 29 02 eller via denne epost-adressen.

Med vennlig hilsen

Ingvar Hauge
Instituttleder Reiseliv og nordlige studier
UiT – Norges arktiske universitet, Campus Alta

9.3 Appendix 3: The survey questionnaire in English

Questionnaire   **Customer loyalty for airlines**

This survey is being conducted to collect information from you. It is also conducted for a Master thesis in Tourist Studies at UiT The Arctic University of Norway, Alta. The survey measures customer loyalty, attitudes, habit, and satisfaction towards airlines. The key aim is to gather related data about a survey amongst tourists and travelers in Alta airport, Norway across all ages, gender, education, occupation, service, safety, comfort, time, allowance, and bonus. If possible, please take a few moments to complete the survey questions below. Your responses will remain completely anonymous.

1. What is the airline you have just traveled with?

☐ India   ☐ SAS   ☐ Widerøe

2. Please rate your general impression of the different airline companies.

This company is

	Excellent	Good	Average	Fair	Poor	Don't know
India	—	—	—			
SAS	—	—	—	☐	☐	☐
Widerøe	—	—	—	—	—	

3. Please continue evaluating the airline company you have just traveled with.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I am satisfied with the experience that the airline company has provided .	—	—	—	—	—	—
This airline lived up to my general expectation of it.	—	—	—	—	—	—
This company represents the ideal I have of a perfect airline.	☐	—	—	—	—	—
The airline's services give me a feeling of trust.	☐	☐	☐	☐	☐	☐

4. Please continue evaluating the airline company you have just traveled.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I will fly with this company in future.	☐	☐	☐	☐	☐	☐
I intend to keep flying this company.	☐	☐	☐	☐	☐	☐
I would recommend this company to others.	☐	☐	☐	☐	☐	☐
I am willing to pay a higher price for this company.	☐	☐	☐	☐	☐	☐
I consider myself as a loyal customer to this airline.	☐	☐	☐	☐	☐	☐

5. How often do you fly with the airline mentioned above?

☐ Daily ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Annually ☐ Seldom

6. How many airplane trips have you taken in the last month? ....

7. Please tick one option below to indicate how you rate the airline's service.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Bad

8. Please tick one option below to indicate what your opinion is about the airline's safety.

☐ Very satisfactory ☐ Satisfactory ☐ Not very satisfactory ☐ Not at all satisfactory

9. Please tick one option below to indicate how you would grade the airline's comfort.

☐ Very satisfactory ☐ Satisfactory ☐ Not very satisfactory ☐ Not at all satisfactory

10. Please tick one option below to indicate what time you prefer to travel.

☐ Morning ☐ Afternoon ☐ Evening ☐ Night ☐ No preference

11. Please rate how important the airline's luggage allowance is in your decision to buy a flight ticket.

☐ Extremely important ☐ Very important ☐ Somewhat important ☐ Not important

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12. Please rate the airline's bonus program in terms of importance when purchasing a ticket.

☐ Extremely important ☐ Very important ☐ Somewhat important ☐ Not important

13. Who made the airline decision for you?

☐ Yourself ☐ Family ☐ Travel agent ☐ Other (please specify)………………..

14. What is your purpose of travel?

☐ Business   ☐ Visiting friends/relatives

☐ Visitor/Tourist   ☐ Other (please specify)……………………

15. What is your gender?

☐ Male   ☐ Female

16. What is your age?

☐ 25 and under   ☐ 26–45   ☐ 46–55   ☐ 56–65   ☐ 66 and over

17. What is your current education level?

☐ Secondary School or below   ☐ High school

☐ College/university   ☐ Graduate school or above

18. Please tick the category of your current occupation. Chose the most important one below.

☐ Student   ☐ Full time employed   ☐ Part time employed   ☐ Unemployed

☐ Retired   ☐ Self-employed   ☐ Other (please specify) ……………….

Once again, I assure you of the confidentiality of your responses. Thank you in advance for your time and effort to complete this survey.

9.4 Appendix 4: The survey questionnaire in India

Spørreundersøkelse   **Flyselskaper og kundelojalitet**

Denne spørreundersøkelsen gjennomføres for å få informasjon fra deg. Undersøkelsen gjennomføres som en del av en Mastergrad i Reiseliv ved UiT Norges Arktiske Universitet, Campus Alta. Undersøkelsen måler reisendes kundelojalitet, holdninger, vane og tilfredshet i forhold til flyselskap. Målet med undersøkelsen er å samle data på Alta Lufthavn i Alta, Norge - blant turister og andre reisende av begge kjønn, i alle aldre, uansett utdanning og jobb. Spørreundersøkelsen omhandler blant annet spørsmål om service, sikkerhet, komfort, tid og bonusprogrammer. Takk for at du tar deg tid til å fylle inn skjema. Dine svar er helt anonyme.

1. Hvilket flyselskap har du akkurat reist med?

☐ India   ☐ SAS   ☐ Wiederøe

2. Hva er ditt generelle inntrykk av de forskjellige flyselskapene?

Selskapet er

	Utmerket	Bra	Gjennomsnittlig	Nokså dårlig	Dårlig
India	☐	☐	☐	☐	☐
SAS	☐	☐	☐	☐	☐
Wiederøe	☐	☐	☐	☐	☐

3. Hvordan vil du evaluere det flyselskapet som du akkurat reiste med?

	Helt uenig	Uenig eller uenig	Verken enig	Enig	Helt enig	Vet ikke
Jeg er fornøyd med min opplevelse av dette flyselkapet	☐	—	—	—	—	—
Dette flyselskapet innfridde mine forventninger til selskapet	☐	—	—	—	—	—
Dette selskapet representerer det ideelle flyselskap	—	—	—	—	—	—
Servicen til dette flyselskapet gjør at jeg har tillit til selskapet	☐	☐	☐	☐	☐	☐

4. Vennligst fortsett å evaluere det flyselskapet du akkurat reiste med.

	Helt uenig	Uenig	Verken enig eller uenig	Enig	Helt enig	Vet ikke
Jeg kommer til å reise med dette flyselskapet i fremtiden	☐	☐	☐	☐	☐	☐
Jeg kommer til å reise med bare dette selskapet i fremtiden	☐	☐	☐	☐	☐	☐
Jeg vil anbefale flyselskapet til andre	☐	☐	☐	☐	☐	☐
Jeg er villig til å betale mer for billetten for å reise med dette selskapet	_	☐	☐	☐	☐	☐
Jeg ser på meg selv som en lojal kunde til dette flyselskapet.	☐	☐	☐	☐	☐	☐

5. Hvor ofte flyr du med det flyselskapet du akkurat har brukt?

☐	☐	☐	☐	☐	☐
Daglig	Ukentlig	Hver måned	Hvert kvartal	Hvert år	Aldri

6. Hvor mange flyreiser har du vært på i løpet av den siste måneden? ....

7. Vennligst kryss av for hva du mener om flyselskapets service.

☐ Utmerket ☐ Veldig bra ☐ Bra ☐ Nokså dårlig ☐ Dårlig

8. Vennligst kryss av for hva du mener om flyselskapets sikkerhet.

☐ Veldig tilfredsstillende ☐ Tilfredsstillende ☐ Ikke særlig tilfredsstillende ☐
Ikke tilfredsstillende i det hele tatt

9. Vennligst kryss av for hva du mener om flyselskapets komfort.

☐ Veldig tilfredsstillende ☐ Tilfredsstillende ☐ Ikke særlig tilfredsstillende
☐ Ikke tilfredsstillende i det hele tatt

10. Til hvilken tid på døgnet foretrekker du å reise?

☐ Morgen ☐ Ettermiddag ☐ Kveld ☐ Natt ☐ Ingen preferanse

11. Vennligst kryss av for hvor viktig flyselskapets bagasjebestemmelser er når du velger hvilket selskap du kjøper flybillett hos.

☐ Svært viktig ☐ Veldig viktig ☐ Litt viktig ☐ Ikke viktig

12. Hvor viktig er flyselskapets bonusprogram når du velger hvilket selskap du kjøper flybillett hos?

☐ Svært viktig ☐ Veldig viktig ☐ Litt viktig ☐ Ikke viktig

13. Hvem bestemte hvilket flyselskap du skulle reise med?

☐ Du selv ☐ Familie ☐ Reisebyrå ☐ Annet (vennligst spesifiser)………

14. Hva er ditt mål med reisa?

☐ Jobb ☐ Besøke venner/familie
☐ Gjest/turist ☐ Annet (vennligst spesifiser)…………………

15. Kjønn?

☐ Mann ☐ Kvinne

16. Hva er din alder?

☐ 25 og under ☐ 26–45 ☐ 46–55 ☐ 56–65 ☐ 66 og over

17. Din utdanning?

☐ Ungdomsskole eller lavere ☐ Videregående skole

☐ Høgskole/Universitet

18. Hvilken type stilling har du? Sett kun ett kryss under, ved det som er mest relevant.

☐ Student ☐ Fulltidsansatt ☐ Deltidsansatt ☐ Arbeidsledig

☐ Pensjonist ☐ Selvstendig næringsdrivende ☐ Annet (vennligst spesifiser)…..

Alle svar er anonyme.

På forhånd tusen takk for at du tok deg tid til å delta i spørreundersøkelsen.

9.5 Appendix 5: The survey questionnaire in English

Questionnaire   Customer loyalty for airlines

This survey is being conducted to collect information from you. It is also conducted for a Master thesis in Tourist Studies at UiT The Arctic University of Norway, Alta. The survey measures customer loyalty, attitudes, habit, and satisfaction towards airlines. The key aim is to gather related data about a survey amongst tourists and travelers in Alta airport, Norway across all ages, gender, education, occupation, service, safety, comfort, time, allowance, and bonus. If possible, please take a few moments to complete the survey questions below. Your responses will remain completely anonymous.

1. What is the airline you are going to travel with?

☐ India   ☐ SAS   ☐ Wiɗerøe

2. Please rate your general impression of the different airline companies.

This company is

	Excellent	Good	Average	Fair	Poor	Don't know
India	—	—	—		—	—
SAS	—	—	—	☐	☐	☐
Widerøe	—	—	—	—	—

3. Please continue evaluating the airline company you are going to travel with.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I am satisfied with the experience that the airline company has provided .	—	—	—	—	—	—
This airline lived up to my general expectation of it.	—	—	—	—	—
This company represents the ideal I have of a perfect airline.	☐	—	—	—	—	—
The airline's services give me a feeling of trust.	☐	☐	☐	☐	☐	☐

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4. Please continue evaluating the airline company you are going to travel with.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I will fly with this company in future.	☐	☐	☐	☐	☐	☐
I intend to keep flying this company.	☐	☐	☐	☐	☐	☐
I would recommend this company to others.	☐	☐	☐	☐	☐	☐
I am willing to pay a higher price for this company.	☐	☐	☐	☐	☐	☐
I consider myself as a loyal customer to this airline.	☐	☐	☐	☐	☐	☐

5. How often do you fly with the airline mentioned above?

☐ Daily   ☐ Weekly   ☐ Monthly   ☐ Quarterly   ☐ Annually   ☐ Seldom

6. How many airplane trips have you taken in the last month? ....

7. Please tick one option below to indicate how you rate the airline's service.

☐ Excellent   ☐ Very good   ☐ Good   ☐ Fair   ☐ Bad

8. Please tick one option below to indicate what your opinion is about the airline's safety.

☐ Very satisfactory ☐ Satisfactory ☐ Not very satisfactory ☐ Not at all satisfactory

9. Please tick one option below to indicate how you would grade the airline's comfort.

☐ Very satisfactory ☐ Satisfactory ☐ Not very satisfactory ☐ Not at all satisfactory

10. Please tick one option below to indicate what time you prefer to travel.

☐ Morning   ☐ Afternoon   ☐ Evening   ☐ Night   ☐ No preference

11. Please rate how important the airline's luggage allowance is in your decision to buy a flight ticket.

☐ Extremely important ☐ Very important ☐ Somewhat important ☐ Not important

12. Please rate the airline's bonus program in terms of importance when purchasing a ticket.

☐ Extremely important ☐ Very important ☐ Somewhat important ☐ Not important

13. Who made the airline decision for you?

☐ Yourself ☐ Family ☐ Travel agent ☐ Other (please specify)………………...

14. What is your purpose of travel?

☐ Business ☐ Visiting friends/relatives

☐ Visitor/Tourist ☐ Other (please specify)……………………

15. What is your gender?

☐ Male ☐ Female

16. What is your age?

☐ 25 and under ☐ 26–45 ☐ 46–55 ☐ 56–65 ☐ 66 and over

17. What is your current education level?

☐ Secondary School or below ☐ High school

☐ College/university ☐ Graduate school or above

18. Please tick the category of your current occupation. Chose the most important one below.

☐ Student ☐ Full time employed ☐ Part time employed ☐ Unemployed

☐ Retired ☐ Self-employed ☐ Other (please specify) ………………….

Once again, I assure you of the confidentiality of your responses. Thank you in advance for your time and effort to complete this survey.

9.6 Appendix 6: The survey questionnaire in India

Spørreundersøkelse   Flyselskaper og kundelojalitet

Denne spørreundersøkelsen gjennomføres for å få informasjon fra deg. Undersøkelsen gjennomføres som en del av en Mastergrad i Reiseliv ved UiT Norges Arktiske Universitet, Campus Alta. Undersøkelsen måler reisendes kundelojalitet, holdninger, vane og tilfredshet i forhold til flyselskap. Målet med undersøkelsen er å samle data på Alta Lufthavn i Alta, Norge - blant turister og andre reisende av begge kjønn, i alle aldre, uansett utdanning og jobb. Spørreundersøkelsen omhandler blant annet spørsmål om service, sikkerhet, komfort, tid og bonusprogrammer. Takk for at du tar deg tid til å fylle inn skjema. Dine svar er helt anonyme.

1. Hvilket flyselskap skal du reise med?

☐ India   ☐ SAS   ☐ Widerøe

2. Hva er ditt generelle inntrykk av de forskjellige flyselskapene?

Selskapet er

	Utmerket	Bra	Gjennomsnittlig	Nokså dårlig	Dårlig
India	☐	☐	☐	☐	☐
SAS	☐	☐	☐	☐	☐
Widerøe	☐	☐	☐	☐	☐

3. Hvordan vil du evaluere det flyselskapet som du skal reise med?

	Helt uenig	Uenig	Verken enig eller uenig	Enig	Helt enig	Vet ikke
Jeg er fornøyd med min opplevelse av dette flyselkapet	☐	—	—	—	—	—
Dette flyselskapet innfridde mine forventninger til selskapet	☐	—	—	—	—	—
Dette selskapet representerer det ideelle flyselskap	—	—	—	—	—	—
Servicen til dette flyselskapet gjør at jeg har tillit til selskapet	☐	☐	☐	☐	☐	☐

4. Vennligst fortsett å evaluere det flyselskapet du skal reise med.

	Helt uenig	Uenig	Verken enig eller uenig	Enig	Helt enig	Vet ikke
Jeg kommer til å reise med dette flyselskapet i fremtiden	☐	☐	☐	☐	☐	☐
Jeg kommer til å reise med bare dette selskapet i fremtiden	☐	☐	☐	☐	☐	☐
Jeg vil anbefale flyselskapet til andre	☐	☐	☐	☐	☐	☐
Jeg er villig til å betale mer for billetten for å reise med dette selskapet	—	☐	☐	☐	☐	☐
Jeg ser på meg selv som en lojal kunde til dette flyselskapet.	☐	☐	☐	☐	☐	☐

5. Hvor ofte flyr du med det flyselskapet du akkurat har brukt?

☐ Daglig   ☐ Ukentlig   ☐ Hver måned   ☐ Hvert kvartal   ☐ Hvert år   ☐ Aldri

6. Hvor mange flyreiser har du vært på i løpet av den siste måneden? ....

7. Vennligst kryss av for hva du mener om flyselskapets service.

☐ Utmerket   ☐ Veldig bra   ☐ Bra   ☐ Nokså dårlig   ☐ Dårlig

8. Vennligst kryss av for hva du mener om flyselskapets sikkerhet.

☐ Veldig tilfredsstillende ☐Tilfredsstillende ☐Ikke særlig tilfredsstillende ☐
Ikke tilfredsstillende i det hele tatt

9. Vennligst kryss av for hva du mener om flyselskapets komfort.

☐ Veldig tilfredsstillende ☐ Tilfredsstillende ☐ Ikke særlig tilfredsstillende
☐ Ikke tilfredsstillende i det hele tatt

10. Til hvilken tid på døgnet foretrekker du å reise?

☐ Morgen   ☐ Ettermiddag   ☐ Kveld   ☐ Natt   ☐ Ingen preferanse

11. Vennligst kryss av for hvor viktig flyselskapets bagasjebestemmelser er når du velger hvilket selskap du kjøper flybillett hos.

☐ Svært viktig   ☐ Veldig viktig   ☐ Litt viktig   ☐ Ikke viktig

12. Hvor viktig er flyselskapets bonusprogram når du velger hvilket selskap du kjøper flybillett hos?

☐ Svært viktig ☐ Veldig viktig ☐ Litt viktig ☐ Ikke viktig

13. Hvem bestemte hvilket flyselskap du skulle reise med?

☐ Du selv ☐ Familie ☐ Reisebyrå ☐ Annet (vennligst spesifiser).........

14. Hva er ditt mål med reisa?

☐ Jobb   ☐ Besøke venner/familie
☐ Gjest/turist   ☐ Annet (vennligst spesifiser).......................

15. Kjønn?

☐ Mann   ☐ Kvinne

16. Hva er din alder?

☐ 25 og under ☐ 26–45 ☐ 46–55 ☐ 56–65 ☐ 66 og over

17. Din utdanning?

☐ Ungdomsskole eller lavere   ☐ Videregående skole

☐ Høgskole/Universitet

18. Hvilken type stilling har du? Sett kun ett kryss under, ved det som er mest relevant.

☐ Student ☐ Fulltidsansatt   ☐ Deltidsansatt   ☐ Arbeidsledig

☐ Pensjonist ☐ Selvstendig næringsdrivende ☐ Annet (vennligst spesifiser).....

Alle svar er anonyme.

På forhånd tusen takk for at du tok deg tid til å delta i spørreundersøkelsen.