

## **PRE-FLIGHT CONSIDERATIONS, IN-FLIGHT SERVICES, AND POST-FLIGHT RECEPTIONS: FACTORS INFLUENCING PASSENGERS' INTERNATIONAL AIRLINE CHOICES**

Ayodele Adekunle Faiyetole (corresponding author)

*Department of Transport Management Technology, Federal University of Technology Akure, PMB 704, Akure, Nigeria, and Air, Space, and Sustainable Transport Unit, EarthSpace, P.O. Box 20200 Ikeja, Lagos, Nigeria*

Temitope Bashirat Yusuf

*Department of Transport Management Technology, Federal University of Technology Akure, PMB 704, Akure, Nigeria*

### **ABSTRACT**

The proliferation of airlines plying the international routes, triggered by the needed deregulation policies, has equally caused prospective air travelers to be constantly faced with critical pre-flight decisions, especially as they regard airline choice making for scheduled and on-demand flights. Considering the international bound passengers for scheduled flights at MMIA, this paper examines seventeen variables, wilfully or unconsciously thought-out by the passengers before choosing the airline to travel with. Factor analysis unveils that there are five components with Eigenvalue higher than the critical (1.000) and with an appreciable cumulative percent of variance (62.336 percent), indicative that there are five latent factors determining international passengers' airline choices from a developing country. The Varimax rotated component matrix placed eleven variables with factor loading ( $>0.70$ ) on these five factors. The paper concludes that the service quality of the full spectra of the airlines' pre-flight, in-flight and post-flight services could be more carefully considered, maintained and regularly upgraded in order to attract and, or retain passengers.

### **KEYWORDS**

Pre-flight considerations; in-flight services; post-flight receptions; ticketing price; airline safety; onboard comfort; cabin crew courtesy; the carefulness of luggage handling.

---

**Ayodele Adekunle Faiyetole** holds a Doctor of Philosophy degree in Technology Management from Obafemi Awolowo University in Ile-Ife, Nigeria. He currently lectures courses in the undergraduate and postgraduate programs of the Department of Transport Management Technology at the Federal University of Technology Akure in Nigeria. Ayodele is also the founder of EarthSpace. He focuses his research works on air, space, and sustainable (noise, emissions and intelligent transport system) surface transport. Email: [ayodele.faiyetole@earthspace.com.ng](mailto:ayodele.faiyetole@earthspace.com.ng), [aafaiyetole@futa.edu.ng](mailto:aafaiyetole@futa.edu.ng)

**Temitope Bashirat Yusuf** is a graduate researcher in the Department of Transport Management Technology (Air Option) at the Federal University of Technology Akure, Nigeria.

## 1. INTRODUCTION

The 1978 Airline Deregulation Act in the United States of America sets the tone for the global liberalization of the aviation industry, freeing it from a politically controlled regulatory framework to one of economic liberalization (Smith and Cox, 2018; Ishutkina and Hansman, 2009). In fact, "the US Civil Aeronautics Board (CAB), which had previously controlled entry, exit, and the pricing of airline services, as well as intercarrier agreements, mergers, and consumer issues, was phased out completely under the CAB Sunset Act on 31 December 1984" (Smith and Cox, 2018), and ushered in full economic liberalization of this sub-sector (Ishutkina and Hansman, 2009). Deregulation policy in the Nigerian aviation industry came into full force in 1991 (NCAA, 2005), breaking the monopoly of the Nigerian Airways and opened up the industry for mass participation (Hassan and Dina, 2015), consequently leading to the extinction of this state's owned carrier. Thus, liberalization, which involves licensing of new airlines mostly privates, relaxing of price controls, and market access for potential investors both locals and internationals (Good *et al.*, 1993), brought an appreciable increase in the number of airlines plying the Nigerian international routes. In fact, what used to be a market monopoly for the Nigerian carrier; is now a competitive market for registered independent airlines (NCAA, 2005; Hassan and Dina, 2015).

This increase in airlines participation in the Nigerian aviation industry is also noticeable in airlines' surge plying the Nigerian international routes, which have consequent impacts on international passengers. In reality, some of the factors that led to deregulation of the airline industry in Nigeria directly impinge on the passengers, and they include airlines difficulties in meeting passengers' demands, incessant flight delays and unannounced cancellations. Despite the deregulation policy, some of these factors have not been properly addressed or have indeed exacerbated, and some new complications introduced. Of essence, the amplified number of airlines in the Nigerian international routes also means that the passengers' airlines choices have increased. Thus, it implies that for an airline to stay competitive in the international routes market, there could be a need for the airlines to attract new and, or retain an appreciable number of old passengers at every point in time. The objective of this paper, therefore, is to determine the latent factors, from pre-flight, in-flight to post-flight services that influence passengers' airline choices for international flights in a competitive deregulated aviation market.

## 2. REVIEW OF LITERATURE

### 2.1. *Factors Determining Passengers' Airline Choices*

Several studies have identified numerous factors that determine passengers' airline choices and showed that the selection process is not simple and straightforward. For instance, a passenger will not necessarily always select the airline with the cheapest flight price. This is evident from research including Ishii *et al.* (2009), who found that passengers consider several of the airline attributes before zeroing on a particular airline for their travel. These factors are not limited to ticketing price (Adiele and Etuk, 2017; Xia *et al.* 2004), airline safety (Buaphiban, 2015; Naser *et al.*, 2013; Sai *et al.*, 2011), flight availability and scheduling (Sokolovskyy, 2012), and in-flight entertainment and refreshment (Heinitz and Hirschberger, 2017; Naser *et al.*, 2013). The factors could include cabin crew courtesy (Morrow, 2016; Delta Airline, 2016) and certainly, passengers may complement their decisions with additional factors that were not necessarily part of the survey before choosing the airline, such as the airline aesthetics (Hess, 2010; Wang, 2005; Vowles, 2000; Prousaloglou and Koppelman, 1995).

Studies including Manivasugen and Nova (2013) and Sai *et al.* (2011) have revealed that safety was the most important factor when choosing full-service carriers (FSC), while price, strategic alliance, and loyalty were also found to be significant. Naser *et al.* (2013) study on Iranian air travelers for domestic flights, reveals that flight safety, flight schedule, and flight management are of highest priorities, while onboard services and airline's image have lower priorities. Furthermore, flight comfort, proper cancellation, and delay announcements are influential factors, while in-flight entertainment, personal interest, and social activities of the airline company are less influential. Comparing the Norwegian and non-Norwegian students for both low-cost carriers (LCC) and FSC, Sokolovskyy (2012) reveals that service quality is the most important factor influencing students' airline choices. Furthermore, service quality in addition to the airline's reputation and social acceptability was found to play a significant role in Thailand (Buaphiban, 2015).

In the vein of airports rather than airlines choices, Kriel and Walters (2016) unveil that airline efficiency and facilities, accessibility to the airport, safety, cost, and security were the most important attributes considered when deciding to fly from Lanseria International Airport, Johannesburg, South Africa. Airport security status, which translates to safety level at the airport, has also been studied (Alards-Tomalin *et al.*, 2014).

Studies on the Nigerian domestic air market include Adiele and Etuk (2017), Ayantoyinbo (2015), and Ubogu (2013). Specifically, Adiele and Etuk (2017) show that operational

effectiveness and passenger socio-economic wellbeing (PSEWB) do not significantly influence domestic airline patronage, rather the need and purpose of travel was found to be the most important factor. While Ayantoyinbo (2015) shows that passengers consider price more than any other factors. Meanwhile on a study that focuses more on airport rather than airline, Ubogu (2013) using Mallam Aminu Kano International Airport Nigeria (MAKIA) as their study area shows that the location of the airport in the region, access time to airport, frequency of flights at the airport were the three most significant factors that air passengers consider in their choices.

The reviewed literature has shown that different states or cultures have slightly different factors influencing their airline choice making for international flights, and it has become imperative for airlines to gain a competitive advantage in the international airline market. Thus, this study sought to elicit information on the factors that make international airlines competitive, using international airlines passengers flying to, and out of Murtala Mohammed International Airport (MMIA) in Lagos, Nigeria, as the respondents.

## 2.2. *Underpinning Theories*

Consumer behavior theory implies that consumers are rational decision-makers who are concerned with self-interest, impinging on their demeanor when they are searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs or identifiable gains (Schiffman and Kanuk, 2007; Schiffman and Wisenblit, 2015). The consumer behavior theory shows that the customer plays three distinct roles of the payer, buyer, and user (Murali, 2015; Peter and Olson, 2010; Engel *et al.*, 1978). Lantos (2010) and Lee (1990) show that these decisions can be complex depending on the consumer's opinion about the particular product, which could lead to evaluating and comparing, selecting and purchasing, among the different types of alternatives. Therefore, understanding the core issues of the process of consumer decision making and utilizing the theories in practice is becoming a common viewpoint by many companies and people in which the airline industry cannot be left out. In fact, according to Richarme (2007), economists like Nicholas Bernoulli, John von Neumann, and Oscar Morgenstern started the basics of consumer-decision making hundreds of years back. Buaphiban (2015) posits that the consumer buying behavior and decision model is relevant for research on passengers' airline choices because the decision to purchase an airline ticket is passengers' decision, which may be understood as a high-involvement decision since it involves a potentially risky activity, can be expensive and may require some research and pre-planning processes. Kardes *et al.* (2010) and Peter and Olson (2010) opine that these high-involvement processes are integral to the decision-making unless

for frequent travelers who already have established airline preferences. Therefore, the consumer behavior model identifies the issues and factors involved in consumer decisions, including the external factors as well as internal cognitive processes of decision-making (Lantos, 2010). This makes it a highly relevant model for understanding the passengers' airline choice-making decisions for international flights.

The service quality (SERVQUAL) model, on the other hand, is the perception of the quality of service rendered by the provider. Parasuraman *et al.* (1988) show that SERVQUAL is a multi-dimensional research instrument designed to capture consumer expectation, perception or disconfirmation of a service. Parasuraman *et al.* (1988) define service quality as the overall excellence of service assessment. In the SERVQUAL model, the difference between the expected level of service and delivered level of service is perceptually measured along the five dimensions of reliability, responsiveness, assurances, empathy, and tangibility (Parasuraman *et al.*, 1998). Thus, the SERVQUAL is an analytical tool, which assists managers to identify the gaps among variables affecting the quality of the services rendered (Ntin-Seth and Deshmukh, 2005). This model is mostly used by marketing researchers, it is also used or adapted to a variety of service settings. Airlines passengers intuitively use the SERVQUAL concept in arriving at their ultimate choices.

### **3. MATERIALS AND METHODS**

Purposive-clustered sampling technique was adopted to source primary data by administering a structured questionnaire to passengers who have traveled on international flights more than once. Access was gained to the departure lounge of MMIA where passengers were already seated waiting to enplane, between 28 March 2018 and 21 April 2018, through approval by Federal Airport Authority of Nigeria (FAAN), a service organization statutorily charged to manage all commercial airports in Nigeria (Ogunbodede and Odetunde, 2016). So ensuring that only airlines' international passengers were the respondents. The sample fraction was determined from a sample population that involved finding the average international passengers movements at MMIA from 2010 to 2016, as shown in Table 1.

**Table 1 - International Passenger Movement at MMIA (2010-2016)**

<b>Year</b>	<b>International Passengers Movements</b>
2010	2,409,087
2011	2,616,190
2012	3,232,462
2013	3,877,840
2014	2,582,288
2015	3,024,078
2016	2,945,945
Total	20,687,890
<b>Periodicity</b>	<b>Estimates</b>
Yearly estimate	3,447,982
Monthly estimate	287,331
Weekly estimate	71,833
Daily estimate	10,262

Source: Adapted from NBS (2018).

Using Taro Yamane's calculation on the sample population for a daily estimate (10,262) with error margin (0.05), the sample fraction is approximately (385) international passengers. Table 2 shows that (58 percent) of the questionnaire were duly completed and returned. According to Fincham (2008), response rates approximating (60 percent) for most research could be a goal for researchers. In fact, Nulty (2008) found an average of a collection of paper-based response rate to be (56 percent) while that of online response rate is (33 percent), which include works such as (Nair *et al.*, 2005; Ogier, 2005; Ballantyre, 2005; Dommeyer *et al.*, 2004; Watt *et al.*, 2002 and Cook *et al.*, 2000). Implying that a (58 percent) response rate achieved for this study (see Table 2) is substantially adequate, especially for a highly mobile, time-conscious international airline passengers.

**Table 2 - Response rate of questionnaire distribution**

<b>Questionnaire</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Response	223	58	58
No response	162	42	100
Total	385	100	

The factor analytical technique was applied to the data gleaned from the questionnaire.

## **4. RESULTS**

### *4.1. Descriptive statistics*

The descriptive statistics (see Table 3) reveal that the most important factor determining airlines passengers' choices for an international flight in Nigeria was ticketing price (99.6 percent), followed by airline safety (91.9 percent), flight availability and scheduling (87.4 percent), and ease of online booking (86.5 percent). The statistics further show that passengers' recommendations (76.2 percent) rank very high as a less important factor.

**Table 3 - Descriptive statistics**

Some identified factors determining international flights' choices	Most important (frequency)	Most important (percent)	Less important (frequency)	Less important (percent)
Ticketing price	222	99.6	1	0.4
Airline safety	205	91.9	18	8.1
Flights availability and scheduling	195	87.4	28	12.6
Ease of online booking	193	86.5	30	13.5
Flights' on-time arrival and departure	184	82.5	39	17.5
Onboard comfort	176	78.9	47	21.1
The carefulness of baggage handling disembarking	162	72.6	60	29.9
Cabin crew courtesy	152	68.2	71	31.8
Ease of check in	149	66.8	73	32.7
Airlines' related-services	147	65.9	75	33.6
Timeliness of receiving checked in luggage	114	51.1	109	48.9
Compensation in case there was a lost luggage	108	48.4	115	51.6
Aircraft's interior aesthetics	108	48.4	115	51.6
History, reputation, the image of the airline	102	45.0	121	54.3
In-flight entertainment	79	35.4	144	64.6
Frequent flier programs	54	24.2	169	75.8
Passengers' recommendation	53	23.8	170	76.2

#### 4.2. Kaiser-Meyer-Olkin's Measure of Sampling Adequacy Test and Bartlett's Test of Sphericity

Furthermore, factor analysis was conducted on the seventeen variables using the Principle Component Analysis (PCA) method that utilizes Varimax Rotation with Kaiser Normalization. Specifically, the tests of statistics include the Kaiser-Meyer-Olkin's measure of sampling adequacy (KMO-MSA) and Bartlett's test of sphericity (BTS) for inter-correlation. The results shown in *Table 4* indicate that the inter-correlation matrix would allow for factor analysis.

**Table 4 - KMO-MSA and BTS results**

Test of Statistics	Results
Kaiser-Meyer-Olkin's Measure of Sampling Adequacy	0.789
Bartlett's Test of Sphericity (Approx. Chi-Square)	1239.367
Df	136
P	0.000

For a data set to be appropriate for factor analysis, the KMO-MSA value should be  $\geq 0.6$  and Bartlett's test of sphericity value must be significant (i.e. the significant value should be  $\leq 0.05$ ). In this study, the value of Kaiser-Meyer-Olkin's for the factor determining passengers' airline choices for international flight is  $> 0.6$  at (0.789) thus verifying that the identified factors were

not inter-correlated and that they are grouped properly for factor analysis. The BTS was significant with ( $p = 0.000$ ) hence we reject the null hypothesis of Bartlett's test of sphericity that the data came from a population of unequal variances and conclude that the data are from a population of equal variance, satisfying the homogeneity of variance assumption of factor analysis. Strongly indicating that the level of factorability of the data is very high.

#### 4.3. Factors Communalities

Communality is the proportion of variance accounted for by the principal factors analyzed; it ranges from 0 to 1. A value of zero (0) indicates that principal factors analyzed do not explain any variance while an extraction value of one (1) indicates that the principal factors analyzed explain all the variance (Adeola, 2016). Thus, communality is considered "high" if it is  $\geq 0.80$  but this is unlikely to occur in real data (Velicer and Fava, 1998). More common magnitudes in the social sciences are low to moderate communalities of 0.40 to 0.70. *Table 5* shows the values of communalities of the PCA.

**Table 5 - Items Communalities**

Factor	Initial	Extraction
Ticketing price	1	0.891
Airline safety	1	0.762
Flight availability and scheduling	1	0.726
Baggage handling onboarding and disembarking	1	0.720
Cabin crew courtesy	1	0.684
Onboard comfort	1	0.684
Flight's on-time arrival and departure	1	0.678
In-flight entertainment	1	0.636
Passengers' recommendation	1	0.633
Ease of online booking	1	0.623
Timeliness of receiving checked in luggage	1	0.592
History, reputation, and the image of the airline	1	0.588
Frequent flier programs	1	0.577
Compensation in case there was a lost luggage	1	0.569
Ease of check-in	1	0.557
Airlines' related-services	1	0.554
Aircraft's interior aesthetics	1	0.504

Ticketing price has the highest extraction value (0.891) followed by airline safety (0.762) and flight availability and scheduling (0.726). According to Adebola (2016), the total variance explained is the number of factors extracted, their Eigenvalues, and the cumulative percentage of variance. It is revealed in *Table 6* that for rotation sums of squared, component 1 accounted



for (16.63 percent) of the total variance by all the factors. Component 2 (15.23 percent), component 3 (13.18percent), component 4 (11.10 percent), and component 5 (6.20 percent). Of which the cumulative sum in percent of variance for both the rotation sums of squared loadings and extraction sums of squared loadings for the five factors - cut-off at 0.7 - is the same at (62.336 percent).

**Table 6 - Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums Of Squared Loadings			Rotation Sums Of Squared Loadings		
	Eigenvalue	Percent of Variance	Cumulative Percent	Eigenvalue	Percent of Variance	Cumulative Percent	Eigenvalue	Percent of Variance	Cumulative Percent
1	4.760	27.999	27.999	4.760	27.999	27.999	2.827	16.629	16.629
2	2.042	12.013	40.013	2.042	12.013	40.013	2.589	15.229	31.858
3	1.581	9.299	49.312	1.581	9.299	49.312	2.241	13.182	45.040
4	1.199	7.055	56.366	1.199	7.055	56.366	1.887	11.099	56.139
5	1.015	5.970	62.336	1.015	5.970	62.336	1.054	6.198	62.336
6	0.936	5.509	67.845						
7	0.889	5.230	73.075						
8	0.796	4.682	77.757						
9	0.639	3.757	81.514						
10	0.569	3.349	84.863						
11	0.513	3.015	87.879						
12	0.465	2.736	90.615						
13	0.433	2.546	93.161						
14	0.341	2.008	95.169						
15	0.317	1.867	97.035						
16	0.272	1.602	98.637						
17	0.232	1.363	100.000						

#### 4.4. Rotated Component Matrix Method and Decision Variables

The rotated component matrix method loads factor different from each other on each of the component. Table 7 shows the factor loading for each variable. The Varimax rotation is implied when the targeted solution is orthogonal, which is assumed when factors are not highly correlated with each other. Varimax attempts to achieve ones (1s) and zeros (0s) in the columns of the component matrix. However, as a rule of thumb, the variable should have a rotated factor loading of at least 0.40 (meaning  $\geq +0.40$  or  $\leq -0.40$ ) onto one of the factors in order to be considered. Although, we have adopted a stringent criterion i.e. a cut-off value of 0.70, in some instances, this may not be realistic. For example, the highest factor loading a researcher found in the analysis is 0.5 (Rahn, 2016).

The Varimax rotation procedure was used to produce an orthogonal transformation matrix yielding independent and unique factors. For this study, only the factors with Eigenvalues  $\geq 1$  were considered significant as shown in Table 6. The Eigenvalue of a factor represents the amount of the total variance explained by that factor. An examination of the resulting factors leads to five significant factors and eleven variables. These significant factors are hereby given the following nomenclatures: primary pre-flight considerations, essential in-flight services,

post-flight receptions and airlines' related-services, timeliness of receiving checked-in luggage, and ease of online booking. Primary preflight considerations account for the highest of all the factors that were reduced using PCA. The five latent factors are shown in *Table 8*, revealing that international passengers' airline choices in Nigeria are mostly based on such factors.

**Table 7 - Rotated Component Matrix**

Factors	Components				
	1	2	3	4	5
Ticketing price	0.940				
Frequent flier programs	0.431	0.171		0.186	
Airline safety	0.804		0.288		
Airlines' related-services	0.311	0.284	0.727	0.412	0.305
History, image and reputation of airline	0.511	0.198	0.439	0.301	
Flights availability and scheduling	0.783	0.111			
On-time arrival and departure		0.376		0.269	
In-flight entertainment	0.114	0.728			
Onboard comfort		0.770	0.109	0.489	
Interior aesthetics	0.155	0.646	0.114	-0.318	0.338
Ease of check-In	0.182	0.158	0.436		
Baggage handling care during disembarkation	0.148		0.732		
Compensation in case there was a lost luggage	0.435	0.157	0.716	0.286	
Cabin crew courtesy	0.117	0.737		0.351	
Passengers' recommendation	0.287		0.165	0.465	
Timeliness of receiving checked-in luggage				0.720	
Ease of online booking					0.740
<b>Eigen value</b>	4.760	2.042	1.581	1.199	1.015
<b>Total variance explained</b>	16.629	15.229	13.182	11.099	6.198

**Table 8 - Decisions Variables**

Latent Factors	Variables (Factor loading >0.70; Eigenvalue >1.00)
Primary pre-flight considerations	i. Ticketing price (0.940) ii. Airline safety (0.804) iii. Flight availability and scheduling (0.783)
Essential in-flight services	i. Onboard comfort (0.770) ii. Cabin crew courtesy (0.737) iii. In-flight entertainment (0.728)
Post-flight receptions and airlines' related-services	i. The carefulness of luggage handling disembarking (0.732) ii. Airlines' related-services (0.727) iii. Compensation in case there was lost luggage (0.716)
Timeliness of receiving checked-in luggage	i. Timeliness of receiving checked-in luggage (0.720)
Ease of online booking	i. Ease of online booking (0.740)

The most significant factor, the primary pre-flight considerations (extraction >0.7), consists of ticketing price (0.940), airline safety (0.804), and flight availability and scheduling (0.783). These three variables are explained by (16.629 percent) of the total variance in the data with (Eigenvalue = 4.760). The second factor labeled as essential in-flight services consists of three variables as well, namely onboard comfort (0.770), cabin crew courtesy (0.737) and in-flight entertainment (0.728). This second factor is explained by (15.229 percent) of the total variance in the data with (Eigenvalue = 2.042). Post-flight receptions and airlines' related-services are shown as the third factor, and the consisting variables are also three specifically, compensation

in case there was lost luggage (0.732), airlines' related-services (0.727) and carefulness of baggage handling disembarking (0.716); explained by (13.182 percent) of the total variance with (Eigenvalue = 1.581). The fourth factor consists of one variable, the timeliness of receiving checked-in luggage, captures (11.099 percent) of the total variance with (Eigenvalue = 1.199). The fifth significant factor is the ease of online booking explained by (6.198 percent) of the total variance with (Eigenvalue = 1.015).

## 5. DISCUSSION

Our results reveal there are five salient factors determining passengers' airline choices for international flights, which run through the full spectra of pre-flight, in-flight and post-flight attributes. Specifically, they are primary pre-flight considerations, in-flight services, and post-flight receptions and airlines' related-services. Others include timeliness of receiving checked-in luggage, and ease of online booking completes this array of latent factors.

### 5.1. Primary pre-flight considerations

Primary pre-flight considerations are inherently the most important factors that determine passengers' choices for international flights in Nigeria considering the fact it has the highest Eigenvalue (4.760) and also the highest total variance (16.629 percent). The three specific variables under this factor respectively have the highest loading factors of all the eleven latent variables: ticketing price (0.940), airline safety (0.804), and flight availability and scheduling (0.783). In fact, the result shown in Table 9, of a 4-scale Likert type (Faiyetole, 2018) data conducted to unveil the extent to which these variables influence passengers' international airlines choices substantiates the above findings when it reveals that ticketing price (3.73) has the highest influence followed by airline safety (2.93), and subsequently flight availability and scheduling (2.83).

**Table 9 - Effects of Ticketing Price, Airline Safety, Flight Availability, and Scheduling**

Factors	Weighted Mean	Std. Deviation	Ranking
Ticketing price	3.73	0.555	1
Airline Safety	2.93	0.867	2
Flight availability and scheduling	2.83	0.327	3

#### 5.1.1. Ticketing price

In the industry, air ticket is a piece of paper that contains the amount of money charged by the airline operator for a particular air journey (Kotler *et al.*, 2013; Xia *et al.*, 2004; Kotler and Armstrong, 1995). One of the major determinants for airlines' choices is the price paid to purchase an airline ticket. Airline passengers now seek better value for their money, which is

a combination of fares and quality (Adiele and Etuk, 2017). This study shows that ticketing price is the most important factor that the airline passengers consider before deciding on the airline to travel with from Nigeria. The importance attached to airfares could be attributable to the low per capita income of the country. For instance, it was \$2,412.41 compared to an advanced countries such as the United States of America and Switzerland where their per capita income levels are respectively \$54,225.54 and \$57,410.17 (Trading-Economics, 2018; Knoema, 2017). Thus, most passengers in Nigeria will consider the ticketing price more deeply than American or Swiss passengers and would most likely prioritize low fare airlines. Furthermore, the foreign exchange rate in Nigeria has impacted on the aviation industry, which is Dollar dominated. Consequently, a multiplier effect is observed on the price of an airline ticket. The problem became more severe when the Central Bank of Nigeria (CBN) introduced the flexible exchange system which hiked the Dollar to Naira exchanges at the interbank rate, has a serious implication on air transportation. Not long after the currency flotation took effect with the Dollar pegged at the interbank market, the price of flight tickets especially on the popular routes increased (Daily Trust, 2018). At present, one \$1 exchanges for ₦305.9 at the official exchange market while at parallel market, it could be as high as ₦370 to a USD. This has caused a return ticket to Dubai which used to be about ₦145,000 or less to now cost ₦274,000, also for most European airlines like British Airways and Lufthansa, traveling to London now costs around ₦700,000. Airline passengers, therefore, consider ticketing price, which is even more critical in developing economies such as Nigeria. This finding is consistent with previous works carried out by (Milioti *et al.*, 2015; Buaphiban, 2015; Ayantoyinbo, 2015; Sokolovskyy, 2012; Heyns and Carstens, 2011; Sai *et al.*, 2011; Loo, 2008).

#### 5.1.2. Airline safety

Airline safety could mean the passengers' impression of the airline's capacity to identify and eliminate risks within normal aviation operations. An airline's safety record deals mostly with a score of recent accidents. Passengers usually base their decisions on the publicly available information rather than detailed knowledge of the airline's actual safety record or procedures (Buaphiban, 2015). With a factor loading (0.804), it is revealed that safety is an important factor in the airline's choice making process. It is a crucial factor considered by all travelers (London, 2000; Proussaloglou and Koppelman, 1995). Air accidents are tragic and tear-jerking experiences that are expected to create fear in the heart of passengers, thereby making safety of great importance to them. This result equally corroborates earlier studies (Kriel and Walters, 2016; Manivasugen and Nova, 2013; Naser *et al.*, 2013; Campbell and Vigar-Ellis, 2012; Heyns *et al.*, 2011; Sai *et al.*, 2011).

### 5.1.3. *Flight availability and scheduling*

Prospective airline passengers, unlike the high-end on-demand travelers, can only choose from a list of available flights and at a very appropriate schedule. Thus, flights availability and scheduling form a critical factor in determining passenger's choices. It encompasses good published timetable that contains appropriate flight times, number of flights per week, timely flights, prior notice in case of flight delay, direct, non-stop flights between departure place and destination (Naser *et al.*, 2013; Sokolovskyy, 2012). Flight availability and scheduling are very critical considering that to use an airline it must be plying the route or market, and if their schedules are not predictable, passengers may as well make an alternative choice for their crucial travels. Our finding, again, corroborates earlier studies (Adiele and Etuk, 2017; Ayantoyinbo, 2015; Naser *et al.*, 2013; Sokolovskyy, 2012; Campbell and Vigar-Ellis, 2012; Loo, 2008; Ali, 2007).

## 5.2. *Essential in-flight services*

Three in-flight services, as shown in Table 8, are found to be very critical for passengers flying from developing economies such as Nigeria.

### 5.2.1. *Onboard comfort*

Frequent fliers could consider the space surrounding the passenger on an aircraft such as the distance between the seats (legroom), the angle of backrest, the presence of USB-port and socket for charging mobile devices, adequate lighting, highly effective air conditioning and much more, just because most of the international flights are long hauls and much comfort is needed. Almost all the airlines' passengers would prefer more legroom, better services, and a more pleasant boarding experience and free high Wi-Fi on every flight. This result supports studies such as Sokolovskyy (2012) and Adiele and Etuk (2017).

### 5.2.2. *Cabin crew courtesy*

Courtesy and politeness in attitude and behavior including respect, good manners, gentility, kindness, diplomacy, and thoughtfulness toward the airline passengers have become an important badge of the cabin crew that can attract passengers to choosing their airline. Treating the passengers as kings and queens has become very crucial. The ability of the flight crew to handle unexpected situations, address issues around seat comfortability, crews' delivery speed, crews' appearance, courteous serving of good food and drinks are what passengers look forward to getting when they are onboard airlines (Heinitz and Hirschberger, 2017; Milioti *et al.*, 2015; Ayantoyinbo, 2015). This is even very important considering that most of the cabin crews for international flights are foreigners with some distinct cultural

variance from the majority of the airline's passengers. Recently, British Airways cabin crew was caught up in a racist debacle involving Nigerian passengers (Punch, 2017). Furthermore, it is on record that onboard Delta Airline in the US, cabin crew got into a mid-air fight with a passenger (Morrow, 2016; Delta Airline, 2016). It is, therefore, not surprising that the respondents consider cabin crew courtesy as one of the latent factors that determine passengers' airline choices.

### *5.2.3. In-flight entertainment*

Entertainment and refreshment available to passengers onboard an airline are considered an important factor in airline choice making. It could include catering services (Heinitz and Hirschberger, 2017), usually delivered in the form of food and drink. Video and audio entertainment which are usually provided via a large video screen at the front of the cabin section, personal televisions (PTVs) for every passenger with channels broadcasting news and films. Sports programming, documentaries, children shows, and personal audio player. Wi-Fi and data communication are becoming important services obtainable onboard flights.

### *5.3. Post-flight receptions and airlines' related-services*

Post-flight receptions and other services provided by airlines could also largely change a predetermined preference for an airline. These are events that take place after the aircraft has landed. Three latent variables also feature here.

#### *5.3.1. The carefulness of luggage handling onboarding to disembarking*

The carefulness of handling passengers' baggage onboarding to disembarking - from ticket counters to areas where the bags can be loaded onto airplanes, and especially during disembarking from aircraft (from airplanes to receptions when the passengers take back the ownership of their luggage). Airlines that are known to be clumsy with luggage handling may force potential passengers to consider alternatives.

#### *5.3.2. Airlines' related-services*

Airlines' related-services could be those services that are offered at the airport but tangential to improving the services delivered to the airline passengers. The services may be entirely the airport's, but the airline may have decided to show availability for providing such as auxiliary or extra help to the passengers in order for them to enjoy a full experience for the flights on their carriers. Implying the need for seamless collaboration between the airlines and the airport's authority.

### *5.3.3. Compensation in case there was a lost luggage*

Programs or plans that an airline has to resolve and ensure appropriate compensations are paid to passengers (who had their checked-in luggage missing or damaged) could influence choice making. Usually, appropriate compensation for lost luggage could depend on several factors such as the route of the flight and content of the luggage. However, the liability limit for lost luggage is governed by airline regulations, as well as international treaties; therefore, it varies from case to case. After an airline has confirmed that a certain luggage piece is lost, it could go into negotiation with the passenger owner. The passenger is required to produce a list of items that are kept in the luggage as well as the price of each item. After the documents are submitted to the airline, they would calculate the depreciated values of the items, and compensate the owner accordingly. Though airlines also have an extensive list of items that they do not reimburse for, and these include valuable items such as jewelry, antiques, cash, and others. Nonetheless, baggage handlers make mistakes and some bags do not reach their owners at the end of the flight. Prospective passengers, therefore, look out for airlines that will compensate them in case there are such unexpected occurrences, which makes compensation in case there is lost luggage to be one of the important factors that determine international passengers' airline choices.

### *5.4. Timeliness of receiving checked-in luggage*

It is very clear from post-flight receptions and airlines' related-services that luggage is a critical aspect of international flights, from luggage handling to receiving compensation for lost luggage, luggage is key. The fourth salient factor also deals with luggage, this time timeliness in receiving checked-in luggage. This reflects on the time-critical nature of international flights. Receiving back your luggage on time is even more crucial when hopping on different airlines before reaching your final destination, especially when no agreement between the passenger and the preceding airline is reached to bring their luggage to their final destinations.

### *5.5. Ease of online booking*

Most pre-flight and post-flight services of airlines are coming online, so making online accessibility user-friendly is critical. This can be said to be the accessibility without or less technical faults when finding and securing to pay for flights over the internet or tracking your luggage and this type of method has replaced the traditional phone booking or tracking and it is considered by passengers in their decision-making process (Campbell and Vigar-Ellis, 2012). Thus, it is one of the factors that also determine passengers' airline choices for an international flight as revealed by our results.

### 5.6. Respondents' Demographic Distributions

It must be revealed as shown in Table 10 that the results of the factor analysis presented are populated by respondents who are predominantly Nigerian international travelers (90.1 percent), and only (9.9 percent) other nationals. Thus, the monthly income reflects the low Nigerian GDP per capita status, shown in USD equivalence at \$1 to ₦360. And that the international travelers for this study show people who work in private companies, owners of their own businesses and public civil servants dominating. The data further reveals that most of the respondents are working class with (40.8 percent) between the ages of 21 and 30 years, and (39.5 percent) representing the age group of 31-40. It also shows that female respondents are (56.1 percent), which is slightly higher than the male respondents.

The results as shown in Table 10 further reveal that business (43 percent), educational (31.8 percent) and leisure (22 percent) top the respondents' trip purposes. Such that (93 percent) of the respondents whose occupation was business, traveled for business purposes, and (74.5 percent) of the ones who traveled for educational purposes that could include conferences and official assignments, work as public civil servants as shown in Table 11. It also unveils that retirees make trips more for leisure. With respect to monthly income and trip purpose, the results in Table 11 reveal that the respondents with the lowest rank of income do travel more for leisure, suggesting a paradox of poverty (Sameti *et al.*, 2012; Wachtel, 1972) that could possibly be explained by poverty caused by structural factors.



**Table 10 - Respondents' Demographics Distribution**

<b>Demographic Distribution</b>	<b>Percent Frequency</b>
<b>Trip Purpose</b>	
Business	43
Educational	31.8
Leisure	22
Political	0.5
Sports	0.9
Medical	1.3
Religion	0.5
<b>Nationality</b>	
Nigerian	90.1
Others	9.1
<b>Monthly Income (₦360 ~ \$1)</b>	
>\$1,666	1
\$833.3-\$1,666	12.5
\$277.7-\$833	70
<\$277.7	16.5
<b>The frequency of Flying in the Past Three Years</b>	
1-10 times	61.9
11-20 times	30.5
21-30 times	6.7
30> times	0.9
<b>Occupation</b>	
Business Person	24.7
Public Servant	17.5
Private Company	36.3
Retiree	1.8
Self Employed	8.5
Unemployed	11.2
<b>Highest Educational Qualification</b>	
PhD	17
Master's	24
Bachelor's or Equivalence	43.5
National Diploma	11
Secondary School Certificate	4.5
<b>Marital Status</b>	
Single	25.1
Married	61
Divorced	9.9
Widowed	4
<b>Age</b>	
>50	40
41-50	13.5
31-40	39.5
21-30	40.8
<20	2.2
<b>Gender</b>	
Male	43.9
Female	56.1

In fact, Davis and Moore's functionalist theory, labor and market theories and the social exclusion perspective purposes (Sameti et al., 2012; Davis and Moores, 1945) could provide insights into why poorly paid would embark on international flights just for leisure. Plausibly, those could be educated, well exposed and earlier high-income earners who were forced to the low-income rank due to structural factors. The higher ranked income earners expectedly travel more for business, educational and leisure in that order. The result also reveals that the highest ranked income earners, captured as respondents in this study, travel more for leisure.

**Table 11 - Distribution of Trip Purpose by Occupation and Monthly Income**

Trip Purpose	Occupation						Monthly Income			
	Unemployed	Self Employed	Retiree	Private	Public	Business	<\$277	\$277.7-\$833	\$833.3-\$1,666	>\$1,666
Business	24	21	25	39.5	5	93	21.5	47	53.5	0
Educational	20	21	0	37	74.5	5	21.5	35	28.5	0
Leisure	52	58	50	20	15.5	2	57	15	11	100
Political	0	0	25	0	0	0	0	0.5	0	0
Sports	0	0	0	2.5	0	0	0	1.5	0	0
Medical	0	0	0	1	0	0	0	0.5	7	0
Religion	4	0	0	0	5	0	0	0.5	0	0
Total	100	100	100	100	100	100	100	100	100	100

Furthermore, the results of the distribution of frequency of flying, in the past three years, across income level reveal that majority (54 percent) of the passengers that travel less frequently between 1-10 times are of the lowest income rank (<\$277) monthly. Also, the majority (70.5 percent) of the same flying frequency (1-10 times) are of the second and higher income grade (\$277.7-\$833). Revealing further that majority (60.7 percent) of the higher income earners (\$833.3-\$1,666) travel more often, between 11-20 times. The majority (50 percent) of the highest monthly earners (>\$1,666) travel more frequently (21-30 times). Implying, that the higher traveler's income level, the higher their rate of flying.

**Table 12 - Distribution of Trip Purpose by Marital Status and Highest Educational Level**

Trip Purpose	Marital Status (%)				Educational Levels (%)				
	Single	Married	Divorced	Widowed	School cert	Diploma	Bachelor's	Master's	PhD
Business	43	44	42.1	37.5	0	79	50.5	37	10
Education	30	34	15.8	12.5	60	0	18.5	42.5	76.5
Leisure	25	17.24	42.1	37.5	40	16.5	27	16.5	13.5
Political	0	0	0	12.5	0	0	1	0	0
Sports	2	0.76	0	0	0	0	1	2	0
Medical	0	2.14	0	0	0	4.5	1	2	0
Religion	0	1.86	0	0	0	0	1	0	0
Total	100	100	100	100	100	100	100	100	100

Considering Table 10, the marital demographics show that the married (61 percent) and single (25.1 percent) are the highest respondents for the study. Their trip purposes as captured in Table 12, reflect a preference for business, education, and leisure, in that order. However, this order is significantly different for the divorced and widowed international travelers, whose educational trip purpose lags behind preferences for leisure and business trips. Furthermore, the highest educational levels achieved by these respondents (see Table 10) reveal that respondents with the bachelor's degree or equivalence such as higher national diploma (HND) is (43.5 percent) and followed by master's degree holders (24 percent). Table 12 shows (50.5 percent), the bulk of the bachelor's degree holder travel for business purposes, followed by leisure, while only (18.5 percent) travel for educational reasons. The trip purposes are in different orders for master's degree holders who would rather travel more for educational purposes (42.5 percent), from the pursuit of higher degrees to attending international conferences. Largely, the holders of doctorate degrees follow suit with educational trips (76.5 percent), which is explained by the fact that they mostly work as academics or research professionals. Who may not necessarily pursue other degrees but must always update themselves through conferences, which also serves as avenues to present their research outcomes.

## 6. CONCLUSIONS

The current study makes a unique contribution to the literature in that it considered a wholesome seventeen variables, essentially that some of the variables considered could be likened to proximate variables, which may *inter alia* be underestimated by airlines' management, and it is a perspective from a developing country. The results indicate that five latent factors mostly influence passengers' choice making before their next international flights. These factors run through the bouquet of pre-flight, in-flight and post-flight variables, and they include a total of eleven variables. The latent factors include the primary pre-flight considerations, which seem the most inherent factor that international passengers consider, and expectedly the airfare cost variable leads, followed by airline safety, and flights availability and scheduling. The essential in-flight services factor's variables are onboard comfort, cabin crew courtesy, and in-flight entertainment, while the post-flight receptions and airlines' related-services factor variables are the carefulness in baggage handling disembarking, airlines' related-services and compensation in case of luggage loss. Others are timeliness of receiving checked-in luggage and ease of online booking. Thus, the study concludes that understanding the latent factors that determine international passengers' airline choices is crucial for competitive positioning by airline companies within the aviation market. This is so considering that the deregulation policies have propelled the proliferation of airlines and continuous new entrants into any burgeoning international routes' market. Such that for

airlines operating in any international route to have a successful business and to maintain their competitiveness in relation to other airlines, airline managers, therefore, could have to understand and develop on their competitive advantage over other airlines especially as they regard what factors drive passengers' airline choices for international flights from and into any country. This study empirically concludes that the full spectra of pre-flight, in-flight and post-flight service quality by airlines are to be carefully considered, maintained and possibly regularly upgraded, in order to stay competitive in any very competitive international route market. Thus, the choice dynamics for any particular passengers could be effectively changed working on the latent factors that influence their international airline choices. Specifically, airline operators in service on international routes to developing countries like the Nigerian aviation market where the bulk of the study respondents originates from could target the working-class passengers in the private/business and public sectors. The educated and the retiree demographics also show huge promise.

## REFERENCES

- Adebola, F.B. (2016) 'Factor Analysis of Career Preference Survey among University Students', *Journal of the Nigerian Association of Mathematical Physics*, vol. 34, pp. 157-166
- Adiele, K.C. and Etuk E.J. (2017) 'Determinants of Airline Patronage in Nigeria: A Path Analytical Approach', *International Journal of Marketing and Communication Studies*, vol. 2 no. 1, pp. 46-70.
- Alards-Tomalin, D., Ansons, T.L., Reich, T.C., Sakamoto, Y., Davie, R., Leboe-McGowan, J.P. and Leboe-McGowan, L.C. (2014) 'Airport security measures and their influence on enplanement intentions: Responses from leisure travelers attending a Canadian University', *Journal of Air Transport Management*, vol. 37, pp. 60-68. <https://doi.org/10.1016/j.jairtraman.2014.02.004>
- Ali, E. (2007) 'Determinants of choosing an airline by a traveler an analysis from New Zealand Perspective', *working papers id: 1294, eSocialSciences*.
- Ayantoyinbo, B. B. (2015) 'Preferences for Nigerian Domestic Passenger Airline Industry: Conjoint Analysis', *European Journal of Logistics Purchasing and Supply Chain Management*, vol. 3 no. 2, pp. 21-27.
- Ballantyne, C. 2003 'Measuring quality units: considerations in choosing mandatory questions', Paper presented at the *Evaluations and Assessment Conference: A Commitment to Quality*, University of South Australia, Adelaide, 24–25 November.
- Buaphiban, T. (2015) 'Determination of Factors that Influence Passengers' Airline Selection: A Study of Low-Cost Carriers in Thailand', *PhD Dissertation, Embry-Riddle Aeronautical University – Daytona Beach, Florida, USA*.
- Campbell, B. and Vigar-Ellis, D. (2012) 'The importance of choice attributes and the Positions of the Airlines within the South African domestic passenger airline industry as perceived by passengers at Durban International Airport', *Southern African Business Review*, vol. 16 number 2, pp. 97-119.
- Cook, C., Heath, F. and Thompson, R.L. (2000) 'A meta-analysis of response rates in web or internet-based surveys', *Educational and Psychological Measurement* 60, no. 6: 821–836.
- Davis, K. and Moore, W. (1945) 'Some principle of Stratification', *American Sociological Review*, vol. 10 issue 2, pp. 242-249.

- Delta Airline (2016) 'Updated Statement: Customers Removed for Disruptive Behavior', <https://news.delta.com/updated-statement-customers-removed-disruptive-behavior>, accessed 01 July 2018.
- Dommeyer, C.J., Baum, P. Chapman, K. and Hanna, R.W. (2002) 'Attitudes of business faculty towards two methods of collecting teaching evaluations: paper vs. online', *Assessment and Evaluation in Higher Education*, vol. 27, no. 5, pp. 455–462.
- Engel, J.F. Blackwell, D.R., Kollat, D.T. (1978) '*Consumer Behavior*' (3rd Ed.) U.K.: The Dryden Press.
- Faiyetole, A.A. (2018) 'Potentialities of Space-Based Systems for Monitoring Climate Policies and Mitigation of Climate Process Drivers', *Astropolitics: The International Journal of Space Politics and Policy*, vol. 16 issue 1, pp. 28-48.
- Fincham, (2008) 'Response Rates and Responsiveness for Surveys, Standards, and the Journal', *American Journal of Pharmaceutical Education*, vol. 72 issue 2.
- Good, D.H., Roller, L.H. and Sickles, R. (1993) 'U.S Airline Deregulation: Implications for European Transport', *The Economic Journal*, vol. 103, issue 419, pp. 1028 – 1041.
- Hassan, A. M. and Dina, A. O. (2015) 'Analysis of Benefits and Challenges of Deregulation and Liberalization on Air Traffic Flow in Nigeria', *IOSR Journal of Humanities and Social Science (IOSR-JHSS)* vol. 20, issue 5, pp. 25-30.
- Heinitz, F. and Hirschberger, M. (2017) 'Stated in-flight service preferences for short to medium-haul air trips', *International Journal of Aviation Management*, vol. 4 no 1, pp. 3-28: <http://dx.doi.org/10.1504/IJAM.2017.10010459>
- Hess, S. (2010) 'Evidence of Passenger Preferences for Specific Types of Airports', *Journal of Air Transport Management*, vol. 16, pp. 191-195. <https://doi.org/10.1016/j.jairtraman.2009.11.006>
- Heyns, G. and Carstens, S. (2011) 'Passenger choice decisions at a regional airport in South Africa', *Journal of transport and supply chain management*, vol. 5 issue 1, pp. 186-201.
- Ishii, J., Jun, S., Van Dender, K.V. (2009) 'Air Travel Choices in Multi-Airport Markets', *Journal of Urban Economics*, vol. 65, pp. 216 – 227. <https://doi.org/10.1016/j.jue.2008.12.001>
- Ishutkina, M.A., and Hansman, R.J. (2009) 'Analysis of the Interaction between Air Transportation and Economic Activity: A Worldwide Perspective', *MIT International Center for Air Transportation (ICAT) Departments of Aeronautics and Astronautics Massachusetts Institutes of Technology Cambridge, MA 02139 USA*.
- Kardes, F., Cronley, M., and Cline, T. (2010) '*Consumer Behavior*', Mason, OH: Cengage. 2<sup>nd</sup> edition.
- Knoema (2017) "Nigeria - Gross Domestic Product per Capita in Current Prices" Accessed on April 14 2018 from <https://knoema.com/atlas/Nigeria/topics/Economy/National-Accounts-Gross-Domestic-Product/GDP-per-capita>
- Kotler, P. and Armstrong, G. (1995) '*Principles of Marketing*', Prentice Hall of India, p.171.
- Kotler, P., Armstrong, G., Harris, L.C. and Piercy, N.F. (2013) '*Principles of Marketing*', Prentice H 6<sup>th</sup> edition.
- Kriel, E. and Walters, J. (2016) 'Passengers Choice Attributes in Choosing a Secondary Airport: A Study of Passenger Attributes using Lanseria International Airport', *Journal of Transport and Supply Chain Management*, vol. 10 issue 1. <https://doi.org/10.4102/jtscm.v10i1.256>
- Lantos, G.P. (2010) '*Consumer Behavior in Action: Real-life Applications for Marketing Managers*', New York: M.E. Sharpe.
- Lee, S.H. (1990) 'An Application of a Five-Stage Consumer Behavior Decision Making Model: An Exploratory Study of Chinese Purchasing of Imported Health Food', *Master's Thesis, Shanghai University of Finance and Economics, China*.
- London, A.R., (2000) 'Passengers Priorities', Accessed 7 May 2018 from <https://www.flightglobal.com/news/articles/passenger-priorities-62869/>

- Loo, B.P.Y. (2008) 'Passenger's airport choice within multi airport regions (MARS): some insight from a stated Preference survey at Hong Kong international airport (HKIA)', *Journal of transport geography*, vol. 16, pp. 117-125.
- Manivasugen T. and Nova, R. (2013) 'Factors Affecting Customer Preferences while choosing a Low-Cost Carrier', *Global Journal of Commerce and Management Perspective*, vol. 2 issue 3, pp. 19-26.
- Milioti, C.P., Karlaftis, M.G. and Akkogiounoglou, E. (2015) 'A Multivariate Probit Model for Analyzing Travelers' Choice of Airline Carrier', 7<sup>th</sup> International Congress on Transportation Research, Athens, Greece, pp. 1-11. Accessed on April 23 from [http://www.transport.ntua.gr/wp-content/uploads/dt-Karlaftis-Milioti-ICTR-paper-\\_2015\\_nov2015.pdf](http://www.transport.ntua.gr/wp-content/uploads/dt-Karlaftis-Milioti-ICTR-paper-_2015_nov2015.pdf)
- Morrow, M. (2016) 'Delta Plane Forced to Make Emergency Landing after Cabin Crew got into a Midair Fight', <https://www.news.com.au/travel/travel-updates/incidents/delta-plane-forced-to-make-emergency-landing-after-cabin-crew-got-into-a-midair-fight/news-story/4edc1cf30827ac3f0862c1097dd6b4a7>, accessed 01 July 2018.
- Murali, K. (2015) 'Consumer Buying Behavior', *International Journal of Innovation and Scientific Research*, ISSN2351-8014, vol.14, pp. 278-28, <http://www.ijsr.issr-journals.org>
- Nair, C.S., C. Wayland, and S. Soediro. (2005) 'Evaluating the student experience: a leap into the future', Paper presented at the *2005 Australasian Evaluations Forum: University Learning and Teaching: Evaluating and Enhancing the Experience*, UNSW, Sydney, 28–29 November.
- Naser, H., Frouzan, R. N. and Hassan, M. (2013) 'A study of the effective factors influencing the Decision-making process of Iranian air travelers in their choice of airline for domestic flights', *Technical journal of engineering and applied sciences*, vol. 5, pp. 3792-3798
- NBS (2018) 'Air Transportation Data. National Bureau of Statistics/ Federal Airports Authority of Nigeria', Accessed on 3 December 2017 from [www.nigeriastat.gov.ng](http://www.nigeriastat.gov.ng)
- NCAA (2015), 'Nigeria Civil Aviation Regulations', Accessed from <http://www.ncaa.gov.ng/regulations/ncaa-regulations/nigeria-civil-aviation-regulations/>.
- Ntin-Seth, S.G. and Deshmukh, P.V. (2005) 'Service Quality Models: A Review', *International Journal of Quality & Reliability Management*, vol. 22 issue 9, pp. 913-949. <https://doi.org/10.1108/02656710510625211>
- Nulty, D.D. (2008) 'The adequacy of response rates to online and paper surveys: what can be done?', *Assessment and Evaluation in Higher Education*, vol. 33 no 3, pp. 301-314.
- Ogier, J. (2005) 'The response rates for online surveys—a hit and miss affair', Paper presented at the *2005 Australasian Evaluations Forum: University Learning and Teaching: Evaluating and Enhancing the Experience*, UNSW, Sydney. 28–29 November.
- Ogunbodede, O. and Odetunde, C. (2016) 'Current Status of Civil Aviation in Nigeria', *International Journal of Aviation Management*, vol. 3 no 1, pp. 26-51: <http://dx.doi.org/10.1504/IJAM.2016.078658>
- Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1988) 'SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of service quality', *Journal of Retailing*, vol. 64 issue 1, pp. 12-40.
- Peter, J.P. and Olson, J.C. (2010) 'Consumer Behavior and Marketing Strategy', McGraw-Hill Irwin. ISBN 0071267816, 980071267816. P. 554.
- Prousaloglou, K. and Koppelman, F. (1995) 'Air Carrier Demand: An Analysis of Market Share Determinants', *Transportation*, vol. 22 issue 4, pp. 371-388. <https://doi.org/10.1007/BF01098165>
- Punch (2017) 'British Airways probes racist comments about Nigeria passengers', <http://punchng.com/british-airways-probes-racist-comments-about-nigerian-passengers/>, accessed 01 July 2018.
- Rahn, M. (2016) 'Factor Analysis: A Short Introduction, Part 1', accessed on 1 June 2018 from <https://www.theanalysisfactor.com/factor-analysis-1-introduction/>
- Richarme, M. (2007) 'Consumer Decision-Making Models, Strategies, and Theories, Oh My!', Accessed from

- <https://www.decisionanalyst.com/media/downloads/ConsumerDecisionMaking.pdf>
- Sai, B.T., Ekiz, E. H. and Kamarulzaman, Y. (2011) 'Factors Determining the Choice of Full-Service Airlines and Low-Cost Carriers: Case of Malaysia', *9<sup>th</sup> Asia-Pacific Chrie (APacCHRIE) Conference, Hong Kong, China*.
- Sameti, M., Esfahani, R.D. and Haghighi, H.K. (2012) 'Theories of Poverty: A Comparative Analysis, Kuwait Chapter of Arabian Journal of Business and Management Review', vol. 1 no. 6, pp. 45-56
- Schiffman, L.G. and Kanuk, L.L. (2007) 'Consumer Behavior', Upper Saddle River, N.J: Pearson Prentice Hall. 9<sup>th</sup> edition.
- Schiffman, L.G. and Wisenblit, J. (2015). "Consumer Behavior". Boston Pearson. 11<sup>th</sup> edition. Global edition. P. 492.
- Smith, Jr., F.L. and Cox, B. (2018) 'Airline Deregulation', Accessed on 21 August 2018 from <https://www.econlib.org/library/Enc/AirlineDeregulation.html>
- Sokolovskyy, A. (2012) 'Analyzing Factors Impacting Students' Choice between Low Cost and Full-Fare Airlines', Master's Thesis, University of Agder, Norway.
- Trading-Economics (2018) 'Nigeria GDP Per Capita PPP', Accessed on 3 August 2018 from <https://tradingeconomics.com/nigeria/gdp-per-capita-ppp>
- Ubogu, A. E. (2013) 'Determinants of Passenger Choice: A Case Study of Mallam Aminu Kano International Airport Nigeria', *International Journal of Traffic and Transport Engineering, vol. 3 issue 3, pp. 230-242. https://doi.org/10.7708/ijtte.2013.3(3).01*
- Velicer, W.F. and Fava, J.L. (1998) 'Effects of variable and subject sampling on factor pattern recovery', *Psychological Methods, vol. 3 issue 2, pp. 231-251. http://psycnet.apa.org/doi/10.1037/1082-989X.3.2.231*
- Vowles, T.M. (2000) 'The effect of low-fare air carriers on airfares in the US', *Journal of Transport Geography, vol. 8 issue 2, pp. 121-128. https://doi.org/10.1016/S0966-6923(99)00033-2*
- Wachtel, H.M. (1972) 'Capitalism and Poverty in America: Paradox or Contradiction', *The American Economic Review, vol. 62, pp.187-194*.
- Wang, C. (2005) 'The Effect of a Low-Cost Carrier in the Airline Industry', *Paper presented at MMSS Honors Seminar, June 6*.
- Watt, S., Simpson, C., McKillop, C. and Nunn, V. (2002) 'Electronic course surveys: does automating feedback and reporting give better results?', *Assessment & Evaluation in Higher Education vol. 27, no. 4, pp. 325-337*.
- Xia, L., Monroe, K.B and Cox, J.L. (2004) 'The price is unfair! A conceptual framework of price Fairness perceptions', *Journal of marketing, vol. 68, pp.1-5*.