REFERENCES


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References


References

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References

250 School of Management Studies, CUSAT


References


…….. ♦ ♦ ♦ ……..
ANNEXURE I: Survey Questionnaire

Respected Sir/ Madam,

Thank you for taking part in this survey. This survey is part of academic research study on Airline frequent travelers’ Re-buy intentions. I require your help to gather this data that takes around 10 – 15 minutes as response time to complete the questionnaire. Neither the name nor the respondents’ addresses are required. Kindly spend some of your valuable time to fill out this questionnaire.

Joemon Pappachan,
Asst. Professor / CIL Academy
Research Scholar (PhD Programme) / CUSAT

➢ Please read the questions carefully and answer
➢ Kindly provide answer to all questions
➢ The respondent has to select the most appropriate choice for each question.

(a) Are you a frequent flyer member of any Airline/s? Yes ☐ No ☐
(b) Average number of airplane trips undertaken per month? (Approx.) Nos __________
(c) At present how many airlines frequent flyer membership cards you own? _____ (Number/s)

(d) Please name the airline(s) in which you have frequent flyer membership (Privilege / Loyalty Card)
   (1) ___________ (2) ___________ (3) ___________

(e) Please name the Airline Frequent Flyer Program (FFP) you use most ________

(f) Please tick your present status of the above Frequent Flyer program you use mostly

   Entry Level (Blue) ☐ Silver ☐ Gold ☐ Platinum ☐

Please answer to the questions given below pertaining to the Airline mentioned in (e) above.
Please tick (□) the most appropriate best matching score as responses to the questions or statements given below. Score 5 indicate Max. Level of Performance / Importance to you and Score 1 indicate Min. Level of Performance or Importance to you about the Frequent Flyer Program (FFP) / Loyalty Program mostly used.

<table>
<thead>
<tr>
<th>1. Airline Frequent Flyer Program (FFP) influencing attributes</th>
<th>Min value</th>
<th>Max value</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Frequent flyer program helps me reduce the overall cost of air travel</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>b Regular updating &amp; informing FFP status of passengers</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>c Frequent Flyer Program treats members better than other travelers who do not belong to the program.</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>d Priority in baggage &amp; Check in facility due to this loyalty program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>e Easy booking &amp; preferred Seating</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>f Better facilities in lounges, and in flights due to this loyalty Program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>g Increased baggage allowance due to Flyer Program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>h Better connectivity / Net work alliances due to this loyalty Program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>i Easy and flexible to redeem benefits earned from frequent flyer Program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>j Being a member of frequent flyer program makes me feel very special.</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>k Importance of duration / Validity of the Frequent Flyer Program</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>l Occasional upgrades, including certificates/ coupons</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
</tbody>
</table>