FACTORS INFLUENCING CUSTOMERS AIRLINE CHOICE: A UNIQUE STUDY OF LOW COST CARRIERS IN KURDISTAN

Dr. Kartikey Koti

1Asst. Professor, TISHK International University, Erbil, KRG, IRAQ.
kartikey.koti@ishik.edu.iq

Abstract-- The paper examines the Factors Influencing Customers Airline Choice: A unique study of Low Cost Carriers in Kurdistan. We have considered those airlines which provide service on low or minimal cost in Kurdistan both domestic and international flights. There are only few studies conducted on low or minimum cost of flight fares and the level of satisfaction and quality of services provided. There is a distinction in travelers' recognitions between minimal effort bearers and full administration officeholders in a develop European market and in a quickly creating Asian economy John F. O'Connell, George Williams. The fundamental point of the proposal is to research which factors sway understudies' decision of either ease or full-charge aircraft. For Norwegian understudies the compelling components are nature of administration, flight accessibility, and cost; for non-Norwegians – nature of administration and administration unwavering quality. At last, conceivable clarifications for these distinctions are proposed. Anton Sokolovskyk 2012. This examination analyzed the variables that affected the aircraft determination of Low-Cost Carriers (LCCs) in Thailand. The exploration was defended dependent on the fast development of LCC travel in Thailand, especially in household and local travel. There is an overall absence of effective clarification of the decision of LCCs in Thailand, with just a couple of studies tending to themes like traveler fulfillment and view of administration quality. Thapanat Buaphiban 2015. The principle choice to pick minimal effort transporters was low cost in which clients could buy on the web. What's more, the discoveries likewise uncovered that the initial three market factors impacting the choice of the respondents to support minimal cost aircrafts were low value, channel of purchasing ticket, and advancement factor. Bavornluck Kuosuwan. The total sample taken for the studies which have spread across the Kurdistan region are 180 respondents. To examine the relationship of the factors which are influencing the customer in choosing low or minimum cost flights were mean and correlation was conducted.

The factors considered for the study are based on two classifications Influencing Factors and Buying Behavior. Influencing Factors -Perception, attitude, family and friends, no difficulties levels, Meeting my needs, Satisfaction, safe, timely available. Buying Behavior - Buy Low cost airline, choose and purchase is Low cost and my future buying will be only low cost ticket As a reflection of our study we could find high influencing factors with mean score of 3.75 were Good Perception towards low cost, Positive attitude towards low cost and Low Cost flights are safe with a Cronbach’s Alpha of more than 0.70 . The importance of customer decision choosing a low cost flight based on Buying Behavior with acceptable skewed value with the standards of ±2.58 Buy Low cost airline ticket, My first choose is Low cost ticket , I always Purchase low cost ticket , In future I will buy only low cost ticket

Keywords: Low Cost flights, economy flights, minimal cost flights

1. Introduction

This examination concentrated on looking at variables that impact a traveler's choice to choose a minimal flight cost for commutation. A minimal cost flight are those flight which have discounted ticket costs. The minimal cost flight handle to reduce the ticket costs lower than the opponents flight cost by using multiples
strategies like optimal usage of fuel, salary payment for employees, retention of profit for explanation and generating reserves.

Income supervision and profit management are the techniques used to reduce the flight costs and are the major factors to be considered for accomplish the revenue targets.

The minimal cost or reduced cost flight include services such as good flight class, choosing the seat, provision for hand baggage, food and snacks during travel and refreshments.

These services changes decrease operational expenses and enable the carrier to pass on this decrease as a less expensive ticket which, thus, enables travelers to pick between a higher Services level and lower ticket cost.

Fig.1: PRICING MODEL FOR LOW COST FLIGHTS

- **Networks**
  - Point to Point flights

- **Fare Structures**
  - Offers same fares to all customers

- **Partnership**
  - Interlining

- **Sales and Distribution**
  - Direct sales only via website

- **Operations**
  - Operates Single aircreafs
2. Literature Review

John F. O'Connell, George Williams
Direct challenge between full administration aircrafts and bearers is escalating over the world. American and European full administration aircrafts have lost a critical extent of their travelers to ease bearers, the experience currently being rehashed in the household markets of Asia. This paper endeavors to give answers to various basic inquiries: What are the key drivers of each sort of aircraft's plan of action? Is there a distinction in travelers' recognitions between minimal effort bearers and full administration officeholders in a develop European market and in a quickly creating Asian economy? What are the standard reasons why a traveler picks a specific carrier display? How could a heritage transporter urge travelers to return thus recover their household piece of the pie? These inquiries are tended to utilizing data got in traveler overviews that were as of late led in Europe and Asia.

Anton Sokolovskyy 2012

The fundamental point of the proposal is to research which factors sway understudies' decision of either ease or full-charge aircraft. This is accomplished by consolidating factors embraced from a few structures utilized in before studies to frame a poll. The factors included spread attributes, for example, saw nature of administration, value, flight accessibility and administration unwavering quality. So as to gauge these attributes and discover which one of them requests to understudies the most a strategic relapse investigation was connected. The examination depends on the information accumulated from understudies at the University of Agder in Kristiansand, Norway. Results demonstrate that nature of administration is the most vital and critical factor impacting understudies' decision of aircraft. Likewise, a different examination was directed looking at understudies who are natives of Norway and the individuals who are residents of different nations. Results show that distinctive components convey impact among the two gatherings of respondents. For Norwegian understudies the compelling components are nature of administration, flight accessibil ity, and cost; for non-Norwegians – nature of administration and administration unwavering quality. At last, conceivable clarifications for these distinctions are proposed.

BARUKH, MARIIA 2018

Worldwide carrier organizations continually increment the quantity of tasks to China. So as to improve the nature of administrations for Chinese clients, aircraft administrators attempt to comprehend the conduct and needs of clients from Asian societies. The impact of culture on customer conduct and buy inclinations is incredible. It is vital for advertisers to think about the buy choices of Chinese explorers, what impacts their decisions, and why they lean toward certain administrations to other people. The point of this postulation is to look into the conduct of Chinese aircraft clients and the impact of various factors on their basic leadership process. The last objective is to give worldwide aircraft organizations a superior comprehension: the advancement and improvement of which administrations ought to be viewed as when making tasks for Chinese explorers. The proposition is directed deductively and the quantitative methodology is connected to lead the exploration and break down the conduct of Chinese voyagers. The essential information was gathered with an online review from Chinese clients. To help the essential information, optional information was assembled from books, distributed articles, past research, and web sources.

WANGONDU R.WAMUCII 2009

This examination was directed with the target of discovering the elements influencing consumer loyalty in the carrier business and furthermore decide properties that travelers think about imperative in making a decision about nature of administration conveyance. To accomplish these targets an example of 150 travelers was picked and polls controlled to every one of them. The survey had organized and likert scales questions. The best two travel Agents which were BCD Highlight Travel and HRG Elite Travel were picked. 75 respondents were picked from each movement organization. The scientist utilized irregular examining strategy to pick the travelers. The surveys were regulated in the traveler's office and it was a 'drop and pick' strategy utilized. Information gathered was an investigated utilizing rates, means and standard deviations. Factor investigation was utilized to lessen the factors and decide bury connections. Examination of the information demonstrated that there are numerous variables that travelers think about
imperative in consumer loyalty. Factors, for example, reservation and ticketing check in techniques, in-flight benefits, things taking care of and gathering. The general goal of the examination was to research factors that influencing consumer loyalty in the Airline business with uncommon spotlight on our banner bearer Kenya Airways (KQ). From the investigation it tends to be presumed that reservations and ticketing, registration systems, in-flight administrations and things taking care of and gathering do influence consumer loyalty in the Airline business. The aftereffects of this task ought to be seen and embraced in the light of the confines of this investigation which are methodological constraints, look into structure, asset oblige and under inspecting. They in any case, fill in as helpful beginning stage for Kenya Airways wishing to completely grasp great client administration.

Ahmad Azmi M.Ariffin, Aliah Hanim M.Salleh, Norzalita A.Aziz 2010

This investigation endeavors to look at the basic components of administration quality for ease bearer and along these lines to decide the connections between the elements of administration quality and travelers' fulfillment on the aircraft administrations. A sum of 100 ease bearers' travelers were associated with this examination. The outcomes uncovered that "minding and substantial" was the most critical element of administration quality for minimal effort transporters, trailed by "unwavering quality", "responsiveness", "reasonableness" and "visual appeal". Be that as it may, just "minding and unmistakable" measurement contribute essentially to the forecast of fulfillment on the administrations of minimal effort transporters.

Thapanat Buaphiban 2015

This examination analyzed the variables that affected the aircraft determination of Low Cost Carriers (LCCs) in Thailand. The exploration was defended dependent on the fast development of LCC travel in Thailand, especially in household and local travel. There is an overall absence of effective clarification of the decision of LCCs in Thailand, with just a couple of studies tending to themes like traveler fulfillment and view of administration quality. Following a broad writing survey, the writer utilized a hypothetical system dependent on the Theory of Planned Behavior (TPB) (Ajzen, 1991) so as to clarify traveler conduct expectations. This system was enhanced via aircraft operational and advertising factors recognized from the writing, including Price, Service Quality, Airline Reputation, Airline Safety, Route Availability and Convenience, and Frequent Flier Programs. A vast scaled overview was sent to Thai LCC travelers at real air terminals in Thailand. The last example (n = 781) was transcendentally working-age, female, very taught, and with normal earnings. When all is said in done, they flew as often as possible (a few times each year or more). So as to test the relationship among the outer elements, TPB factors, social expectations, and real conduct, Structural Equation Modeling (SEM) was directed. Results demonstrated that Subjective Norms, Perceived Behavioral Control, Airline Reputation, Price, and Service Quality positively affected Behavioral Intentions, while Behavioral Intentions emphatically impacted Buying Behavior. This exploration has essential ramifications both in the scholarly world and industry. It demonstrates that LCC travelers are not simply determined by cost as finished up by financial examinations in LCC determination. Rather, factors like administration quality, aircraft notoriety, and social worthiness inferred by abstract standards assume a critical job in the decision of LCCs over Full Service Carriers (FSCs). Moreover, the aftereffects of this examination give LCCs helpful direction to frame fitting techniques to draw in more travelers: securing value authority, improving administration quality, upgrading open picture, and keeping up course decent variety.

Bavornluck Kuosuwan 2015

The reasons for this examination were to contemplate the conduct of travelers who as often as possible flew with minimal effort transporters and to ponder advertise factors which could impact the basic leadership of clients to support ease bearers in Thailand. This paper was a blended research of both the subjective and quantitative procedure. An aggregate of 15 key sources were met by utilizing a top to bottom meeting. Additionally, an aggregate of 400 minimal effort aircrafts' travelers were met by means of survey. The discoveries uncovered that respondents were male and female at a comparative extent with the dominant part having a college degree, working for privately owned business, and had salary in the
scope of 20,000 - 30,000 baht for every month. The principle choice to pick minimal effort transporters was low cost in which clients could buy on the web. What's more, the discoveries likewise uncovered that the initial three market factors impacting the choice of the respondents to support minimal effort aircrafts were low value, channel of purchasing ticket, and advancement factor.

Phoom Srisook and Vinai Panjakajornsak

In 2017, minimal effort transporter (LCC) aircrafts reliably developed at a quicker pace contrasted with the world's normal development. In 2017, LCCs conveyed an expected 1.2 billion travelers and represented around 30% of the world's complete booked travelers. In Southeast Asia, traveler traffic developed by around 10% in 2017, where six of the district's 10 nations recorded twofold digit development. Southeast Asian aircrafts presently have 1,600 planes on request, notwithstanding a functioning armada of near 2,000 planes, with LCCs right now representing roughly 70% of Thailand

3. ANALYSIS and Discussion
   A. Social Demography

During the study it was seen that 65% Male and remaining were female of 35%. Majority of the respondents were between the age group between 25 to 35 years 63% and rest were 37% were between 35-50 years. The respondent was working in private sector around 72% and rest 28% were government job holders. These investors had majority had completed Bachelor’s degrees 80% and the other 20% were masters.

B. B. Travel Experience

   i. TRAVEL REGULARITY

![Fig.3: TRAVEL REGULARITY](chart)

Source: Sample survey

From the above chart it can be observed that 38% of the customers travel once in a year, 25% less than a year, 22% travel more than 3 times a year and 15% of them are for the first time.

| Destination | Percentage | Airline Information | Percentage | Purchase low | Percentage | Main Purpose | Percentage |
|-------------|------------|---------------------|------------|--------------|------------|--------------|------------|
|             |            |                     |            |              |            |              |            |
Within Iraq 22% Search Engines 20% Low cost websites 13% Vacation 37%
Asian Country 27% Social Media 23% Low cost call center 18% Business 23%
European Country 28% Company Website 17% Travel agency 41% Education 16%
Western Country 13% Other Media 13% At the airport 9% Medical 14%
Others 10% Family/Friends 27% Low cost office 12% Visiting Family 10%

Source: Sample Survey

From the above table we can see that 28% of the travelers choose European countries to travel, 27% of them go to Asian Countries, 22% within Iraq and a margin of 13% & 10% to western, other countries respectively.

They get the information on these airline majority through social media around 23%, Family/ fiends 27%, through the help of search engines around 20%. Company website and other media around 17%, 13% respectively.

The main purpose to travel to other destinations were for vacation 37%, reason of business 23%, Education 16%, for medical reasons 14% and family visits 10%.

| Factors | Mean Scores | Cronbach's Alpha | Accept if Mean above 2.5 and Alpha above 0.70 |
|---------|-------------|------------------|---------------------------------------------|
| Good Perception towards low cost | 3.75 | 0.8 | Accept |
| Positive attitude towards low cost | 3.74 | 0.745 | Accept |
| Choosing low cost ticket because of family and friends | 2.17 | 0.624 | Reject |
| My Friends travel only in low cost flights | 3.60 | 0.707 | Accept |
| I do not have any difficulty to buy low cost ticket | 3.63 | 0.759 | Accept |
| Low cost tickets meets my needs | 2.05 | 0.682 | Reject |
I am satisfied my low cost tickets 3.25 0.837 Accept
The Service of low cost flights a satisfied 4.10 0.956 Accept
Low Cost flights are safe 3.80 0.745 Accept
**Low Cost Tickets are timely available** 2.05 0.624 **Reject**

Accept the factors if Cronbach’s Alpha 0.7 to 0.95 (Nunnally J, Bernstein L-1994, Bland J, Altman D-1997 and DeVellis R-2003)

From the above table we can observe that the mean score are above the average standard ie. 2.5 and the cronbach’s Alpha on an average they are above 0.70.

Some of the significant Factor’s Mean Scores and Cronbach's Alpha

| The Service of low cost flights a satisfied | 4.10 | 0.956 |
| Low Cost flights are safe | 3.80 | 0.745 |
| Good Perception towards low cost | 3.80 | 0.80 |
| Positive attitude towards low cost | 3.74 | 0.74 |
| I do not have any difficulty to buy low cost ticket | 3.63 | 0.759 |

Table 3: CORRELATION MATRIX OF FACTORS INFLUENCING

| Factors | P | A | FF | F | D | M | S | SS | FS | T | AS |
|---------|---|---|----|---|---|---|---|----|----|---|----|
| Good Perception towards low cost (P) | 1 | | | | | | | | | 1.00 |
| Positive attitude towards low cost (A) | 0.48 | 1 | | | | | | | | 0.7 |
| Choosing low cost ticket because of family and friends (FF) | 0.18 | 0.11 | 1.00 | | | | | | | 0.4 |
| My Friends travel only in low cost flights (F) | 0.69 | 0.21 | 0.20 | 1 | | | | | | 0.5 |
| I do not have any difficulty to buy low cost ticket (D) | 0.59 | 0.34 | 0.76 | 0.06 | 1.00 | | | | | 0.6 |
| Low cost tickets meets my needs (M) | 0.10 | 0.13 | 0.12 | 0.77 | 0.18 | 1.00 | | | | 0.4 |
| I am satisfied my low cost tickets (S) | 0.30 | 0.31 | 0.23 | 0.59 | 0.37 | 0.25 | 1.00 | | | 0.4 |
| The Service of low cost flights a satisfied (SS) | 0.75 | 0.13 | 0.25 | 0.25 | 0.83 | 0.24 | 0.26 | 1.00 | | 0.5 |
Low Cost flights are safe (FS)  
|        | 1.00 | 0.61 | 0.28 | 0.09 | 0.29 | 0.12 | 0.32 | 0.35 | 1.00 | 0.5 |
|--------|------|------|------|------|------|------|------|------|------|-----|

Low Cost Tickets are timely available (T)  
|        | 0.28 | 0.21 | 1.00 | 0.20 | 0.06 | 0.23 | 0.16 | 0.15 | 0.68 | 1.00 |
|--------|------|------|------|------|------|------|------|------|------|-----|

Avg. Scores (AS)  
|        | 0.5  | 0.3  | 0.5  | 0.4  | 0.5  | 0.4  | 0.5  | 0.8  | 1.0  | 1.0  |
|--------|------|------|------|------|------|------|------|------|------|-----|

Source: Computation on IBM-SPSS

Correlation (r) Standards (Bruce Ratner1 2009)

| Standards | Relationship                      |
|-----------|-----------------------------------|
| 0 and 0.3 | Weak positive linear relationship |
| 0.3 and 0.7 | Moderate positive linear relationship |
| 0.7 and 1.0 | Strong positive linear relationship |

From above table we can see all are positively related with each other. On an average we can see that they are above 0.30 which is acceptable. Some of the relation of factors are on higher note. Which implies they are highly accepted and are influencing factors. Some of the strongly positive linear relation above 0.70 are between Services satisfied and perception, No difficulty & Friends, family, Meets my needs & Friends, family and Services satisfied & No difficulty.

Some of the major correlation between the factors
1. Attitude & Perception 0.48
2. Satisfied & Friends travelling 0.59
3. No difficulty & Perception 0.59
4. Flight safety & Attitude 0.61
5. Timely available & Flight safety 0.68
6. Friends travelling & Perception 0.69
7. Services satisfied and perception 0.75
8. No difficulty & Friends, family 0.76
9. Meets my needs & Friends, family 0.77
10. Services satisfied & No difficulty 0.83

Fig.4: Correlation Between Influencing Factors
In the chart above we have take the prime correlating factors which influences the decision making ability of choosing the low cost flights

Table 4: Buying Behavior

| S.no | Mean | Factors                                      | Skewness | Std. Error | Computed Value | Accept Below ±2.58 |
|------|------|----------------------------------------------|----------|------------|----------------|------------------|
| 1.   | 4.07 | Buy Low cost airline ticket                  | 0.261    | 0.257      | 0.335907       | Accept           |
| 2.   | 3.67 | My first choose is Low cost ticket           | 0.351    | 0.777      | 0.457031       | Accept           |
| 3.   | 4.15 | I always Purchase low cost ticket            | 0.281    | 0.768      | 0.473862       | Accept           |
| 4.   | 2.33 | I Buy only low cost ticket                   | 1.991    | 0.293      | 2.889695       | Reject           |
| 5.   | 4.80 | In future I will buy only low cost ticket    | 0.581    | 0.689      | 0.843251       | Accept           |

Source: Sample Survey

To check the buying behavior of the customer, we have conducted skewness test. As a standard value we can observe that only one of the factor not influencing high is buying the ticket at low cost only. Some of the factors considered by customer on a higher impactful during purchase of ticket with high mean score and skewness nearing to the base value of zero are Buy Low cost airline ticket 4.07 and 0.33. The other important factor is I always Purchase low cost ticket 4.15 & 0.47

4. Conclusion

The research undertaken we have two main elements they are influencing factors and buying behavior. The factors under influencing element which have high impact are Service of low cost flights a satisfied, Low Cost flights are safe, Good Perception towards low cost, Positive attitude towards low cost, I do not have any difficulty to buy low cost ticket.

The high impact under buying behavior of customer are Buy Low cost airline ticket. The other important factor is I always Purchase low cost ticket. Some of the general observation which airline can follow the comfort ability of the travelers, quality of services and more than it time keeping as these customer are frequent travelers.
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