Data Collection and Analysis

The team distributed an online survey via Social Media without any restrictions of public. After distributing and gathering the necessary data, the survey was analyzed with a total of 117 respondents, which is beyond the minimum amount required for the assignment.

Counting Analysis

To have a quick and big picture of the data, our team used Counting method. As the orthogonality criteria is fulfilled in our randomized CBC designs and data is balanced, each attribute level is likely to appear with each level of the other attributes. Hence, the impact of choosing each level can be assessed by counting the proportion of "wins" (amount of times a concept including a specific level was chosen, divided by the number of times a concept including this level was presented in the choice task).

Firstly, the group checked the significance of main effects and joint effects. For the main effects, all attributes were significant ($p<0.01$). The joint effects showed that all interactions except Leg Space-Price were significant. Secondly, we checked the proportion of wins. They were higher for the "best" levels of each attribute: i) Complete Meal, ii) Cabin luggage + Checked Luggage, iii) Yes (Ticket Refund), iv) Extra Leg Space and v) €90 (Ticket Price). Lastly, the Chi-Square was checked to see whether the proportions differ significantly from one another in the frequency of choice. In the main effects, price had the highest Within Attribute Chi-Square. It is important to remember that the interpretation of Chi-Square is not a measure of importance. In our study, for example, the Chi-Square for Ticket Refund was the second lowest one, but it does not mean that this is the second least important attribute that influences respondent's choice. It could have happened because some respondents prefer one level, others prefer another and after the aggregation, the Chi-Square can be low or close to 0. Therefore, with this statistic we can not analyze the importance of attributes.

Thus, counting was mainly used to provide an overview of respondents' proportion of wins, to show which attributes were significant and whether we should look at joint interactions or not. Counting can not be used for product optimization, because it does not calculate utilities, so other methods will be conducted to overcome these problems and to measure attributes' importance.

Logit Analysis

To predict choice probabilities and understand the effect of each attribute on the total utility of a customer, Logit was used. This method assumes that consumers choose an option that brings them the maximum utility. As observed in the counting method, some of the joint interactions were significant and could be included in further analysis. Because of that, every possible combination of significant joint interactions were included in the Logit analysis. Having the the Chi-square and the value of degrees of freedom, it was possible to compare the models. The group verified that the addition of joint interactions were not significant, as the two-tailed P-value was close to 1 ($p>0.01$) (Table 1). Thus, in

order to assess overall preferences in the market, the group used the Logit method without joint interactions, which is better at predicting utilities.

The summary of model fit showed that both Log-likelihood (-800.7) and Chi-Square (1281.2) were high, meaning that the model fits well and that the respondents choices are significantly affected by the attributes' composition of the concepts. Later, we evaluated the T-ratios and observed that all attributes on the model were significant, because at least one level of each attribute had a T-ratio above |1.96|, with 95% of significance. Knowing that the model fits well and all attributes were significant, the effect of each attributes' levels (Table 2) were checked to evaluate utilities. The **overall preferred levels of each attribute were the ones with the highest and positive effect: i) Complete Meal; ii) Cabin Bag + Checked Luggage; iii) Yes (Ticket Refund); iv) Extra Leg Space; v) €90 (Ticket Price)**, as expected.

After comparing the utilities across attributes, we observed that our company could raise the price from 90 to 120, while including the combination of either: Option 1) Complete Meal + Cabin and Checked Luggage + Yes (Ticket refund) + Normal Leg Space; Option 2) Complete Meal + Cabin and Checked Luggage + No (Ticket refund) + Extra Leg Space; Option 3) No Meal + Cabin and Checked Luggage + Yes (Ticket refund) + Extra Leg Space.

The reason for this is because only in those combinations, the utility gain exceeds the utility loss caused by increase in ticket price, as shown in Table 3. No combination of attribute levels would compensate for a price increase from €90 to 150, due to the high amount of utility loss. With this in mind, as our company goal is to maximize the profit, we decided to launch the €120 ticket flight. To choose between the 3 options mentioned previously, the group transformed the utilities of the hypothetical options into probabilities using the logit model $Exp(U_i)/ \Sigma_i Exp(U_i)$ and determined the market share. Calculating the total utility and the exponential utility for each option, we could observe that the choice probability of the option 1 was 38%, against 32% for option 2 and 30% for option 3 (Table 4). Therefore, the group would **launch the product composed by the following attributes and levels: i) Complete Meal, ii) Cabin and Checked Luggage, iii) Normal Leg Space, iv) Yes (Ticket Refund) and v) €120 (Ticket Price).** This option is also the easiest one to implement, as it doesn't require any additional investment from the company like increasing the leg space.

The effect size of "No-Option" shows the utility threshold that the company should consider to make sure customers would buy the ticket offered rather than not buying at all. According to our analysis, at the price level of 90 or 120, all stimuli prevail the no-choice option. To conclude logit, the attributes' importance showed that Price was again the most important attribute, while Leg Space was the least important in one's decision to buy an airline ticket (Table 5).

Latent Class Analysis

To explore the market segmentation, we conducted an LCA. The number of segments was chosen based on three main criteria: information criteria, segment sizes and maximum membership probability. Considering the information criterion, we observed that the minimum value of CAIC, BIC,

ABI was provided by three-segment solution. Although the minimum value of the AIC was for seven-segment solution, we followed the majority rule and chose three-segment allocation (Table 6). As for the segment sizes, we also accepted the three-segment solution, as the size of each segment was higher than 10% (Table 7). The comparison of maximum membership probability showed that for the three-segment solutions the value was close to 1, meaning that we can keep with this solution. **Thus, based on those three criteria, the choice for three-segment solution was made.**

The output for T-Ratios, showed that all the attributes were significant, except for Ticket Refund and Extra Leg Space for the second segment, as their absolute value of t-ratio did not exceed |1.96|. Though the price level of €120 was not significant for all segments, the attribute itself was significant because the t-ratios for segments 1 and 3 were higher than |1.96| (Table 8).

According to the part-worths analysis, there was no difference in respondents' preferences across segments. In accordance to the previous analysis, the levels' preferences for all the groups remained the same: i) Complete Meal; ii) A Cabin Bag + Checked Luggage; iii) Yes (Ticket Refund); iv) Extra Leg Space; v) €90 (Ticket Price). We did not compare the part-worths for Ticket Refund and Leg Space attributes, as they showed not to be significant (Table 9). Moreover, the attributes' importance showed that Price was the most important for all the segments. However, the Price's importance for segment 3 was not almost 2 times smaller than for the other segments. Therefore, we can conclude that segment 3 is much less sensitive to price (Table 10).

In addition to the LCA, respondents' socio-demographic profiling was made with the help of ANOVA and Chi-Square test. No difference between respondents grouped by gender, occupation, country, purpose of travelling and travel frequency was observed (Tables 11-15). The test of Between-Subjects Effects also helped us to determine the absence of significant difference between age-groups (Table 16). **Therefore, the company should focus on the whole market.**

Hierarchical Bayes Analysis

Both Logit and LCA have the same limitation of not being able to distinguish each individual's preferences, which is unrealistic. To solve this, the group ran the Hierarchical Bayes (HB) to check how respondents' individual utilities differ from another and to compare with the results obtained from Logit and LCA analysis. It was confirmed that average utility (Table 17) and average attribute importance (Table 18), were similar to the ones we found in Logit and LCA. According to the posterior distributions for our chosen product (Table 19), the levels of cabin and checked luggage, complete meal and yes (ticket refund), on average show positive utilities and from price level of €120 and normal leg space show more respondents' being sensitive for this specific levels.

Product Positioning and Marketing Communication

When **positioning our product in terms of the marketing mix,** due to the fact we did not find significantly statistical differences across consumers in our survey, the group decided to build its

strategy based on the profile of the majority of participants: young students or working students (Table 20), who usually travel 3-4 times per year with the purpose of tourism (Table 21).

Therefore, firstly, as trade-off between maximizing the company's profit and consumers' utility, we would recommend the marketing director to launch the **product** with the following characteristics: i) Complete Meal; ii) A Cabin Bag + Checked Luggage; iii) Yes (Ticket Refund); iv) Normal Leg Space v) €120 (Ticket Price). Secondly, according to our research, the whole market should be targeted. However, such segmentation can be slightly biased because the majority of our respondents was around 25 years old. Thus, more diverse population is needed for a further research. Thirdly, for our **price** strategy, the price level should be €120. The company will not be able to increase its ticket price, because customers are sensitive to it and this attribute is the most importance. Hence, our company will not position itself neither as a premium-pricing, nor a low-cost pricing, but in between. Fourthly, the product should be **promoted** through online social media (e.g. Facebook, Instagram), as well as direct mailings, which are both widely used by the youth. Marketing communication should be focused mostly on online channels and should make the company closer to the clients (Twitter or Instagram posts, replies on the official Facebook page). Moreover, special promotion actions should be included, as the target is sensitive to price (Christmas sales, Black Friday, etc.). Fifthly, as for the **place** strategy, the tickets should be sold preferably online - on the company website or through the company mobile application. Having partnership with travel aggregators (e.g. Skyscanner, Google Flights), should be considered as well, because most of the price sensitive clients do their research or purchase tickets in these platforms.

Appendix

Table 1 - Logit analysis: Comparison Main Effects Only x Joint Effects

	Without Join Interactions	With Joint Interaction
	-800.77059	-800.28341
2 *LL		0.97436
DF		18
P-valie		0.999
Significant?		NO

Table 2 - Logit analysis: Effect of attributes' levels

24	Variable		Effect	Std Error	t Ratio
25	No meal		-0,35579	0,04917	-7,2353
26	Meal		0,35579	0,04917	7,2353
27					
28	1 cabin bag		-0,47673	0,0504	-9,45978
29	a cabin bag + checked luggage		0,47673	0,0504	9,45978
30					
31	No		-0,30322	0,048	-6,31666
32	Yes		0,30322	0,048	6,31666
33					
34	Normal		-0,21936	0,04801	-4,56894
35	Extra		0,21936	0,04801	4,56894
36					
37		90	1,70711	0,08652	19,73054
38		120	-0,09673	0,06761	-1,43072
39		150	-1,61038	0,08708	-18,494
40					
41	NONE		-1,47848	0,10042	-14,7228

Table 3 - Logit Analysis: Utility Gain and Loss calculations

Utility LOSS	Price ticket from €90 to 120	-0.09 - 1.7 = -1.79
Utility GAIN	Complete Meal + Cabin and Checked luggage +Yes (Ticket Refund)	0.71 + 0.95+ 0.60= 2.26
Utility GAIN	Complete Meal + Cabin and Checked luggage + Extra Leg Space	0.71 + 0.95 + 0.43 = 2.09
Utility GAIN	Cabin and Checked luggage + Yes (Ticket refund) + Extra Leg Space	0.95+ 0.60 + 0.43 = 1.98

Table 4 - Logit Analysis: Transformation of Probabilities in Utilities

Option 1		Option 2		Option 3	
120 euros	-0.097	120 euros	-0.10	120 euros	-0.10
Complete Meal	0.356	Complete Meal	0.36	No Meal	-0.36
Cabin + Checked Luggage	0.477	Cabin + Checked Luggage	0.48	Cabin + Checked Luggage	0.48
Normal Leg Space	-0.219	Extra Leg Space	0.22	Extra Leg Space	0.22
Yes (Ticket Refund)	0.303	No (Ticket Refund)	-0.30	Yes (Ticket Refund)	-0.30
Utility 1	0.820	Utility 2	0.65	Utility 3	0.55
Exp(U1)	2.270	Exp(U2)	1.92	Exp(U3)	1.73
Probability 1	0.384	Probability 2	0.324	Probability 3	0.292

Table 5 - Logit Analysis: Attribute Importance

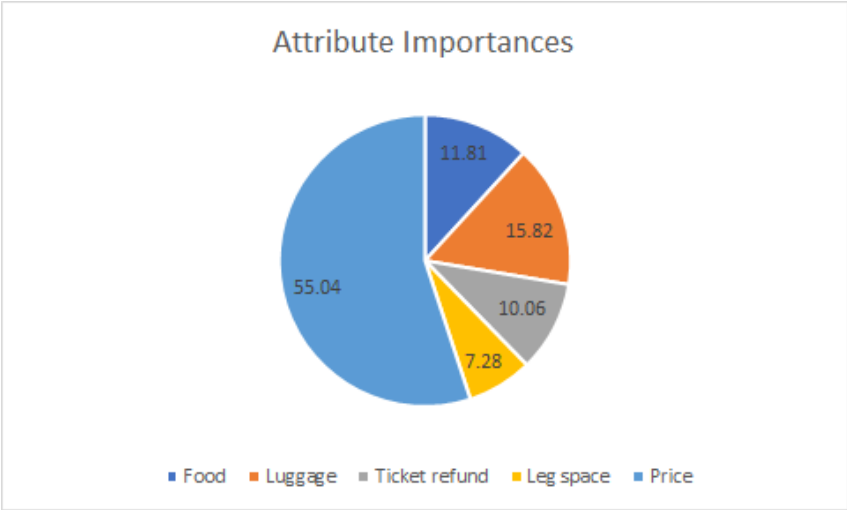| Attribute	Importance
Food	11.81
Luggage	15.82
Ticket refund	10.06
Leg space	7.28
Price	55.04

Attribute Importances

Table 6 - Latent Class Analysis: Summary of best replications

Summary of best replications

Groups	Replication	Log-likelihood	Pct Cert	AIC	CAIC	BIC	ABIC	Chi-Square	Relative Chi-Square
1	3	-804.06636	44.72109	1622.13273	1665.45162	1658.45162	1636.21581	1300.99261	185.85609
2	4	-719.56500	50.53049	1469.13000	1561.95619	1546.95619	1499.30802	1469.99534	97.99969
3	3	-665.64853	54.23721	1377.29706	1519.63055	1496.63055	1423.57003	1577.82828	68.60123
4	5	-652.36470	55.15046	1366.72939	1558.57019	1527.57019	1429.09731	1604.39595	51.75471
5	4	-636.91123	56.21287	1351.82246	1593.17056	1554.17056	1430.28533	1635.30288	41.93084
6	3	-621.98325	57.23916	1337.96650	1628.82190	1581.82190	1432.52431	1665.15884	35.42891
7	1	-609.01324	58.13084	1328.02647	1668.38918	1613.38918	1438.67923	1691.09887	30.74725
8	2	-602.81874	58.55670	1331.63747	1721.50748	1658.50748	1458.38518	1703.48787	27.03949
9	3	-597.67940	58.91003	1337.35881	1776.73611	1705.73611	1480.20146	1713.76653	24.13756
10	3	-592.84148	59.24263	1343.68297	1832.56757	1753.56757	1502.62056	1723.44237	21.81573

Table 7 - Latent Class Analysis: Segment Sizes

2-segment solution

Segment Sizes	54.0%	46.0%		

The average maximum membership probability is 0.95049.

3-segment solution

Segment Sizes	55.1%	20.3%	24.6%	

The average maximum membership probability is 0.94067.

4-segment solution

Segment Sizes	57.8%	14.1%	20.1%	8.0%

The average maximum membership probability is 0.92608.

\

Table 8 - Latent Class Analysis: T-ratios

	t Ratios			
Food	No meal	-6.75632	-4.64276	-3.00693
	Meal	6.75632	4.64276	3.00693
Luggage	1 cabin bag	-8.46835	-5.43796	-4.36918
	a cabin bag + checked luggage	8.46835	5.43796	4.36918
Ticket refund	No	-5.48324	-1.12367	-3.97141
	Yes	5.48324	1.12367	3.97141
Leg space	Normal	-2.30672	-1.84416	-4.59191
	Extra	2.30672	1.84416	4.59191
Price	90	12.45418	10.58806	3.83142
	120	-0.86956	-0.73086	0.13719
	150	-12.66588	-8.03012	-3.84971
	NONE	-11.03178	2.96793	-6.65781

Table 9 - Latent Class Analysis: Part-worths Utilities

	Part Worth Utilities Rescaled for Comparability			
Food	No meal	-29.83176	-33.82890	-34.34544
	Meal	29.83176	33.82890	34.34544
Luggage	1 cabin bag	-41.55990	-41.81566	-52.22406
	a cabin bag + checked luggage	41.55990	41.81566	52.22406
Ticket refund	No	-22.53884	-7.55820	-45.53366
	Yes	22.53884	7.55820	45.53366
Leg space	Normal	-8.94562	-12.88232	-51.85960
	Extra	8.94562	12.88232	51.85960
Price	90	149.54058	157.95804	64.90076
	120	-4.83342	-8.08623	2.27297
	150	-144.70717	-149.87180	-67.17373
	NONE	-222.93497	32.02216	-163.69710

Table 10 - Latent Class Analysis: Attribute Importance per Segment:

Attribute Importances			
Food	11.93270	13.53156	13.73817
Luggage	16.62396	16.72627	20.88962
Ticket refund	9.01554	3.02328	18.21346
Leg space	3.57825	5.15293	20.74384
Price	58.84955	61.56597	26.41490

Table 11 - Latent Class Analysis: Cross Table and Chi-Square test for Gender

3 Group Membership * Gender Crosstabulation

Count

		Gender		Total
		1	2	
3 Group Membership	1	43	24	67
	2	9	14	23
	3	17	10	27
Total		69	48	117

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.671[a]	2	.097
Likelihood Ratio	4.604	2	.100
Linear-by-Linear Association	.296	1	.586
N of Valid Cases	117		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.44.

Table 12 - Latent Class Analysis: Cross Table and Chi-Square test for Occupation

3 Group Membership * Occupation

Crosstab

Count

		Occupation					Total
		1	2	3	4	5	
3 Group Membership	1	36	7	21	2	1	67
	2	15	5	3	0	0	23
	3	11	6	9	1	0	27
Total		62	18	33	3	1	117

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.785[a]	8	.455
Likelihood Ratio	9.164	8	.329
Linear-by-Linear Association	.017	1	.895
N of Valid Cases	117		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .20.

Table 13 - Latent Class Analysis: Cross Table and Chi-Square test for Countries

3 Group Membership * CountryNames

Crosstab																	
Count																	
								CountryNames									
		17	24	33	37	62	68	85	96	103	125	133	141	144	154	175	181	Total
3 Group Membership	1	1	7	1	0	1	6	1	2	1	22	0	14	2	0	0	9	67
	2	0	3	0	0	0	1	0	0	1	8	0	3	0	1	1	5	23
	3	0	4	0	1	0	4	0	0	1	6	1	4	1	0	0	5	27
Total		1	14	1	1	1	11	1	2	3	36	1	21	3	1	1	19	117

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.103[a]	30	.720
Likelihood Ratio	25.491	30	.701
Linear-by-Linear Association	.014	1	.907
N of Valid Cases	117		

a. 41 cells (85.4%) have expected count less than 5. The minimum expected count is .20.

Table 14 - Latent Class Analysis: Cross Table and Chi-Square test for Travel Frequency

3 Group Membership * TravelFrequency

Crosstab						
Count						
		TravelFrequency				
		1	2	3	4	Total
3 Group Membership	1	6	23	30	8	67
	2	1	6	12	4	23
	3	5	10	10	2	27
Total		12	39	52	14	117

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.863[a]	6	.562
Likelihood Ratio	4.770	6	.574
Linear-by-Linear Association	1.078	1	.299
N of Valid Cases	117		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.36.

Table 15 - Latent Class Analysis: Cross Table and Chi-Square test for Purpose of Travel

3 Group Membership * Purpose

Crosstab

Count

		Purpose			Total
		1	2	3	
3 Group Membership	1	7	10	50	67
	2	4	4	15	23
	3	4	3	20	27
Total		15	17	85	117

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.325[a]	4	.857
Likelihood Ratio	1.321	4	.858
Linear-by-Linear Association	.234	1	.629
N of Valid Cases	117		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 2.95.

Table 16 - Latent Class Analysis: ANOVA and Multiple Comparisons for Age

Descriptive Statistics

Dependent Variable: Age

3 Group Membership	Mean	Std. Deviation	N
1	25.36	5.415	67
2	24.26	4.319	23
3	25.41	6.166	27
Total	25.15	5.380	117

Tests of Between-Subjects Effects

Dependent Variable: Age

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.874[a]	2	11.437	.391	.677
Intercept	58978.772	1	58978.772	2016.455	.000
@3GroupMembership	22.874	2	11.437	.391	.677
Error	3334.356	114	29.249		
Total	77385.000	117			
Corrected Total	3357.231	116			

a. R Squared = .007 (Adjusted R Squared = -.011)

Multiple Comparisons

Dependent Variable: Age

LSD

(I) 3 Group Membership	(J) 3 Group Membership	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	1.10	1.307	.403	-1.49	3.69
	3	-.05	1.233	.968	-2.49	2.39
2	1	-1.10	1.307	.403	-3.69	1.49
	3	-1.15	1.535	.457	-4.19	1.89
3	1	.05	1.233	.968	-2.39	2.49
	2	1.15	1.535	.457	-1.89	4.19

Based on observed means.
 The error term is Mean Square(Error) = 29.249.

Table 17 - Hierarchical Bayes: Average Utilities

Average Utilities (Zero-Centered Diffs)	Average Utilities	Standard Deviation
No meal	-30.08504	15.83665
Meal	30.08504	15.83665
1 cabin bag	-39.39936	21.34045
a cabin bag + checked luggage	39.39936	21.34045
No	-23.9007	21.49793
Yes	23.9007	21.49793
Normal	-16.94499	21.06423
Extra	16.94499	21.06423
90	138.09611	39.49118
120	-8.24843	16.59266
150	-129.84768	40.537
NONE	-130.02588	101.36823

Table 18 - Hierarchical Bayes: Average Importance

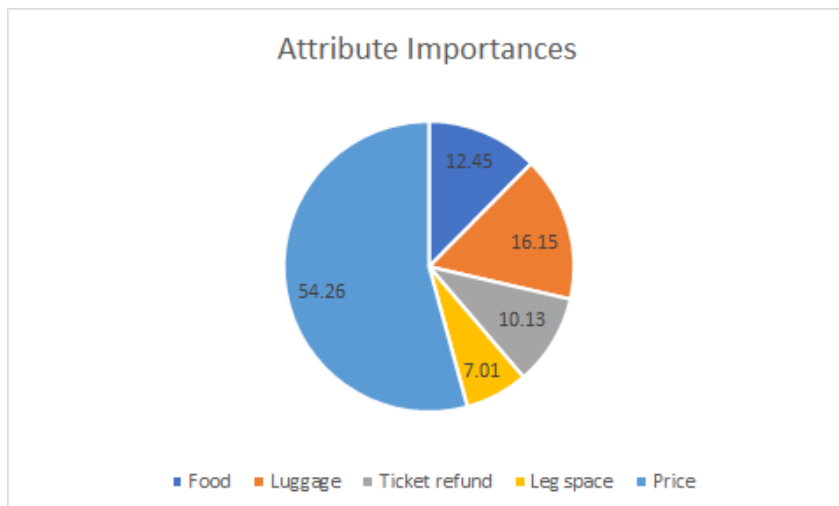| Average Importances	Average Importance	Standard Deviation
Food	12.44512	5.47519
Luggage	16.1546	7.75605
Ticket refund	10.13062	7.91319
Leg space	7.00903	8.23283
Price	54.26064	13.54002

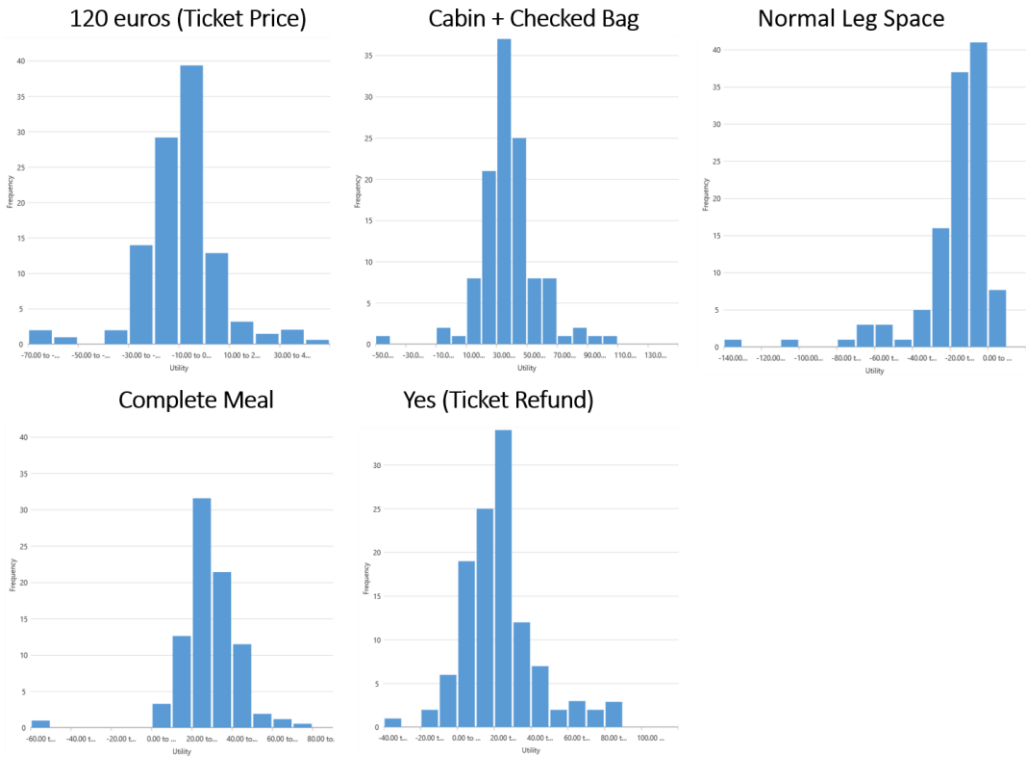*Table 19 - Hierarchical Bayes: Histogram of Posterior Distributions*

Table 20 - Hierarchical Bayes: Respondent Count Occupation

	Total	Student	Working Student	Full-time Employe	Unemployed	Retired	Other
Respondent Count	117	51	18	33	3	1	11

Table 21 - Hierarchical Bayes: Respondent Count Travel Purpose

	Total	Business	Family visit	Tourism	Other
Respondent Count	117	15	17	74	11

Hello!

We are a group of marketing students from Tilburg University performing a research on consumers preferences regarding the introduction of a new airplane route. Imagine that you are considering purchasing a ticket to travel between The Netherlands and Barcelona (Spain). You will be presented with 2 options and you will have to choose the most preferable one. In case none of the given alternatives seems attractive to you, you can choose the "NONE" option. The different scenarios consist of a combination of five attributes (food, luggage, ticket refund, leg space and price) and its corresponding levels, as described in the figures below:

Food

No meal

Complete meal
(Salad + hot meal + dessert)

Luggage

Cabin luggage

Checked luggage

8kg

55 cm

20 cm   40 cm

H+L+W = **115 cm**

23kg

H

W   L

H+L+W = **158 cm**

Ticket Refund

0% Ticket Refund
(Non-refundable)

100% Ticket Refund
Cancellation has to be done
2 weeks prior to departure

Leg Space

Normal   77 cm

Extra   97 cm

Price

90 Euros

120 Euros

150 Euros
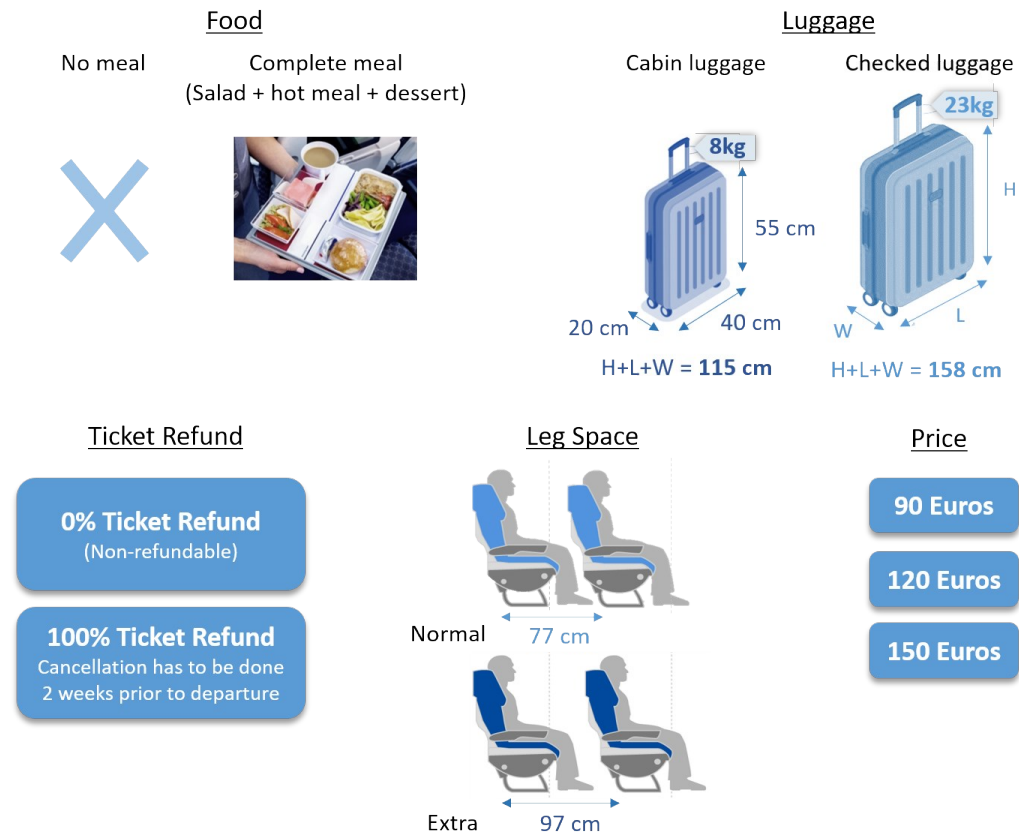
It will take you approximately 5 minutes to complete the questionnaire.
Your participation in this research is anonymous.

Next

If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage	
Ticket refund	Yes	No	NONE: I wouldn't choose any of these.
Leg space	Extra	Normal	
Price	90 euros	90 euros	

Select

Select

Select

Back   Next

0% ■■■■ ████████████████ 100%

If these were your only options, which would you choose?

Food	Complete Meal	Complete Meal	
Luggage	1 Cabin Luggage + 1 Checked Luggage	1 Cabin Luggage + 1 Checked Luggage	NONE: I wouldn't choose any of these.
Ticket refund	Yes	No	
Leg space	Normal	Normal	
Price	150 euros	120 euros	

Select

Select

Select

Back   Next

0% ▬▬▬▬▬▬▬▬▬▬▬▬▬ 100%

If these were your only options, which would you choose?

	Option 1	Option 2	Option 3
Food	Complete Meal	No meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage + 1 Checked Luggage	
Ticket refund	No	Yes	NONE: I wouldn't choose any of these.
Leg space	Normal	Extra	
Price	120 euros	150 euros	

Questionnaire_Random3

Select

Questionnaire_Random3

Select

Questionnaire_Random3

Select

Back   Next

0% ▬▬▬▬▬▬▬▬▬▬ 100%

If these were your only options, which would you choose?

Food	No meal	No meal	
Luggage	1 Cabin Luggage + 1 Checked Luggage	1 Cabin Luggage	NONE: I wouldn't choose any of these.
Ticket refund	No	Yes	
Leg space	Extra	Extra	
Price	90 euros	150 euros	

Select

Select

Select

Back   Next

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If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage + 1 Checked Luggage	NONE: I wouldn't choose any of these.
Ticket refund	Yes	No	
Leg space	Normal	Extra	
Price	120 euros	120 euros	

Questionnaire_Fixed1

Select

Questionnaire_Fixed1

Select

Questionnaire_Fixed1

Select

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If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage + 1 Checked Luggage	NONE: I wouldn't choose any of these.
Ticket refund	No	No	
Leg space	Normal	Extra	
Price	120 euros	150 euros	

Select

Select

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If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage + 1 Checked Luggage	1 Cabin Luggage + 1 Checked Luggage	
Ticket refund	Yes	Yes	NONE: I wouldn't choose any of these.
Leg space	Extra	Normal	
Price	90 euros	120 euros	

Select

Select

Select

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If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage	
Ticket refund	No	No	NONE: I wouldn't choose any of these.
Leg space	Normal	Extra	
Price	90 euros	150 euros	

Questionnaire_Random7

Select

Questionnaire_Random7

Select

Questionnaire_Random7

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If these were your only options, which would you choose?

Food	No meal	No meal
Luggage	1 Cabin Luggage	1 Cabin Luggage
Ticket refund	No	Yes
Leg space	Extra	Normal
Price	150 euros	120 euros

NONE: I wouldn't choose any of these.

Questionnaire_Random8

Select

Questionnaire_Random8

Select

Questionnaire_Random8

Select

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If these were your only options, which would you choose?

Food	No meal	No meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage	
Ticket refund	Yes	Yes	NONE: I wouldn't choose any of these.
Leg space	Normal	Extra	
Price	90 euros	90 euros	

Select

Select

Select

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If these were your only options, which would you choose?

Food	Complete Meal	Complete Meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage + 1 Checked Luggage	NONE: I wouldn't choose any of these.
Ticket refund	Yes	No	
Leg space	Normal	Extra	
Price	120 euros	150 euros	

Select

Select

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If these were your only options, which would you choose?

	Option 1	Option 2	Option 3
Food	Complete Meal	No meal	
Luggage	1 Cabin Luggage + 1 Checked Luggage	1 Cabin Luggage + 1 Checked Luggage	
Ticket refund	No	Yes	NONE: I wouldn't choose any of these.
Leg space	Normal	Normal	
Price	90 euros	150 euros	

Select

Select

Select

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If these were your only options, which would you choose?

Food	Complete Meal	No meal	
Luggage	1 Cabin Luggage	1 Cabin Luggage + 1 Checked Luggage	
Ticket refund	Yes	Yes	NONE: I wouldn't choose any of these.
Leg space	Normal	Extra	
Price	120 euros	90 euros	

Select

Select

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If these were your only options, which would you choose?

Food	No meal	Complete Meal	
Luggage	1 Cabin Luggage + 1 Checked Luggage	1 Cabin Luggage	
Ticket refund	No	Yes	NONE: I wouldn't choose any of these.
Leg space	Extra	Extra	
Price	120 euros	150 euros	

Select

Select

Select

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Demografic

Age

What is your age, in years?

[   ] Years

Gender

What is your gender?

Gender=1 Male
○

Gender=2 Female
○

Gender=3 Prefer not to answer
○

Occupation

What is your occupation?

Occupation=1 Student
○

Occupation=2 Working Student
○

Occupation=3 Full-time Employed
○

Occupation=4 Unemployed
○

Occupation=5 Retired
○

CountryNames

Which country do you live in?

[▼]

TravelFrequency

How often do you travel in a year?

TravelFrequency=1 Less than 1 time per year
○

TravelFrequency=2 1-2 times per year
○

TravelFrequency=3 3-4 times per year
○

TravelFrequency=4 More than 12 times per year
○

Purpose

Most of the times, do you travel with the purpose of:

Purpose=1 Business
○

Purpose=2 Family visit
○

Purpose=3 Tourism
○

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LastQuestion

Your response has been recorded. Thank you for participating in our survey!

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