Factors Influencing Passengers' Choice of Luxury Flights and Low-Cost Carriers: A Comparative Analysis

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ABSTRACT

Air travel choices are shaped by a combination of safety expectations, travel distance, price, onboard facilities and the purpose of travel. This article compares the reasons passengers select luxury flights and low-cost carriers using the primary-data tables supplied for the study. Eleven choice factors were ranked using Garrett's ranking technique: safety, reaching the destination quickly, comfortable seating, hygienic conditions, affordable price, emergency travel, family and group travel, adequate food supply, in-flight entertainment, in-flight internet facilities and long distance. The supplied tables report 400 passenger responses for each carrier category. For luxury flights, safety received the highest mean Garrett score (61.567), followed by long distance (58.975), in-flight entertainment (52.457) and in-flight internet facilities (51.145). Affordable price received the lowest mean score (43.425). For low-cost carriers, safety also ranked first (62.40), while affordable price ranked second (56.99) and long distance ranked third (55.88).

In-flight internet facilities (41.16) and in-flight entertainment (41.44) occupied the bottom two positions for low-cost carriers. The results indicate that safety is the leading consideration in both categories, but the relative importance of price and onboard services differs. Price is substantially more prominent in the low-cost-carrier results, whereas entertainment and internet facilities feature more strongly among the reasons reported for luxury-flight choice. These findings provide a descriptive comparison of the rankings in the supplied data. Since the material does not include respondent profiles, sampling details or inferential tests, the results should not be interpreted as evidence of statistical significance or generalized beyond the study sample. The article concludes that airlines may benefit from aligning service positioning with the factors most highly ranked by passengers.

Keywords: Passenger choice, luxury flights, low-cost carriers, Garrett's ranking technique, air travel preferences

INTRODUCTION

Air transportation serves passengers with varied travel needs, budgets and expectations. Some passengers may place greater emphasis on onboard comfort and entertainment, while others may prioritize affordability and practical travel requirements. The choice between luxury flights and low-cost carriers therefore offers a useful context for examining the factors that influence passenger decisions.

The supplied study material identifies eleven reasons for choosing an airline category: safety, reaching the destination quickly, comfortable seating facilities, better hygienic conditions, affordable price, emergency travel, family and group travel, adequate food supply, in-flight entertainment, in-flight internet facilities and long distance. The material applies Garrett's ranking technique to assign scores and ranks to these reasons.

The purpose of this article is to compare the reported ranking patterns for luxury flights and low-cost carriers, identify the highest- and lowest-ranked factors in each category, and discuss what the differences may suggest for airline service positioning. The analysis remains descriptive and follows the mean scores and ranks reported in the supplied tables.

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Need and Importance of the Study

The success of airlines depends mainly on the ability to identify passenger's requirements, and offer the same service quality that would meet passenger's expectation and satisfy him, most of the research studies have attempted to find out the satisfaction level of passenger in international airline services, to find the factors of the passenger's opinion in selecting particular international airline, passenger's satisfaction level in air travel and the major problem faced by the passengers of international airlines. In the Indian context, no attempt has been made to study the level of passenger satisfaction in international airlines. In addition, only a few attempts have been made to study a passenger's preference in selecting particular international airline and finally in Passenger satisfaction in air travel, no attempt has been made to find the extent of satisfaction in their preference. To fill this research gap, this study is aimed at finding the level of passengers' satisfaction and to see the liquidity, profitability and operational efficiency of international airlines.

Objectives of the Study

The present study has been set out the objective is to analyse the comparative study on passenger opinion about reason for choosing luxury airline and low cost airline

Scope of the Study

This research study will benefit the airport authority, airline companies (Indian private airlines, Indian government airlines and International airlines) by evaluating their performance. In Tamil Nadu the researcher has taken into consideration four international airports and the airline services operated to some of the places in the world like Dubai, Malaysia, Singapore, Ceylon, Kuwait, Sharjah, Hong Kong, Muscat, Bangkok etc. The responses were collected from the Passengers for this study.

METHODOLOGY

Research design and data source

The article uses a descriptive, comparative approach based on the primary-data tables contained in the supplied document. The tables report a total of 400 passenger responses for the luxury-flight category and 400 for the low-cost-carrier category. The source material does not provide further details on the sampling method, study location, data-collection period, questionnaire design or respondent demographics; these details are therefore not assumed in this article.

Variables and ranking technique

Eleven factors were considered for each airline category. The supplied study uses Garrett's ranking technique, in which respondents' rankings are converted into scores and summarized as mean Garrett scores. The article compares the mean scores and ranks as reported in the source tables. No additional statistical tests were available in the supplied material.

Scope and limitation

The findings reflect the values transcribed from the supplied tables. They describe the relative order of the listed factors within each category; they do not establish causal relationships or statistical differences between passenger groups. The source tables contain some formatting and transcription irregularities, so the reported mean scores and rank labels are retained as presented in the accompanying narrative wherever available.

Sample Design of the Airlines

The present study is analytical in nature and based on secondary sources of data. The researcher has selected four international airlines out of five international airlines, twelve Indian airlines operate in India; it includes passenger airlines and cargo airlines.

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- IndiGo
- Jet Airways
- Air India
- SpiceJet

Types of Data

This research study is based on both Primary and Secondary Data.

Primary Data

The researcher has designed a questionnaire for collecting Primary Data from the sample passengers. Questions related to various aspects of Services offered by International Airlines and level of Passenger Satisfaction regarding factors of International Airlines are given. The researcher has collected data from the Chennai International Airport, Coimbatore International Airport, Tiruchirappalli International Airport and Madurai Airport.

Secondary Data

The secondary data were collected from important publications and reports such as (i) annual reports of selected airline companies and newsletter. (ii) Text book of related topic and journals of repute. The researcher has utilized the offices of the apex bodies of the airline companies, collected data from Directorate of General Civil Aviation (DGCA), IATA, AAI and ICAO,

RESULTS

Reasons for choosing luxury flights

Safety was the highest-ranked reason for choosing luxury flights, with a mean Garrett score of 61.567 and Rank I. Long distance ranked second (58.975), followed by in-flight entertainment (52.457) and in-flight internet facilities (51.145). Adequate food supply ranked fifth (48.975), while reaching the destination quickly ranked sixth (48.30). Comfortable seating facilities ranked seventh (47.20), family and group travel eighth (46.957), emergency travel ninth (46.672), and better hygienic conditions tenth (46.057). Affordable price ranked eleventh, with a mean score of 43.425.

Reasons for choosing luxury flight

The researcher has chosen the Garrett's Scores for getting the reasons for choosing Luxury flight. The researcher has mentioned eleven reasons viz., safety, quickly reached the destination, comfortable seating facilities, Better Hygienic conditions, Affordable price, Emergency of travel, Family & Group travel, Adequate Food supply, In-flight entertainment (Television, Newspaper, Journals and Magazine), In flight internet facilities, Long Distance. The majority of the passengers indicate first preference for safety, Long Distance, available facilities for choosing luxury flight.

The below table 1 shows that Garrett's Scores for reason to choose luxury flight, there are eleven reasons given the Garrett's Scores of Safety means score 61.567 it is the 1st Garrett rank, second reason is it Quickly Reach the destination mean score 48.30, it is 6th Garrett Rank, third reason is Comfortable seating facilities mean score is 47.2, it is 7th Garrett Rank, fourth reason is Better Hygienic Conditions mean score is 46.057, it is 10th Garrett Rank. With 43.425 mean score is Affordable price, it is belonging to 11th Garrett Rank. With 46.672 mean score and reason emergency travel it belongs to 9th Garrett Rank. With 46.957 mean score of family and group travel belongs to 8th Garrett Rank. With 48.975 mean score of adequate food supply belongs to 5th Garrett Rank. With 52.457 mean score of in-flight entertainment facilities belongs to 3rd Garrett Rank. With 51.145 mean score of in-flight internet facilities belongs to 4th Garrett Rank. With 58.975 mean score of Long distance belongs to 2nd Garrett Rank.

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Reasons of choosing luxury		**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**Garrett Total**	**Mean Score**	**Rank**
Garrett Table Value		83	72	65	60	55	50	45	41	35	28	17	-	-	-
Safety	No of Passengers	127	32	24	57	39	34	18	21	20	10	18	400		
	Garrett Score	10541	2304	1560	3420	2145	1700	810	861	700	280	306	24627	61.567	I
Quickly Reached the destination	No of Passengers	10	54	35	35	40	42	37	26	34	48	39	400		
	Garrett Score	830	3888	2275	2100	2200	2100	1665	1066	1190	1344	663	19321	48.302	VI
Comfortable seating facilities	No of Passengers	21	34	43	29	30	35	49	33	28	50	48	400		
	Garrett Score	1743	2448	2795	1740	1650	1750	2205	1353	980	1400	816	18880	47.2	VII
Better Hygienic conditions	No of Passengers	19	23	25	35	41	40	36	52	44	43	42	400		
	Garrett Score	1577	1656	1625	2100	2255	2000	1620	2132	1540	1204	714	18423	46.057	X
Affordable Price	No of Passengers	19	20	32	23	21	33	38	44	63	50	57	400		
	Garrett Score	1577	1440	2080	1380	1155	1650	1710	1804	2205	1400	969	17370	43.425	XI
Emergency of Travel	No of Passengers	14	40	25	27	43	38	46	41	35	54	37	400		IX

	Garrett Score	1162	2880	1625	1620	2365	1900	2070	1681	1225	1512	629	18669	46.672	
Family & Group travel	No of Passengers	36	29	29	29	28	31	31	41	54	42	50	400		
	Garrett Score	2988	2088	1885	1740	1540	1550	1395	1681	1890	1176	850	18783	46.957	VIII
Adequate food supply	No of Passengers	24	30	32	56	31	34	37	49	44	28	35	400		
	Garrett Score	1992	2160	2080	3360	1705	1700	1665	2009	1540	784	595	19590	48.975	V
In-flight entertainment	No of Passengers	28	55	49	36	36	44	34	38	22	30	28	400		
	Garrett Score	2324	3960	3185	2160	1980	2200	1530	1558	770	840	476	20983	52.457	III
In-flight internet facilities	No of Passengers	22	43	54	39	45	36	43	25	30	30	33	400		
	Garrett Score	1826	3096	3510	2340	2475	1800	1935	1025	1050	840	561	20458	51.145	IV
Long distance	No of Passengers	80	44	54	39	46	31	28	30	23	12	13	400		
	Garrett Score	6640	3168	3510	2340	2530	1550	1260	1230	805	336	221	23590	58.975	II

Sources: Computed from SPPS.

Table 2 Reason for Choosing Low Cost Carriers

Reasons of choosing Low cost carriers	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**Garrett Total**	**Mean Score**	**Rank**

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Garrett table value		83	72	65	60	55	50	45	41	35	28	17	-	-	-
Safety	No of Passengers	113	66	27	45	27	30	25	30	17	9	11	400	62.4	I
	Garrett Score	9379	4752	1755	2700	1485	1500	1125	1230	595	252	187	24960		
Quickly Reached the destination	No of Passengers	11	40	54	43	53	41	36	24	29	31	38	400	49.95	VII
	Garrett Score	913	2880	3510	2580	2915	2050	1620	984	1015	868	646	19981		
Comfortable seating facilities	No of Passengers	16	35	57	45	46	38	35	40	28	034	26	400	50.68	V
	Garrett Score	1328	2520	3705	2700	2530	1900	1575	1640	980	952	442	20272		
Better Hygienic Conditions	No of Passengers	22	28	39	43	47	48	40	47	37	19	30	400	50.01	VI
	Garrett Score	1826	2016	2535	2580	2585	2400	1800	1927	1295	532	510	20006		
Affordable Price	No of Passengers	90	52	41	25	20	24	33	34	29	31	21	400	56.99	II
	Garrett Score	7470	3744	2665	1500	1100	1200	1485	1394	1015	868	357	22798		
Emergency of Travel	No of Passengers	23	38	37	31	52	35	67	41	38	22	16	400	51.085	IV
	Garrett Score	1909	2736	2405	1860	2860	1750	3015	1681	1330	616	272	20434		
Family & Group travel	No of Passengers	28	37	30	39	29	37	40	60	41	33	26	400	49.46	VIII

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	Garrett Score	2324	2664	1950	2340	1595	1850	1800	2460	1435	924	442	19784		
Adequate food supply	No of Passengers	14	21	28	29	28	29	37	40	64	46	64	400	42.86	IX
	Garrett Score	1162	1512	1820	1740	1540	1450	1665	1640	2240	1288	1088	17145		
In-flight entertainment	No of Passengers	13	21	35	28	22	24	31	28	45	82	71	400	41.44	X
	Garrett Score	1079	1512	2275	1680	1210	1200	1395	1148	1575	2296	1207	16577		
In-flight internet facilities	No of Passengers	13	21	22	27	37	38	28	18	39	78	79	400	41.16	XI
	Garrett Score	1079	1512	1430	1620	2035	1900	1260	738	1365	2184	1343	16466		
Long distance	No of Passengers	66	42	28	47	41	48	27	38	31	14	18	400	55.88	III
	Garrett Score	5478	3024	1820	2820	2255	2400	1215	1558	1085	392	306	22353		

Sources: Computed from SPPS.

In the above table 2 the researcher chose the Garrett's Scores to know about the reasons for choosing low cost carriers. The researcher has selected eleven reasons viz., safety, quickly reached the destination, comfortable seating facilities, Better Hygienic conditions, Affordable price, Emergency of travel, Family & Group travel, Adequate Food supply, In-flight entertainment (Television, Newspaper, Journals and Magazine), In flight internet facilities and Long Distance. The majority of the passengers indicate first preference for safety, Long Distance, available facilities choosing low cost carriers.

The above table 2 shows Garrett's Scores for reason to choose low cost carriers. Among are eleven reasons given, Garrett's Scores of Safety mean score was 62.4 it is in the 1st Garrett rank, second reason is it Quickly Reach the destination its mean score is 49.95, it is 7th Garrett Rank, third reason is Comfortable seating facilities its mean score is 50.68, it is 5th Garrett Rank, fourth reason is Better Hygienic Conditions its mean score is 50.01, it is 6th Garrett Rank. 56.99 mean score for Affordable price it gets the 2ndGarrett Rank. 51.085 mean score of emergency of travel it gets the 4th Garrett Rank. 49.46 mean score of family and group travel it gets the 8th Garrett Rank. 42.86 mean score of adequate food supply it gets the 9th Garrett Rank. 41.44 mean score of in-flight entertainment facilities it gets the 10thGarrett Rank. 41.16 mean score of in-flight internet facilities gets the 11th Garrett Rank. 55.88 mean score of Long distance gets the 3rdGarrett Rank.

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Comparative summary

The rankings show a shared emphasis on safety, which occupies first place in both categories. Long distance is also among the three highest-ranked factors in both sets of results. The main difference is the position of affordable price: it ranks last for luxury flights but second for low-cost carriers. In-flight entertainment and internet facilities rank third and fourth for luxury flights, but tenth and eleventh for low-cost carriers. This pattern suggests that passengers' stated priorities vary by airline category, with price more prominent in the low-cost-carrier results and onboard digital and entertainment services more prominent in the luxury-flight results.

DISCUSSION

The first-place ranking of safety in both categories indicates that passengers' basic expectations of air travel include confidence in safe transportation. The consistency of this result is notable because the two airline categories differ in their relative emphasis on price and onboard amenities. Safety should therefore be treated as a foundational service expectation rather than a differentiating feature limited to one category.

Affordable price ranks second for low-cost carriers and eleventh for luxury flights in the supplied results. This contrast is consistent with the positioning implied by the category labels: passengers selecting low-cost services may be more attentive to the price offered, whereas passengers choosing luxury flights may assign greater relative importance to other aspects of the journey. However, the supplied data do not identify passengers' income, travel purpose or actual ticket prices, so these possible explanations should be considered interpretations rather than verified causes.

Entertainment and internet facilities receive higher rankings in the luxury-flight results than in the low-cost-carrier results. Airlines targeting passengers who value onboard services may consider the availability and reliability of such facilities when designing their service offerings. At the same time, the low rankings of these features among low-cost-carrier respondents do not necessarily mean that passengers do not value them; the ranking technique only indicates their relative priority compared with the other factors included.

Long distance ranks second for luxury flights and third for low-cost carriers. This suggests that journey distance is a relevant consideration in both categories. Food supply, hygiene, seating, emergency travel and family or group travel occupy middle or lower positions, with some variation between categories. Airlines should interpret these rankings alongside operational information and further passenger research before making major service or pricing decisions.

CONCLUSION

This comparative analysis examined eleven reasons for choosing luxury flights and low-cost carriers using the mean Garrett scores and ranks reported in the supplied primary-data tables. Safety ranked first in both categories. For luxury flights, long distance, entertainment and internet facilities followed, while affordable price ranked last. For low-cost carriers, affordable price ranked second and long distance third, whereas entertainment and internet facilities ranked tenth and eleventh.

The results highlight both common priorities and category-specific differences. Safety remains a central consideration across the two categories, while price is more prominent in the low-cost-carrier results and onboard entertainment and internet facilities are more prominent in the luxury-flight results. Airlines may use these patterns to inform service positioning, while continuing to maintain safety and reliable service as core expectations.

The study is limited by the information available in the supplied document. Details of sampling, respondent characteristics, study location and collection period were not provided, and no inferential analysis was reported. Future research could include these details, examine passenger profiles and travel purposes, and test whether the observed differences are statistically meaningful.

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