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Full-Service or Low-Cost Airlines? A TPB Examination of Perceived Value, Perceived Quality, and Consumer Choice

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September 2025

Department of Marketing, Operations and General Management

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Acknowledgements

Throughout my academic journey, I have acquired a wealth of knowledge. Firstly, through my bachelor's degree in economics, and later through the two years of my master's studies, where I deepened my expertise in the field of marketing. However, I have also gained a deeper understanding of myself, challenging my own limits, overcoming obstacles, and growing as a result. I moved to a new city, started a new life away from home, and decided to do start my master thesis while having a full-time internship. I am extremely proud to have completed my dissertation, which marks the conclusion of another chapter in my life. Being the first in my family to have a master's degree is an amazing feeling. Therefore, I can't help but thank all the people who were part of this journey.

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Abstract

The airline industry has undergone profound transformations, marked by the growing of low-cost carriers (LCCs) and changes in full-service carriers (FSCs), raising questions about how passengers evaluate quality and value when choosing between airlines. The purpose of this study is to investigate how perceived value and perceived quality influence airline passengers' behavioural intentions and actual behaviour across these two business models.

To achieve this, grounded on an extended Theory of Planned Behaviour (TPB), a conceptual model was developed to integrate perceived value and perceived quality alongside with traditional determinants of intention. This model aims to explain the interplay between marketing-driven variables and consumer intentions, as well as their translation into actual behaviour. A quantitative approach is employed for data collection, relying on an online survey. Data were analysed using statistical techniques, including multiple regression analysis, to test the proposed hypotheses.

The results reveal that perceived value and perceived quality shape behaviour intentions, although their influence differs between business models. Perceived value emerges as influential for LCC passengers, while perceived quality plays a stronger role in FSCs.

This research contributes to both academic literature and managerial practice by providing insights into how airlines of each business model can balance strategies to influence consumer behaviour. It also sheds light on the evolving dynamics of the airline market, where traditional and low-cost models increasingly blur, requiring more nuanced marketing approaches.

Keywords: Airline industry, Theory of Planned Behaviour, perceived value, perceived quality, low-cost carries, full-service carries

JEL Classification System: M30 General (M300 Marketing and Advertising: General); M31 Marketing (M310 Marketing)

Resumo

As companhias aéreas têm atravessado por transformações profundas, caracterizadas pelo crescimento das companhias aéreas de baixo custo – low-cost carriers (LCCs) e pelas mudanças nas companhias aéreas tradicionais – Full-Service carriers (FSCs). Estas mudanças levantam questões relevantes acerca da forma como os passageiros avaliam a qualidade e o valor percebido ao efetuarem escolhas entre os diferentes modelos de negócio das mesmas. O objetivo deste estudo é investigar de que forma o as percepções influenciam as intenções e o comportamento dos passageiros.

Para tal, com base numa versão alargada da Teoria do Comportamento Planeado (TPB), foi desenvolvido um modelo conceptual que integra as dimensões de valor percebido e qualidade percebida, aos determinantes tradicionais das intenções comportamentais. Este modelo visa explicar a relação entre variáveis influenciadas pelo marketing e as intenções do consumidor, bem como a sua tradução em comportamento efetivo. O estudo segue uma abordagem quantitativa, recorrendo a um inquérito online para recolha de dados. A análise estatística incluiu técnicas como a regressão linear múltipla, de forma a testar as hipóteses propostas.

Os resultados revelam que o valor percebido e a qualidade percebida influenciam significativamente as intenções comportamentais, embora com pesos distintos consoante o modelo de negócio. O valor percebido assume maior relevância no caso das LCCs, enquanto a qualidade percebida tem um papel mais determinante nas FSCs.

Este estudo contribui tanto para a literatura académica como para a prática de gestão, ao fornecer contributos relevantes sobre a forma como cada modelo de negócio das companhias aéreas devem equilibrar as suas estratégias para influenciar o comportamento do consumidor. Adicionalmente, lança luz sobre a evolução do setor, no qual as fronteiras entre modelos tradicionais e de baixo custo se tornam cada vez mais ténues, sugerindo abordagens de marketing mais diferenciadas e sofisticadas.

Palavras-chave: Companhias Aéreas, Teoria do Comportamento Planeado, valor percebido, qualidade percebida, companhias aéreas de baixo custo, companhias aéreas tradicionais

Sistema de Classificação JEL: M30 General (M300 Marketing and Advertising: General); M31 Marketing (M310 Marketing)

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Introduction

Context and relevance

According to IATA economic reports, the airline industry has experienced exponential growth over the past few decades, particularly in terms of passenger numbers (IATA, 2024). This growth has been accompanied by an increase in both the quantity and variety of carriers. The industry is divided into two main business categories: Full-Service Carriers (FSCs) and Low-Cost Carriers (LCCs). Full-Service Carriers operate under a business model that prioritizes a wide range of pre-flight and on-board services, which is reflected in their ticket prices. Conversely, Low-Cost Carriers focus on providing fewer services and adopt a simplified, cost-effective structure to offer more affordable options (Chiou & Chen, 2010).

Understanding consumer behaviour is essential for explaining how passengers make choices between low LCCs and FSCs, especially in a market characterized by increasing hybridization, a dynamic that may vary between the two models due to passenger evolving preferences and expectations (Yaylali et al., 2016).

Price has long been recognized as one of the most influential determinants of airline choice (Dolnicar et al., 2011; Maisarah et al., 2020; Rajaguru, 2016). However, passengers' decisions are not guided by price alone. Service quality has also been consistently shown to play a critical role, as it directly shapes passenger satisfaction (Kos Koklic et al., 2017; Shah et al., 2020). Beyond these dimensions, several studies highlight that it is not merely the monetary cost but rather the perceived overall value of the service that significantly affects passengers' behavioural intentions, suggesting that consumers evaluate their choices by the benefits they receive (Forgas et al., 2010; Sezgen et al., 2019).

With this, understanding the consumer perceptions of quality and value within the two dominant airline business model plays a central role to the interpretation of consumer decision-making in air passenger transport.

Research Aim

The purpose of the present study is to assess the impact of passenger actual perceptions of low-cost carriers (LCCs) and full-service carriers (FSCs). While several investigations have examined airline business models, their competitive strategies or pointed out possible factors of choice, the current literature lacks a comprehensive analysis of what are the actual consumers' perceptions and how those influence their actual travel choices. Therefore, this dissertation aims to fill this gap by analysing passengers' evaluations of airlines and how these evaluations shape their decision-making process.

One of the objectives of this dissertation is to provide a deeper understanding of how the perception of value and quality drive passengers' airline preferences. For this purpose, the study develops and tests a conceptual models that is applied separately to LCCs and FSCs.

Another aim of this dissertation is to provide guidance for marketers and managers in the airline industry to design more effective pricing, service, and communication strategies that are aligned with passengers' expectations. At the same time, this research seeks to highlight how consumer perceptions of value and quality may contribute to competitive differentiation in the sector.

RQ1 - To what extent the evaluation of perceived value and perceived quality differ for passengers, when comparing full-service and low-cost carriers.

The research question investigates whether variations in how value and quality are perceived across airline type, significantly impact passengers' behaviour towards each airline business model.

Dissertation structure

The present Master Thesis is developed in the form of a dissertation and is structured into six comprehensive chapters: Introduction, Literature Review, Conceptual Model and Research Hypotheses, Methodology, Results and Conclusion and Limitations. The opening chapter introduces the research topic, outlines the context, and emphasizes its relevance. The first chapter, dedicated to the literature review, establishes the theoretical foundations for the key concepts under study. The second chapter presents the conceptual framework, in which the proposed research model is introduced along with the formulated research hypotheses. The methodology's chapter describes the research design, sampling approach, detailing the data collection procedures, analytical methods, and data processing techniques. The fourth chapter

presents the results of the main findings. Finally, the fifth and concluding chapter, discusses the results, synthesizes the main theoretical contributions, outlines the managerial implications, acknowledges the study's limitations, and suggests directions for future research.



Figure 1 – Dissertation's structure

Source: Own elaboration

1. Literature Review

1.1 The Airline Industry

According to economic reports published by the International Air Transport Association (IATA), the airline industry has experienced significant growth over the past several years. This expansion is evident not only in terms of the increase in passenger traffic but also in the rising number of airlines operating globally. A closer examination of the post-pandemic air passenger market analysis, between 2020 and the present year, it further highlights this upward trajectory. The data indicates a consistent and steady recovery in air travel demand, reflecting the resilience of the industry as it adapts to changing market conditions and evolving consumer behaviour (IATA, 2024).

The number of commercial carriers has expanded considerably, not only in the total number of operators but also in the variety of business models. Broadly, there are two main types of airline businesses, the traditional full-service carriers (FSCs) and the more recent low-cost carriers (LCCs). According to Air Transport Action Group (2025), in 2023 there were 1,138 airlines operating. This confirms that the number of commercial carriers is substantial and suggests a growing and diversifying industry landscape. OAG data reveals that low-cost carriers now account for around 33% of all scheduled airline seats and approximately 30% of all scheduled flights, making LCCs the fastest-growing segment in the industry (Grant, 2024).

Passenger preferences and expectations vary between the two main airline segments, since low-cost airlines and full-service carriers operate under distinct business models, each catering to different market segments. LCCs typically pursue market penetration strategies, aiming to reach the widest possible customer base, whereas FSCs tend to adopt market skimming strategies, targeting a more defined and premium niche (Yaylali et al., 2016).

A hybridization between low-cost and full-service business models has been documented, as carriers adapt to changing market dynamics and consumer preferences (Chiambaretto & Combe, 2023). FSCs created “basic economy” fares and products to target low-cost carrier customers (Curley & Krishnan, 2025) and LCCs tend to cut costs by charging a premium price, for unbundling services, that usually tend to be complementary (IATA, 2022).

1.2 Consumer Behaviour in the Airline Industry

Consumer behaviour in the services context refers to the decisions and actions that individuals take when selecting, using, and evaluating service offerings to satisfy their needs and desires. It includes the choices made before purchase, the interactions that occur during the service, and the assessments made afterward. The characteristics of services of intangibility, heterogeneity, inseparability, and perishability strongly influence how consumers perceive and respond to them (Zeithaml et al., 2018). Lovelock and Wirtz (2016) stated that consumer behaviour also involves evaluating perceived value, service quality, and overall satisfaction, highlighting that it extends beyond the act of purchase to encompass the entire service experience, including its emotional, functional, and relational aspects.

Some researchers

1.2.1 Key determinants of airline choice

There is an extensive discussion in the literature regarding the determinants of choice – that shape intentions – in the airline industry. The literature emphasizes the critical role of passenger satisfaction in shaping behavioural intentions (Oliver, 1997; Loureiro & Fialho, 2016). Some researchers conclude that price plays an important role in the customer choice of the type of airline (Dolnicar et al., 2011; Rajaguru, 2016) and that in a price-sensitive market, customers tend to choose an airline that offers the lowest available price for a given route (Maisarah et al., 2020). Others say that not only price, but also overall value can be the most important factors for both economy and premium passengers (Sezgen et al., 2019). Loyalty is often mentioned in the equation, specifically, a passenger's decision to remain loyal to an airline is heavily influenced by their perceived value relative to the price paid (Forgas et al., 2010) and this dynamic may vary across the two major airline segments - LCCs and FSCs - due to differing passenger preferences and expectations (Yaylali et al., 2016; Lin & Huang, 2015). Overall, quality, value, and satisfaction directly influence behavioural intentions (Zeithaml, 1988; Cronin et al., 2000).

Service quality and satisfaction have been extensively studied and proven to be key determinants of intention (Chen et al., 2019; Liu & Lee, 2016; Su et al., 2016; Zeithaml et al., 1996) and quality is proven to be directly related with passenger satisfaction (Kos Koklic et al., 2017; Maisarah et al., 2020; Rajaguru, 2016; Shah et al., 2020). An airline passenger satisfaction meta-analysis conducted by Eshaghi et al. (2024) identifies perceived service quality and perceived value among the strongest drivers of airline passenger satisfaction and post-purchase behaviours. Additionally, passenger satisfaction significantly influences

behavioural intentions such as loyalty and recommendation. Service quality and perceived value positively influence passengers' intentions, including brand loyalty and willingness to pay for airline services and related enhancement (Ragab et al., 2024).

In the context of this study and considering the broader research on factors influencing airline choice, particular importance is placed on passengers' perceptions of value and quality across the two main business models: low-cost carriers and full-service carriers.

1.3 Perceived Quality

Perceived quality refers to consumers' assessment of a product's overall excellence or superiority based on their experiences and expectations. It plays a crucial role in shaping consumer behaviour, influencing their purchasing decisions and perceptions of value (Zeithaml, 1988). An increase in perceived quality is closely associated with greater consumer utility, as it often reflects the credibility of the brand or service provider. As a result, perceived quality not only enhances the evaluation of the service but also reduces perceived risk and simplifies consumers' uncertainty and strengthens their confidence in the choice being made (Sweeney & Soutar, 2001).

The value of a service is also shaped by consumers' perceptions of its quality. Service consumers seem to place greater importance on the quality of a service over the cost involved in acquiring it (Cronin et al., 2000). Erdem and Swait (1998) emphasize that perceived quality is crucial to consumer utility, as credible brand signals lower perceived risk and information costs, increasing consumers' confidence and value in the service offerings. Building on this, Wu et al. (2011) found that when consumers perceived the quality of a service, this may result in influencing their behaviour because of the positive awareness and image of the brand, influencing their decision-making processes.

In the airline industry, Koech et al. (2023) found that Airline brand perceived quality positively influences airline brand choice. Service quality can yield desirable individual outcomes, such as increased brand awareness, brand popularity and brand associations, further boosting value perceived by passengers (Chen et al., 2019). Service quality significantly affects, Attitude, Subjective Norms and Perceived behavioural control, these, in turn, influence passengers' intention to reuse the same airline (Thongkruer & Wanarat, 2023).

1.4 Perceived Value

Perceived value, in general, is defined as the consumer's evaluation of the benefits received from a product relative to its cost, it is usual referred as the utility of a product that encompasses the interplay between price, quality, and overall value, influencing behaviour decisions. (Zeithaml, 1988; Lin et al., 2005)

The construct of perceived value is often also defined as a multidimension concept, divided in four main dimensions: quality/performance, emotional, price/value for money and social, where each value dimension was proven to play an important and separate role in forming attitudes and behaviours in the purchasing process (Sweeney & Soutar, 2001; Walsh et al., 2014). El-Adly (2019) study endorses the multidimensional conceptualization of perceived value, emphasizing that consumers evaluate value across several distinct dimensions rather than as a single construct, reinforcing the idea that value perception is complex and context dependent.

Customer perceived value is also considered a key source of competitive advantage between competitors (Christensen, 2010) since perceived value was also considered a critical antecedent of loyalty, encompassing both emotional and social components. Forgas (2010) found that perceived value directly influences satisfaction and trust, which in turn affects consumer loyalty. The concept of loyalty is usual related with behavioural intentions such as repurchase or recommendations (Oliver, 1997). Aleem et al., 2024 analysed perceived value in the luxury consumption context and emphasized the multi-layered nature of the construct and it's influences on consumption behaviours.

Cronin et al., 2000 analysed extensively the effects of value in service environments and concluded that value constitutes one of the most important determinants of behavioural intentions. In the airline context, perceived value emerges as a central determinant, not only driving passenger satisfaction but also shaping post-purchase behaviours and behavioural intentions such as loyalty, recommendation, and willingness to pay (Chiou & Chen, 2010; Eshaghi et al., 2024; Ragab et al., 2024).

1.5 Subjective norms

Subjective norms were defined by Ajzen (1991) as the perceived social pressure to perform or not to perform the behaviour, meaning that individuals consider whether people important to them (e.g., family, friends, peers) think they should or should not engage in a specific

behaviour. Ajzen further explains that subjective norms are shaped by normative beliefs - what others expect, and motivation to comply - how much one wants to meet those expectations.

A most recent study by the same author added a more nuanced view of subjective norms, distinguishing between two types of normative beliefs: injunctive and descriptive. Injunctive normative beliefs refer to an individual's perception of whether significant others approve or disapprove of performing the behaviour. In contrast, descriptive normative beliefs relate to the perceived behaviour of those referent others; that is, whether they themselves engage in the behaviour. Together, these beliefs shape the perceived social pressure to perform or not to perform a given behaviour, thus contributing to the formation of subjective norms (Ajzen, 2020).

Botetzagias et al. (2024) found them to be the strongest predictor of behavioural intention, with that influence depending on the type of norm (injunctive or descriptive), the type of social referent (such as family or close friends), and the individual's level of identification with the referent group. In the airline context, several previous reports provide empirical evidence that subjective norms positively influence passengers' behavioural intentions regarding the use of airline services (Truong et al., 2020; Thongkruer & Wanarat, 2023).

H3: Subjective Norms positively influence Behavioural Intention.

1.6 Attitudes

According to Ajzen (1991) attitude is defined as the individual's positive or negative evaluation of engaging in the behaviour. Attitude toward the behaviour is conceptualized as a function of the individual's behavioural beliefs, which refer to the perceived likelihood that performing a specific behaviour will result in certain outcomes or experiences. When the expected outcomes are favourable and the belief in their occurrence is strong, individuals are more likely to hold a positive attitude toward performing the behaviour (Ajzen, 2020).

In the airline industry, empirical studies have demonstrated that attitudes significantly influence passengers' behavioural intentions when making decisions about using airline services (Pan & Truong, 2018; Truong et al., 2020; Thongkruer & Wanarat, 2023)

H4 - Attitudes positively influence Behavioural Intention.

1.7 Perceived Behavioural Control

The concept of perceived behavioural control is described as the extent to which an individual perceives having control or ability to perform a given behaviour, which may have a direct impact on both their intention and their actual execution of the behaviour (Ajzen, 1991).

Ajzen (2020) detailed that perceived behavioural control is grounded in accessible control beliefs, which reflect an individual's perception of factors that may either facilitate or hinder the performance of a specific behaviour. These factors may include skills and abilities, the availability of time, money, or other resources and the cooperation of others. A control belief refers to the person's subjective judgment regarding the likelihood that a particular facilitating or constraining factor will be present in the given context. Each belief contributes to the overall perception of behavioural control, depending on the perceived strength or power of that factor to influence the individual's ability to perform the behaviour. There has also been a discussion if this variable is a moderator or a direct determinant of intention.

On the airline industry context, the results have been diverse. Thongkruer and Wanarat (2023) found that passengers' perceived behavioural control positively influences their intention to engage with the airline, while Pan and Truong (2018) found that this variable is not relevant for intentions, passengers do not find perceived control of external resources to be important in their choice of LCCs.

H5 - Perceived Behavioural Control positively influences Behavioural Intention.

1.8 Behavioural Intentions and actual behaviour

A key construct in the Theory of Planned Behaviours (TPB) is behavioural intentions, which describes an individual's propensity to perform a certain behaviour, representing the motivational factors that influence a given action and indicating how much effort they are prepared to exert to perform the behaviour. It is considered the immediate antecedent of actual behaviour.

Actual behaviour refers to the observable and measurable performance of a specific action by an individual, representing the execution of an intended behaviour in real-world circumstances, representing the end behaviour that the TPB seeks to predict (Ajzen, 1991).

Empirical studies have proven that intention is a primary predictor of behaviour (Singh & Verma, 2017; Wu & Chen, 2014). In the airline industry this relationship has also been applied and proven to be positive, according to the TPB model (Truong et al., 2020).

H6 - Behavioural Intention positively influences Actual Behaviour.

1.9 The Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) developed by Ajzen (1991) is a psychological framework that explains human behaviour through three key determinants: attitude toward the behaviour, subjective norms, and perceived behavioural control. It explains how individuals make deliberate decisions to engage in a behaviour based on these three core factors. According to this theory, an individual's intention to perform a behaviour is the most immediate predictor of actual behaviour, and this intention is shaped by three main concepts: Attitude (A), the individual's positive or negative evaluation of engaging in the behaviour; Subjective Norms (SN), the perceived social pressure to engage or not engage in the behaviour, influenced by important referents (e.g., family, friends, society) and Perceived Behavioural Control (PBC), the extent to which an individual feels capable of performing the behaviour, which can directly influence both intention and actual behaviour.

TPB has been widely applied in consumer behaviour research (Botetzagias et al., 2024; Singh & Verma, 2017), particularly in the airline industry (Kim & Lee, 2019; Pan & Truong, 2018; Truong et al., 2020; Thongkruer & Wanarat, 2023; Truong et al., 2020). In the present study, TBP serves as a foundational framework for understanding the decision-making process of the consumer, when performing a behaviour with different airline business models, namely full-service carriers (FSCs) and low-cost carriers (LCCs).

1.9.1 Service Variables within the TPB Framework

The model of Theory of Planned Behaviour (TPB) is open to the addition of new constructs and modifications to improve explanatory power (Ajzen, 1991). Given so, to the base model, two constructs were added: Perceived Value and Perceived Quality. These variables are theorized to influence the three core TPB antecedents of behavioural Intention that ultimately, is expected to influence the Actual Behaviour.

The constructs added serve as critical cognitive evaluations formed through consumers' interactions with each airline business model. By integrating these variables into the TPB framework, the model captures a more comprehensive understanding of how consumers

develop intentions and ultimately engage in behaviour, bridging the gap between perceptions and decision-making in the airline industry.

The value of a service is shaped by consumers' perceptions of its quality. Consumers seem to place greater importance on the quality of a service over the cost involved in acquiring it (Cronin et al., 2000). According to Wu and Chen (2014), behavioural intentions are prominently influenced by consumers' perceptions, and perceived quality and perceived value are proven to be key mediators in translating consumers' perceptions into behavioural intentions. Given the relevance of perceived value and perceived quality in consumer behavioural studies, and the gap in the literature of these concepts applied to the TPB, the following hypothesis are proposed.

H1a - Perceived Quality positively influences Subjective Norms.

H1b - Perceived Quality positively influences Attitudes.

H1c - Perceived Quality positively influences Perceived Behavioural Control.

H2a - Perceived Value positively influences Subjective Norms.

H2b - Perceived Value positively influences Attitudes.

H2c - Perceived Value positively influences Perceived Behavioural Control.

2. Conceptual Framework and Research Hypothesis

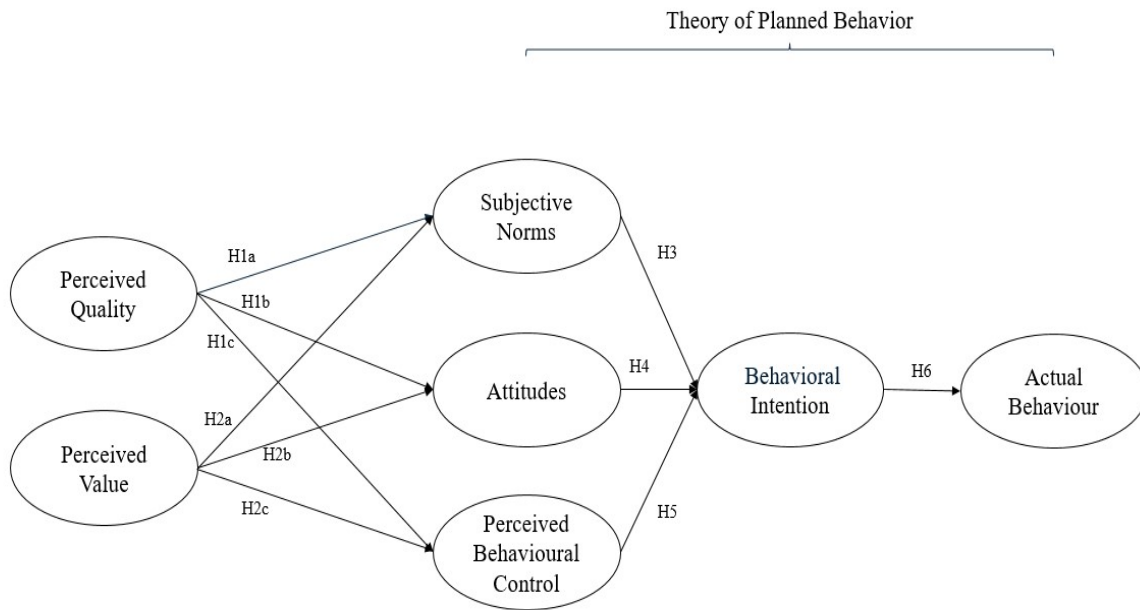


Figure 2.1 – Conceptual Model of Investigation
H: hypothesis; Source: Own elaboration

The model adopted to investigate consumers' intention and behaviour towards flying with low-cost carriers (LCCs) or full-service carriers (FSCs) is based on an extended version of the Theory of Planned Behaviour (TPB), incorporating the additional studied constructs of Perceived Quality and Perceived Value.

In the airline context, *Attitudes* reflect consumers' overall evaluation of flying with an LCC or an FSC based on perceived benefits. *Subjective norms* capture the influence of social factors, including recommendations from friends and family, online reviews, and prevailing market trends, which may shape consumers' preferences. *Perceived Behavioural Control* represents the extent to which consumers are capable of following through with their purchase and intentions of engagement and flying, considering factors such as financial constraints, ticket availability, and convenience. *Behavioural intention* refers to individual's stated plans or willingness to fly and engage with an airline business model under evaluation and *Actual Behaviour* captures the realized action, such as purchasing a ticket, recommending the airline, or repeating the purchase in the future.

The theory is particularly relevant in this context, as both business models often involve a trade-off between perceptions of value and quality. By integrating TPB into the conceptual model, this research aims to provide a structured understanding of how service perceptions

shape intentions in an increasingly competitive market. Based on the literature review, the conceptual model (Figure 1) illustrates the following hypotheses:

H1a – Perceived Quality positively influences Subjective Norms.

When consumers perceive a high quality of an airline, they are more likely to believe that important others (e.g., friends and family) would approve of their choice, thus strengthening subjective norms.

H1b – Perceived Quality positively influences Attitudes.

Higher perceived quality of an airline's service leads to more favourable consumer attitudes towards choosing, recommending, and booking flights with that airline.

H1c – Perceived Quality positively influences Perceived Behavioural Control.

If an airline is perceived as high quality, consumers may feel more confident and capable of successfully managing their booking experience, enhancing their perceived control over the behaviour.

H2a – Perceived Value positively influences Subjective Norms.

When consumers feel that an airline offers good value for money, they may believe that people around them would support or recommend such a choice, reinforcing subjective norms.

H2b – Perceived Value positively influences Attitudes.

Perceiving that an airline provides good value increases consumers' positive evaluations and overall attitude toward booking flights and recommending that airline.

H2c – Perceived Value positively influences Perceived Behavioural Control.

When consumers perceive good value with an airline, they are more likely to feel that choosing and booking with the airline is within their control.

H3 – Subjective Norms positively influence Behavioural Intention.

If important people in the consumer's life approve or suggest flying with a certain airline, the consumer is more likely to intend to book flights with it.

H4 – Attitudes positively influence Behavioural Intention.

Consumers who hold positive attitudes toward an airline are more likely to intend to book and recommend that airline.

H5 – Perceived Behavioural Control positively influences Behavioural Intention.

When consumers feel that they have the resources and ability to book with a specific airline, they are more likely to intend to do so.

H6 – Behavioural Intention positively influences Actual Behaviour.

A strong intention to book and recommend an airline increases the likelihood of actually following through with it.

3. Methodology

This chapter highlights the methods used for research and analysis of the dissertation. A primary data collection method is explained and presented as well as the study's population sample. The research design and how data collection was processed are also presented and explained in detail in the sections above.

3.1 Research Design and Questionnaire Development

This study adopts a quantitative, cross-sectional, and explanatory research design to collect and analyse primary data. Given the objective of testing the relationships between constructs grounded in the Theory of Planned Behaviour (TPB) and two additional variables as predictors of airline choice, a survey-based approach was employed. The quantitative method was selected to allow for empirical testing of the proposed hypotheses using statistical analysis, aiming to identify causal relationships between the constructs. A deductive reasoning approach was followed, starting from theory to hypothesis testing based on collected data.

Two structured questionnaires were conducted (Appendix A), using measurement items that reflect each construct of the conceptual model and were developed using validated items from prior studies, adapted to the airline's service context. Two questionnaires were designed, generating two distinct samples. A randomizer method was used, to distribute evenly the two surveys between respondents, that allowed the collection of two different samples at the same time. Each questionnaire had a total of 32 questions, 27 of Likert scale, and 5 of multiple choice: 3 for demographics and 2 for sample characterization. One questionnaire had questions regarding the perceptions, intentions, and experience with Low-Cost Carriers (LCCs), while the other evaluated the same constructs and questions regarding Full-Service Carriers (FSCs), both regarding short-haul flights.

3.2 Measures

The constructs listed below were assessed using validated items from prior studies, adapted to the airline service context. A seven-point Likert scale was used to measure the extent of agreement with each item of each construct (1 = Strongly disagree, 7 = Strongly agree).

- The Perceived Value construct was adapted from Walsh et al. (2014), measured based on a four-dimension scale: Emotional value, social value, quality (functional value) and price (value for money). Each dimension was defined by two items.
- The Perceived Quality construct was adapted from Erdem and Swait (1998) and it was measured based on two items. PQ1 was measured based on a seven-point Likert scale

where 1- "strongly agree and 7- "strongly disagree ". PQ2 was measured based on a seven-point Likert scale where 1- "extremely low quality" and 7- "extremely high quality ".

- Attitudes (A), Subjective Norms (SN) and Perceived Behavioural Control (PBC), three constructs from the Theory of Planned Behaviour were all adapted from Pan and Truong (2018) and each one is defined and measured by three items.
- The Behavioural Intention construct was adapted from Wu and Chen (2014) and it was measured based on five items.
- The Actual Behaviour construct was adapted from Singh and Verma (2017) and it was measured based on three items.

Appendix B states a table with the items used for the main research and their author's sources.

3.3 Data Collection

The surveys were created and distributed using the Qualtrics platform. Data collection took place between April 30th and May 30th. Participants were selected through non-probability convenience sampling. The target population consists of individuals who are familiar with either low-cost or full-service airlines. The survey was distributed online via social media platforms and online forums, ensuring voluntary and anonymous participation. The final sample size was expected to be at least 300 respondents to ensure statistical validity and allow for comparison between LCC and FSC perceptions. The final number of total complete responses in both surveys was 312. The survey evaluating LCCs had 157 responses and the survey evaluating FSCs had 155 responses.

A pilot test was initially conducted with 10 participants, consisting of close friends and family members, to evaluate the clarity and coherence of the survey instrument. The data collected during this phase was not included in the final analysis, as its primary purpose was to identify inconsistencies and improve the overall quality of the questionnaire. Based on the feedback received, ambiguous sections were revised, and unclear or redundant items were either reworded or removed to enhance clarity and ensure the reliability of the survey.

3.4 Data Treatment and Analysis

The collected data was analysed using the Statistical Package for the Social Sciences (SPSS) and the first step involved data treatment, exporting all the data collected through Qualtrics as an excel file. The data was divided into two groups: Initially, it was necessary to define and assign the appropriate type of variable to each item under evaluation, considering that each

item forms part of a broader construct, and to create the demographic variables. That was done for each group. Descriptive statistics were used to profile the samples and summarize the main characteristics of the respondents.

Prior to hypothesis testing, preliminary analyses were conducted to assess data quality, including reliability and validity, the verification of assumptions of normality, linearity, homoscedasticity, and the absence of multicollinearity. To empirically test the proposed hypothesis, Multiple Linear Regression (MLR) analyses were performed. Each regression model examined the impact of one or more independent variables on the corresponding dependent variable, as specified by the theoretical framework. This analytical technique was deemed appropriate for evaluating the magnitude, direction, and statistical significance of the proposed associations between constructs. Model adequacy was assessed using relevant diagnostic indicators, including the coefficient of determination (R^2), standardized beta coefficients, t-statistics, and p-values, with statistical significance established at the conventional confidence 95% level ($\alpha = 0.05$), where p-values less than 0.05 indicated significant effects.

4. Results

4.1 Preliminary Exploratory Analysis

A Preliminary Exploratory Analysis (PEA) was conducted to ensure the data set was reliable, clean, and suitable for subsequent statistical procedures. This stage involves characterizing the sample through demographic and other relevant variables, screening for missing values and the identification of potential outliers. Descriptive statistics, including means and standard deviations, were calculated, and analysed for all constructs (Appendix C). Reliability was examined using Cronbach's Alpha to verify internal consistency. These preliminary analyses provide a foundation for the subsequent multiple regression models and group-based comparisons.

4.1.1 Samples Characterization

The final two samples together consisted in 312 answers from two distinct groups, that are divided based on the type of airline under evaluation: 153 answered questions evaluating their perceptions about low-cost carriers (Group 1), while 157 responded in reference to full-service carriers (Group 2). Both groups received the same type of questionnaire, with the only change being the airline type, that was adapted throughout the questions. The target population consists of individuals with prior experience or knowledge of low-cost and full-service airline concepts.

To ensure the respondents' familiarity and contextualize their perceptions, a screening question was presented at the beginning of each questionnaire. Figures 1.1 and 1.2 illustrate the results of this initial question, which assessed the frequency with which respondents had flown with the respective airline type under evaluation. In both groups, over 70% of participants reported having flown with such airlines at least once during the past year.

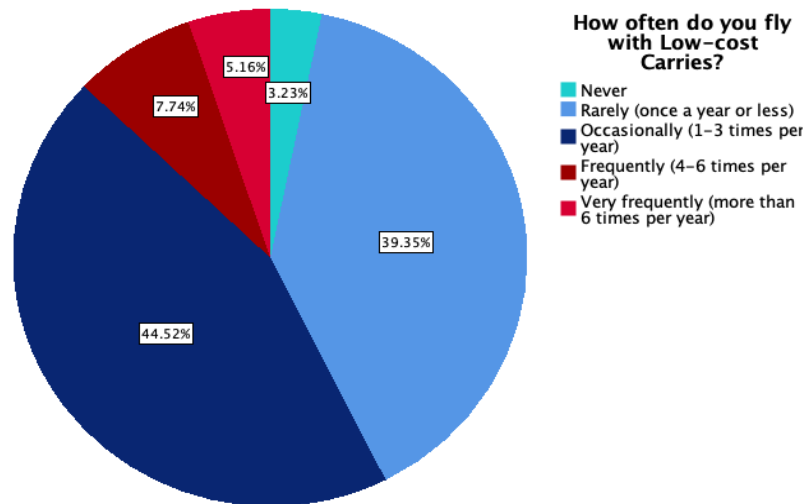


Figure 4.1 – Pie chart flight frequency: Group 1– LCCs

Source: Own elaboration using SPSS data

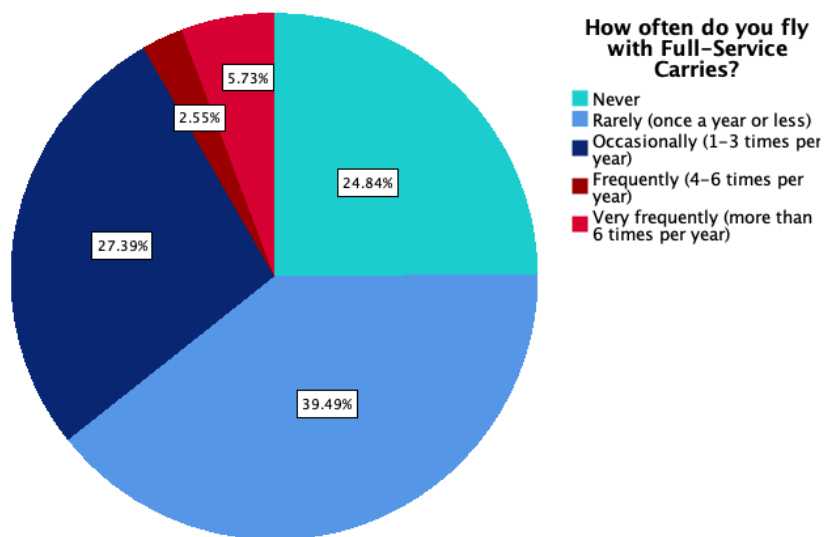


Figure 4.2 – Pie chart flight frequency: Group 2 – FSCs

Source: Own elaboration using SPSS data

4.1.2 Socio-Demographic Characteristics

Three demographic variables were created and analysed from the data set: Age, gender and education. Demographic statistics for the two samples are presented below.

Figure 4.3 presents a pie chart illustrating the percentage distribution of Gender, for group 1 - LCCs respondents, of whom 82.6% were female and 16.7% men, less than 1% prefer not to say.

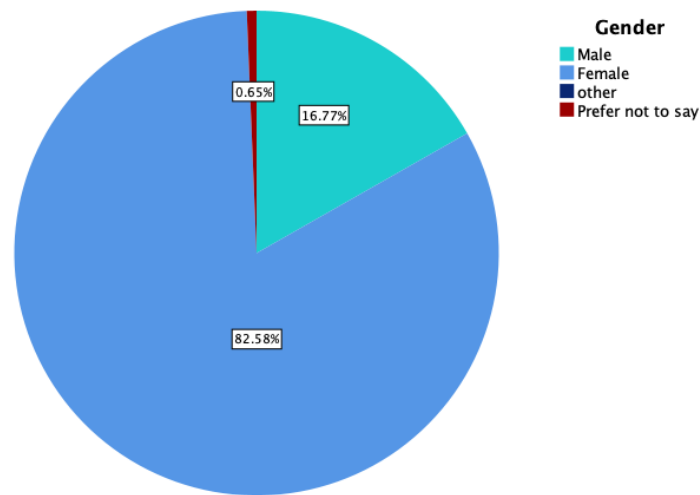


Figure 4.3 – Pie chart Gender: Group 1 – LCCs

Source: Own elaboration using SPSS data

Figure 4.4 represents the same variable for Group 2 – FSCs respondents, of whom 82.6% were female and 16.7% men, less than 1% responded “other”.

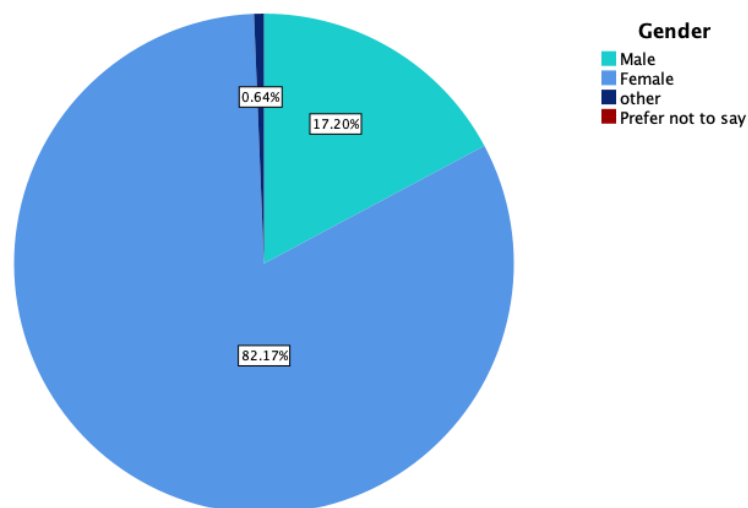


Figure 4.4 – Pie chart Gender: Group 2 – FSCs

Source: Own elaboration using SPSS data

The variable Age was measured on a 7-point scale, where 1 represents “under 18 years old” and 7 represents “65+ years”. After excluding “under 18 years old responses”, the analysis of the results suggests that on Group 1, 81.29% participants have between 18-24 years old. For both scenarios, that age range is the most figurative. Representing the majority of all

participants. The second age range more figurative again, in both groups, are between 24-34 years old, with 13.55% on Group 1 and 21.02% on Group 2.

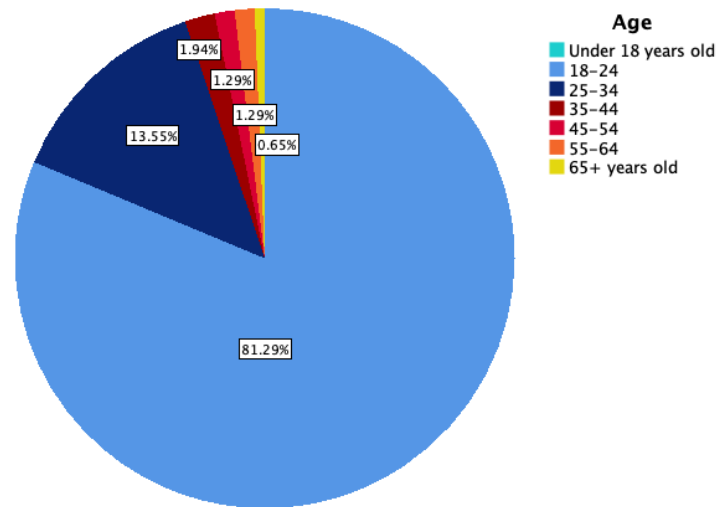


Figure 4.5 – Pie chart Age: Group 1 – LCCs

Source: Own elaboration using SPSS data

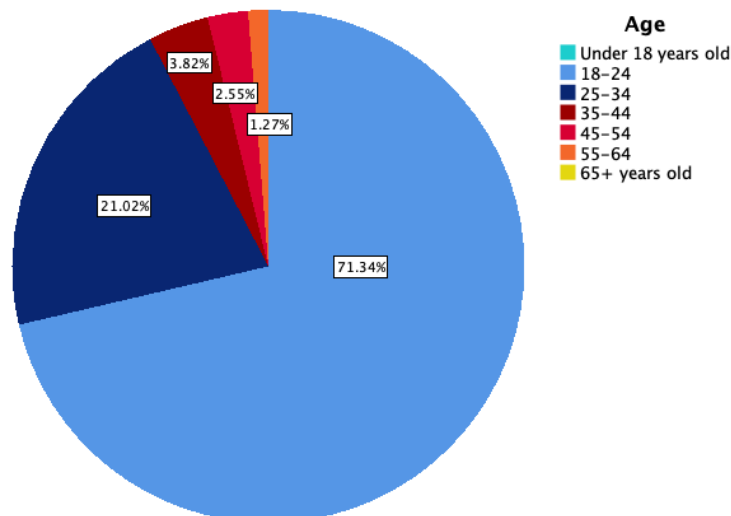


Figure 4.6 – Pie chart Age: Group 2 – FSCs

Source: Own elaboration using SPSS data

Regarding the variable Education, it was measured on a 7-point Likert scale, as so, it was divided in seven levels of education: 1-“Some high school or less”; 2-“High school”; 3-“Some college but no degree”; 4-“Associates/Technical degree”; 5-“Bachelor's degree”; 6-“Graduate or professional degree” and 7-“Prefer not to say”. We can observe from Figure 4.7 and Figure 4.8 that the two samples have a fairly high level of education, with “Bachelor’s degree” having

the higher percentage on both groups: 27,10% (Group 1) and 32.48% (Group 2).

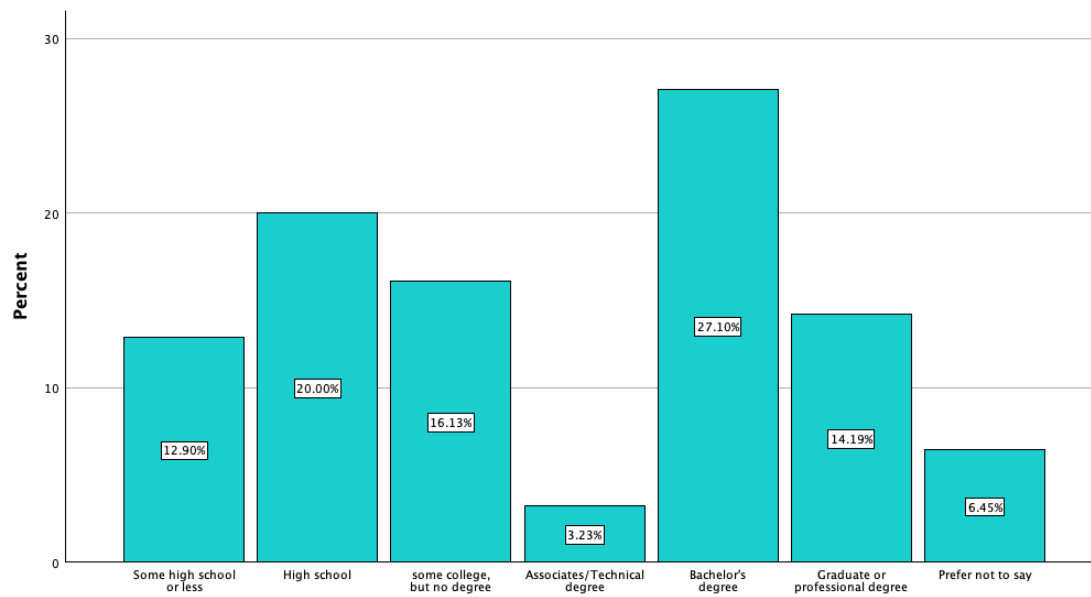


Figure 4.7 – Bar chart Education: Group 1 – LCCs

Source: Own elaboration using SPSS data

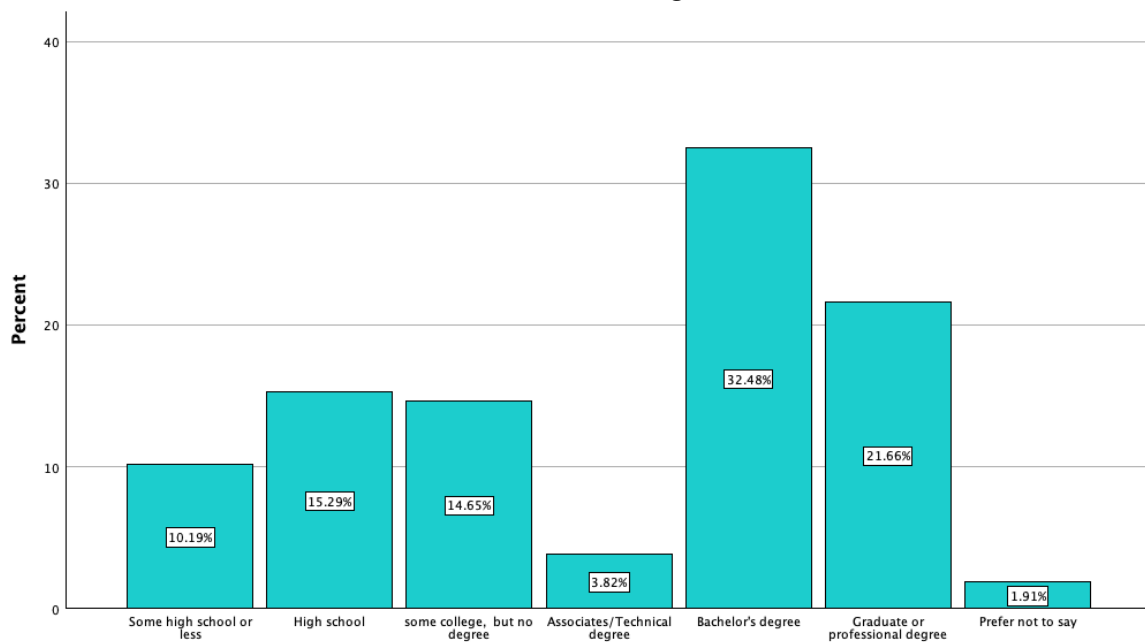


Figure 4.8 – Bar chart Education: Group 2 – FSCs

Source: Own elaboration using SPSS data

After analysing the socio-demographic characteristics of both samples, it reveals that they share a similar overall profile.

4.1.3 Results presentation

To analyse the results, the measures of each construct were aggregated. The aggregate construct's value is calculated by averaging the individual values of the items that constitute it, with no weighting applied. Therefore, the following variables were created.

For group 1: PerceivedValue_LCC; PerceivedQuality_LCC; Attitudes_LCC; SubjectiveNorms_LCC; PerceivedBehaviouralControl_LCC; BehaviouralIntentions_LCC; ActualBehaviour_LCC; PerceivedQuality_LCC.

For group 2: PerceivedValue_FSC; PerceivedQuality_FSC; Attitudes_FSC; SubjectiveNorms_FSC; PerceivedBehaviouralControl_FSC; BehaviouralIntentions_FSC; ActualBehaviour_FSC.

From this point onwards, whenever the name of a construct is used, it refers to its aggregate value. All constructs represent the measure of the items on a 7-point Likert-scale.

The construct *Perceived Value*, representing the average PV of all 8 items that measures it, has a mean value of 4.40 for the LCCs group and 4.58 for the FSCs group. Both values are higher than the midpoint of the 1–7 Likert scale, indicating that the perceived value of both carrier types is relatively positive, with FSCs being evaluated slightly more favourably overall.

The construct *Perceived Quality*, representing the average PQ of the two items that measures it, has a mean value of 3,9 for LCCs group and 4,79 for FSCs group. This suggests that, while the LCCs score is slightly below the midpoint of the 1–7 Likert scale, the FSCs score is notably higher, indicating that full-service carriers are perceived as offering a considerably higher quality compared to low-cost carriers.

The construct *Subjective Norms*, representing the average SN of the three items that measures it, has a mean value of 4,43 for LCCs and 4,37 for FSCs. Both values are higher than the midpoint of the 1–7 Likert scale, indicating that on average, social influences play a moderately important role in shaping passengers' behavioural intentions for both carrier types, with a minimal difference between the two groups.

The construct *Attitudes*, representing the average A of the three items that measures it, has a mean value of 4,47 for LCCs and 5,25 for FSCs. Both scores are above the midpoint of the 1–7 Likert scale, suggesting favourable attitudes toward both carrier types, although FSCs hold a noticeably higher value, meaning more positive attitudes toward full-service carriers compared to low-cost carriers.

The construct *Perceived Behavioural Control*, representing the average PBC of the three items that measures it, has a mean value of 5,33 for LCCs and 4,6 for FSCs. Both values are

well above the midpoint of the 1–7 Likert scale, indicating that passengers feel a relatively high sense of control over their ability to choose and use both carrier types, with a stronger perception of control associated with low-cost carriers.

The construct *Behavioural Intentions*, representing the average BI across all five items that measures it, has a mean value of 4,65 for LCCs and 4,28 for FSCs. Both scores are above the midpoint of the 1–7 Likert scale, suggesting that passengers show a positive intention to choose both carrier types, with intentions being slightly stronger for low-cost carriers compared to full-service carriers.

The construct *Actual Behaviour*, representing the average AB of the three items that measures it, has a mean value of 3,74 for LCCs and 3,31 for FSCs. Both scores are below the midpoint of the 1–7 Likert scale, indicating relatively low engagement with both carrier types in terms of flying behaviour, with slightly higher behavioural engagement toward low-cost carriers.

Appendix C presents the tables with detailed descriptive statistics of all constructs and their individual items.

4.1.4 Data Reliability and Validity

The items under analysis were assessed on validity and reliability. Cronbach's alpha was conducted for each construct to understand the degree of consistency. The values obtained are between 0 and 1. The closer the values are to 1, the better the internal consistency between the constructs.

Table 4.1 – Cronbach's Alpha value for each Construct of Group 1 (LCCs)

Main Construct	Cronbach's Alpha
Perceived Value	0.799
Perceived Quality	0.793
Attitudes	0.826
Subjective norms	0.687
Perceived Behavioural Control	0.671
Behaviour intentions	0.773
Actual Behaviour	0.497

Source: Own elaboration

Cronbach's Alpha value for Subjective Norms was 0.687 and for Perceived Behavioural Control was 0.671, which is considered acceptable for exploratory research, particularly given

the small number of items in the scale ($N = 3$). Cronbach's Alpha for Actual Behaviour was 0.42, indicating low internal consistency. Given the exploratory nature of this research and the small number of items, results involving this construct should be interpreted with caution.

In addition to assessing reliability for each construct individually, Cronbach's Alpha was also calculated for the overall scale (27 items) to evaluate the internal consistency as a whole. This provides an indication of the instrument's overall reliability and allows a comparison between the two groups.

Table 4.2 – Cronbach's Alpha vale for all construct's items of Group 1 (LCCs)

Total number of items	Cronbach's Alpha
27	0.906

Source: Own elaboration

A Cronbach's alpha value of 0,906 was obtained for group 1, which indicates a very high level of consistency between the items on the scale, as shown in Table 1.2.

Table 4.3 – Cronbach's Alpha vale for each Construct of Group 2 (FSCs)

Main Construct	Cronbach's Alpha
Perceived Value	0.832
Perceived Quality	0.753
Attitudes	0.881
Subjective norms	0.870
Perceived Behavioural Control	0.846
Behaviour intentions	0.896
Actual Behaviour	0.844

Source: Own elaboration

Table 4.4 – Cronbach's Alpha vale for all construct's items of Group 2 (FSCs)

Total number of items	Cronbach's Alpha
27	0.931

Source: Own elaboration

All Cronbach's Alpha values for the constructs of Group 2 have values above 7 and a Cronbach's alpha value of 0,865 was obtained for group 2 as a whole, which indicates a very high level of consistency between the items on the scale, as shown in Table 1.3 and Table 1.4.

Although the items of the constructs are identical between the two groups, their meaning or perceived relevance may vary. For instance, respondents may not perceive or value certain aspects in the same way on LCCs and FSCs. This variation in interpretation can lead to less consistent responses, which can explain the individual results of Group 1, compared with Group 2.

4.2 Independent Samples t-test

An independent samples t-test is a statistical method used to compare the means of two independent groups. It determines if there's a statistically significant difference between the average values of a continuous variable across these two groups. With that, an independent sample t-tests was conducted to assess whether there were significant differences in constructs between Group 1, where respondents evaluated low-cost carriers (LCCs) and Group 2, where respondents evaluated their perceptions on full-service carriers (FSCs).

Levene's Test for Equality of Variances was assessed for each construct to determine whether equal variances could be assumed. When Levene's test was not significant ($p > 0.05$), the "Equal variances assumed" results were used; otherwise, the "Equal variances not assumed" line was reported. (Appendix D).

- For *Perceived Value*, Levene's test indicated equal variances ($p = 0.280$). The t-test revealed no statistically significant difference between LCC and FSC groups, $t(310) = -1.702, p = .090$ (two-tailed). Thus, the perceived value was similar for both groups.
- For *Perceived Quality*, variances were equal ($p = 0.118$). A highly significant difference emerged, $t(310) = -6.83, p < 0.001$, with FSC respondents reporting higher perceived quality (Mean Difference = -0.89 , 95% CI $[-1.15, -0.63]$).
- *Attitudes* toward the airline type also differed significantly, $t(310) = -6.01, p < 0.001$ (equal variances not assumed, $p = 0.017$), with FSCs respondents reporting more positive attitudes (Mean Difference = -0.78 , 95% CI $[-1.04, -0.53]$).
- No significant difference was found for *Subjective Norms*, $t(310) = 0.90, p = 0.368$, indicating that social influence did not differ substantially between the groups.
- In contrast, *Perceived Behavioural Control* showed a significant difference, $t(310) = 5.03, p < 0.001$, with LCC respondents perceiving greater control over their travel decisions (Mean Difference = 0.73 , 95% CI $[0.44, 1.02]$).
- For *Behavioural Intentions*, the difference was also significant, $t(310) = 2.61, p = 0.010$, with LCC respondents displaying slightly stronger intentions to fly with that airline type. (Mean Difference = 0.37 , 95% CI $[0.09, 0.65]$).

- Lastly, *Actual Behaviour* differed significantly, $t(310) = 2.76, p = 0.006$, showing that LCC respondents reported engaging in travel-related behaviours (such as booking and repeat purchases) more frequently than FSC respondents (Mean Difference = 0.43, 95% CI [0.12, 0.74]).

In summary, significant differences between the means of the two groups were observed for *Perceived Quality*, *Attitudes*, *Perceived Behavioural Control*, *Behavioural Intentions*, and *Actual Behaviour*, while *Perceived Value* and *Subjective Norms* showed no significant differences between group 1 (LCCs) and group 2 (FSCs).

4.3 Simple and Multiple Linear Regression Models

A Simple Linear Regression (SLR) model examines the relationship between one independent variable and one dependent variable. It is used to assess the direct effect of a single predictor on an outcome. A Multiple Linear Regression (MLR) model involves more than one independent variable.

4.3.1 MLRM assumptions

A Multiple Linear Regression Model (MLRM) is a statistical method that allows us to investigate the presence of a relationship between more than one independent variable and a dependent variable. For an MLRM to be used for inference, seven assumptions must be met, according to Gauss-Markov theorem:

- 1) Linearity of the relationship between each X and Y.
- 2) The mean of the residual component of the model is zero.
- 3) The independent variables are not correlated with the residual terms.
- 4) There is no correlation among the residual terms.
- 5) The variance of the random term is constant.
- 6) Normality of the residuals
- 7) There is no correlation among the explanatory variables.

If all assumptions hold it is possible to generalize conclusions for the entire population, if not, it is only possible to characterize the sample. For the ten MLRMs that were conducted, five for each group, all assumptions are held (Appendix D).

4.3.2 Hypothesis Testing

4.3.2.1 Multiple Linear Regression – PV and PQ as independent variables and SN as dependent variable

Group 1 – Low-Cost Carries

To evaluate the influence of Perceived Value and Perceived Quality on Subjective Norms, a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.5 – Group 1: Multiple Regression, SN as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	2,196	0,445		<0,001	0,159	<0,001
PV	0,364	0,118	0,274	0,002		
PQ	0,163	0,083	0,175	0,052		

Source: Own elaboration

The equation of the fitted regression model is:

$$fitted\ SN = 2,196 + 0,364 * PV + 0,163 * PQ + \varepsilon$$

Group 2 – Full-Service Carries

To evaluate the influence of Perceived Value and Perceived Quality on Subjective Norms, a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.6 – Group 2: Multiple Regression, SN as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	0,251	0,538		0,641	0,293	<0,001
PV	0,669	0,107	0,461	<0,001		
PQ	0,207	0,098	0,156	0,036		

Source: Own elaboration

The equation of the fitted regression model is:

$$fitted\ SN = 0,251 + 0,669 * PV + 0,207 * PQ + \varepsilon$$

- The two samples present low R Square values. FSCs group has a higher R² value of 0,293, meaning that Perceived Value and Perceived Quality together explain

29.4% of the variance in Subjective Norms. It is considered a moderate level of explanatory power since the predictors explain nearly one-third of the variance in Subjective Norms, being meaningful for the model.

- Perceived Value has a standardized coefficient beta of 0,274 on group 1 and 0,461 on group 2, meaning that this construct has a higher impact on Subjective Norms for Full-Service Carriers than Low-cost carriers group.
- The ANOVA test shows a significance level of $<0,001$ for both groups, indicating that the overall regression models are statistically significant.
- Analysing the significance value of the independent variables, both of them influence significantly SN for group 2 (FSCs), with sig's of $<0,001$ and 0,036, respectively.
- On Group 1(LCCs), The effect of PV is proven statistically to influence SN, since the p-value is $< 0,001$, although, PQ significance value is marginal ($p = 0.052$). While it does not reach the conventional significance level of 0.05, it suggests a potential association that may become significant with a larger sample or under different model specifications.
- We can conclude that H2a can be accepted for both groups; H1a is rejected for LCCs Group and accepted for FSCs Group.

H1a — Perceived Quality positively influences Subjective Norms.

H2a — Perceived Value positively influences Subjective Norms.

4.3.2.2 Multiple Linear Regression - PV and PQ as independent variables and A as dependent variable

Group 1 – Low-Cost Carriers

To evaluate the influence of Perceived Value and Perceived Quality on Attitudes

A MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.7 – Group 1: Multiple Regression, A as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std. Error	B			
(Constant)	-0,095	0,331		0,775	0,604	<0,001
PV	0,654	0,088	0,455	<0,001		
PQ	0,432	0,062	0,427	<0,001		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedA = -0,095 + 0,654 * PV + 0,432 * PQ + \varepsilon$$

Group 2 – Full-Service Carries

To evaluate the influence of Perceived Value and Perceived Quality on Attitudes, a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.8 – Group 2: Multiple Regression, A as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std. Error	B			
(Constant)	1.307	0,346		<0,001	0,466	<0,001
PV	0,428	0,069	0,397	<0,001		
PQ	0,415	0,063	0,421	<0,001		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedA = 1,307 + 0,428 * PV + 0,415 * PQ + \varepsilon$$

- The two samples present high R Square values. LCCs group has a higher R² value of 0,604, meaning that Perceived Value and Perceived Quality together explain 60.4% of the variance in Attitudes. It is considered a high level of explanatory power since the predictors explain more than half of the variance in Attitudes, being meaningful for the model.
- Perceived Value has a standardized beta coefficient of 0,455 on group 1 and 0,397 on group 2, meaning that this construct has a slightly higher impact on Attitudes for Low-Cost Carries than Full-Service carries.
- Perceived Quality presents similar coefficients for both groups ($\beta = 0.427$, $p < 0.001$; $\beta = 0.421$, $p < 0.001$) which indicates that there is no significant difference between the effect of PQ on SN for the two samples.
- The ANOVA test shows a significance level of <0,001 for both groups, indicating that the overall regression models are statistically significant.
- Analysing the significance value of the independent variables, both influence significantly Attitudes, for both groups. PQ and PV significance levels of <0.001,

confirm their strong and statistically effect on the dependent variable for LCCs and FSCs.

- We can conclude that H1b and H2b can be accepted for both groups.

H1b – Perceived Quality positively influences Attitudes.

H2b – Perceived Value positively influences Attitudes.

4.3.2.3 Multiple Linear Regression – PV and PQ as independent variables and PBC as dependent variable

Group 1 – Low-Cost Carries

To evaluate the influence of Perceived Value and Perceived Quality on Perceived Behavioural Control a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.9 – Group 1: Multiple Regression, PBC as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	4,101	0,461		<0,001	0,047	0,025
PV	0,235	0,123	0,182	0,057		
PQ	0,05	0,087	0,054	0,567		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedPBC = 4,101 + 0,235 * PV + 0,05 * PQ + \varepsilon$$

Group 2 – Full-Service Carries

To evaluate the influence of Perceived Value and Perceived Quality on Perceived Behavioural Control, a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.10 – Group 2: Multiple Regression, PBC as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	2.479	0,626		<0,001	0,073	0,003
PV	0,191	0,124	0,13	0,126		
PQ	0,26	0,114	0,192	0,024		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedPBC = 2,479 + 0,191 * PV + 0,26 * PQ + \varepsilon$$

- The two groups present low R Square values. FSCs group has a higher R² value of 0,073, meaning that Perceived Value and Perceived Quality together explain 7.3% of the variance in Perceived Behavioural Control. It is considered a low level of explanatory power.
- Perceived Value presents similar coefficients for both groups, which indicates that there is no significant difference between the effect of PV on PBC for the two samples.
- Perceived Quality has a standardized beta coefficient of 0,054 on group 1 and 0,192 on group 2, meaning that this construct has a slightly higher impact on PBC for Full-Service carriers than Low-Cost Carriers.
- The ANOVA test shows a sig<0,05 for both groups, indicating that the overall regression models are statistically significant.
- Analyzing the significance value of the independent variables for Group 1 (LCCs), PV significance value is marginal (p = 0.057). While it does not reach the conventional significance level of 0.05, it suggests a potential association that may become significant with a larger sample or under different model specifications. PQ significant value is >0,05, so it is not significant, meaning PQ does not meaningfully predict PBC in this group.
- On Group 2 (LCCs), PV value is positive but not statistically significant since Sig >0,05. PQ significance value of 0,024 proves that it is statistically significant, a higher PQ increases PBC.
- We can conclude that H1c is rejected for group 1 and accepted for group 2. H2c is rejected for both groups.

H1c – Perceived Quality positively influences Perceived Behavioural Control

H2c – Perceived Value positively influences Perceived Behavioural Control.

4.3.2.4 Multiple Linear Regression – SN, A and PBC as independent variables and BI as dependent variable

Group 1 – Low-Cost Carries

To evaluate the influence of Subjective Norms, Attitudes and Perceived Behavioural Control on Behavioural Intentions a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.11 – Group 1: Multiple Regression, BI as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	0,736	0,384		0,057	0,522	<0,001
SN	0,206	0,058	0,215	<0,001		
A	0,508	0,055	0,574	<0,001		
PBC	0,138	0,056	0,14	0,015		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedBI = 0,736 + 0,215 * SN + 0,574 * A + 0,14 * PBC + \varepsilon$$

Group 2 - Full-Service Carries

To evaluate the influence of Subjective Norms, Attitudes and Perceived Behavioural Control on Behavioural Intentions a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.12 – Group 2: Multiple Regression, BI as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	-0,968	0,468		0,04	0,49	<0,001
SN	0,318	0,064	0,318	<0,001		
A	0,41	0,086	0,303	<0,001		
PBC	0,375	0,058	0,381	<0,001		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedBI = -0,968 + 0,318 * SN + 0,303 * A + 0,381 * PBC + \varepsilon$$

- The two groups present high R Square values. LCCs group has a slightly higher R² value of 0,522, meaning that Subjective Norms, Attitudes and Perceived

Behavioural Control together explain 52.2% of the variance in Behavioural Intentions. The FSCs group presents an R^2 of 0.490, indicating that these predictors explain 49% of the variance in BI. Both values reflect a high explanatory power for the models.

- The standardized beta coefficients differ between the two groups. For Group 1 (LCCs), Attitudes present the highest standardized beta ($\beta = 0.574$, $p < 0.001$), followed by Subjective Norms ($\beta = 0.215$, $p < 0.001$). Perceived Behavioural Control has the lowest effect ($\beta = 0.140$, $p = 0.0150$).
- For Group 2 (FSCs), Perceived Behavioural Control is the strongest predictor ($\beta = 0.381$, $p < 0.001$), followed by Subjective Norms ($\beta = 0.318$, $p < 0.001$) and Attitudes ($\beta = 0.303$, $p < 0.001$). All predictors have similar values and are statistically significant.
- The ANOVA test shows $\text{sig} < 0.001$ for both models, confirming that the MRL models are statistically significant.
- We can conclude that H3, H4 and H5 are accepted for both groups.

H3 – Subjective Norms positively influence Behavioural Intention.

H4 – Attitudes positively influence Behavioural Intention.

H5 – Perceived Behavioural Control positively influences Behavioural Intention.

4.3.2.5 Simple Linear Regression – BI as independent variable and AB as dependent variable

Group 1 - Low-Cost Carriers

To evaluate the influence of Behavioural Intentions on Actual Behaviour, a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.13 – Group 1: Multiple Regression, AB as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	1.034	0,345		0,003	0,299	<0,001
BI	0,582	0,072	0,547	<0,001		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedAB = 1,034 + 0,582 * BI + \varepsilon$$

Group 2 – Full-Service Carries

To evaluate the influence of Behavioural Intentions on Actual Behaviour a MLR model was developed. Using SPSS to run the model, the following values were obtained:

Table 4.14 – Group 2: Multiple Regression, AB as the dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	Sig	R Square	ANOVA sig
	B	Std.Error	B			
(Constant)	-0,139	0,274		0,612	0,531	<0,001
BI	0,806	0,061	0,729	<0,001		

Source: Own elaboration

The equation of the fitted regression model is:

$$fittedAB = -0,139 + 0,806 * BI + \varepsilon$$

- The two models show different explanatory powers. The first group presents a higher R^2 of 0.522, indicating strong explanatory power (52.2% of the variance explained), while the second group presents an R^2 of 0.299, meaning the predictors explain 29.9% of the variance, which reflects a moderate level of explanatory power.
- The standardized beta coefficients differ between the two groups. For Group 2 (FSCs), BI present a highest standardized beta ($\beta = 0.729$, $p < 0.001$), in comparison with Group 1 standardized beta ($\beta = 0.547$, $p < 0.001$). Both of them show a strong effect of Behavioural Intentions on Actual Behaviour.
- The ANOVA test shows $sig < 0.001$ for both models, confirming that the MRL models are statistically significant.
- We can conclude that H6 is accepted for both groups.

H6 — Behavioural Intention positively influences Actual Behaviour.

Table 4.15 – Group 1 LCCs: Hypotheses Validation

Hypotheses for Group 1: Low-Cost Carriers	Validation
H1a - Perceived Quality positively influences Subjective Norms.	REJECTED
H1b - Perceived Quality positively influences Attitudes.	ACCEPTED
H1c - Perceived Quality positively influences Perceived Behavioral Control.	REJECTED
H2a - Perceived Value positively influences Subjective Norms.	ACCEPTED
H2b - Perceived Value positively influences Attitudes.	ACCEPTED
H2c - Perceived Value positively influences Perceived Behavioral Control.	REJECTED
H3 - Subjective Norms positively influence Behavioral Intention.	ACCEPTED
H4 - Attitudes positively influence Behavioral Intention.	ACCEPTED
H5 - Perceived Behavioral Control positively influences Behavioral Intention.	ACCEPTED
H6 - Behavioral Intention positively influences Actual Behavior.	ACCEPTED

Table 4.16 – Group 2 FSCs: Hypotheses Validation

Hypotheses for Group 2: Full-Service Carriers	Validation
H1a - Perceived Quality positively influences Subjective Norms.	ACCEPTED
H1b - Perceived Quality positively influences Attitudes.	ACCEPTED
H1c - Perceived Quality positively influences Perceived Behavioral Control.	ACCEPTED
H2a - Perceived Value positively influences Subjective Norms.	ACCEPTED
H2b - Perceived Value positively influences Attitudes.	ACCEPTED
H2c - Perceived Value positively influences Perceived Behavioral Control.	REJECTED
H3 - Subjective Norms positively influence Behavioral Intention.	ACCEPTED
H4 - Attitudes positively influence Behavioral Intention.	ACCEPTED
H5 - Perceived Behavioral Control positively influences Behavioral Intention.	ACCEPTED
H6 - Behavioral Intention positively influences Actual Behavior.	ACCEPTED

5. Conclusions and Discussion

5.1 Discussion

This study aimed to investigate how perceptions influence consumer behaviour in the airline industry through the lens of the Theory of Planned Behaviour.

When we first observe the results of the independent sample t-tests conducted to compare mean differences between the two groups, we can already state some differences in passenger evaluating behaviour. FSCs continue to be associated with superior perceived quality and more favourable attitudes, consistent with prior research that identifies service quality as a key driver of satisfaction and behavioural intentions (Ragab et al., 2024; Zeithaml et al., 1996). Social influence does not differ significantly between groups. Importantly, perceived value means did not differ significantly between the two models, indicating that passengers recognise value in both propositions, although for different reasons (Zeithaml, 1988; Cronin et al., 2000; Eshaghi et al., 2024). Higher perceived behavioural control, stronger intentions and reported behaviours for LCCs further show that despite FSCs' edge in quality, passengers are acting also on control and accessibility, reflecting the increasing dominance of LCCs in actual market behaviour (Dolnicar et al., 2011; Rajaguru, 2016).

5.2 Theoretical Implications

Concerning the theoretical contributions provided by this research, the Research Question must now be taken into consideration and answered. The research question investigates whether variations in how value and quality are perceived across airline types significantly impact passengers' behaviour towards each airline business model.

The present study can validate the proposed conceptual model, although it does not support all the previously established hypotheses. In the LCC group, perceived quality only influenced attitudes, while its effects on subjective norms and perceived behavioural control were rejected. This suggests that, although passengers of low-cost airlines form more positive attitudes when they perceive acceptable quality, such perceptions do not translate into stronger social pressures or enhanced feelings of control. These findings align with Rajaguru (2016), who noted that LCC passengers primarily emphasise price and convenience rather than service quality when forming behavioural responses. In contrast, for FSCs, all hypothesised links between perceived quality and the TPB determinants, were confirmed. This is consistent with Chen et al., (2019), Koech et al., (2023) and Thongkruer & Wanarat (2023) which emphasise quality as a central driver of passenger behavioural intentions.

Results indicate that perceived value significantly influenced subjective norms and attitudes in both groups but showed no effect on PBC. This suggests that passengers in both LCCs and FSCs interpret value primarily in attitudinal and normative terms, confirming earlier findings by Cronin et al. (2000), Eshaghi et al. (2024) and Ragab et al. (2024), which position perceived value as a core determinant of satisfaction and intention. However, the lack of significance for PBC reflects the idea that value perceptions may not directly increase passengers' sense of control over their travel decisions. PBC is primarily associated with the availability of resources, capabilities, and external constraints (Ajzen, 1991), whereas value is a comparative evaluation of benefits versus sacrifices (Zeithaml, 1988). Thus, although passengers may perceive good value, this does not reduce structural barriers such as scheduling rigidity or limited resources, which may remain outside their control.

For both groups, the relationships between Subjective norms, Attitudes and PBC with Behavioural Intentions were confirmed, stating the robustness of the TPB framework of Ajzen (1991) and consistent with Thongkruer & Wanarat, (2023). Behavioural intention significantly predicted actual behaviour in both groups, confirming the extant literature that intentions are strong predictors of behaviour (Singh & Verma, 2017; Wu & Chen, 2014; Truong et al., 2020)

This confirms the validity of the Theory of Planned Behaviour applied to the airline sector and underlines the universal role of these constructs across service contexts.

5.3 Managerial contributions

The results of this study provide several important insights for airline managers and marketers seeking to align their strategies with passengers' expectations. Perceived quality and perceived value emerged as critical drivers of attitudes and behavioural intentions (Cronin et al., 2000; Eshaghi et al., 2024; Ragab et al., 2024; Zeithaml et al., 1996), particularly in the FSC context, underscoring the need for FSCs managers to continue investing in service excellence while effectively communicating the added value of premium offerings. For LCCs, the findings suggest that marketing efforts should emphasize the value propositions, such as competitive fares, transparent pricing, and options that reinforce a good exchange between what they pay and what they receive in return, consistent with research that highlights price sensitivity and value as a dominant factor in this segment (Chiou & Chen, 2010; Rajaguru, 2016; Sezgen et al., 2019; Thongkruer & Wanarat, 2023). While service quality improvements may enhance attitudes in LCCs, they are unlikely to be the primary driver of passenger choice compared to value-based considerations.

The independent t-test results of comparison of means between groups further indicate that passengers of FSCs and LCCs differ significantly in their perceptions of quality, attitudes, perceived behavioural control, behavioural intentions, and actual behaviour, while perceived value and subjective norms showed no significant differences. The non-significant differences of perceived value between LCCs and FSCs reinforces what was stated before, having important implications for the ongoing hybridization trend in the airline industry (Chiambaretto & Combe, 2023; Curley & Krishnan, 2025; IATA, 2022). For managers and marketers, the findings highlight the importance of exercising caution when adopting hybridization strategies, underlining that FSCs risk losing their competitive edge if they attempt to also compete on price and neglect their core strengths of quality and service. LCCs managers and marketers should also focus on maintaining operational efficiency while enhancing perceived value and service quality to build customer loyalty and differentiate airlines beyond just low fares. In practice, successful strategies should strike a balance between value and quality for FSCs and LCCs, with each airline emphasizing its core strengths.

Taken together, the findings provide guidance on how these two business models can navigate management and marketing strategies and sustain long-term competitiveness by aligning their offerings with passengers' perceptions of value and quality.

5.4 Limitations

This study presents some limitations that should be acknowledged. The data were collected using a quantitative cross-sectional design, which restricts the ability to capture changes over time or establish causal relationships between constructs. The reliance on self-reported data may have introduced perceptual or social desirability biases. The online nature of the survey introduces uncertainty regarding the context in which respondents completed it and the honesty of their answers. Closed-ended questions, while facilitating quantitative analysis, may have limited the depth of understanding of passengers' motivations and attitudes. The research was not carried out across multiple countries or regions given so, results may differ significantly in markets with different cultural, economic, or regulatory conditions.

The sample is not fully balanced in terms of gender representation, with a higher proportion of female respondents compared to male. This imbalance may introduce bias in the findings, as gender differences can influence perceptions of value, quality, and behavioural intentions.

5.5 Future Research

Future studies could address limitations by expanding the sample size and diversity, aiming for a more balanced or stratified sample to ensure greater gender representativeness and comparability across demographic groups. A longitudinal approach in future research could provide deeper insights into how perceptions and intentions evolve in response to shifts in the airline industry. Researchers could also adopt qualitative methods, such as interviews or focus groups, to gain richer insights into passengers' attitudes and perceptions of value and quality that could enhance the external validity and practical relevance of the findings.

Exploring other complementary construct, or adding some different variables to the base model, such as trust, risk perception, loyalty programs, complementary services perceptions, environmental concerns, or other relevant behavioural concepts, could provide a more comprehensive understanding of passengers' behaviour and airline choice. Future research could explore how travel motivations, such as status, experience, and social signals, influence airline choices in different segments (Japutra et al., 2023). Additionally, integrating new technologies to enhance the airline experience and understanding if cultural differences can help improve service and customer behaviours. Moreover, it would also be an option to approach brands in the airline industry sector and conduct the research with internal data, to find out if they had consumer profiles that would allow for a more accurate and detailed definition of the variables to be examined. Another avenue would be to analyse how perceptions differ across short-haul versus long-haul flights, or between traditional and emerging hybrid airline models.

Expanding the analysis to cross-cultural settings could provide additional insights into how cultural and economic factors moderate the relationships tested in this study.

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Appendices

Appendix A – Qualtics Online Survey Preview

Group 1 (LCCs)

Dear Participant,

My name is Dara and I'm a Master's student in Marketing at ISCTE Business School. This questionnaire is part of my master's research, which aims to explore consumer behavior in the airline industry, specifically regarding the choice of Airline Carriers. Your responses will help provide valuable insights into the factors influencing customer perceptions of Low-Cost carriers (LCCs) and Full-service Carriers (FSCs).

Your participation is completely voluntary, and all responses will remain anonymous and confidential. There are no right or wrong answers – please answer honestly based on your personal experiences and opinions. The survey should take less than 5 minutes to complete.

By proceeding, you agree to participate in this study.

The following statements are designed to assess your opinions and perceptions regarding your experiences and decision-making process when choosing Low-Cost Carriers – LCCs (e.g., Ryanair, easyJet, Wizz Air, Transavia, Vueling Airlines, Volotea, Southwest Airlines, JetBlue Airways, Spirit Airlines, AirAsia, etc.)

There are no right or wrong answers – I am only interested in your personal views. When you start please answer until the end, it is valuable for this study.



Which type of airline do you usually fly with for short-haul flights?

☐ Low-cost carriers (LCCs)

☐ Full-service carriers (FSCs)

☐ Both equally

How often do you fly with Low-cost Carriers?

☐ Never

☐ Rarely (once a year or less)

☐ Occasionally (1-3 times per year)

☐ Frequently (4-6 times per year)

☐ Very frequently (more than 6 times per year)



Please rate the following statements on a scale from 1 to 7,
where: 1 = Strongly Disagree and 7 = Strongly Agree.

Considering benefits and costs, how do you perceive the overall
value of Low-Cost carries?

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Flying with LCCs makes me feel good about myself.	☐	☐	☐	☐	☐	☐	☐
I find flying with LCCs enjoyable and satisfying.	☐	☐	☐	☐	☐	☐	☐
Flying with LCCs enhances how others perceive me.	☐	☐	☐	☐	☐	☐	☐
Flying with LCCs creates a good impression on other people.	☐	☐	☐	☐	☐	☐	☐
Flying with LCCs provides a consistent and reliable travel experience.	☐	☐	☐	☐	☐	☐	☐
Flying with LCCs meets my expectations in terms of service quality.	☐	☐	☐	☐	☐	☐	☐
Flying with LCCs offers good value for the price I pay.	☐	☐	☐	☐	☐	☐	☐
Considering the price I pay, flying with LCCs is a good choice.	☐	☐	☐	☐	☐	☐	☐

Consider your general attitude towards choosing this type of airlines, including your personal evaluations and feelings about it.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I think traveling by LCCs would be pleasant.	☐	☐	☐	☐	☐	☐	☐
I think traveling by LCCs would be relaxing.	☐	☐	☐	☐	☐	☐	☐
I have a good perception toward LCCs.	☐	☐	☐	☐	☐	☐	☐

Consider the social influence of significant others and how they may affect your decision to choose this type of airlines.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I feel I should choose LCCs because my family/friends recommend it.	☐	☐	☐	☐	☐	☐	☐
Those close to me approve that I choose LCCs.	☐	☐	☐	☐	☐	☐	☐
Those whose opinions I value think I should choose LCCs.	☐	☐	☐	☐	☐	☐	☐

How much control you feel you have over the decision to fly with this type of airline, considering resources, time, and opportunities?

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
It's mainly up to me whether I choose LCCs or not.	☐	☐	☐	☐	☐	☐	☐
If I want to, I can obtain a ticket for LCCs soon.	☐	☐	☐	☐	☐	☐	☐
For me, traveling by LCCs is easy to achieve.	☐	☐	☐	☐	☐	☐	☐

Consider your intention to choose this type of airlines in the future based on your current perceptions and attitudes.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I like to fly with LCCs.	☐	☐	☐	☐	☐	☐	☐
I am willing to pay more to fly with LCCs.	☐	☐	☐	☐	☐	☐	☐
I will consider LCCs as my first choice when planning a flight.	☐	☐	☐	☐	☐	☐	☐
I will repeatedly choose LCCs for my flights.	☐	☐	☐	☐	☐	☐	☐
I will recommend others to fly with LCCs.	☐	☐	☐	☐	☐	☐	☐

Consider your actual and past behavior in terms of choosing and flying with this type of airlines.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I have been a regular flyer with LCCs.	☐	☐	☐	☐	☐	☐	☐
I still choose to fly with LCCs even when other airlines offer discounts.	☐	☐	☐	☐	☐	☐	☐
I don't mind paying a premium price to fly with LCCs.	☐	☐	☐	☐	☐	☐	☐

Consider your perceptions of this type of airline's overall quality, based on tangible and intangible aspects of the service.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
The quality of low-cost carries is very high.	☐	☐	☐	☐	☐	☐	☐

Please rate the following statements on a scale from 1 to 7, where: 1 = Very Low Quality and 7 = Very High Quality

	Very Low Quality	Low Quality	Somewhat Low Quality	Neutral	Somewhat High Quality	High Quality	Very High Quality
In terms of overall quality, I'd rate flying with Low-cost carries...	☐	☐	☐	☐	☐	☐	☐

Group 2 (FSCs)

Dear Participant,

My name is Dara and I'm a Master's student in Marketing at ISCTE Business School. This questionnaire is part of my master's research, which aims to explore consumer behavior in the airline industry, specifically regarding the choice of Airline Carriers. Your responses will help provide valuable insights into the factors influencing customer perceptions of Low-Cost carriers (LCCs) and Full-service Carriers (FSCs).

Your participation is completely voluntary, and all responses will remain anonymous and confidential. There are no right or wrong answers – please answer honestly based on your personal experiences and opinions. The survey should take less than 5 minutes to complete.

By proceeding, you agree to participate in this study.

The following statements are designed to assess your opinions and perceptions regarding your experience and decision-making process when choosing Full-Service Carriers – FSCs (e.g., Lufthansa, Air France, British Airways, TAP Air Portugal, KLM Royal Dutch Airlines, Iberia, Singapore Airlines, Japan Airlines, Emirates, Qatar Airways, etc.).

There are no right or wrong answers – I am only interested in your personal views. When you start please answer until the end, it is valuable for this study.



Which type of airline do you usually fly with for short-haul flights?

☐ Low-cost carriers (LCCs)

☐ Full-service carriers (FSCs)

☐ Both equally

How often do you fly with Full-Service Carriers?

☐ Never

☐ Rarely (once a year or less)

☐ Occasionally (1-3 times per year)

☐ Frequently (4-6 times per year)

☐ Very frequently (more than 6 times per year)



Please rate the following statements on a scale from 1 to 7,
where: 1 = Strongly Disagree and
7 = Strongly Agree.

Considering benefits and costs, how do you perceive the overall
value of Full-Service carries?

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Flying with FSCs makes me feel good about myself.	☐	☐	☐	☐	☐	☐	☐
I find flying with FSCs enjoyable and satisfying.	☐	☐	☐	☐	☐	☐	☐
Flying with FSCs enhances how others perceive me.	☐	☐	☐	☐	☐	☐	☐
Flying with FSCs creates a good impression on other people.	☐	☐	☐	☐	☐	☐	☐
Flying with FSCs provides a consistent and reliable travel experience.	☐	☐	☐	☐	☐	☐	☐
Flying with FSCs meets my expectations in terms of service quality.	☐	☐	☐	☐	☐	☐	☐
Flying with FSCs offers good value for the price I pay.	☐	☐	☐	☐	☐	☐	☐
Considering the price I pay, flying with FSCs is a good choice.	☐	☐	☐	☐	☐	☐	☐

Consider your actual and past behavior in terms of choosing and flying with this type of airlines.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I have been a regular flyer with FSCs.	☐	☐	☐	☐	☐	☐	☐
I still choose to fly with FSCs even when other airlines offer discounts.	☐	☐	☐	☐	☐	☐	☐
I don't mind paying a premium price to fly with FSCs.	☐	☐	☐	☐	☐	☐	☐

Consider your perceptions of this type of airline's overall quality, based on tangible and intangible aspects of the service.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
The quality of Full-Service carries is very high.	☐	☐	☐	☐	☐	☐	☐

Please rate the following statements on a scale from 1 to 7, where: 1 = Very Low Quality and 7 = Very High Quality

	Very Low Quality	Low Quality	Somewhat Low Quality	Neutral	Somewhat High Quality	High Quality	Very High Quality
In terms of overall quality, I'd rate flying with Full-Service carries...	☐	☐	☐	☐	☐	☐	☐

How much control you feel you have over the decision to fly with this type of airline, considering resources, time, and opportunities ?

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
It's mainly up to me whether I choose FSCs or not.	☐	☐	☐	☐	☐	☐	☐
If I want to, I can obtain a ticket for FSCs soon.	☐	☐	☐	☐	☐	☐	☐
For me, traveling by FSCs is easy to achieve.	☐	☐	☐	☐	☐	☐	☐

Consider your intention to choose this type of airlines in the future based on your current perceptions and attitudes.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I like to fly with FSCs.	☐	☐	☐	☐	☐	☐	☐
I am willing to pay more to fly with FSCs.	☐	☐	☐	☐	☐	☐	☐
I will consider FSCs as my first choice when planning a flight.	☐	☐	☐	☐	☐	☐	☐
I will repeatedly choose FSCs to fly with.	☐	☐	☐	☐	☐	☐	☐
I will recommend others to fly with FSCs.	☐	☐	☐	☐	☐	☐	☐

Consider your general attitude towards choosing this type of airlines, including your personal evaluations and feelings about it.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I think traveling by FSCs would be pleasant.	☐	☐	☐	☐	☐	☐	☐
I think traveling by FSCs would be relaxing.	☐	☐	☐	☐	☐	☐	☐
I have a good perception toward FSCs.	☐	☐	☐	☐	☐	☐	☐

Consider the social influence of significant others and how they may affect your decision to choose this type of airlines.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I feel I should choose FSCs because my family/friends recommend it.	☐	☐	☐	☐	☐	☐	☐
Those close to me approve that I choose FSCs.	☐	☐	☐	☐	☐	☐	☐
Those whose opinions I value think I should choose FSCs.	☐	☐	☐	☐	☐	☐	☐

Demographic questions on both surveys

What is your gender

☐ Male

☐ Female

☐ Other

☐ Prefer not to say

How old are you?

☐ Under 18

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ 55-64 years old

☐ 65+ years old

What is the highest level of education you have completed?

☐ Some high school or less

☐ High school diploma or GED

☐ Some college, but no degree

☐ Associates or technical degree

☐ Bachelor's degree

☐ Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)

☐ Prefer not to say



Appendix B – Constructs, Scales and Authors

Constructs	Scale Dimentions	Q	General Items	Authors
Perceived Value (PV)	Emotional Value	PV_1	Flying with this type of airline makes me feel good about myself.	(Walsh, Shiu & Hassan, 2014)
		PV_2	Flying with this type of airline is enjoyable and satisfying.	
	Social Value	PV_3	Flying with this type of airline improves how others perceive me.	
		PV_4	Flying with this type of airline would make a good impression on other people.	
	Quality / Functional Value	PV_5	Flying with this type of airline provides a rprovides a consistent and reliable travel experience	
		PV_6	Flying with this type of airline meets my expectations in terms of service quality.	
	Price / Value for money	PV_7	Flying with this type of airline offers good value for the price I pay.	
		PV_8	Flying with this type of airline is a good choice considering the price I pay.	
Perceived Quality (PQ)		PQ_1	The quality of this type of airline is very high.	(Erdem & Swait, 1998)
		PQ_2	In terms of overall quality, I'd rate flying with this type of airline as a...	
Attitudes(A)		A_1	I think traveling by this type of airline would be pleasant.	(Pan & Truong, 2018)
		A_2	I think traveling by this type of airline would be relaxing.	
		A_3	I have a good perception toward this type of airline.	
Subjective Norms (SN)		SN_1	I feel I should choose this type of airline because my family/friends recommend it.	
		SN_2	Those close to me approve that I choose this type of airline.	
		SN_3	Those whose opinions I value think I should choose this type of airline.	
Perceived Behavioral Control (PB)		PBC_1	It's mainly up to me whether I choose this type of airline or not.	
		PBC_2	If I want to, I can obtain a ticket for this type of airline soon.	
		PBC_3	For me, traveling by this type of airline is easy to achieve.	
Behavioral intention (BI)		BI_1	I like to fly with this type of airline.	(Wu & Chen, 2014)
		BI_2	I am willing to pay more to fly with this type of airline.	
		BI_3	I will consider this type of airline as my first choice when planning a flight.	
		BI_4	I will repeatedly choose this type of airline to fly with.	
		BI_5	I will recommend others to fly with this type of airline.	
Actual Behaviour (AB)		AB_1	I have been a regular flyer with this type of airline.	(Singh & Verma, 2017)
		AB_2	I still choose to fly with this type of airline even when other airlines offer discounts.	
		AB_3	I don't mind paying a premium price to fly with this type of airline.	

Appendix C – Descriptive Statistics of the variables (Model Constructs)

Perceived Value

Group 1 LCCs

	Descriptive Statistics						
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedValue_LCC	155	4.4024	.87839	-.783	.195	1.927	.387
Flying with LCCs makes me feel good about myself.	155	4.26	1.427	-.248	.195	-.054	.387
I find flying with LCCs enjoyable and satisfying.	155	4.28	1.449	-.378	.195	-.646	.387
Flying with LCCs enhances how others perceive me.	155	3.25	1.384	-.045	.195	-.555	.387
Flying with LCCs enhances how others perceive me.	155	3.28	1.302	-.064	.195	.003	.387
Flying with LCCs provides a consistent and reliable travel experience.	155	4.43	1.353	-.428	.195	-.515	.387
Flying with LCCs meets my expectations in terms of service quality.	155	4.85	1.432	-.946	.195	.379	.387
Flying with LCCs offers good value for the price I pay.	155	5.24	1.344	-1.079	.195	1.178	.387
Considering the price I pay, flying with LCCs is a good choice.	155	5.63	1.191	-1.274	.195	2.291	.387
Valid N (listwise)	155						

Group 2 FSCs

	Descriptive Statistics						
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedValue_FSC	157	4.5796	.95807	-.590	.194	1.272	.385
Flying with FSCs makes me feel good about myself.	157	4.62	1.393	-.728	.194	.727	.385
I find flying with FSCs enjoyable and satisfying.	157	5.20	1.100	-.693	.194	1.298	.385
Flying with FSCs enhances how others perceive me.	157	3.80	1.663	-.145	.194	-.754	.385
Flying with FSCs enhances how others perceive me.	157	3.98	1.745	-.322	.194	-.680	.385
Flying with FSCs provides a consistent and reliable travel experience.	157	5.03	1.330	-.958	.194	1.104	.385
Flying with FSCs meets my expectations in terms of service quality.	157	5.10	1.194	-.451	.194	.267	.385
Flying with FSCs offers good value for the price I pay.	157	4.43	1.307	-.288	.194	-.005	.385
Considering the price I pay, flying with FSCs is a good choice.	157	4.48	1.461	-.436	.194	-.212	.385
Valid N (listwise)	157						

Perceived Quality

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedQuality_LCC	155	3.9065	1.24680	.191	.195	-.022	.387
The quality of LCCs is very high.	155	3.63	1.429	.318	.195	-.330	.387
In terms of overall quality, I'd rate LCCs as...	155	4.19	1.308	-.141	.195	-.327	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedQuality_FSC	157	4.7962	1.04691	-.337	.194	.781	.385
The quality of FSCs is very high.	157	4.63	1.252	-.261	.194	.113	.385
In terms of overall quality, I'd rate FSCs as...	157	4.96	1.079	-.295	.194	.610	.385
Valid N (listwise)	157						

Subjective Norms

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
SubjectiveNorms_LCC	155	4.4366	1.16563	-.379	.195	.661	.387
I feel I should choose LCCs because my family/friends recommend it.	155	3.86	1.740	-.096	.195	-1.023	.387
Those close to me approve that I choose LCCs.	155	4.95	1.362	-.546	.195	.306	.387
Those whose opinions I value think I should choose LCCs.	155	4.50	1.321	-.241	.195	.575	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Those close to me approve that I choose FSCs.	157	4.37	1.442	-.462	.194	.058	.385
Those whose opinions I value think I should choose FSCs.	157	4.21	1.519	-.395	.194	-.199	.385
It's mainly up to me whether I choose FSCs or not.	157	5.00	1.581	-.512	.194	-.443	.385
SubjectiveNorms_FSC	157	4.3057	1.39032	-.446	.194	.060	.385
Valid N (listwise)	157						

Attitudes

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Attitudes_LCC	155	4.4710	1.26205	-.233	.195	-.369	.387
I think traveling by LCCs would be pleasant.	155	4.65	1.384	-.543	.195	-.179	.387
I think traveling by LCCs would be relaxing.	155	3.88	1.667	.161	.195	-.768	.387
I have a good perception toward LCCs.	155	4.88	1.321	-.508	.195	.036	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Attitudes_FSC	157	5.2548	1.03096	-.370	.194	.020	.385
I think traveling by FSCs would be pleasant.	157	5.32	1.007	-.179	.194	-.541	.385
I think traveling by FSCs would be relaxing.	157	5.19	1.220	-.716	.194	.776	.385
I have a good perception toward FSCs.	157	5.25	1.203	-.728	.194	.942	.385
Valid N (listwise)	157						

Perceived Behavioural Control

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedBehavioralControl_LCC	155	5.3312	1.13612	-.371	.195	-.332	.387
It's mainly up to me whether I choose LCCs or not.	155	5.03	1.732	-.519	.195	-.800	.387
If I want to, I can obtain a ticket for LCCs soon.	155	5.46	1.359	-.671	.195	-.287	.387
For me, traveling by LCCs is easy to achieve.	155	5.50	1.256	-.725	.195	-.205	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
PerceivedBehavioralControl_FSC	157	4.6008	1.41443	-.385	.194	-.213	.385
It's mainly up to me whether I choose FSCs or not.	157	5.00	1.581	-.512	.194	-.443	.385
If I want to, I can obtain a ticket for FSCs soon.	157	4.60	1.648	-.503	.194	-.430	.385
For me, traveling by FSCs is easy to achieve.	157	4.20	1.624	-.189	.194	-.706	.385
Valid N (listwise)	157						

Behavioural Intentions

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
BehavioralIntentions_LCC	155	4.6555	1.11694	-.692	.195	.579	.387
I like to fly with LCCs.	155	4.83	1.482	-.678	.195	-.021	.387
I am willing to pay more to fly with LCCs.	155	3.25	1.629	.400	.195	-.632	.387
I will consider LCCs as my first choice when planning a flight.	155	5.15	1.652	-.881	.195	.002	.387
I will repeatedly choose LCCs to fly with.	155	5.15	1.515	-.845	.195	.290	.387
I will recommend others to fly with LCCs.	155	4.90	1.422	-.609	.195	.168	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
BehavioralIntentions_FSC	157	4.2828	1.39266	-.076	.194	-.356	.385
I like to fly with FSCs.	157	5.12	1.365	-.635	.194	.517	.385
I am willing to pay more to fly with FSCs.	157	4.10	1.720	-.188	.194	-.993	.385
I will consider FSCs as my first choice when planning a flight.	157	3.71	1.925	.153	.194	-1.106	.385
I will repeatedly choose FSCs to fly with.	157	3.88	1.802	.030	.194	-1.022	.385
I will recommend others to fly with FSCs.	157	4.61	1.395	-.471	.194	.097	.385
Valid N (listwise)	157						

Actual Behaviour

Group 1 LCCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
ActualBehaviour_LCC	155	3.7419	1.18830	.195	.195	.324	.387
I have been a regular flyer with LCCs.	155	4.83	1.674	-.648	.195	-.363	.387
I still choose to fly with LCCs even when other airlines offer discounts.	155	3.65	1.623	.267	.195	-.568	.387
I don't mind paying a premium price to fly with LCCs.	155	2.75	1.749	.886	.195	-.146	.387
Valid N (listwise)	155						

Group 2 FSCs

Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
ActualBehaviour_FSC	157	3.3121	1.53945	.194	.194	-.750	.385
I have been a regular flyer with FSCs.	157	3.64	1.895	.134	.194	-1.086	.385
I still choose to fly with FSCs even when other airlines offer discounts.	157	3.08	1.674	.434	.194	-.796	.385
I don't mind paying a premium price to fly with FSCs.	157	3.22	1.712	.222	.194	-1.024	.385
Valid N (listwise)	157						

Appendix D – Levene's test for Equality of Variances (Independent Sample t-test)

If the significant value / p-value > 0.05, equal variances are assumed, and the results from the first row ("Equal variances assumed") are used for the independent sample t-test. If the p-value 0.05, variances are considered unequal, and the results from the second row ("Equal variances not assumed") are used for the independent sample t-test.

Independent Samples Test										
Levene's Test for Equality of Variances				t-test for Equality of Means						
	F	Sig.	t	df	One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Perceived_Value	1.170	.280	-1.702	310	.045	.090	-.17720	.10410	-.38203	.02763
Equal variances assumed										
Equal variances not assumed										
Perceived_Quality	2.455	.118	-6.829	310	<.001	<.001	-.88973	.13028	-1.14607	-.63339
Equal variances assumed										
Equal variances not assumed										
Attitudes	5.755	.017	-6.011	310	<.001	<.001	-.78381	.13039	-1.04038	-.52724
Equal variances assumed										
Equal variances not assumed										
Subjective_Norms	2.825	.094	.900	310	.184	.369	.13083	.14534	-.15516	.41681
Equal variances assumed										
Equal variances not assumed										
PerceivedBehavioralContr	5.639	.018	5.024	310	<.001	<.001	.73033	.14536	.44432	1.01635
Equal variances assumed										
Equal variances not assumed										
Behavioral_Intentions	7.331	.007	2.606	310	.005	.010	.37268	.14304	.09124	.65413
Equal variances assumed										
Equal variances not assumed										
Actual_Behaviour	17.520	<.001	2.758	310	.003	.006	.42983	.15583	.12321	.73646
Equal variances assumed										
Equal variances not assumed										

The variances were equal for Perceived Value, Perceived Quality and Subjective Norms but unequal for Attitudes, Perceived Behavioural Control, Behavioural Intentions, and Actual Behaviour, and the appropriate t-test results were used accordingly.

Appendix E – Multiple Linear Regression Assumptions Results

Multiple Linear Regression Models by OLS (Ordinary Least Squares)

Group 1 (LCCs)

PV and PQ as independent variables and SN as dependent variable

1) Linearity of the relationship between each parameter

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Subjective norms} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7230	5.6144	4.4366	.46439	155
Residual	-3.78716	2.47909	.00000	1.06912	155
Std. Predicted Value	-3.690	2.536	.000	1.000	155
Std. Residual	-3.519	2.304	.000	.993	155

a. Dependent Variable: SubjectiveNorms_LCC

3) The independent variables are not correlated with the residual terms

Correlations

		Unstandardize d Residual	PerceivedValu e_LCC	PerceivedQual ity_LCC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	155	155	155
PerceivedValue_LCC	Pearson Correlation	.000	1	.552**
	Sig. (2-tailed)	1.000		<.001
	N	155	155	155
PerceivedQuality_LCC	Pearson Correlation	.000	.552**	1
	Sig. (2-tailed)	1.000	<.001	
	N	155	155	155

** . Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms

Model Summary^b

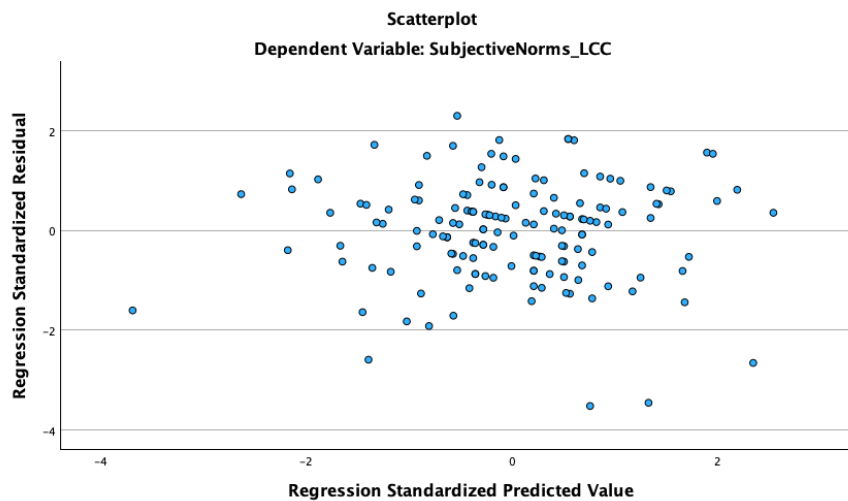
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.398 ^a	.159	.148	1.07613	2.269

a. Predictors: (Constant), PerceivedQuality_LCC, PerceivedValue_LCC

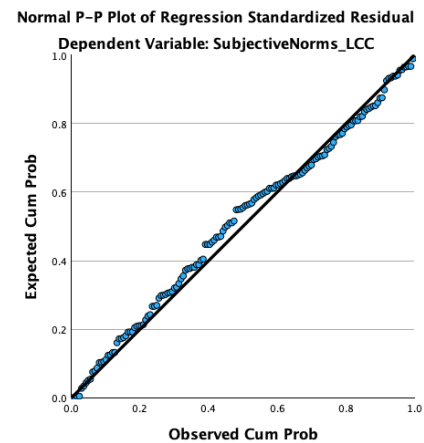
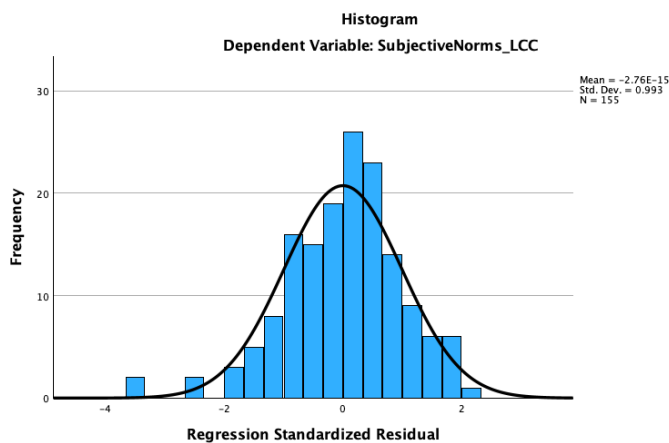
b. Dependent Variable: SubjectiveNorms_LCC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables - no multicollinearity

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.196	.445		4.937	<.001		
	PerceivedValue_LCC	.364	.118	.274	3.075	.002	.695	1.439
	PerceivedQuality_LCC	.163	.083	.175	1.956	.052	.695	1.439

a. Dependent Variable: SubjectiveNorms_LCC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

PV and PQ as independent variables and A as dependent variable

1) Linearity of the relationship between each X and Y

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Attitudes} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero;

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.9911	7.0154	4.4710	.98060	155
Residual	-2.11804	2.48294	.00000	.79448	155
Std. Predicted Value	-3.549	2.595	.000	1.000	155
Std. Residual	-2.649	3.105	.000	.993	155

a. Dependent Variable: Attitudes_LCC

3) The independent variables are not correlated with the residual terms;

Correlations				
		Unstandardized Residual	PerceivedValue_LCC	PerceivedQuality_LCC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	155	155	155
PerceivedValue_LCC	Pearson Correlation	.000	1	.552**
	Sig. (2-tailed)	1.000		<.001
	N	155	155	155
PerceivedQuality_LCC	Pearson Correlation	.000	.552**	1
	Sig. (2-tailed)	1.000	<.001	
	N	155	155	155

** . Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms;

Model Summary^b

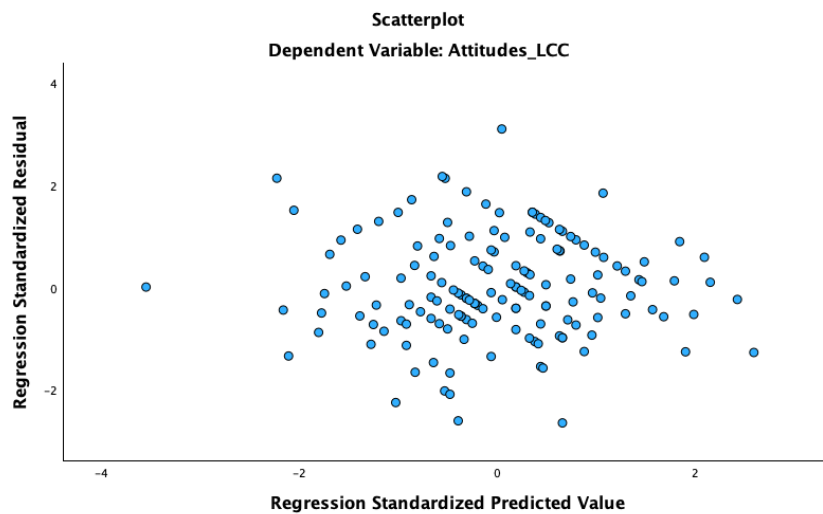
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	.604	.598	.79969	2.179

a. Predictors: (Constant), PerceivedQuality_LCC, PerceivedValue_LCC

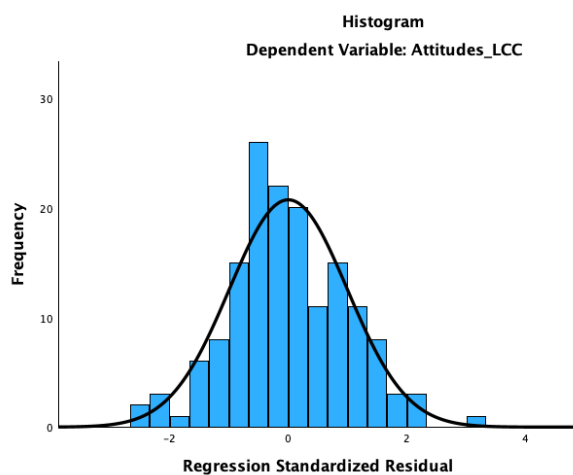
b. Dependent Variable: Attitudes_LCC

The Durbin-Watson test result is close to 2, so residuals are assumed to be independent.

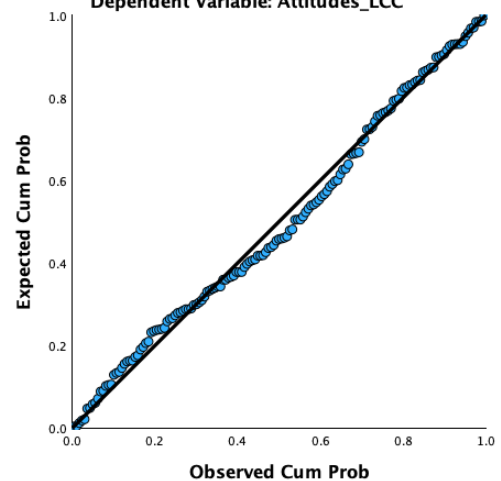
5) The variance of the random term is constant;



6) Normality of the residuals



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Attitudes_LCC



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.095	.331		-.286	.775		
	PerceivedValue_LCC	.654	.088	.455	7.427	<.001	.695	1.439
	PerceivedQuality_LCC	.432	.062	.427	6.970	<.001	.695	1.439

a. Dependent Variable: Attitudes_LCC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

PV and PQ as independent variables and PBC as dependent variable

1) Linearity of the relationship between each parameter.

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Perceived Behavioural Control} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.3860	5.9196	5.3312	.24639	155
Residual	-3.14780	1.97119	.00000	1.10908	155
Std. Predicted Value	-3.836	2.388	.000	1.000	155
Std. Residual	-2.820	1.766	.000	.993	155

a. Dependent Variable: PerceivedBehavioralControl_LCC

3) The independent variables are not correlated with the residual terms

Correlations				
		Unstandardize d Residual	PerceivedValu e_LCC	PerceivedQual ity_LCC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	155	155	155
PerceivedValue_LCC	Pearson Correlation	.000	1	.552**
	Sig. (2-tailed)	1.000		<.001
	N	155	155	155
PerceivedQuality_LCC	Pearson Correlation	.000	.552**	1
	Sig. (2-tailed)	1.000	<.001	
	N	155	155	155

**, Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms

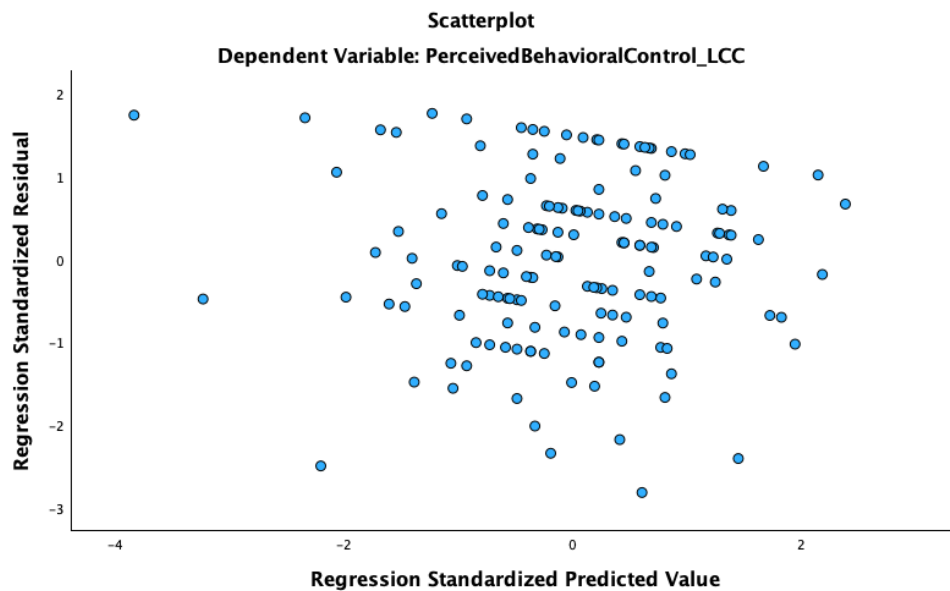
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.217 ^a	.047	.034	1.11635	1.877

a. Predictors: (Constant), PerceivedQuality_LCC, PerceivedValue_LCC

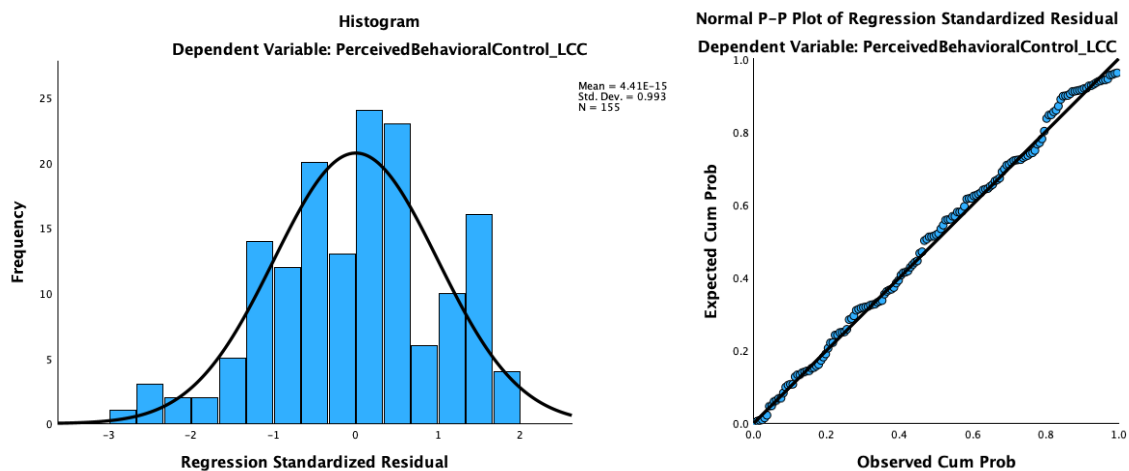
b. Dependent Variable: PerceivedBehavioralControl_LCC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significance correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity).

Coefficients ^a								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	4.101	.461		8.889	<.001		
	PerceivedValue_LCC	.235	.123	.182	1.916	.057	.695	1.439
	PerceivedQuality_LCC	.050	.087	.054	.573	.567	.695	1.439

a. Dependent Variable: PerceivedBehavioralControl_LCC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

SN, A and PBC as independent variables and BI as dependent variable

1) Linearity of the relationship between each parameter

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Behavioural Intentions} = \beta_0 + \beta_1 * \text{Subjective Norms} + \beta_2 * \text{Attitudes} + * \text{Perceived Behavioural Control} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3233	6.6980	4.6555	.80721	155
Residual	-1.87230	2.01344	.00000	.77199	155
Std. Predicted Value	-2.889	2.530	.000	1.000	155
Std. Residual	-2.402	2.583	.000	.990	155

a. Dependent Variable: BehavioralIntentions_LCC

3) The independent variables are not correlated with the residual terms

Correlations					
		Unstandardized Residual	SubjectiveNorms_LCC	Attitudes_LCC	PerceivedBehavioralControl_LCC
Unstandardized Residual	Pearson Correlation	1	.000	.000	.000
	Sig. (2-tailed)		1.000	1.000	1.000
	N	155	155	155	155
SubjectiveNorms_LCC	Pearson Correlation	.000	1	.385**	.081
	Sig. (2-tailed)	1.000		<.001	.318
	N	155	155	155	155
Attitudes_LCC	Pearson Correlation	.000	.385**	1	.171*
	Sig. (2-tailed)	1.000	<.001		.033
	N	155	155	155	155
PerceivedBehavioralControl_LCC	Pearson Correlation	.000	.081	.171*	1
	Sig. (2-tailed)	1.000	.318	.033	
	N	155	155	155	155

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4) There is no correlation among the residual terms

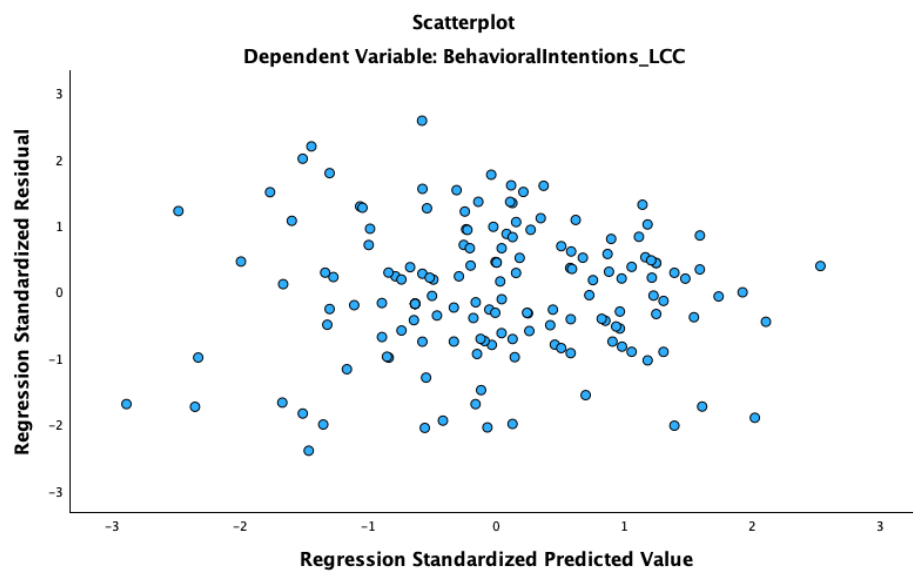
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.723 ^a	.522	.513	.77962	2.228

a. Predictors: (Constant), Attitudes_LCC, PerceivedBehavioralControl_LCC, SubjectiveNorms_LCC

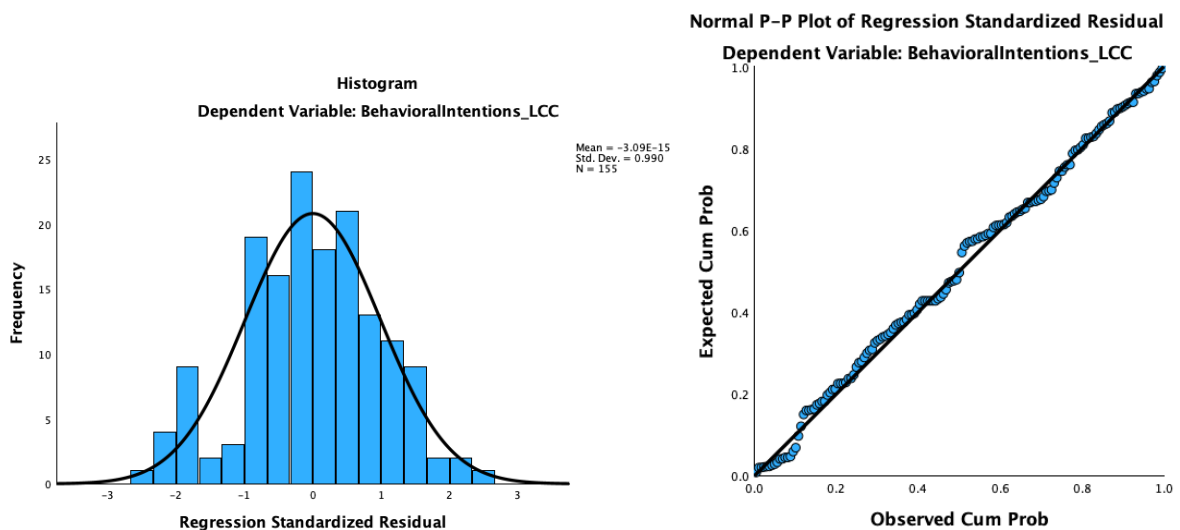
b. Dependent Variable: BehavioralIntentions_LCC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.736	.384		1.915	.057		
	PerceivedBehavioralContr ol_LCC	.138	.056	.140	2.458	.015	.970	1.031
	SubjectiveNorms_LCC	.206	.058	.215	3.531	<.001	.852	1.174
	Attitudes_LCC	.508	.055	.574	9.302	<.001	.832	1.202

a. Dependent Variable: BehavioralIntentions_LCC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

BI as independent variable and AB as dependent variable

1) Linearity of the relationship between each parameters

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Actual Behaviour} = \beta_0 + \beta_1 * \text{Behavioural Intentions} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6156	5.1057	3.7419	.64969	155
Residual	-2.62467	2.59233	.00000	.99496	155
Std. Predicted Value	-3.273	2.099	.000	1.000	155
Std. Residual	-2.629	2.597	.000	.997	155

a. Dependent Variable: ActualBehaviour_LCC

3) The independent variables are not correlated with the residual terms

Correlations			
		Unstandardize d Residual	BehavioralInte ntions_LCC
Unstandardized Residual	Pearson Correlation	1	.000
	Sig. (2-tailed)		1.000
	N	155	155
BehavioralIntentions_LCC	Pearson Correlation	.000	1
	Sig. (2-tailed)	1.000	
	N	155	155

4) There is no correlation among the residual terms

Model Summary^b

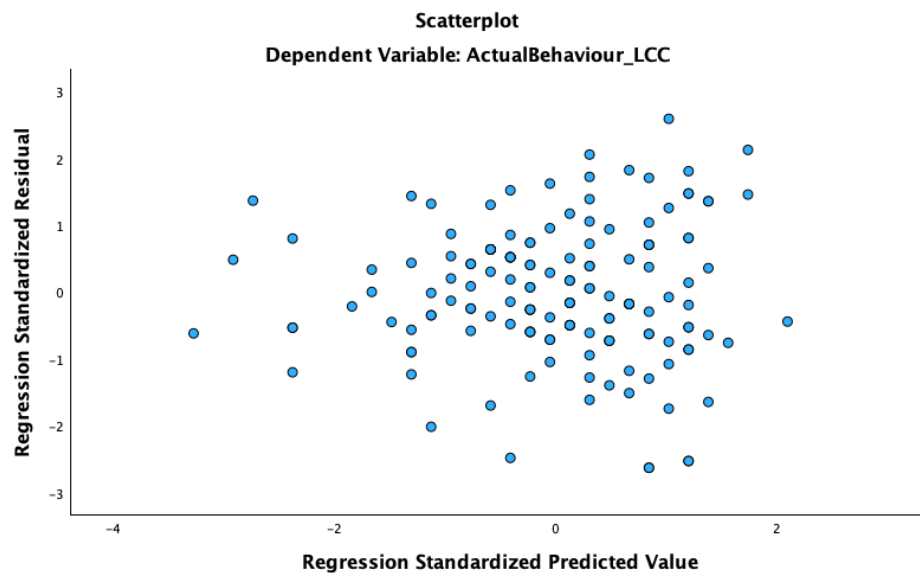
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.547 ^a	.299	.294	.99821	2.175

a. Predictors: (Constant), BehavioralIntentions_LCC

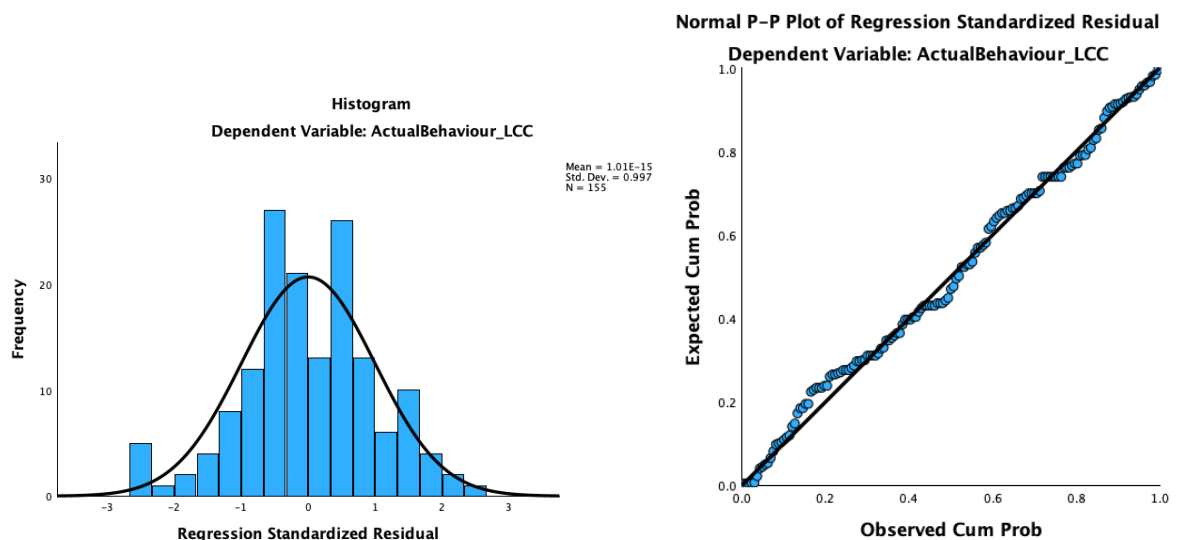
b. Dependent Variable: ActualBehaviour_LCC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
	(Constant)	1.034	.345	2.999	.003		
	BehavioralIntentions_LCC	.582	.072	8.077	<.001	1.000	1.000

a. Dependent Variable: ActualBehaviour_LCC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

Group 2 (FSCs)

PV and PQ as independent variables and SN as dependent variable

1) Linearity of the relationship between each parameter

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Subjective norms} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5401	6.3801	4.3057	.75205	157
Residual	-3.29572	2.83332	.00000	1.16937	157
Std. Predicted Value	-3.677	2.758	.000	1.000	157
Std. Residual	-2.800	2.407	.000	.994	157

a. Dependent Variable: SubjectiveNorms_FSC

3) The independent variables are not correlated with the residual terms

Correlations

		Unstandardize d Residual	PerceivedQual ity_FSC	PerceivedValu e_FSC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	157	157	157
PerceivedQuality_FSC	Pearson Correlation	.000	1	.390**
	Sig. (2-tailed)	1.000		<.001
	N	157	157	157
PerceivedValue_FSC	Pearson Correlation	.000	.390**	1
	Sig. (2-tailed)	1.000	<.001	
	N	157	157	157

** . Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms

Model Summary^b

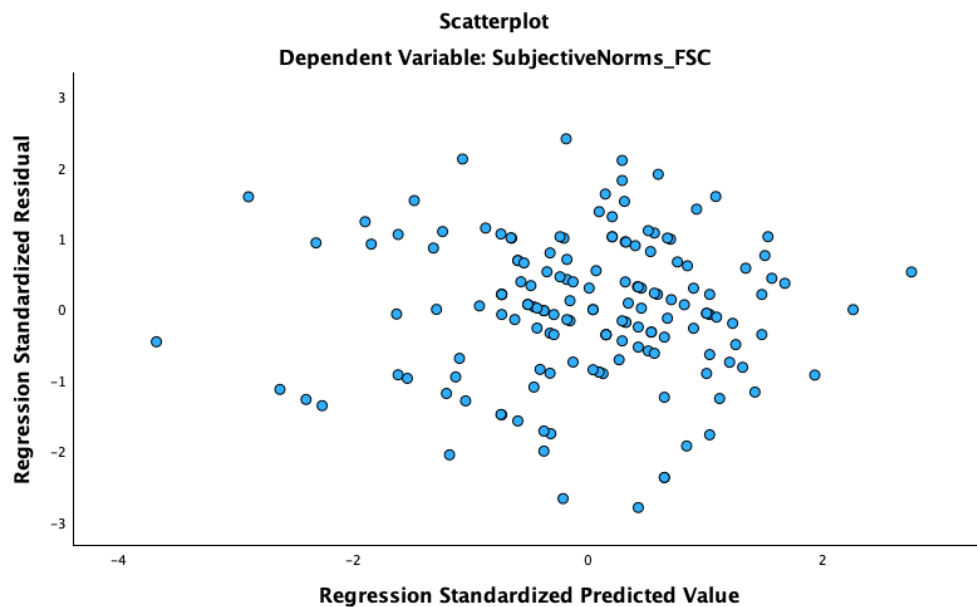
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.541 ^a	.293	.283	1.17694	2.324

a. Predictors: (Constant), PerceivedQuality_FSC, PerceivedValue_FSC

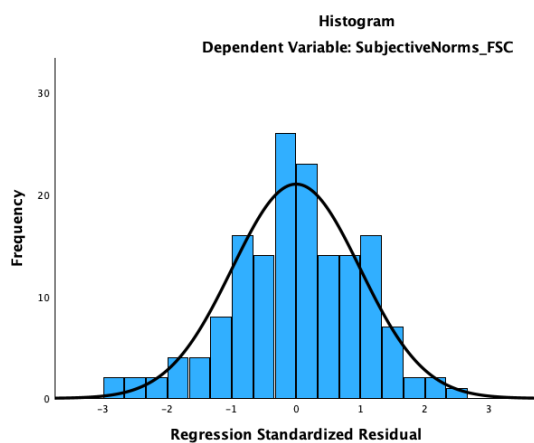
b. Dependent Variable: SubjectiveNorms_FSC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

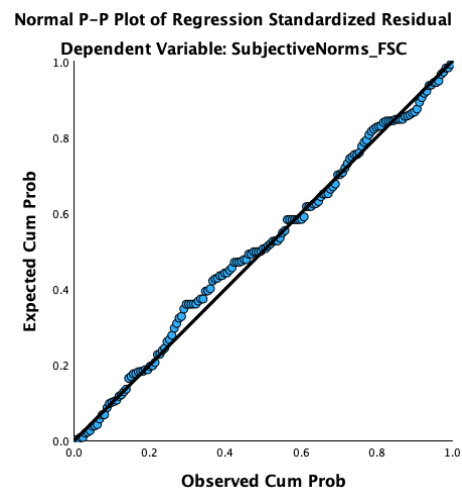
5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



Mean = 5.58E-16
Std. Dev. = 0.994
N = 157



7) There is no correlation among the explanatory variables - no multicollinearity

Coefficients ^a								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	.251	.538		.468	.641		
	PerceivedValue_FSC	.669	.107	.461	6.264	<.001	.848	1.179
	PerceivedQuality_FSC	.207	.098	.156	2.114	.036	.848	1.179

a. Dependent Variable: SubjectiveNorms_FSC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

PV and PQ as independent variables and A as dependent variable

1) Linearity of the relationship between each X and Y

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Attitudes} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero;

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7911	7.2037	5.2548	.70357	157
Residual	-2.31171	1.68184	.00000	.75357	157
Std. Predicted Value	-3.502	2.770	.000	1.000	157
Std. Residual	-3.048	2.217	.000	.994	157

a. Dependent Variable: Attitudes_FSC

3) The independent variables are not correlated with the residual terms;

Correlations				
		Unstandardized Residual	PerceivedQuality_FSC	PerceivedValue_FSC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	157	157	157
PerceivedQuality_FSC	Pearson Correlation	.000	1	.390**
	Sig. (2-tailed)	1.000		<.001
	N	157	157	157
PerceivedValue_FSC	Pearson Correlation	.000	.390**	1
	Sig. (2-tailed)	1.000	<.001	
	N	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms;

Model Summary^b

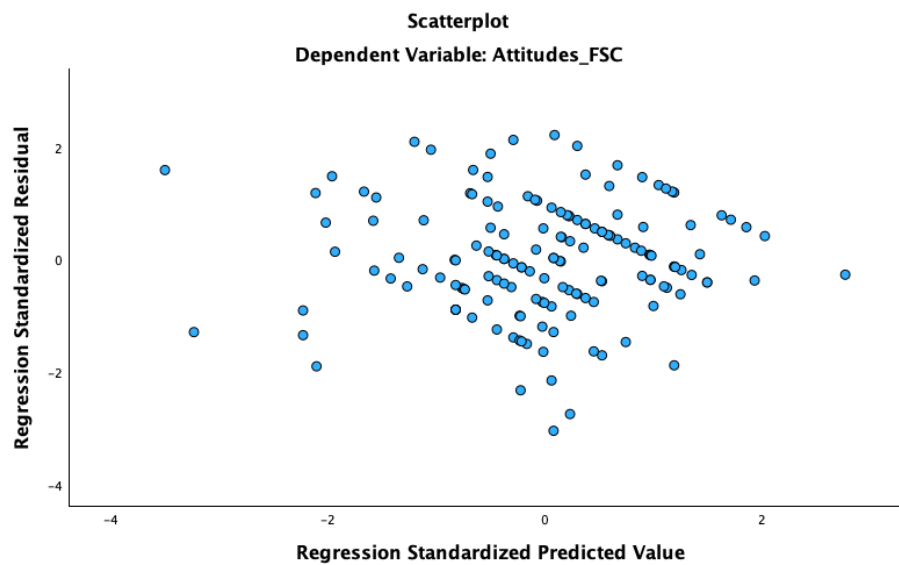
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.682 ^a	.466	.459	.75845	2.291

a. Predictors: (Constant), PerceivedQuality_FSC, PerceivedValue_FSC

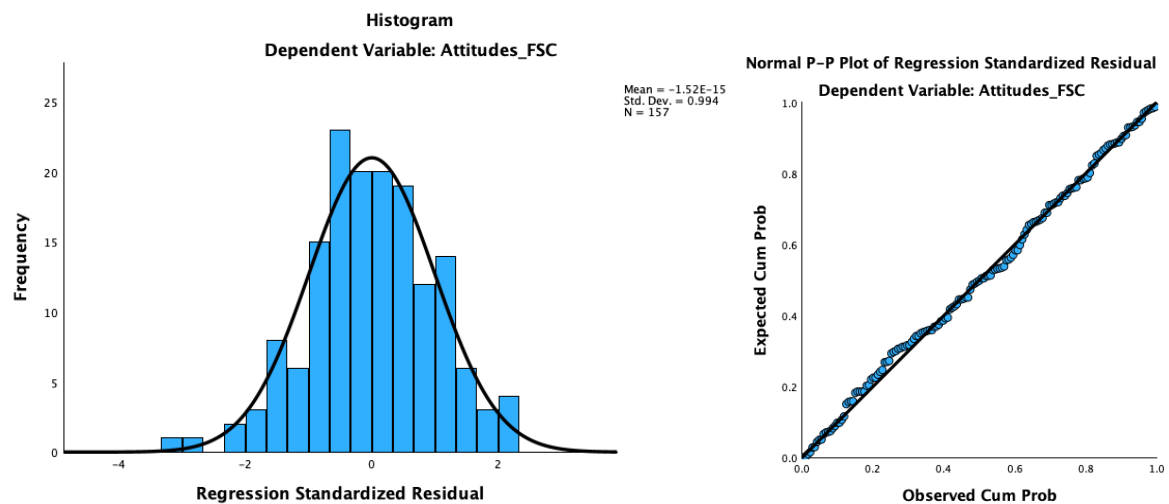
b. Dependent Variable: Attitudes_FSC

The Durbin-Watson test result is close to 2 so residuals are assumed to be independent.

5) The variance of the random term is constant;



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.307	.346		3.773	<.001		
	PerceivedValue_FSC	.428	.069	.397	6.213	<.001	.848	1.179
	PerceivedQuality_FSC	.415	.063	.421	6.584	<.001	.848	1.179

a. Dependent Variable: Attitudes_FSC

The value

of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

PV and PQ as independent variables and PBC as dependent variable

1) Linearity of the relationship between each parameter.

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Perceived Behavioural Control} = \beta_0 + \beta_1 * \text{Perceived Value} + \beta_2 * \text{Perceived Quality} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2173	5.6362	4.6008	.38255	157
Residual	-4.12364	2.88393	.00000	1.36172	157
Std. Predicted Value	-3.617	2.707	.000	1.000	157
Std. Residual	-3.009	2.104	.000	.994	157

a. Dependent Variable: PerceivedBehavioralControl_FSC

3) The independent variables are not correlated with the residual terms

Correlations				
		Unstandardized Residual	PerceivedQuality_FSC	PerceivedValue_FSC
Unstandardized Residual	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	N	157	157	157
PerceivedQuality_FSC	Pearson Correlation	.000	1	.390**
	Sig. (2-tailed)	1.000		<.001
	N	157	157	157
PerceivedValue_FSC	Pearson Correlation	.000	.390**	1
	Sig. (2-tailed)	1.000	<.001	
	N	157	157	157

** . Correlation is significant at the 0.01 level (2-tailed).

4) There is no correlation among the residual terms

Model Summary^b

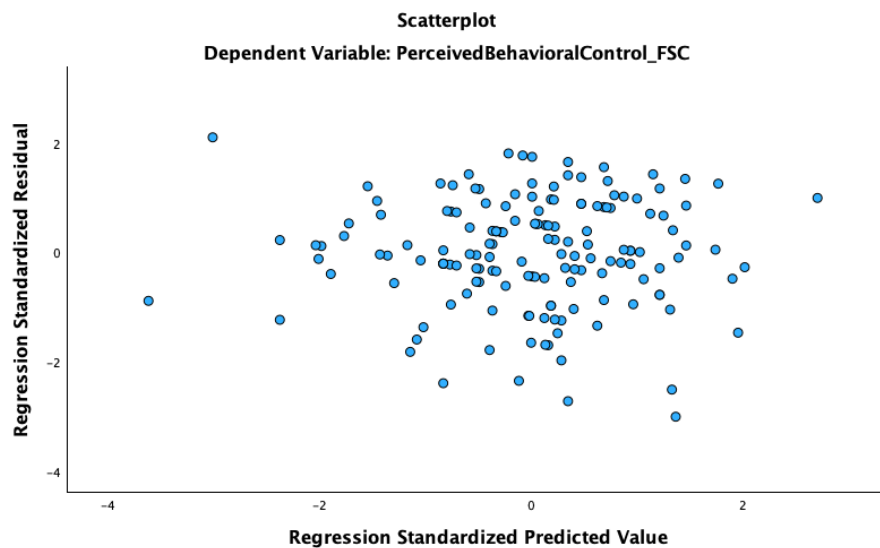
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.270 ^a	.073	.061	1.37053	2.026

a. Predictors: (Constant), PerceivedQuality_FSC, PerceivedValue_FSC

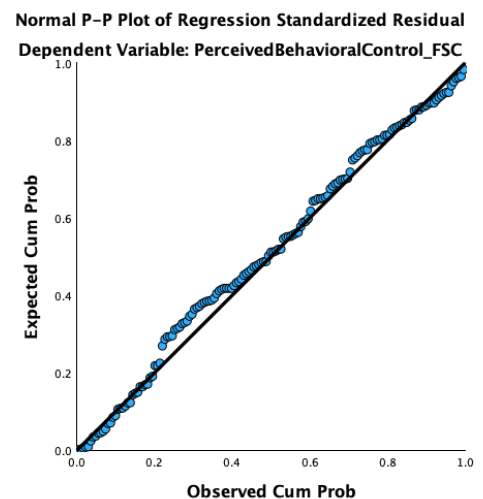
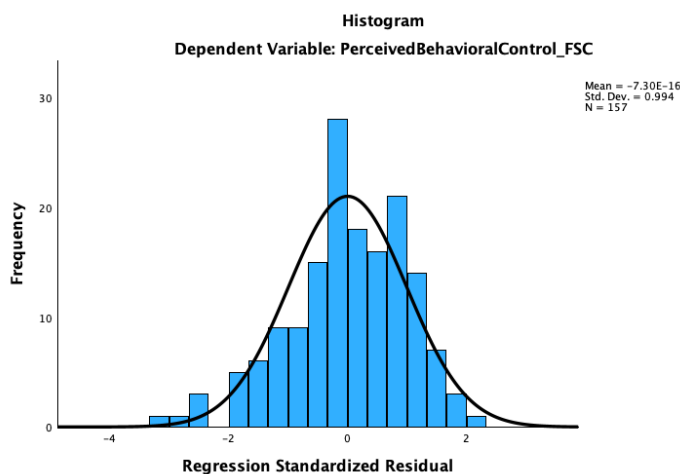
b. Dependent Variable: PerceivedBehavioralControl_FSC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significance correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity).

Coefficients ^a								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.479	.626		3.960	<.001		
	PerceivedValue_FSC	.191	.124	.130	1.539	.126	.848	1.179
	PerceivedQuality_FSC	.260	.114	.192	2.281	.024	.848	1.179

a. Dependent Variable: PerceivedBehavioralControl_FSC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

SN, A and PBC as independent variables and BI as dependent variable

1) Linearity of the relationship between each parameter

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

Behavioural Intentions = $\beta_0 + \beta_1 * \text{Subjective Norms} + \beta_2 * \text{Attitudes} + * \text{Perceived Behavioural Control} + \varepsilon$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8767	6.7561	4.2828	.97437	157
Residual	-2.67030	2.54490	.00000	.99504	157
Std. Predicted Value	-2.469	2.538	.000	1.000	157
Std. Residual	-2.658	2.533	.000	.990	157

a. Dependent Variable: BehavioralIntentions_FSC

3) The independent variables are not correlated with the residual terms

Correlations					
		Unstandardized Residual	SubjectiveNorms_FSC	Attitudes_FSC	PerceivedBehavioralControl_FSC
Unstandardized Residual	Pearson Correlation	1	.000	.000	.000
	Sig. (2-tailed)		1.000	1.000	1.000
	N	157	157	157	157
SubjectiveNorms_FSC	Pearson Correlation	.000	1	.412**	.146
	Sig. (2-tailed)	1.000		<.001	.068
	N	157	157	157	157
Attitudes_FSC	Pearson Correlation	.000	.412**	1	.157*
	Sig. (2-tailed)	1.000	<.001		.049
	N	157	157	157	157
PerceivedBehavioralControl_FSC	Pearson Correlation	.000	.146	.157*	1
	Sig. (2-tailed)	1.000	.068	.049	
	N	157	157	157	157

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4) There is no correlation among the residual terms

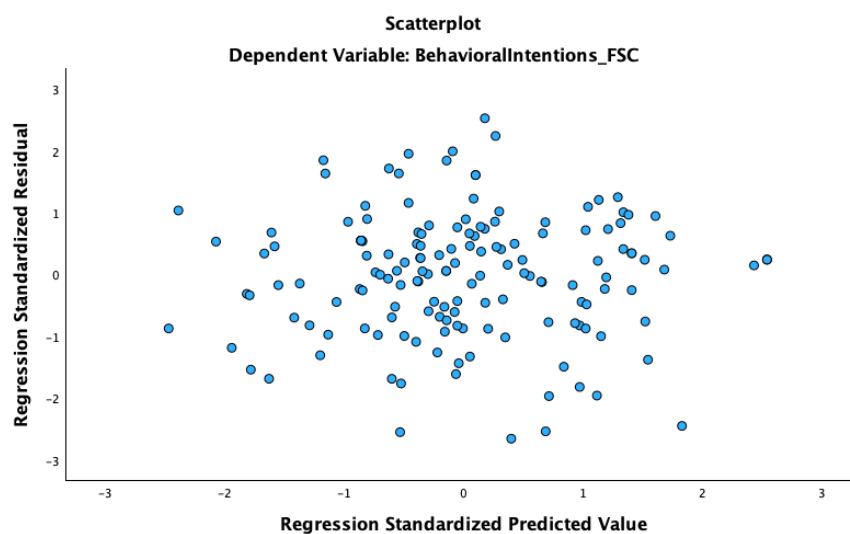
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700 ^a	.490	.479	1.00475	1.857

a. Predictors: (Constant), PerceivedBehavioralControl_FSC, SubjectiveNorms_FSC, Attitudes_FSC

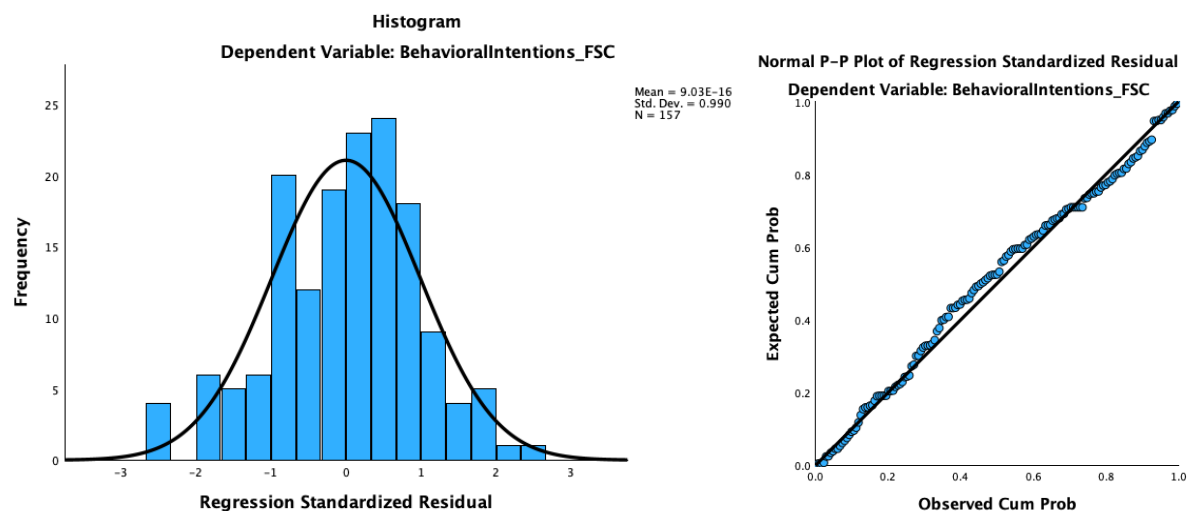
b. Dependent Variable: BehavioralIntentions_FSC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.968	.468		-2.067	.040		
	SubjectiveNorms_FSC	.318	.064	.318	4.993	<.001	.824	1.214
	Attitudes_FSC	.410	.086	.303	4.758	<.001	.821	1.218
	PerceivedBehavioralControl_FSC	.375	.058	.381	6.491	<.001	.967	1.034

a. Dependent Variable: BehavioralIntentions_FSC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.

BI as independent variable and AB as dependent variable

1) Linearity of the relationship between each parameters

The model is linear in the coefficients, meaning that the dependent variable (Y) is expressed as a linear combination of the independent variables (X) plus an error term:

$$\text{Actual Behaviour} = \beta_0 + \beta_1 * \text{Behavioural Intentions} + \varepsilon$$

2) The mean of the residual component of the model is zero

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.6668	5.5017	3.3121	1.12222	157
Residual	-3.16832	4.17206	.00000	1.05382	157
Std. Predicted Value	-2.357	1.951	.000	1.000	157
Std. Residual	-2.997	3.946	.000	.997	157

a. Dependent Variable: ActualBehaviour_FSC

3) The independent variables are not correlated with the residual terms

Correlations			
Unstandardized Residual			Unstandardized Residual
			Behavioral Intentions
	Pearson Correlation		
	Sig. (2-tailed)		
	N		
Behavioral Intentions	Pearson Correlation		
	Sig. (2-tailed)		
	N		

4) There is no correlation among the residual terms

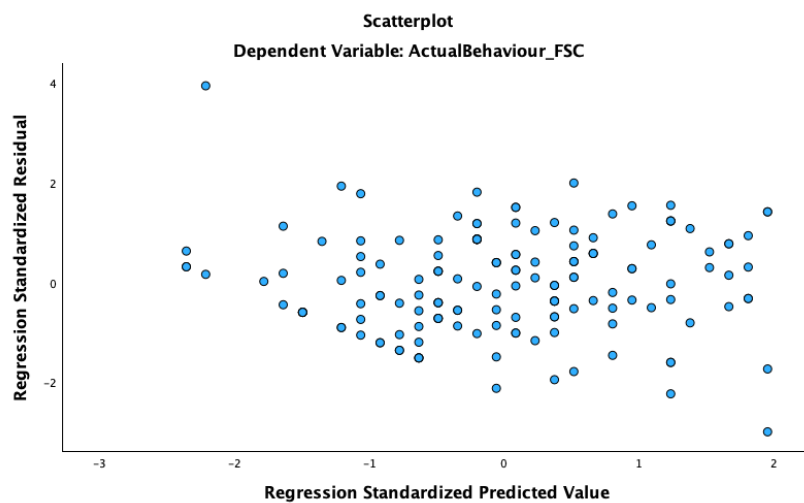
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.729 ^a	.531	.528	1.05721	2.058

a. Predictors: (Constant), BehavioralIntentions_FSC

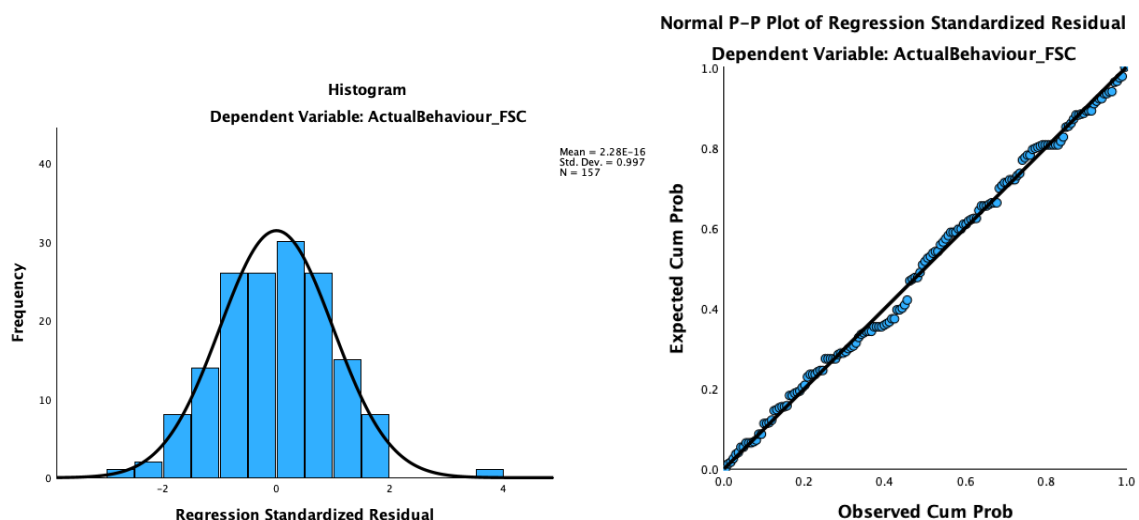
b. Dependent Variable: ActualBehaviour_FSC

The Durbin-Watson test result is close to 2, so residuals are assumed to have no significant correlation.

5) The variance of the random term is constant (homoscedasticity)



6) Normality of the residuals



7) There is no correlation among the explanatory variables (no multicollinearity)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.139	.274		-.508	.612		
	BehavioralIntentions_FSC	.806	.061	.729	13.258	<.001	1.000	1.000

a. Dependent Variable: ActualBehaviour_FSC

The value of TOL > 0.1 and VIF < 10 for all explanatory variables, concluding that there is no serious correlation among themselves and therefore the assumption holds.