



STUDY ON FACTORS AFFECTING SELECTION OF AIRLINES BY GENERATION Z

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ABSTRACT

The airline Sector plays a significant role in connecting people and locations all over the world. India's position within the global aviation market is undergoing significant changes, driven by Passenger flow and transportation of goods. The Indian aviation market encompasses the multifaceted factors driving the airline selection choices of Generation Z. Through a comprehensive analysis, this study aims to shed light on the pivotal determinants that shape Gen Z's decisions when choosing airlines, focusing particularly on affordability, comfort, and service, food quality, safety, and reputation.

Firstly, affordability emerges as an important consideration among Generation Z travelers. With finance leading their decision-making process, Gen Z individuals seek airlines that offer competitive fares, transparent pricing structures, and opportunities for cost-saving, aligning with their desire for value-driven experiences without having to compromise on quality.

Secondly, comfort and service play a crucial role in luring Generation Z to select a particular airline. Seamless customer service, and modern amenities offered on board the aircraft as well as at the terminal enhance the overall travel experience.

Moreover, food quality is seen as a significant factor impacting airline selection among Generation Z. With health and wellness taking center stage, Gen Z individuals prioritize airlines that offer nutritious and diverse food options.

Additionally, safety is a non-negotiable factor for Generation Z when choosing airlines. In an era where security concerns are on an increasing scale, Gen Z travelers prioritize airlines with robust safety protocols, modern aircraft fleets, and impeccable safety records, ensuring peace of mind throughout their journey.

Lastly, reputation also serves as a key determinant in Gen Z choosing a particular airline. This factor heavily relies on peer recommendations, online reviews, and brand value when evaluating airlines.

By analyzing these influential factors, this research contributes to understanding Generation Z's airline preferences and provides actionable suggestions for airlines aiming to capture and retain this growing demographic.

KEYWORDS:airline, airline booking, Booking preference, Generation Z, Price, affordability, food service, Inflight Experience, Reputation, safety

INTRODUCTION

In India, the aviation market is undergoing random changes due to changes in the passenger flow. Airline ticketing in India has undergone significant transformations over the years, driven by technological advancements, changing consumer preferences, and market dynamics. Airlines are trying to sustain in the aviation Industry with their competitors.

In a changing & demanding atmosphere, it can be difficult for the airline industry to sustain its market position. With an increase in air travel, India's aviation sector has expanded in recent years.

Airlines are under pressure to make their customer sustain their airlines and also the pandemic before, air travel has been stable and after the pandemic, it takes many years for airlines to sustain their customers.

The airline industry provides their customers. The booking preference may change from one group of people to different groups depending on various factors. Generation Z are the future customer for the airline and aviation industry. Airline booking may be the economic growth for the aviation industry.

In order to ensure secure and effective operation, the Indian Aviation sector gaining a huge impact in the aviation market. The preference factors by Generation Z, were Price sensitive, Food, Inflight Experience, Reputation, and Safety.

Price sensitivity or affordability plays a major role in booking flight tickets in airlines. Food is one of the important factors in air travel. Mostly the people prefer the quality & taste in food over other factors.

In the Inflight experience, people make or prefer the Inflight entertainment and comfort in the flight provided by the airlines to its customers. Reputation also plays a role in selecting the airlines for Generation Z. Safety plays a role in air travel for people's preferences.

The research will get started by performing an evaluation of the literature on Generation Z and Booking preference through various factors like Price or Affordability, Food, Inflight Experience, Reputation, and Safety in the Aviation Industry.

This evaluation helps with the creation of a survey questionnaire to collect quantitative information from various people of Generation Z and their preference for airline booking. It includes Price, Food, Inflight Experience, Reputation, and Safety their booking preference will be covered in the survey for the Aviation Industry.

In-depth, the question will be asked on the particular sectors or factors about the booking preference.

This research concluded on the booking preference of Generation Z and how the airline focuses on particular factors to improve the factors to improve the booking preference for Generation Z.

This paper aims to examine the booking preference factors for Generation Z in the Aviation Industry. The paper also analyses the booking preference over various factors for Generation Z among airlines for domestic and International travelers.

This paper provides benefits for airlines, airport offers suggestions to the aviation industry. This research was also carried out by adopting a positive approach and providing information over a period of time.

This survey method was used to obtain the data. The target population of the record is the general public who already travel in aircraft or those who are willing to fly in the future. For the reason under the scope and limitations of the research, the booking preferences of Generation Z for airlines. Although the number of people who traveled and willingness to travel in the future, around 440 people answered the questionnaire.

A total of 32 questions consisting of the booking preference factors, price or affordability, Food, Inflight Experience, Reputation, and Safety information questions were applied.

This paper is organized as follows: Following the introduction part, a literature review has

been developed based on theoretical and empirical background. In the following part, information related to data, data collection process & analysis under research and methodology.

Following the results & findings section, this paper concludes with limitations & future research direction.

RESEARCH REVIEW

Affordability stands out as a significant determinant in Generation Z's airline preferences. Research by Smith (2019) shows that Gen Z travelers prioritize budget-friendly options at the same time not compromising on quality. Airlines that come up with competitive air ticket fares, transparent pricing structures, and attractive deals are more likely to attract this generation. Additionally, studies by Johnson et al. (2020) emphasize the importance of additional fees and loyalty programs in influencing Gen Z's decision-making process, as they focus more on the value offered in alignment with the financial considerations.

Generation Z focuses more on comfort and service when selecting airlines. According to research by Chen and Wu (2021), Gen Z individuals are likely to choose airlines that offer modern amenities and seamless customer service. Furthermore, studies by Kim et al. (2018) emphasize the role played by digital platforms in enhancing the overall passenger experience, as Gen Z travelers want convenient booking processes and real-time communication channels with airlines.

The quality of food offered on board is an integral factor influencing Generation Z's airline choices. Research by Lee and Park (2020) suggests that travelers from this generation are inclined toward airlines that cater to various dietary preferences, and offer high-quality meals on board. Additionally, studies by Wang et al. (2019) indicate that food-related experiences during air travel significantly contribute to Gen Z's overall satisfaction and loyalty towards airlines.

Safety is without a doubt a non-compromisable factor for Generation Z when selecting airlines. Research by Brown and Smith (2022) throws light on the importance of safety-related information in influencing Gen Z's decision-making process. Airlines that are committed to providing passenger safety through modern aircraft fleets, proper security measures, and transparent communication channels are more likely to provide confidence and trust among Gen Z travelers.

Reputation is yet another critical factor shaping Generation Z's airline preferences. Studies by Garcia and Johnson (2019) highlight that Gen Z individuals rely heavily on peer recommendations, online reviews, and brand value when evaluating airlines. Moreover, research by Jones et al. (2021) suggests that positive brand associations and social responsibility initiatives taken by the airlines can further enhance an airline's reputation among Gen Z consumers, fostering long-term relationships.

RESEARCH METHODOLOGY

This study employs a qualitative research approach to explore the factors influencing Generation Z's selection of airlines. Data was collected through interactions with Generation Z travelers to gain insights into their opinions and preferences regarding affordability, comfort and service, food quality, safety, and reputation when choosing airlines. Analysis was conducted to identify trends, patterns, and relationships within the data. Additionally, literature review and case studies have been utilized to support the findings and provide a clear understanding of how airlines can adapt to meet the needs of Generation Z travelers effectively.

Although the general public 440 people who traveled in Chennai airport and general people answered the questionnaire. A total of 32 questions consisting of the factor preference for Generation Z.

RESEARCH OBJECTIVE

The research objectives are mentioned in the below

- To identify and Analyse the factors that influence the preference of Gen Z when choosing a particular airline
- It aims to investigate the affordability, comfort & services, food quality, safety, and reputation impact the decision-making process of Gen Z.
- It seeks to provide suggestions about what are the preferences of Generation Z travelers& suggestions for the airlines.

RESEARCH DATA COLLECTION

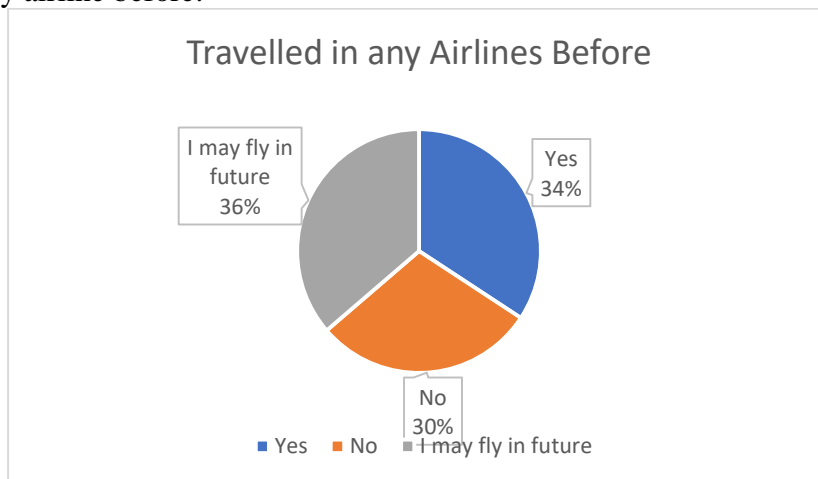
For this research on factors influencing Generation Z's selection of airlines, data was collected through questionnaires circulated to a sample of Generation Z travelers.

The questionnaire included questions designed to get responses from Gen Z related to affordability, comfort and service, food quality, safety, and reputation in airline selection. Participants were asked about their preferences, experiences, and perceptions regarding these factors when choosing airlines.

The response from the questionnaire provides valuable information into the behavior and preferences of Generation Z travelers in the context of airline selection.

ANALYSIS AND INTERPRETATIONS

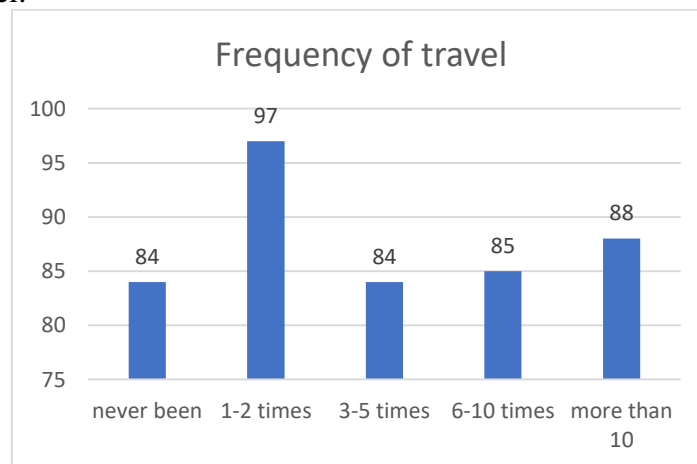
Traveled in any airline before:



Interpretation: Around 129 respondents have not yet flown in any airlines, while on the other hand, 150 of them have previous flight experience. 159 of the respondents are confident that they might fly in the future.

The above shows the people interested in flying and the nature of the people's interest.

Frequency of Travel:



Interpretation:

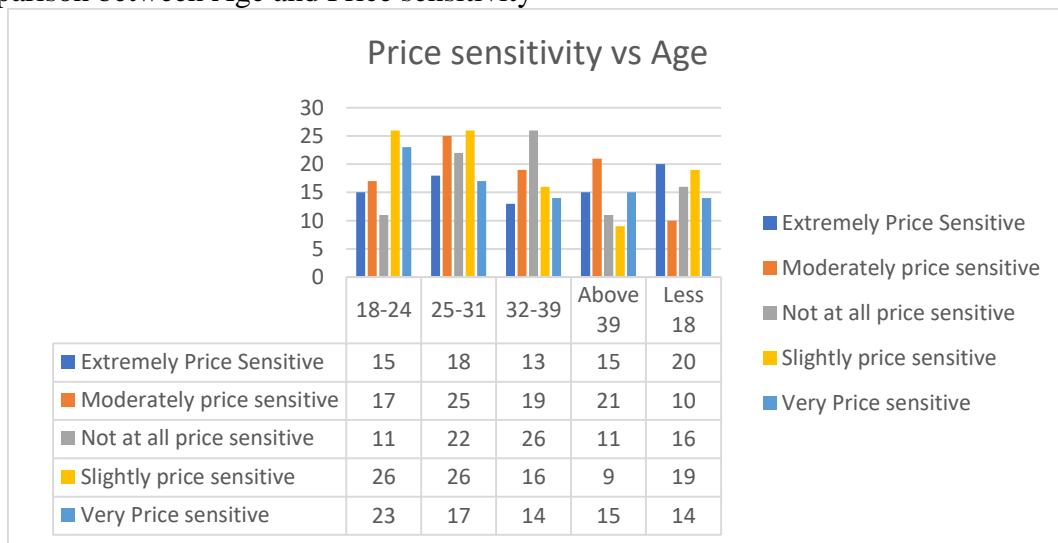
From the above diagram shows the various frequencies of travel

- where the 84 respondents have never traveled in an airline before.
- About 97 respondents have traveled once or twice before.
- Around 84 passengers have been 3 to 5 times on flight.
- Around 85 passengers have been on flight 6 to 10 times
- Finally 88 passengers have been more than 10 times.

It shows the frequency of the travel dependson the number of the response. It shows the ways of the traveling frequency by the respondents during the survey.

Further,its shows the variation in the factors for choosing the various airlines for Gen z and the analysis islisted below as follows

Comparison between Age and Price sensitivity



Interpretation:

The figure shows the Age vs Price sensitivity of the airline's selection and indicates the various age limits about the price sensitivity.

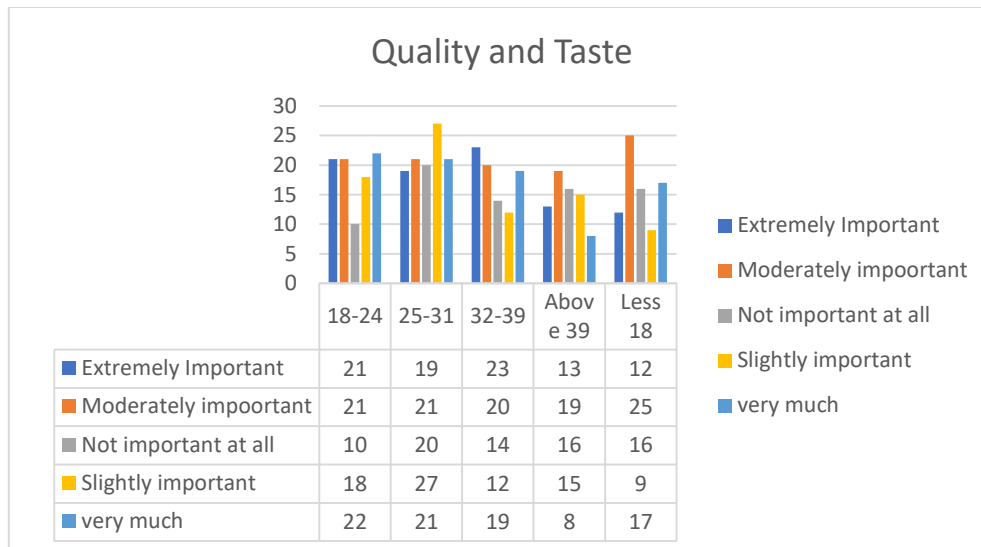
Where its table shows the Extremely price-sensitive, Moderately Price-sensitive, Not at all price-sensitive, Slightly price-sensitive and very price-sensitive

It shows the age limit less than 18 age group with around 20 responses are extremely price sensitive in nature and from the 18-24 age group 26 responses are slightly price sensitive in nature and in the 25-31 age group around 26 responses are slightly price sensitive in nature.

From the 32-39 age group 26 responses don't make a consideration for the Not at all price sensitive and Above the 39 age group 26 responses show moderate price sensitivity at nature.

Where Less 18 group around 79 responses takes place and 18-24 groups 92 responses take places, 25-31 group 108 responses take place and 32-39 group 88 responses take place and above 39 groups 71 responses take places

Comparison between Age and Quality & Taste:



Interpretation:

The figure shows the Age vs Quality and Taste of the airline's selection and indicates the various age limits for the Food.

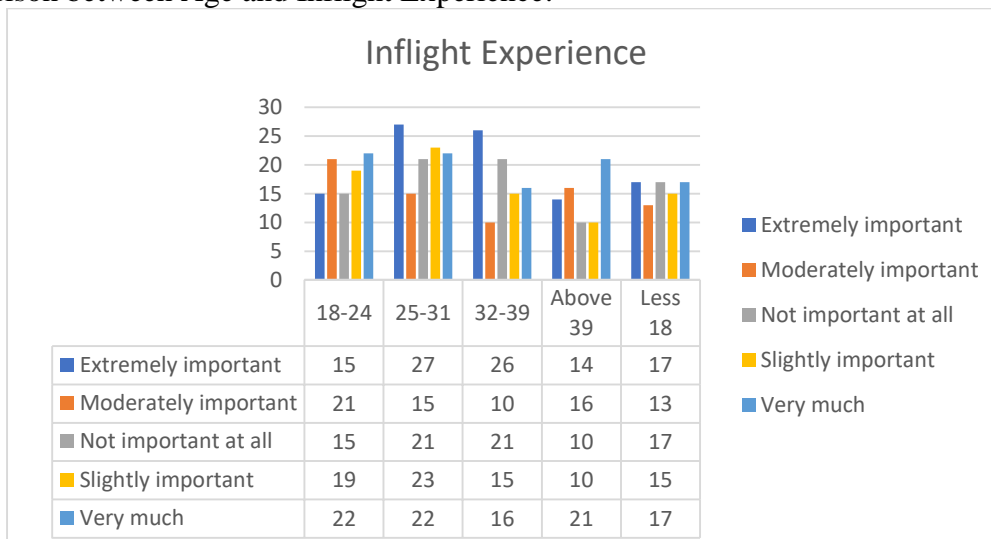
The table indicates the Quality and Taste over ages and it shows the Extremely important, Moderately important, Not important at all, Slightly important, and Very much.

It shows the age limit less than 18, where 25 responses are moderately important about the Quality and taste of food, and from the 18-24 age group 22 are very much about the Quality and taste of food and the 25-31 age group around 27 are slightly important about Quality and Taste of food.

From the 32-39 age group around 23 responded Extremely important and Above 39 age group around 19 responses Moderately important Quality and Taste.

Where Less 18 group around 25 responses takes place and 18-24 groups 22 responses take place, 25-31 group 27 responses take place and 32-39 group 23 responses take places and above 39 groups 19 responses take places

Comparison between Age and Inflight Experience:



Interpretation:

The figure shows the Age vs Inflight Experience of the airline's selection and indicates the various age limits for the Inflight Experience.

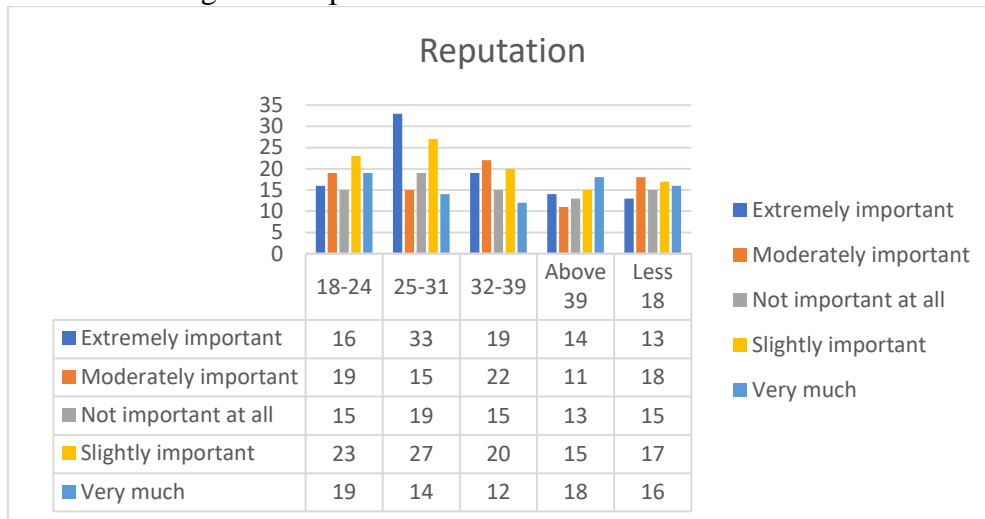
The table shows the Inflight Experience over ages and it shows the Extremely important, Moderately important, Not important at all, Slightly important, and Very much.

It shows the age limit less than 18 where 17 responses are extremely, not important and in nature, and from the 18-24 age group around 22 responses are very much in nature, and in the 25-31 age group around 27 responses are Extremely important in nature.

From the 32-39 age group around 26 responses are Extremely important about Inflight Experience and Above the 39 age group around 21 responses show very much in nature.

Where Less 18 group around 79 responses takes place and 18-24 group 92 responses take place and 25-31 group 108 responses take places and 32-39 group 88 responses take place and above 39 groups 71 responses take places

Comparison between Age and Reputation:



Interpretation:

The figure shows the Age vs Reputation of the airline's selection and indicates the various age limits about the Reputation.

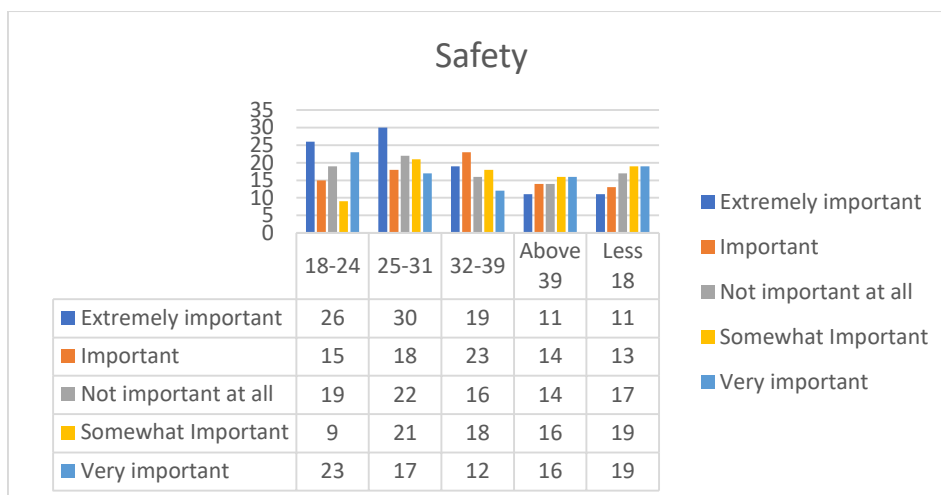
The table shows the Reputation over ages and it shows the Extremely important, Moderately important, Not important at all, Slightly important, and Very much.

It shows the age limit less than 18, where 23 responses are slightly important about reputation in nature, and from the 18-24 age group around 23 responses are slightly important about reputation, and in the 25-31 age group around 33 responses are Extremely important about Reputation.

From the 32-39 responses age group around 22 responses are moderately important about reputation and Above the 39 age group around 18 responses show very much about reputation.

Where Less 18 group around 79 responses takes place and 18-24 groups 92 responses take places, 25-31 group 108 responses take places, 32-39 group 88 responses take place and above 39 groups 71 responses take places

Comparison between Age and Safety:



Interpretation:

The figure shows the Age vs Safety of the airline's selection and indicates the various age limits for the Safety.

The table shows the Safety over ages and it shows the Extremely important, Moderately important, Not important at all, Slightly important, and Very much.

It shows the age limit less than 18 age group around 19 where the responses are somewhat important about safety also from the 18-24 age group around 26 are Extremely important about safety and the 25-31 age group around 30 are Extremely important about safety.

From the 32-39 age group around 23 responded important safety and Above the 39 age group around 16 responded that it was Somewhat Important Safety.

In where Less 18 group around 79 responses take place 18-24 group 92 responses take place, 25-31 group 108 responses take place, and 32-39 group 88 responses take place, and above 39 group 71 responses take place.

Mean:

Price sensitive:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How price-sensitive are you when booking air travel or when you may book a flight in the future? or while you may prefer in future as a new customer?	438	1	5	2.95	1.391
"On a scale of 1 to 5 please rate the extent to which the price of airline tickets influences your decision when choosing an airline service: or while you may prefer in future as a new customer?"	438	1	5	3.09	1.405

What is your preferred way to find affordable flights or when u may book a flight in the future?	438	1	5	2.98	1.411
Valid N (listwise)	438				

The table includes the survey about the price sensitivity among different age groups. The table represents different questions representing the price sensitivity over different age groups.

The first questions (How price-sensitive are you when booking air travel or when u may book a flight in the future? or while you may prefer in the future as a new customer?) show an Average Mean of 2.95 and a standard deviation of 1.391, where it denotes the price sensitive while booking a flight or preferences for the new customers.

Where the second question (On a scale of 1 to 5, please rate the extent to which the price of airline tickets influences your decision when choosing an airline service: or while you may prefer in future as a new customer?) show the influences the decision for choosing an airline service for a new customers or regular customer, its shows the Maximum mean of 3.09 with a standard deviation of 1.405

Overall, the table suggests that the people surveyed were somewhat price-sensitive when booking airfare.

Quality and Taste:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is the quality and taste of in-flight meals to you or when u may book a flight in the future? or while you may prefer in future as a new customer?	438	1	5	3.07	1.371
How satisfied are you with the typical in-flight meal options offered by most airlines ? or while you may prefer in future as a new customer?	438	1	5	3.03	1.386
"How likely are you to choose an airline that offers healthier or more diverse meal options (e.g. vegetarian, vegan, allergy-friendly)? or while you may prefer in future as a new customer?	438	1	5	3.01	1.333
"On a scale of 1 to 5, how would you rate your most recent in-flight meal experience? (Open-ended).	438	1	5	3.04	1.342
Valid N (listwise)	438				

By looking at the table itself, we can see some trends in the data.

The table shows the Quality and Taste of Food in airline booking vs Age groups. It shows the first question shows (How important is the quality and taste of in-flight meals to you or when you may book a flight in the future? or while you may prefer in the future as a new customer?) the maximum Mean of 3.07 with the Standard Deviation 1.371.

The Third questions show (How likely are you to choose an airline that offers healthier or more diverse meal options (e.g., vegetarian, vegan, allergy-friendly)? or you may prefer a future as a new customer?) the Minimum Mean of 3.01 with a standard deviation of 1.3333.

It shows the average satisfaction with a typical airline mean is 3.03. The average respondent rated the importance of meal quality and taste with a mean score of 1.37.

This suggests that passengers may be more swayed by healthier or more diverse meal choices than by standard options currently offered by most airlines.

This indicates that there is more variation in passenger experience with in-flight meals than with the other survey questions. This could be due to a number of factors, such as the quality of the food itself, the variety of options offered, or the service received from flight attendants. Overall, this data suggests that airline passengers may be more interested in healthier and more diverse meal options than airlines currently realize. Further analysis of the data, along with insights from the broader study, could help airlines improve their in-flight meal offerings to better meet passenger preferences.

Inflight Experience:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is the in-flight experience, such as entertainment, safety, while choosing an airline services as an experienced customer or while you may prefer in future as a new customer?	438	1	5	3.11	1.441
"On a scale of 1 to 5, how willing are you to pay extra for an airline that offers a superior in-flight experience (e.g., better food, comfort, entertainment)? or while you may prefer in future as a new customer?"	438	1	5	2.94	1.391
How important is seat comfort (e.g., legroom, recline, entertainment system) to your in-flight experience or when you may book a flight in the future? or while you may prefer in future as a new customer?	438	1	5	3.12	1.366
How satisfied are you with the typical seat comfort offered by most airlines when you may book a flight in the future?	438	1	5	3.02	1.397

"On a scale of 1 to 5, how likely are you to choose an airline based on specific in-flight amenities (e.g., Wi-Fi, charging ports, extra baggage allowance)? or while you may prefer in future as a new customer?"	438	1	5	3.05	1.421
Which aspect of in-flight comfort is most important to you or when u may book a flight in the future?	437	1	4	2.53	1.136
Valid N (listwise)	437				

Here's a breakdown of the table data:

The table shows the Inflight Experience vs Age groups basis on the different preferences of the generation z. Its shows the various question about the Inflight Experience preference about the selection.

The Third Questions shows (How important is seat comfort (e.g., legroom, recline, entertainment system) to your in-flight experience or when u may book a flight in the future? or while you may prefer in future as a new customer?) the Maximum Mean of 3.12 with standard deviation of 1.3666 about the in-flight experience while booking a flight for existing or new customers.

The Sixth Questions shows (Which aspect of in-flight comfort is most important to you or when u may book a flight in the future?) the Minimum Mean of 2.53 with standard deviation of 1.136 about the aspect of inflight experience is most important while booking a flight.

Reputation:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is the overall reputation of an airline to your decision to book with them? or while you may prefer in future as a new customer?	438	1	5	3.03	1.410
Which factors contribute most to your perception of an airline's reputation?	437	1	5	3.08	1.405
"On a scale of 1 to 5, how likely are you to avoid an airline based on negative reviews or experiences? or while you may prefer in future as a new customer?"	438	1	5	2.95	1.404
"On a scale of 1 to 5, how likely are you to trust recommendations from friends or family when choosing an airline? or while you may prefer in future as a new customer?"	438	1	5	2.85	1.430
Valid N (listwise)	437				

Here's a breakdown of the table data:

The table shows the Reputation vs Age groups based on the different preferences of Generation Z. It shows the various questions about the Reputation airlines about the selection.

The Second Question shows (Which factors contribute most to your perception of an airline's reputation?) about the Maximum Mean of 3.08 with a standard deviation of 1.405 about the Reputation while booking a flight for existing or new customers.

The Fourth Question shows (On a scale of 1 to 5, how likely are you to trust recommendations from friends or family when choosing an airline? or while you may prefer in the future as a new customer?) the Minimum Mean of 2.85 with the highest standard deviation of 1.430 about the aspect of Reputation is most important while booking a flight.

Safety:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is safety to you when choosing an airline?	438	1	5	3.05	1.442
How would you rate the cleanliness and tidiness of the aircraft cabin?	438	1	5	3.04	1.422
"On a scale of 1 to 5, how easily accessible did you feel safety measures such as seat belts and emergency exits were?"	438	1	5	3.05	1.387
Do you feel confident in the airline's ability to handle emergency situations?	438	1	5	3.00	1.445
Valid N (listwise)	438				

Here's a breakdown of the table data:

The table shows the Safety vs Age groups based on the different preferences of Generation Z. It shows the various questions about the Safety of the selection of airlines.

The First and Third Questions show (How important is safety to you when choosing an airline?) & (On a scale of 1 to 5, how easily accessible did you feel safety measures such as seat belts and emergency exits were?) about the Maximum Mean of 3.05 with a standard deviation of 1.442 & lowest standard deviation of 1.387 about the safety while booking a flight for existing or new customers.

The Fourth Question shows (Do you feel confident in the airline's ability to handle emergency situations?) the Minimum Mean of 3.00 with the highest standard deviation of 1.445 about the aspect of Safety is most important while booking a flight.

To gain deeper insights, consider obtaining the question wording and response options. Analyze the distribution of responses to see how many customers rated each point on the scale. This would reveal patterns in customer sentiment and identify areas where the airline might excel or need improvement. Consider using visualization techniques like bar charts or histograms to represent the distribution of responses.

By incorporating these recommendations, airlines can gain a more comprehensive understanding of customer satisfaction with safety and hygiene measures and use this information to improve their services.

Here are some additional things to keep in mind when interpreting this data:

- The sample size is 438. This is a relatively small sample size, so the results may not be generalizable to the entire population.

- The data is self-reported. This means that the people surveyed may not have been accurate in their responses.
- The specific answer choices for the questions are not shown. This makes it difficult to interpret the results.

Without more information, it is difficult to draw any definitive conclusions from this data. However, it does provide some insights into how people think about price sensitivity and finding affordable flights.

SUGGESTION:

The data analysis provided insights into respondents' demographics, preferences, and factors influencing their choice of airlines. Here are suggestions based on the findings:

Targeted Marketing Campaigns:

With 40% female and 60% male respondents, airlines can tailor marketing strategies to appeal to both genders. However, considering the sizable portion campaigns should focus on inclusivity and diversity.

Segmented Pricing:

Given the diverse age groups and income brackets, airlines can implement segmented pricing strategies. For instance, offering discounted fares for younger travellers (below 18) and flexible payment options for those with lower incomes can attract more customers.

Enhanced In-Flight Experience:

Respondents across all age groups prioritize in-flight experience and safety. Airlines should invest in improving onboard amenities, entertainment options, and safety protocols to meet customer expectations and enhance satisfaction.

Reputation Management:

Reputation emerged as a critical factor, particularly among younger respondents. Airlines should prioritize maintaining a positive brand reputation through excellent customer service, reliability, and transparency in operations.

Service Quality:

Given the significant impact of service quality on travel frequency, airlines should focus on delivering exceptional customer service, on-time performance, and safety records. Training staff to handle diverse customer needs and situations can enhance the overall service experience.

Further Research:

While the Mean and standard deviation revealed significant relationships between reputation, services, and travel frequency, the mean and standard deviation suggest that other factors may influence travel decisions. Conducting qualitative research or incorporating additional variables into the analysis can provide a more comprehensive understanding of customer preferences.

Continuous Improvement:

Airlines should regularly collect feedback from customers and adapt their services based on evolving preferences and market trends. Continuous improvement in areas such as pricing, amenities, and customer engagement can foster loyalty and attract new travellers.

Partnerships and Loyalty Programs:

Collaborating with other businesses or offering loyalty programs can incentivize repeat travel and enhance customer retention. Partnering with hotels, car rental agencies, or credit card companies can provide added value to travellers.

By implementing these suggestions based on the analysis, airlines can better understand their target audience, improve service delivery, and ultimately increase customer satisfaction and loyalty.

CONCLUSION

The analysis of 438 respondents using SPSS revealed insights into the preferences and behaviours of individuals regarding airline travel.

Demographic Insights:

The most of respondents were evenly distributed between genders, with a significant portion preferring not to disclose. Age-wise, there's a diverse representation, with notable trends in price sensitivity, importance of factors like meal quality and in-flight experience varying across age groups.

Preference Insights:

Respondents showed varying degrees of sensitivity to factors like price, meal quality, in-flight experience, and airline reputation. These preferences differed significantly across age groups, indicating the importance of segmenting marketing strategies based on age demographics.

SPSS Analysis:

The Mean and Standard deviation model used to analyze the data revealed statistically significant relationships between reputation, services, and the frequency of airline travel. However, the explanatory power of the model, as indicated by the Mean and Standard Deviation suggests that other unaccounted factors may also influence travel frequency.

Implications:

Understanding the nuanced preferences of different age groups and the factors influencing travel decisions can inform targeted marketing strategies. Airlines can tailor their services and reputation management efforts to cater to the specific needs and preferences of different demographic segments, potentially increasing customer satisfaction and loyalty.

Limitations and Future Research:

While the current analysis provides valuable insights, future research could delve deeper into exploring additional factors that may influence travel frequency. Moreover, conducting longitudinal studies to track changes in preferences over time could provide a more comprehensive understanding of consumer behaviour in the airline industry.

In conclusion, the analysis highlights the importance of understanding demographic variations and preferences in shaping marketing strategies and improving customer satisfaction in the airline industry.

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