Low-Cost Carrier (LCC) Satisfaction of South Koreans_2024

Dataset Collected and Curated by ConsumerInsight INC., located in Seoul, Republic of Korea

About the Dataset

This dataset is part of the **Annual Travel Destination and Service Satisfaction Study**, one of ConsumerInsight's five syndicated studies on South Korean travelers. Conducted annually since **2016** with approximately **25,000 respondents** each year, the study aims to track and analyze long-term shifts in travel behavior and consumer evaluations of travel destinations and products.

Data Sampling

The provided data is a **50% sample** from the **2024 study**. From the complete dataset, respondents were assigned sequential ID numbers based on their response order. This sample was extracted by selecting all respondents with an **even-numbered ID.**

Data Contents

The dataset includes the following information:

1. **Respondent Characteristics**
2. **LCC Brand Awareness**
3. **LCC Usage Experience**
4. **Characteristics of Purchased/Used LCC Products**
   - Route of flight, Flight Duration, Seat Location, Purpose of Use, Purchase Type
5. **Reason for Choosing the LCC Brand**
6. **LCC Perceived Quality of Experience**
   - Information search and booking/inquiries, Ticketing and check-in, Boarding, disembarking, and baggage claim, In-flight environment and facilities, In-flight services, Flight operations, Value for money
7. **LCC Brand Satisfaction**
   - Satisfaction Level, Value for Money/Perceived Value, Intention to Recommend, Intention to Repurchase
8. **Preferred Low-Cost Carrier (LCC)**

*** Respondent Criteria:** Ages of 20 and 69 who reside in South Korea.

*** Sample Size:** Among the total population of 25,442, the dataset comprises responses from 3,163 participants.

[Table1-1] Data File: Low-Cost Carrier (LCC) Satisfaction of South Koreans _2024

Variable Names	Question Number	Content of the Question
respondent_id	idx	
gender	DQ01	Gender
age_group	DQ02	Year of Birth
area_of_residence	DQ08	Region of Residence
marital_status	DQ03	Marital Status
household_composition	DQ04	Family Status
occupation	DQ05	Occupation
household_income_level	DQ06	Monthly Household Income
lcc_awareness	D0101	LCC Awareness_Vietjet Air
lcc_awareness	D0102	LCC Awareness_Cebu Pacific Air
lcc_awareness	D0103	LCC Awareness_Scoot
lcc_awareness	D0105	LCC Awareness_Air Busan
lcc_awareness	D0106	LCC Awareness_Air Seoul
lcc_awareness	D0107	LCC Awareness_AirAsia
lcc_awareness	D0108	LCC Awareness_Eastar Jet
lcc_awareness	D0109	LCC Awareness_Jeju Air
lcc_awareness	D0110	LCC Awareness_Jin Air
lcc_awareness	D0111	LCC Awareness_T'way Air
lcc_awareness	D0112	LCC Awareness_Peach Aviation
lcc_awareness	D0113	LCC Awareness_Hong Kong Express
lcc_awareness	D0114	LCC Awareness_Fly Gangwon
lcc_awareness	D0115	LCC Awareness_Aero K
lcc_awareness	D0116	LCC Awareness_Air Premia
lcc_awareness	D0117	LCC Awareness_Hi Air
lcc_usage_experience	D02M01	LCC Usage Experience
lcc_usage_experience	D02M02	LCC Usage Experience
lcc_usage_experience	D02M03	LCC Usage Experience
lcc_usage_experience	D02M04	LCC Usage Experience
lcc_usage_experience	D02M05	LCC Usage Experience
lcc_usage_experience	D02M06	LCC Usage Experience
lcc_usage_experience	D02M07	LCC Usage Experience
lcc_usage_experience	D02M08	LCC Usage Experience
lcc_usage_experience	D02M09	LCC Usage Experience
lcc_usage_experience	D02M10	LCC Usage Experience
lcc_usage_experience	D02M11	LCC Usage Experience
lcc_usage_experience	D02M12	LCC Usage Experience
lcc_usage_experience	D02M13	LCC Usage Experience
lcc_usage_experience	D02M14	LCC Usage Experience
lcc_usage_experience	D02M15	LCC Usage Experience
lcc_usage_experience	D02M16	LCC Usage Experience
lcc_usage_experience_past_year	D03M01	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M02	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M03	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M04	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M05	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M06	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M07	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M08	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M09	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M10	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M11	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M12	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M13	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M14	LCC Usage in the Past Year
lcc_usage_experience_past_year	D03M15	LCC Usage in the Past Year

lcc_usage_experience_past_year	D03M16	LCC Usage in the Past Year
lcc_assign	Assign_D	LCC Assign
lcc_usage_flight_route	D05	Route Taken
lcc_usage_flight_duration	D06	Flight Duration
lcc_usage_seat_location	D07	Seat Location
lcc_usage_purpose	D0901	Purpose of Use
lcc_usage_purchase_type	D0902	Type of Purchase
lcc_usage_preference_reason	D10M01	Reason for Preference
lcc_usage_preference_reason	D10M02	Reason for Preference
lcc_usage_preference_reason	D10M03	Reason for Preference
lcc_usage_preference_reason	D10M04	Reason for Preference
lcc_usage_preference_reason	D10M05	Reason for Preference
lcc_usage_preference_reason	D10M06	Reason for Preference
lcc_usage_preference_reason	D10M07	Reason for Preference
lcc_usage_preference_reason	D10M08	Reason for Preference
lcc_usage_preference_reason	D10M09	Reason for Preference
lcc_usage_preference_reason	D10M10	Reason for Preference
lcc_usage_preference_reason	D10M11	Reason for Preference
lcc_usage_primary_preference_reason	D1001	Primary Reason for Preference
lcc_quality_info_search_reservation	D1201	Service Experience Quality (information search and reservation/inquiry)
lcc_quality_ticketing_checkin	D1202	Service Experience Quality (ticketing and check-in)
lcc_quality_boarding_baggage_claim	D1203	Service Experience Quality (boarding, disembarkation, and baggage claim)
lcc_quality_inflight_environment_facilities	D1204	Service Experience Quality (in-flight environment/facilities)
lcc_quality_inflight_service	D1205	Service Experience Quality (in-flight service)
lcc_quality_flight_service	D1206	Service Experience Quality (flight service)
lcc_quality_value_for_money	D1207	Service Experience Quality (value for money)
lcc_satisfaction	D13	Overall Satisfaction with the LCC
lcc_value_for_money	D13_1	Perceived Value for Money (LCC)
lcc_recommendation_intention	D14	LCC Recommendation Intention
lcc_reuse_intention	D15	Intention to Reuse
lcc_preferred_carrier	D16	Preferred LCC

[Table 2] Survey Structure of Low-Cost Carrier (LCC) Satisfaction of South Koreans

DEMOGRAPHIC	
DQ1	Gender
DQ2	Year of Birth
DQ8	Region of Residence
DQ3	Marital Status
DQ4	Family Status
DQ5	Occupation
DQ6	Monthly Household Income
D. Low-Cost Carrier (LCC)	
D1	LCC Awareness
D2	LCC Usage Experience
D3	LCC Usage in the Past Year
D5	Route Taken
D6	Flight Duration
D7	Seat Location
D9-1	Purpose of Use
D9-2	Type of Purchase
D10	Reason for Preference
D10-1	Primary Reason for Preference
D12-1	Service Experience Quality (information search and reservation/inquiry)
D12-2	Service Experience Quality (ticketing and check-in)
D12-3	Service Experience Quality (boarding, disembarkation, and baggage claim)
D12-4	Service Experience Quality (in-flight environment/facilities)
D12-5	Service Experience Quality (in-flight service)
D12-6	Service Experience Quality (flight service)
D12-7	Service Experience Quality (value for money)
D13	Overall Satisfaction with the LCC
D13-1	Perceived Value for Money (LCC)
D14	LCC Recommendation Intention
D15	Intention to Reuse
D16	Preferred LCC

[Questionnaire]

DEMOGRAPHIC

All survey questions are now completed.

The following section asks for basic classification information. This information is needed for statistical analysis.
Your personal information will only be used for statistical purposes, in accordance with Article 13 of the Statistics Act, and will never be used for any other purpose without your consent.

+Gender+

DQ1. What is your **gender**?

1) Male 2) Female

+Year of Birth+

DQ2. Please enter your exact **year of birth**. *(open)* _____year

+Region of Residence+

DQ8. Where do you **currently reside**? Please select **your current place of residence**, not your address on the resident registration.

1) Gangwon 2) Gyeonggi 3) Gyeongnam 4) Gyeongbuk 5) Gwangju 6) Daegu 7) Daejeon 8) Busan
9) Seoul 10) Sejong 11) Ulsan 12) Incheon 13) Jeonnam 14) Jeonbuk 15) Jeju 16) Chungnam 17) Chungbuk

+Marital Status+

DQ3. What is your current **marital** status?

1) Single/Never married 2) Married 3) Other (e.g., divorced, widowed)

+Family Status+

DQ4. Do you have any children? If yes, what is the life stage of **your youngest child**?

1) No children 2) Infant (1–3 years old) 3) Preschooler (4–7 years old) 4) Elementary school student 5) Middle/High school student
6) University/Graduate student 7) Unmarried adult 8) Married adult 9) Married adult with children

+Occupation+

DQ5. What is **your current occupation**?

1) Self-employed (e.g., small business owner with fewer than 10 employees, family worker, individual taxi driver)
2) Sales/Service worker (e.g., store clerk, insurance agent, salesperson, hairdresser)

3) Skilled worker (e.g., production line worker, machinist, carpenter, driver)
4) Manual laborer (e.g., cleaner, delivery/transport worker, building maintenance/security)
5) Office worker (e.g., company staff below department head, public servant grade 5 or below)
6) Technical worker (e.g., teacher, private tutor, nurse, engineer)
7) Managerial/Executive (e.g., company executive, public servant grade 4 or above)
8) Professional (e.g., university professor, doctor, lawyer, accountant, patent attorney, journalist)
9) Freelancer/Independent (e.g., artist, clergy)
10) Full-time homemaker
11) Middle school student
12) High school student
13) University (or graduate school) student
14) Unemployed/Retired (no income or minimal side income)
15) Other (___)

+Monthly Household Income+

DQ6. What is **your total monthly household income**, **including the income of all family members** living together?

- Please include all sources of income such as interest income, side jobs, bonuses, and rental income.
- This information is essential for analysis, so please respond as accurately as possible.

0) Less than 1,000,000 KRW
1) 1,000,000 KRW 2) 2,000,000 KRW 3) 3,000,000 KRW 4) 4,000,000 KRW 5) 5,000,000 KRW 6) 6,000,000 KRW
7) 7,000,000 KRW 8) 8,000,000 KRW 9) 9,000,000 KRW 10) 10,000,000 KRW 11) Over 10,000,000 KRW
12) Don't know

D. Low-Cost Carrier (LCC)

※ The following questions are about low-cost carrier (LCC) among travel products.

+LCC Awareness+

D1. Have you ever **heard** of any of the following **low-cost airlines**?

What is a low-cost carrier (LCC)?
A **low-cost carrier (LCC)** refers to an airline that **offers lower fare**s compared to full-service or traditional carriers. LCCs typically have narrower seating, lower baggage allowances, and require passengers **to purchase in-flight meals, beverages, blankets, and other amenities separately**.

1) Yes (I have heard of it) 2) No (I have not heard of it)

+LCC Usage Experience+

D2. Which of the following **low-cost airlines** have you **ever flown with**? Please **select all that apply**.
If selecting "Other," please write the name of the most recently used **brand**.

LCC List			
1) Vietjet Air	2) Cebu Pacific Air	3) Scoot	4) Air Busan
5) Air Seoul	6) AirAsia	7) Eastar Jet	8) Jeju Air
9) Jin Air	10) T'way Air	11) Peach Aviation	12) Hong Kong Express
13) Fly Gangwon	14) Aero K	15) Air Premia	16) Hi Air
98) Other ( )			

+LCC Usage in the Past Year

D3. Which **low-cost airlines have you flown** with **in the past year**? Please **select all that apply**.
Only include flights that departed from your home country.

※ From this point on, we will ask about the 'D3 airline' you have flown with in the past year.

+Route Taken+

D5. What type of **route** did you fly **most recently** with **'D3 airline'**?

1) International 2) Domestic

+Flight Duration+

D6. **How long** was your most recent **one-way flight** with the **'D3 airline'**?

1) Within 2 hours (one-way)
2) 2 to less than 5 hours (one-way)
3) 5 to less than 10 hours (one-way)
4) 10 hours or more (one-way)

+Seat Location+

D7. Where was **your seat located** on the **'D3 airline'** flight?

1) Window seat
2) Aisle seat
3) Middle seat (between two other seats)

+Purpose of Use+, +Type of Purchase+

D9. For **what purpose** did you use the **'D3 airline',** and **what type of product** did you purchase?

D9-1. Purpose of Use	D9-2. Type of Purchase
1) **Business** (business trip, meetings, etc.)	**1) Purchased flight ticket only** (as a standalone product)
2) **Leisure and relaxation**	**2) Purchased flight ticket as part of a package with other products**

	(e.g., accommodation, guide, rental car, etc.)
3) **Other**	

+Reason for Preference+

D10. What were **the reasons** for choosing **'D3 airline'**? Please select all that apply.

+Primary Reason for Preference+

D10-1. What was **the most important reason** for choosing **'D3 airline'**? Please select one.

1) Favorable flight schedule (route, departure/arrival time, etc.)
2) Punctual flight operations (on-time departures/arrivals, short layovers, etc.)
3) Low price
4) Good mileage/membership benefits
5) Good in-flight service (crew, meals, etc.)
6) Comfortable in-flight environment/facilities (seats, entertainment, etc.)
7) Sufficient baggage allowance
8) Positive brand reputation/image (recommendations, online reviews, etc.)
9) Because it is a national airline
10) Perceived to be a airline
11) Convenient boarding gate location
12) Other
13) I did not make the decision myself

+Service Experience Quality+

Please evaluate how satisfactory or unsatisfactory **'D3 airline'** was in each of the following aspects.

D12-1. How would you rate **'D3 airline'** in terms of **information search and reservation/inquiry** (e.g., website design, UI, phone consultation, etc.)?

D12-2. How would you rate **'D3 airline'** in terms of **ticketing and check-in** (e.g., wait time for ticket issuance, seat assignment, baggage check, etc.)?

D12-3. How would you rate **'D3 airline'** in terms of **boarding, disembarkation, and baggage claim** (e.g., boarding gate location, ease of movement, etc.)?

D12-4. How would you rate **'D3 airline'** in terms of **in-flight environment/facilities** (e.g., seats, restrooms, storage compartments, in-flight entertainment, etc.)?

D12-5. How would you rate **'D3 airline'** in terms of **in-flight service** (e.g., meals, beverages, cabin crew service, etc.)?

D12-6. How would you rate **'D3 airline'** in terms of **flight service** (e.g., on-time departure/arrival, comfort during takeoff and landing, etc.)?

D12-7. How would you rate **'D3 airline'** in terms of **value for money** (i.e., satisfaction relative to the amount paid)?

Very poor	Poor	Average/Neutral	Good	Very good

+Overall Satisfaction with the LCC+

D13. Overall, **how satisfied** were you with **'D3 airline'**? Please **consider all aspects**, including **pre-flight information search/booking, airport check-in/boarding, and in-flight/flight services**.

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

+Perceived Value for Money (LCC)+

D13-1. Considering **the total amount you paid**, how would you rate **the overall emotional value for money** of **'D3 airline'**, including pre-flight information/booking, airport check-in/boarding, and in-flight/flight services? Please select the option that best reflects your opinion.

※ **Emotional value for money** refers to **the psychological satisfaction you felt based on the cost and effort you spent**.

The emotional value for money of **'D3 airline'** is...				
Very poor	Poor	Average/Neutral	Good	Very good

+LCC Recommendation Intention+

D14. How likely are you **to recommend** **'D3 airline'** **to others**?

Would never recommend	Would not recommend	Neutral	Would recommend	Would definitely recommend

+Intention to Reuse+

D15. How likely are you **to use** **'D3 airline'** **again in the future**?

Definitely would not use again	Probably would not use again	Neutral	Probably would use again	Definitely would use again

+Preferred LCC+

D16. Which **low-cost carrier would you most prefer to use for your next trip**?

LCC List			
1) Vietjet Air	2) Cebu Pacific Air	3) Scoot	4) Air Busan
5) Air Seoul	6) AirAsia	7) Eastar Jet	8) Jeju Air
9) Jin Air	10) T'way Air	11) Peach Aviation	12) Hong Kong Express
13) Fly Gangwon	14) Aero K	15) Air Premia	16) Hi Air
98) Other ( )	99) Nothing in particular		