Full-Service Carrier (FSC) Satisfaction of South Koreans

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. **FSC Brand Awareness**
3. **FSC Usage Experience**
4. **Characteristics of Purchased/Used FSC Products**
   - Route of flight, Flight Duration, Cabin Class, Seat Location, Purpose of Use, Purchase Type
5. **Reason for Choosing the FSC Brand**
6. **FSC 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. **FSC Brand Satisfaction**
   - Satisfaction Level, Value for Money/Perceived Value, Intention to Recommend, Intention to Repurchase
8. **Preferred Full-Service Carrier (FSC)**

*** 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 3,188 participants.

*** Survey Period:** September 2024

[Table1-1] Data File: Full-Service Carrier (FSC) 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
fsc_aided_awareness	C0109	FSC Aided Awareness_Air Canada
fsc_aided_awareness	C0110	FSC Aided Awareness_Air France
fsc_aided_awareness	C0111	FSC Aided Awareness_United Airlines
fsc_aided_awareness	C0112	FSC Aided Awareness_China Eastern Airlines
fsc_aided_awareness	C0113	FSC Aided Awareness_Cathay Pacific
fsc_aided_awareness	C0114	FSC Aided Awareness_Thai Airways
fsc_aided_awareness	C0115	FSC Aided Awareness_Philippine Airlines
fsc_aided_awareness	C0116	FSC Aided Awareness_ANA (All Nippon Airways)
fsc_aided_awareness	C0117	FSC Aided Awareness_JAL (Japan Airlines)
fsc_aided_awareness	C0118	FSC Aided Awareness_China Southern Airlines
fsc_aided_awareness	C0119	FSC Aided Awareness_Turkish Airlines
fsc_aided_awareness	C0120	FSC Aided Awareness_Garuda Indonesia
fsc_aided_awareness	C0121	FSC Aided Awareness_Finnair
fsc_aided_awareness	C0122	FSC Aided Awareness_Malaysia Airlines
fsc_aided_awareness	C0123	FSC Aided Awareness_EVA Air
fsc_usage_experience	C02M01	FSC Usage Experience
fsc_usage_experience	C02M02	FSC Usage Experience
fsc_usage_experience	C02M03	FSC Usage Experience
fsc_usage_experience	C02M04	FSC Usage Experience
fsc_usage_experience	C02M05	FSC Usage Experience
fsc_usage_experience	C02M06	FSC Usage Experience
fsc_usage_experience	C02M07	FSC Usage Experience
fsc_usage_experience	C02M08	FSC Usage Experience
fsc_usage_experience	C02M09	FSC Usage Experience
fsc_usage_experience	C02M10	FSC Usage Experience
fsc_usage_experience	C02M11	FSC Usage Experience
fsc_usage_experience	C02M12	FSC Usage Experience
fsc_usage_experience	C02M13	FSC Usage Experience
fsc_usage_experience	C02M14	FSC Usage Experience
fsc_usage_experience	C02M15	FSC Usage Experience
fsc_usage_experience	C02M16	FSC Usage Experience
fsc_usage_experience	C02M17	FSC Usage Experience
fsc_usage_experience	C02M18	FSC Usage Experience
fsc_usage_experience	C02M19	FSC Usage Experience
fsc_usage_experience	C02M20	FSC Usage Experience
fsc_usage_experience	C02M21	FSC Usage Experience
fsc_usage_experience	C02M22	FSC Usage Experience
fsc_usage_experience_past_year	C03M01	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M02	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M03	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M04	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M05	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M06	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M07	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M08	FSC Usage Experience (Past Year)

fsc_usage_experience_past_year	C03M09	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M10	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M11	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M12	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M13	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M14	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M15	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M16	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M17	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M18	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M19	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M20	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M21	FSC Usage Experience (Past Year)
fsc_usage_experience_past_year	C03M22	FSC Usage Experience (Past Year)
fsc_Assign	Assign_C	FSC Assign
fsc_usage_flight_route	C05	Route of Flight
fsc_usage_flight_duration	C06	Flight Duration
fsc_usage_cabin_class	C0701	Cabin Class
fsc_usage_seat_location	C0702	Seat Location
fsc_usage_purpose	C0801	Purpose of Use
fsc_usage_purchase_type	C0802	Purchase Type
fsc_usage_preference_reason	C09M01	Reason for Preference
fsc_usage_preference_reason	C09M02	Reason for Preference
fsc_usage_preference_reason	C09M03	Reason for Preference
fsc_usage_preference_reason	C09M04	Reason for Preference
fsc_usage_preference_reason	C09M05	Reason for Preference
fsc_usage_preference_reason	C09M06	Reason for Preference
fsc_usage_preference_reason	C09M07	Reason for Preference
fsc_usage_preference_reason	C09M08	Reason for Preference
fsc_usage_preference_reason	C09M09	Reason for Preference
fsc_usage_preference_reason	C09M10	Reason for Preference
fsc_usage_preference_reason	C09M11	Reason for Preference
fsc_usage_primary_preference_reason	C0901	Primary Reason for Preference
fsc_quality_info_search_booking	C1001	Service Quality Experience (information search and booking/inquiries)
fsc_quality_ticketing_checkin	C1002	Service Quality Experience (ticketing and check-in)
fsc_quality_boarding_baggage_claim	C1003	Service Quality Experience (boarding, disembarking, and baggage claim)
fsc_quality_inflight_environment_facilities	C1004	Service Quality Experience (in-flight environment and facilities)
fsc_quality_inflight_services	C1005	Service Quality Experience (in-flight services)
fsc_quality_flight_operations	C1006	Service Quality Experience (flight operations)
fsc_quality_value_for_money	C1007	Service Quality Experience (value for money)
fsc_satisfaction	C11	Overall Satisfaction
fsc_value_for_money	C11_1	Perceived Value for Money (FSC)
fsc_recommendation_intention	C12	Recommendation Intention
fsc_reuse_intention	C13	Intention to Reuse
fsc_preferred_carrier	C14	Preferred Full-Service Carrier (FSC)

[Table 2] Survey Structure of Full Service Carrier (FSC) 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
C. Full-service Carrier (FSC)	
C1	FSC Aided Awareness
C2	FSC Usage Experience
C3	FSC Usage Experience (Past Year)
C5	Route of Flight
C6	Flight Duration
C7-1	Cabin Class
C7-2	Seat Location
C8-1	Purpose of Use
C8-2	Purchase Type
C9	Reason for Preference
C9-1	Primary Reason for Preference
C10-1	Service Quality Experience (information search and booking/inquiries)
C10-2	Service Quality Experience (ticketing and check-in)
C10-3	Service Quality Experience (boarding, disembarking, and baggage claim)
C10-4	Service Quality Experience (in-flight environment and facilities)
C10-5	Service Quality Experience (in-flight services)
C10-6	Service Quality Experience (flight operations)
C10-7	Service Quality Experience (value for money)
C11	Overall Satisfaction
C11-1	Perceived Value for Money (FSC)
C12	Recommendation Intention
C13	Intention to Reuse
C14	Preferred Full-Service Carrier (FSC)

[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

C. Full-Service Carrier (FSC)

※ Now, we would like to ask about full-service carrier (FSC) among travel products.

+FSC Aided Awareness+

C1. **Have you ever heard** of the following **full-service carrier (FSC)**?

What is a Full-Service Carrier (FSC)?
A full-service carrier (FSC), also known as a **traditional airline**, offers **a wide range of services such as in-flight meals, beverages, and entertainment as part of the standard fare**. FSCs typically have **higher** ticket prices than low-cost carriers (LCCs), but feature **more spacious seating** as a key distinction.

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

+FSC Usage Experience+

C2. Then, which of the following **full-service carriers have you ever flown with**? Please **select all that apply**.

If "Other" is selected, please write **the name** of the most recently used airline.

FSC List			
1) Korean Air	2) Delta Air Lines	3) Lufthansa	4) Vietnam Airlines
5) Singapore Airlines	6) Asiana Airlines	7) Emirates	8) Air Canada
9) Air France	10) United Airlines	11) China Eastern Airlines	12) Cathay Pacific
13) Thai Airways	14) Philippine Airlines	15) ANA (All Nippon Airways)	16) JAL (Japan Airlines)
17) China Southern Airlines	18) Turkish Airlines	19) Garuda Indonesia	20) Finnair
21) Malaysia Airlines	22) EVA Air	98) Other ( )	

+FSC Usage Experience (Past Year)+

C3. Which of the following **full-service carriers have you flown with** in **the past year?** Please **select all that apply.**

* Please **respond based on flights departing from Korea**.

From this point onward, we will ask about the 'C3 airline' you flew with in the past year.

If you used 'C3 airline' multiple times, please respond based on your most recent experience.

+Route of Flight+

C5. What was the route of your **most recent flight** with **'C3 airline'**?

1) International flight 2) Domestic flight

+Flight Duration+

C6. **How long was the one-way flight** on your most recent trip with **'C3 airline'**?

1) Less than 2 hours
2) Between 2 and 5 hours
3) Between 5 and 10 hours
4) More than 10 hours

+Cabin Class+, +Seat Location+

C7. What was your **cabin class and seat location** on the flight with **'C3 airline'**?

C7-1. Cabin Class	C7-2. Seat Location
1) **Economy Class**	1) **Window seat**
2) **Business/First Class**	2) **Aisle seat**
	3) **Middle seat** (between other seats)

+Purpose of Use+, +Purchase Type+

C8. What was **the purpose of your trip and what type of product** did you purchase with **'C3 airline'**?

C8-1. Purpose of Use	C8-2. Purchase Type
1) **Business** (e.g., business trip, meeting, etc.)	**1) Purchased only the flight ticket** (individual item)

2) **Leisure and relaxation**	**2) Purchased the flight ticket as part of a package** (includes accommodation, guide, rental car, etc.)
3) **Other**	

+Reason for Preference+

C9. What were your **reasons** for choosing **'C3 airline'**? Please **select all that apply**.

+Primary Reason for Preference+

C9-1. What was **the main reason** you chose **'C3 airline'**?

1) The flight schedule suited me well (routes, departure/arrival times, etc.)
2) The flight schedule was punctual (on-time departures/arrivals, short layovers, etc.)
3) The price was affordable
4) The mileage or membership benefits were attractive
5) The in-flight service was good (crew, meals, etc.)
6) The in-flight environment/facilities were good (seats, entertainment, etc.)
7) Sufficient baggage allowance
8) The airline had a good brand reputation/image (recommendations, online reviews, etc.)
9) Because it is a national airline
10) I believed the aircraft was safe
11) Convenient gate location at the airport
12) Other
13) I did not make the decision myself

※ From this point on, we will ask about the 'C3 airline' that you have flown with within the past year.
If you have flown with 'C3 airline' multiple times, please answer based on your most recent experience.

+Service Quality Experience+

Please evaluate how well or poorly the **'C3 airline'** performed in each of the following aspects:

C10-1. How would you rate the **'C3 airline'** in terms of **information search and booking/inquiries** (e.g., website design, user interface, phone consultation)?

C10-2. How would you rate the **'C3 airline'** in terms of **ticketing and check-in** (e.g., ticketing wait time, seat assignment, baggage check)?

C10-3. How would you rate the **'C3 airline'** in terms of **boarding, disembarking, and baggage claim** (e.g., boarding gate location, transfers)?

C10-4. How would you rate the **'C3 airline'** in terms of **in-flight environment and facilities** (e.g., seats, toilets, storage compartments, entertainment)?

C10-5. How would you rate the **'C3 airline'** in terms of **in-flight services** (e.g., meals, beverages, cabin crew service)?

C10-6. How would you rate the **'C3 airline'** in terms of **flight operations** (e.g., on-time departure/arrival, takeoff/landing experience)?

C10-7. How would you rate the **'C3 airline'** in terms of **value for money** (e.g., satisfaction relative to the amount paid)?

Very poor	poor	Average/Neutral	Good	Very good

+Overall Satisfaction+

C11. Overall, **how satisfied** were you with the **'C3 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 (FSC)+

C11-1. Considering **the total amount paid**, how would you rate the **overall emotional value for money** of the **'C3 airline'**? Please take into account the pre-departure information search/booking, airport check-in/boarding, and in-flight/flight services.

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

'The emotional value for money of 'C3 airline' is...				
Very poor	poor	Average/Neutral	Good	Very good

+Recommendation Intention+

C12. How likely are you **to recommend** **'C3 airline'** **to others**?

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

+Intention to Reuse+

C13. How likely are you to use **'C3 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 Full-Service Carrier (FSC)+

C14. Which **full-service airline would you most prefer to use** for your next trip? Please **select only one**.

FSC List			
1) Korean Air	2) Delta Air Lines	3) Lufthansa	4) Vietnam Airlines
5) Singapore Airlines	6) Asiana Airlines	7) Emirates	8) Air Canada
9) Air France	10) United Airlines	11) China Eastern Airlines	12) Cathay Pacific
13) Thai Airways	14) Philippine Airlines	15) ANA (All Nippon Airways)	16) JAL (Japan Airlines)
17) China Southern Airlines	18) Turkish Airlines	19) Garuda Indonesia	20) Finnair
21) Malaysia Airlines	22) EVA Air	98) Other ( )	99) Nothing in particular