Predictors of Purchase Intention among Major Airlines in the Philippines

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Abstract: This study analyzes the predictors of purchase intention among major airlines in the Philippines. Furthermore, it navigates how the psychographic profile of respondents affects their purchase intention and the impact of brand marketing among these major airlines in the Philippines—Philippine Airlines, Cebu Pacific, and Air Asia. Survey questionnaires were distributed to 300 respondents, each of whom has experienced services of major airlines in the Philippines. This determines if there is a statistically significant difference between customer satisfaction and purchase intention. This study also measures the strength of the relationship between predictors and dependent variables. The focus of this research is to determine factors affecting the purchase intention of a potential consumer, specifically on their desires, influenced by other people, satisfaction, and the airline itself in terms of brand marketing and brand images. This study determines factors for airline businesses to improve and excel among competitors. Furthermore, the study shows evidence that the purchasing behavior of consumers depends on social standing, passengers demand positive connections from flight personnel to make themselves feel prioritized, and airline customers consider brand image when choosing airlines.

Keywords: major airlines, purchase intention, brand image, airline business, social standing

Introduction

Daily necessities differ from each person's status and class. On the other hand, the desire may vary depending on how individuals perceive things based on their psychographic factors. Even so, whatever expedition they do—educational, business, leisure, or adventure—every movement they make from one place to another, is considered tourism. Travel and tourism industries overlap in some respects as they are both about the movement of people. However, tourism is traveling to a place for at least 24 hours but not more than a year. In contrast, travel refers to movement in all forms—long distance, short distance, domestic, and international. Therefore, tourism would not occur without the presence of traveling. Hence, different forms of travel and transportation are essential for tourism and everyday life. In the Philippines, to reach different parts of the country, many travel by air as it is an archipelagic country with 7,641 islands, making it harder for other modes of transportation to reach other places. Thus, it is more convenient to travel domestically and internationally by air.

Airports are core facilities in an air transportation system. The geographical condition of the Philippines as an archipelagic country made air travel the most popular transportation form. Consumers' needs and wants are their references in choosing their preferred airline business. Acknowledging the large potential consumer of air transport in the Philippines, the government can rebuild the infrastructure to cater to thousands of consumers. Hence, air transport is an essential tool contributing significantly to the present globalization as it opens opportunities for domestic and international recognition (Zajac, 2016).

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Mehta (2017) states that the tourism industry's key success is within each service provider's ability to pinpoint consumer needs and wants. To reach potential consumers, business airlines need comprehensive, personalized, and modern products and services that satisfy the consumer's needs. The aim is to observe potential consumers getting information about an airline with specific information and booking channels they prefer, which attribute the airline product to the

The researchers came up with a study around consumers' purchase intentions in three major airlines in the Philippines. The Center on Globalization, Governance and competitiveness at the Social Science Research Institute (2016) stated that the on-time performance of airlines in the Philippines has improved significantly and still seeks further improvement. There are, however, still no existing business models for airlines in the Philippines. Thus, the business model that the researchers developed will identify strategies and activities needed by three major airlines in the Philippines to improve their services by offering an enhanced quality of products for the growth of the country's air transport and airline industry.

The study's main objective is to develop a business model for the three major airlines in the Philippines based on the airline customers' perceptions to identify the airline customers' psychographic profile. This study also assesses the significant relationship between purchase intention and indicators of psychographic profile

Review of Related Literature

The constant movement of people from one place to another is the main foundation of travel and tourism. The travel industry plays an integral part in sustaining this unceasing motion domestically and internationally. The industry was never dormant as the global traveler pool has millions of new consumers from different market types annually in hopes of experiencing the world (Deloitte, 2018).

Philippine Air Transport and Travel Industry

In the Philippines, people travel for different purposes with the help of different modes of transportation. However, the immense population travelling by land and railroad is evident on the country's roads daily. Even so, air transport is the foundation of the travel and tourism industry in the Philippines due to its archipelagic geography (Yu & Rapada, 2019). The country is a great destination and source of natural resources and attractions, comprising 7,641 islands. Due to its archipelagic geography, air transport is the best means of transportation to move within the vast number of islands in the country. The Philippines has been a popular destination in Southeast Asia due to its various attractions, delicacies, and cultures. It is also well known by tourists for the hospitality that Filipinos show. Hence, its popularity among tourists has generated a great demand in Philippine air transport and aviation (Tourism Working Group, 2016). Furthermore, with the help of low-cost and traditional carriers operating in the country, Philippine aviation is catered to the domestic and international markets.

Moreover, the immense number of impacts the industry has on the economy, job offers, gross domestic product, and travel and tourism are very evident. Due to the booming air transportation and aviation industry in the Philippines, many tourist arrivals are recorded every day at the Ninoy Aquino International Airport. Hence, Bongo and Ocampo (2018) state that aviation safety is being prioritized in the country, especially within aviation and air transport facilities, as it brings significant change and influence to the Philippines.

Airline Business

The airline business provides travelers with a greater means of air transport by providing tangible and intangible products. Camilleri (2018) explains that airline consumers are looking for these products with extra benefits and services for a better customer experience. Hence, extreme competition between airline companies persuades consumers to buy their products. Therefore, the adoption of innovative business models is being considered by airline businesses (Pereira & Caetano, 2017).
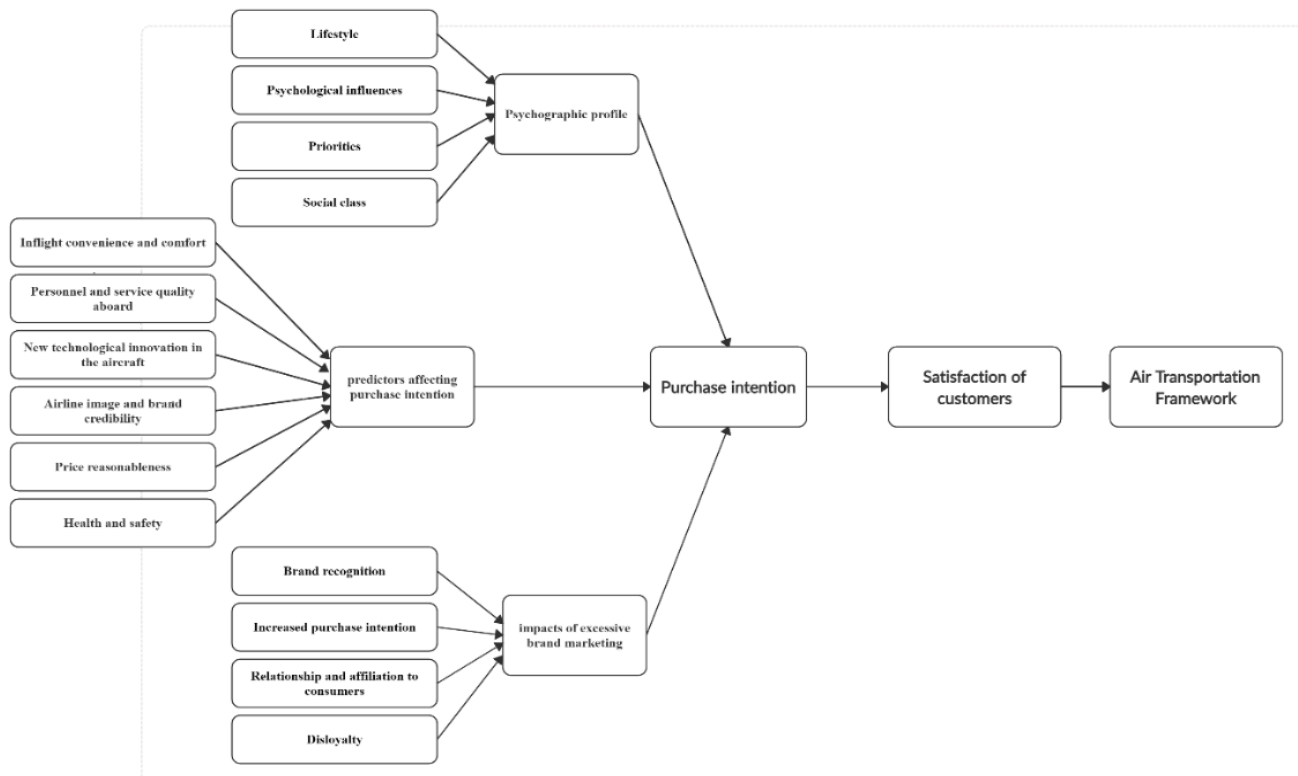
Conceptual Framework

Figure 1. Conceptual framework of research

The framework manifests an independent variable in the study: the consumer's purchase intention. This variable can be used to test the effects of factors such as inflight convenience and comfort, personnel and service quality aboard, new technological innovation in the aircraft, airline image and brand credibility, and price reasonableness, which are motivators for the purchase intention of airline consumers. Moreover, these predictors are what consumers are looking for when purchasing a product within different airline businesses. Furthermore, the impacts of brand marketing also affect consumers' decision-making when purchasing a product. Hence, brand marketing results in positive and negative impacts such as brand recognition, increased purchase intention, customer relationship, and disloyalty. Thus, the buying decision of airline consumers is highly affected by what providers offer. Furthermore, psychographic profiles and variables regarding lifestyle, psychological influences, priorities, and social class help break down the attitude of consumers towards their purchases as consumers look for different aspects and variables that help them decide whether to purchase a product or not. This good business model follows the desire of travelers when buying would eventually lead to purchase intention and consumer satisfaction.

Methodology

This research used a quantitative method with a non-experimental design. The quantitative non-experimental research design defines or examines a group or relationships of variables. The researchers conducted the research in the Philippines, where Air Asia, Cebu Pacific, and Philippine Airlines are located. The instrument used is a survey questionnaire, and the survey was done online through Microsoft Forms to reach respondents from different places. The questions were Likert Scale, where four is the highest and one is the lowest. The instrument garnered a Cronbach Alpha of 0.959. Each of its variables has the following Cronbach Alpha result—psychographic profile (0.840), purchase intention (0.944), customer satisfaction (0.924), and impacts of brand marketing (0.958).

Results and Discussion

Table 1. Summary table of the psychographic profile of the respondents

Indicators	M	SD	VI	Rank
Lifestyle	3.24	0.53	A	2
Psychological influence	3.38	0.46	A	1
Priorities	3.05	0.67	A	3
Social class	2.79	0.83	A	4
Composite mean	3.12			

Note: 3.50 – 4.00 = strongly agree; 2.50 – 3.49 = agree; 1.50 – 2.49 = disagree; 1.00 – 1.49 = strongly disagree.

Table 1 summarizes the psychographic profile of airline customers (M=3.12). The variables demonstrate how lifestyle, psychological influences, priorities, and social class affect the overall psychographic profile of respondents. Furthermore, a psychographic profile helps determine their attitude towards brands and purchases. Ahmad and Thyagaraj (2015) conclude that people's image of themselves can be formed into attitudes and beliefs. Brands develop an image and personality that correspond with consumers' values and traits. It also allows consumers to express themselves through brand choices. Mandel *et al.* (2017) noted that analyzing consumer behaviour aims to explain why consumers act in certain ways under certain circumstances.

Psychological influences (M=3.38) ranked first among indicators as people around them can easily influence consumers, thus, encouraging consumers to make purchases. Moreover, it significantly affects their psychographics based on how other people influence them.

Consumer's lifestyle (3.24) and priorities (3.05) are linked to the psychographic profile of airline customers and affect the consumer.

Social class (M=2.79) ranked lowest. It has an impact; however, consumers are not influenced by their social class when purchasing, and thus, they are more likely to go with their guts.

Table 2. Summary table of the predictors affecting purchase intention

Indicators	M	SD	VI	Rank
Purchase intention	3.52	0.42	SA	4
Inflight convenience and comfort	3.56	0.46	SA	2.5
Personnel and service quality aboard	3.42	0.48	A	7
New technological innovation in the aircraft	3.56	0.46	SA	2.5
Airline image and brand credibility	3.44	0.48	A	6
Price reasonableness	3.48	0.44	A	5
Health and safety	3.62	0.42	SA	1
Composite mean	3.52			

Note: 3.50 – 4.00 = strongly agree; 2.50 – 3.49 = agree; 1.50 – 2.49 = disagree; 1.00 – 1.49 = strongly disagree.

Table 2 assesses the summary of predictors affecting purchase intention within the top three airline businesses in the Philippines. Moreover, these predictors determine what factors influence the buying decision of airline consumers. Furthermore, consumers are affected by what kind of product they would get in exchange for the money they are willing to pay to purchase airline products. Consumer purchase decisions begin with acquiring products or services in exchange for money in the market during and after purchasing products and services (Amaro & Duarte, 2015). Moreover, it shows how a consumer thinks about whether he/she buys a product (Johansen *et al.*, 2017). Health and safety (M=3.62) ranked first as passengers are looking for an airline that can

provide health, safety, and security aboard. Consequently, an airline that provides high security, keeping both staff and passengers safe, can attract more passengers.

Personnel and service quality aboard (M=3.42) ranked the lowest on consumer purchase intention; however, service quality is one of the determinants of consumers when choosing and purchasing a certain product and service. Nonetheless, personnel affect the perception of passengers and their purchase intention. Evidence is present that passengers tend to consider personnel and quality of service as one of the key determinants of purchase intention.

Table 3. Summary table of the factors affecting customer satisfaction

Indicators	M	SD	VI	Rank
Airline tangibles	3.47	0.51	S	2
Personnel	3.52	0.51	HS	1
Image	3.43	0.47	S	3
Composite mean	3.47			

Note: 3.50 – 4.00 = strongly agree; 2.50 – 3.49 = agree; 1.50 – 2.49 = disagree; 1.00 – 1.49 = strongly disagree

Table 3 shows factors affecting customer satisfaction (M=3.47). It explains how satisfied respondents are regarding airline tangibles, personnel, and image. This is because passengers consider the overall performance of airlines. Moreover, customer satisfaction is affected by tangibles that can enhance passengers' experience together with services offered by personnel and the brand's image. Hence, passengers tend to consider tangibility, reliability, responsiveness, and assurance factors in customer satisfaction (Tegar et al., 2018). Moreover, Riorini and Widayati (2018) stated that image is the most significant factor that helps businesses provide customer satisfaction.

Most respondents were highly satisfied with the personnel in the airline (M=3.52) as they were the ones who provided the services. In-flight attendants and the ground crew deliver the airline's products and services. Their way of making the customer feel satisfied, especially on board, affects the airline and customer satisfaction. Results show that airline tangibles (M=3.47) ranked second among the indicators for customer satisfaction to passengers during flights. On the other hand, most respondents were satisfied with the airline's image (M=3.43), as passengers do not rely solely on a brand's image to be satisfied by its provided services. Moreover, an airline's image expectations can bring positive satisfaction among consumers. Evidence shows that passengers tend to consider an airline's image least important among indicators.

Table 4: Summary table of the possible impacts of brand marketing

Indicators	M	SD	VI	Rank
Brand recognition	3.42	0.45	A	2
Purchase intention	3.35	0.53	A	3
Relation and affiliation to customers	3.43	0.46	A	1
Disloyalty	3.28	0.57	A	4
Composite mean	3.36			

Note: 3.50 – 4.00 = strongly agree; 2.50 – 3.49 = agree; 1.50 – 2.49 = disagree; 1.00 – 1.49 = strongly disagree.

Table 4 shows the possible impacts of brand marketing (M=3.36). The indicators show that marketing has positive impacts on a brand. It, however, also has negative impacts if not correctly done and associated with the right strategies and service, resulting in negative publicity. Furthermore, brand marketing is the starting phase of

any business. Relation and affiliation to customers (M=3.43) ranked first as it is evident that a relationship was made whenever there is a consumer-provider association. With regard to this, a brand delivering its marketed service will result in the trust and affiliation of its customers. Brand marketing and advertisements are tools that help convey messages to consumers.

Brand recognition (M=3.42) and purchase intention (M=3.35) are other indicators associated with the possible impacts of brand marketing. More so, disloyalty (3.28) ranked lowest, showing that brand marketing is not the main reason a customer is loyal to a brand and its service. Hence, products and services offered by the brand and its provided level of satisfaction are key determinants of disloyalty.

Table 5: Relationship between purchase intention and psychographic profile

Indicators	r-value	p-value	VI
Lifestyle	0.295	0.000	Moderate direct relationship Significant
Psychological influences	0.401	0.000	Strong direct relationship Significant
Priorities	0.043	0.458	Negligible direct relationship Not significant
Social class	-0.703	0.209	Negligible inverse relationship Not significant

Note. Sig < .05 = significant, Sig > .05, = not significant

Table 5.1 shows that purchase intention has a moderate direct significant relationship between lifestyle (r=0.295, p=0.000) and there is a strong direct significant relationship with psychological influence (r=0.401, p=0.000). Furthermore, the lifestyle of respondents is significant to their purchase intention. Also, having a moderate direct relationship signifies how a person lives and perceives things, especially when it comes to new trends or products, which affects their purchase intention. Moreover, psychological influence, with a strong direct relationship, is also a significant indicator of their purchases. A person's influence on other people and vice versa, together with his desire in life, influences him, psychologically affecting his buying behavior and intention.

Furthermore, priorities have a negligible direct, not significant relationship (r=0.043, p=0.458) and social class has a negligible inverse, not significant relationship (r=-0.073, p=0.209) to the purchase intention of respondents. Priorities are not significant to the purchase intention of respondents as they do not weigh the value of their purchases. Hence, they have an increasing purchase intention for leisure, prestige, and perceived value. Furthermore, social class is also not significant since not only those from the upper or higher class can afford additional purchases. Consumers from different social classes make buying decisions almost identical to one another regardless of their social class.

Table 6: Relationship between the indicators affecting purchase intention

Indicators	r-value	p-value	VI
Inflight Convenience and Comfort	0.562	0.000	Strong direct relationship Significant
Personnel and service quality aboard	0.542	0.000	Strong direct relationship Significant
New technological innovation in the aircraft	0.571	0.000	Strong direct relationship Significant
Airline image and brand credibility	0.488	0.000	Strong direct relationship Significant
Price reasonableness	0.471	0.000	Strong direct relationship Significant
Health and Safety	0.408	0.000	Strong direct relationship Significant

Note: Sig < .05 = significant, Sig > .05, = not significant

Table 6 presents that all of the indicators—inflight convenience and comfort (r=0.000, p=0.562); personnel and service quality aboard (r=0.000, p=0.542); new technological innovation in the aircraft (r=0.000, p=0.571); airline image and brand credibility (r=0.000, p=0.488); price reasonableness (r=0.000, p=0.471); and health and safety (r=0.000, p=0.4080)—have strong direct significant relationships with purchase intention of respondents. Results show that respondents consider new technological innovation in aircraft as the most important among other indicators. On the other hand, passengers' health and safety are the least considered factors. Moreover, passengers tend to focus more on the aircraft's technology than health and safety during the flight. All indicators, however, are significant in determining the purchase intention of respondents.

A study by Albari and Safitri (2018) states that price is what mainly affects the behavior of consumers when it comes to purchasing. On the other hand, consumers' purchase intention is greatly affected by their lifestyle (AL-Ghaswyneh, 2019). Moreover, multiple factors are considered by customers to achieve customer satisfaction.

Table 7: Relationship between purchase intention and customer satisfaction

Indicators	r-value	p-value	VI
Airline tangibles	0.313	0.000	Strong direct relationship Significant
Personnel	0.332	0.000	Strong direct relationship Significant
Image	0.412	0.000	Strong direct relationship Significant

Note: Sig < .05 = significant, Sig > .05, = not significant

Results in Table 7 indicate that all indicators—airline tangibles (r=0.313, p=0.000), personnel (r=0.332, p=0.000), and image (r=0.412, p=0.000)—have significant relationships with the purchase intention of respondents. Furthermore, respondents consider the image of the airline as the most important indicator. Results also show that airline customers consider the least important indicators are airline tangibles. However, all three indicators play a significant role in customer satisfaction.

Corporate image management is the most crucial factor to consider in achieving customer satisfaction since the corporate image is not only related to beliefs, thoughts, and impressions regarding the business but also related to its corporate name, impressions, structure, product, and services provided (Taşkıran & Gökçe, 2017). It is the first thing customers look up before purchasing products and services, as it plays a vital role in their perceptions. Chonsalasin et al. (2020) stated that a positive image of a company tends to attract new consumers, maintain their loyalty, and have the edge over other competitors.

Table 8: Relationship between purchase intention and impacts of brand marketing

Indicators	r-value	p-value	VI
Brand recognition	0.382	0.000	Moderate direct relationship Significant
Purchase intention	0.304	0.000	Moderate direct relationship Significant
Relation and affiliation to customers	0.371	0.000	Moderate direct relationship Significant
Disloyalty	0.287	0.000	Weak direct relationship Significant

Note: Sig < .05 = significant, Sig > .05, = not significant

Table 8 manifests that the four indicators have the same 2-tailed significance level of 0.000. Brand recognition

Pearson correlation is 0.382, purchase intention Pearson is 0.304, and relation and affiliation to customers Pearson is 0.371. These three indicators have a verbal interpretation of a moderate inverse relationship. Disloyalty, however, has a Pearson correlation of 0.287 and a verbal interpretation of a weak direct inverse relationship.

In addition, respondents have an impact on the brand marketing of an airline in terms of indicators of brand recognition, purchase intention, and relation and affiliation with customers. It was shown how indicators affect consumers' decision-making when choosing which airline service they will purchase. For disloyalty, respondents want an airline service that they can trust. Also, customers' loyalty depends on the service that is given to them by an airline, especially if the airline gives a service that is exceptional and can never be forgotten by the customer. The ANOVA analysis shows a significant value below (0.05); therefore, there is a statistically significant difference in the mean of purchase intention and customer satisfaction regarding image and brand marketing in terms of brand recognition. Furthermore, 18.7 per cent of the purchase intention variation is about image and brand recognition.
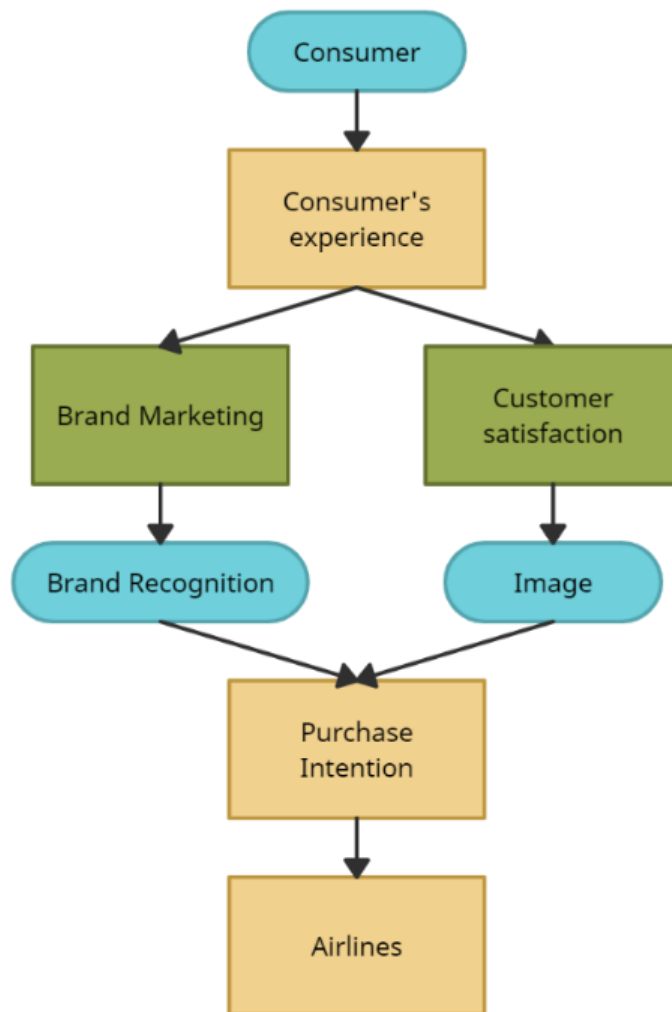

Figure 2. Proposed airline model for the three major airline businesses in the Philippines

Finally, Figure 2 shows the proposed airline model for the three major airline businesses in the Philippines that focuses on consumers' purchase intention through their level of satisfaction and the impacts of brand marketing. The first circle pertains to consumers of major airlines in the Philippines. The consumers then consider their satisfaction—influenced by the brand image and marketing that results in brand recognition. These factors affect their purchase intention in an airline. The model is a cycle of consumers' purchase intention and satisfaction,

together with the impacts of airlines' brand marketing. It manifests factors affecting consumers' purchase intention in terms of satisfaction and impacts of brand marketing. This further leads brands to further understand what consumers look for in an airline. Hence, most of the time, brand image is what they seek for satisfaction within the brand. In addition, brand recognition is an impact of brand marketing that also helps consumers in their buying decision. Furthermore, customer satisfaction is analyzed by the brand in order to provide better service, which they market to the public's eyes as these factors are what consumers analyze before purchasing

Conclusion

The result shows that most respondents can easily influence their peers and desire success. The study has proved that passengers' behaviors towards traveling do not entirely depend on their social standing or class. Moreover, psychological influences contribute more to affecting the behavior of passengers towards traveling. The Purchase intention of respondents is affected by specific predictors; It also shows that passengers tend to focus more on their health and safety instead of the presence and service of the flight crew during the flight. The airline image provides the lowest level of satisfaction of the customers of three major airlines in the Philippines. Thus, it indicates that airline businesses in the Philippines do not give much attention to their overall image to provide better customer satisfaction. When choosing to be a loyal consumer of a particular airline, brand marketing is not considered by airline customers. The results manifest that brand marketing is not the most crucial factor in being a loyal customer to certain airlines. Additionally, customers become loyal to airlines when positive affiliations between them and the airline occur. Data reveal that social class and priorities are insignificant in determining the relationship between purchase intention and indicators of the psychographic profile, purchase intention, customer satisfaction, and brand marketing. Hence, consumers do not consider their status and main priorities when purchasing an airline product. Lifestyle and psychological influence, customer satisfaction, and brand marketing are significant to their purchase intention. Image affects the overall satisfaction of customers. Moreover, brand marketing has an immense impact on consumers' brand recognition in the airline business. It affects their purchase intention and satisfaction. Thus, an airline's image is greatly affected by brand marketing, and airline customers tend to consider the brand's reputation when choosing an airline for travel services.

Recommendation

Consumers love high technology features to engage with the aircraft's visual associated features. Airlines should try to promote their image while featuring how they value health and safety, as most consumers focus on that aspect when making airline purchases. It is a good move for airline businesses to participate in campaigns where airlines brands are advertised using traditional and non-traditional platforms. Airline businesses can also provide a pleasant inflight experience with unique features where passengers will not get bored; thus, it can give the business airline customer advantage. It is also recommended that airlines should not focus on how their products would be affected by the social classes and priorities of their consumers, as both are not significant in their purchase intentions. Airlines should try to do surveys at the end of the flight that are inclined to influences, lifestyle, satisfaction, and reasons of purchase intention to provide an appropriate service. Another recommendation is for airlines to make more engaging marketing strategies that would help boost their brand recognition since it increases the level of consumer knowledge regarding the brand. Moreover, they should advertise what they genuinely provide and avoid overly promoting their products, as this would cause higher expectations that can lead to dissatisfaction if not met.

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