

Appendix

No. : Interviewer Name : Date : Terminal :

Dear Sir/Madam:

Thank you for your participation in this survey. The purpose of our survey is to investigate the LCC passengers' willingness to pay for seat pre-selection service. It is strictly for the use of academic research, and your personal information provided is kept a secret from the public. Have a nice and safe flight.

Department of Civil Engineering
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Part One: Personal Information

1. **Gender** : Male Female
2. **Marital status** : Married Not married
3. **Education** : Senior high school(under) Undergraduate Graduate (above)
4. **Age**: 8-20 21-30 31-40 41-50 51-60
61-64 above 65
5. **Occupation**: _____
6. **Personal income(NT. dollars)**:
 5,000 5,001-10,000 10,001-20,000 20,001-40,000
 40,001-60,000 60,001-80,000 80,001-100,000 100,001-120,000
 120,001-140,000 140,001-160,000 160,001-180,000 180,001-200,000
 200,001 (above)

Part Two: Travel characteristics

7. How frequent do you travel abroad annually (one time means a round trip)?

First time 1-2 3-6 7-10 11 (above)

8. The purpose of this trip ?

business tourism visiting returning home study others _____

9. The airline that you are taking this time ?

Jetstar Tigerair Peach Aviation Vanilla Air Scoot V air others _____

10. Reasons for taking this airline? (choose two) price is cheaper more incentives good

service dense frequency suitable flight scheduling high punctuation others _____

11. The destination of this trip? Tokyo-Narita Osaka Tokyo-Haneda others _____

12. The cabin class of this trip? Economy class Business class First class

13. Who sponsors the ticket fee for this trip? yourself company friend family

others _____

14. Are you a member of airline company? yes, I am _____ airline membership

no

15. What determines your decision of buying the ticket?

myself travel agent network words of mouth advertisement others _____

16. How many people (including yourself) _____

17. Please fill in the needed information in the following table.

Luggage		<input type="checkbox"/> none <input type="checkbox"/> carry-on luggage _____	Airline ticket price (one way, including tax)
		<input type="checkbox"/> no. of check-in luggage(s) _____	
Added service	Luggage	<input type="checkbox"/> none	
		<input type="checkbox"/> yes, _____ piece(s) _____ kg(s), _____ dollars	

	Seat pre-selection	<input type="checkbox"/> none <input type="checkbox"/> yes, _____ dollars	
	Meals	<input type="checkbox"/> none <input type="checkbox"/> yes, _____ dollars	
Total added charges		_____NTD	

Part Three : Senarios

1. Assuming the trip purpose remains the same, are you willing to purchase the service of seat pre-selection ?

<input type="checkbox"/> yes	(go to question 2)
<input type="checkbox"/> no	Reasons? <input type="checkbox"/> no need <input type="checkbox"/> need more illustration <input type="checkbox"/> others_____

2. Are you willing to pay for the reference price listed in the table for different seat options? In the last column, please fill in the highest price you are willing to pay for all options.

price(NTD)					
No	Options	Reference price (one-way)	willing	Not willing	Highest WTP (can be zero)
1.	Standard seats	150	<input type="checkbox"/>	<input type="checkbox"/>	
2.	Front seats (front rows 2-6)	300	<input type="checkbox"/>	<input type="checkbox"/>	
3.	Spacious seats (more space)	600	<input type="checkbox"/>	<input type="checkbox"/>	
4.	Neighbor seats (at most two neighbor seats)	450 /seat	<input type="checkbox"/> _____ more seat(s)	<input type="checkbox"/>	

~Thank you~