

Appendix 1 Questionnaires of the study

Thank you for participating in this survey. Your answers would be used only for academic research to understand customers' perspectives of Chinese airlines' economic in-flight service. They would remain confidential. Please answer according to your actual feelings.

Part 1 Kano survey of airline in-flight service

Describe your feelings regarding the service provided by airlines in the economy class.

Preparation before take-off

1. Reading materials (newspapers, magazines, etc.)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. In-flight supplies (blankets, cushions, etc.)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Guidelines provided by steward regarding seat position

	Satisfied	It should be	I am	I can live	Dissatisfied
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		that way	indifferent	with it	
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Prompt response by service crew

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Take-off preparation

5. Play safety video or perform crew safety demonstration

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Take-off safety inspection (assess seat belts, luggage racks, pallet tables, etc.)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Catering services

7. Beverage service (except water)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. In-flight catering service

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Special catering services (provide special diets for different ages, religions, and health)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Snack service

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cabin facilities

11. Seat-tilt adjustment

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Seat space (leg extension)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Seat touch

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Toilet cleaning service

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Garbage collection

	Satisfied	It should be	I am	I can live	Dissatisfied
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		that way	indifferent	with it	
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On-board entertainment

16. Movie and video services, private screen

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Large number of TV shows

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. In-time update of video program

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Headset service

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. In-flight WIFI service

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Air book bar (Many books are available for reading.)

	Satisfied	It should be	I am	I can live	Dissatisfied
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		that way	indifferent	with it	
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Flight safety measures

22. Broadcast flight information (regarding speed, altitude, location, destination weather, etc.)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Announcement of turbulence and thorough inspection of related safety

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Landing safety inspection (examine seat belts, luggage racks, pallet tables, etc.)

	Satisfied	It should be that way	I am indifferent	I can live with it	Dissatisfied
Service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service is not provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 2

Visualize that you are travelling to a certain city in China in the economy class of airline “A”.

Preparation before take-off

- Provide reading materials such as newspapers and magazines in front of seats.
- Provide flying supplies such as blankets and cushions for each seat.
- The welcome statement would be broadcast through the radio, and the crew would greet each passenger while boarding the plane.
- The flight attendant would guide you to the seat position.
- When you require something, the flight attendant would respond promptly.

Take-off preparation

- Before take-off, the flight crew would display safety manuals (e.g., for wearing safety vests and oxygen masks) with safe navigation videos.
- The crew would examine the seat belts, luggage racks, and tray tables of each passenger

Catering services

- Free drinks other than water would be provided after the aircraft attains a safe altitude.
- Provide meals during the flight.
- Special meals for different ages, diets, or religions are provided free of charge.
- Free snack service (desserts, peanuts, etc.).

Cabin facilities

- The inclination of the seat backrest can be adjusted.
- The seating space permits straightening of legs.
- The seat is soft.
- The flight attendant would clean and tidy the bathroom in time.
- The crew would recycle the garbage generated.

On-board entertainment

- Provide a private screen for each seat to watch entertainment videos such as movies,

news, and TV series.

- Various video programs
- Video programs are updated in a timely manner.
- Provide earphones
- The airline provides WIFI services.
- Provide air book bar service.

In-flight safety measures

- Provide information regarding speed, altitude, location, destination, weather, etc., through on-board broadcast during the flight.
- When turbulence occurs, they issue warnings through announcements and inspect thoroughly.
- The crew would walk around the cabin to examine the safety and needs of passengers.

Landing

- Before landing, the crew would diligently examine the seat belts, luggage racks, seat positions, and tray tables of each passenger.
- The crew would bid farewell to the passengers after landing.

25. Based on the scenario described above (in addition to your previous flying experience), fill in your feelings while experiencing the in-flight service of the airline “A”.

	5	4	3	2	1	
Spacious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Narrow
Quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Noisy
Delicious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unpalatable
Safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dangerous
Bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dim
Responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Perfunctory
Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disappointed
Convenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Troublesome
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bored

Relaxed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Depressed
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Amateur
Cordial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cold
Thoughtful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negligent
Novelty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ordinary
Grateful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complaining
Tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Messy
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uncomfortable
Perfect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Deficient
Fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dirty
Enthusiastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indifferent
Reassuring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uneasy
Rich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lacking
Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strange
Concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cumbersome

26. You would select this airline.

Totally agree ☐1 ☐2 ☐3 Totally disagree

Part 3: Basic information

27. Gender

☐Male

☐Female

28. Your age

☐ Under 18

☐ 18–25

☐ 26–30

☐ 31–40

☐ 41–50

☐ 51–60

☐ Above 60

29. When was the previous time you took a plane?

☐ A few weeks ago

☐ A month ago

☐ Three months ago

☐ Six months ago

☐ A year ago

☐ More than a year

30. How frequently do you take a plane?

☐ 1–2 times a year

☐ 1–2 times every six months

☐ 1–2 times a month

☐ Other

31. The purpose of your flight is

☐Travel

☐Business trip

☐Visit family or friends

☐Other