

REVIEW

Perception analysis on passenger's perceptions on home baggage check-in: revamping the aviation experience

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This research article was an exploratory research study entitled, "Perception analysis on passenger's attitudes toward home baggage check-in: revamping the aviation experience." It was intended to study the passengers' attitudes toward the home baggage check-in system and to reinvent the aviation experience. The overall passenger experience at the airport is cumbersome and time-consuming. The passenger not only has to arrive early but also has to go through a lot of security check-in procedures. But with a home baggage check-in system, one can avoid going through all this trouble and it also consumes less time and is very safe. Home baggage check-in is an emerging concept of home or hotel delivery and pickup service. One has to book a luggage pick-up slot online, hand their bags over after passing through Customs, and the bags will be delivered to their home, business or hotel, or the destination airport leaving them hassle-free. With Home check-in, one can avoid the usual check-in queues at the airport and head straight to the gate. While collecting the luggage, the agent will weigh the bags at the passenger's home before they are checked in, so if they need to pay for extra baggage – or take anything out of their luggage – they can simply arrange it there and then. After checking – in the baggage, the agent will hand over the boarding pass with the instructions. One can even reserve their seat on board to make sure that they sit close to the people they are traveling with. The collected bags will be kept safe and secure before they are loaded on the flight, and the passengers will be kept up-to-date with SMS notifications letting them know exactly where their bags are at every step of their journey. The objective of the research was to compare the typical baggage check-in system and the home baggage check-in system, to analyze the passengers' attitudes toward the home baggage check-in system, and to revise the aviation experience. In this study, the total sample size consisted of 150 participants. The tools used for data collection were personal data sheets and questionnaires on the passengers' attitudes toward home baggage check-in. The collected data were classified, tabulated, assessed, and further analyzed. The results showed that almost every participant was extremely satisfied with the idea of introducing home baggage check-in services but was dissatisfied and unwilling to pay the extra amount charged by the airline for availing of the home baggage check-in service.

Keywords: passengers, perception, aviation, home baggage check-in, baggage

1. Introduction

Air has become popular among travelers. However, the check-in process involves several steps such as baggage scanning during check-in flight tickets and

baggage delivery. The overall passenger experience at the airport is cumbersome and time-consuming. The less time customers spend in the system, the more satisfied they are. But airports also follow standards that passengers must meet. These standards include security

procedures at respective security checkpoints with limited baggage weight.

1.1. Passenger check-in procedures

The check-in method selected depends on the number of checked bags and the airline selected by the passenger. Once passengers arrive at the airport, the check-in process begins. Passengers can use the curbside baggage check-in from outside or inside the ticket counter. These passengers will have to wait in line for a ticket agent. The detector checks in the client (if not verified online) and takes the package. If the passenger chooses to board, they will need to queue at the ticket counter. If you do not have any baggage to check in, you can go online and directly do the security check. If you have checked in online but need to check your baggage, you must wait in line before using the first self-service check-in kiosk available. If passengers do not check in online, they must use the first kiosk or counter. All checked-in passengers and passengers checking baggage online must weigh their baggage and tag each baggage with the destination list.

1.2. Home baggage check-in

Home baggage check-in is an emerging concept of home or hotel delivery and pickup service. One has to book a luggage pick-up slot online, hand their bags over after passing through Customs, and the bags will be delivered to the home, business or hotel, or the destination airport leaving them hassle-free. With Home check-in, one can avoid the usual check-in queues at the airport and head straight to the gate. While collecting the luggage, the agent will weigh the bags at the passenger's home before they are checked in, so if they need to pay for extra baggage – or take anything out of their case – they can simply arrange it there and then. After checking in the baggage, the agent will hand over the boarding pass with the instructions. One can even reserve their seat on board to make sure that they sit close to the people they are traveling with. The collected bags will be kept safe and secure before they are loaded on the flight, and the passengers will be kept up-to-date with SMS notifications letting them know exactly where their bags are at every step of their journey.

2. Research methodology

The purpose of the research was to study passengers' attitudes toward home baggage check-in and revamp the aviation experience.

2.1. Statement of the problem

To explore the passengers' attitude toward the home baggage check-in system and to reinvent the aviation experience.

2.2. Objectives of the Study

This study was undertaken keeping in mind the following objectives:

- To compare the typical baggage check-in system and the home baggage check-in system.

- To analyze the passengers' attitude toward the home baggage check-in system.

- To revise the aviation experience.

2.3. Sample group

The total sample for this study consisted of 150 participants.

A convenient sampling technique was used based on the accessibility and proximity to the researcher.

2.4. Research design

The research conducted was exploratory in nature. The purpose of the research was to study passengers' attitudes toward home baggage check-in and to revamp the aviation experience. The study included a sample of 150 participants. The data collection included three stages:

Stage 1: Literature review

Data and literature relevant to the topic of the research were collected from various books and journals. Internet websites are also accessed for further insight into the topic and concepts.

Stage 2: A field study

Data were obtained using a personal data sheet and questionnaire on the passengers' attitudes toward home baggage check-in. The questionnaire had brief and precise information about the research and the purpose of the study. There was no time limit to fill in the responses. Honest answers were encouraged, and the participants were assured of confidentiality. After completion, the questionnaires were collected and evaluated.

Stage 3: Analysis of the data

The data obtained were assessed and scored and further analyzed.

2.5. Tools used for data collection

A personal data sheet was used to obtain information about the respondents. It contained certain demographic details about the respondents. It also consisted of certain questions

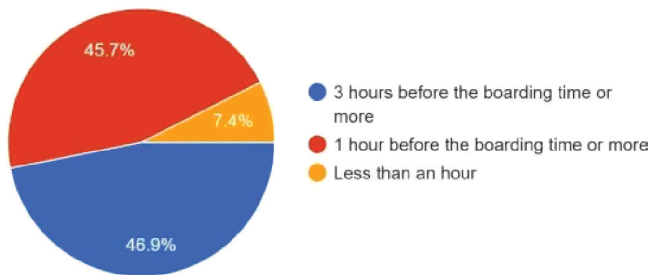


FIGURE 1 |

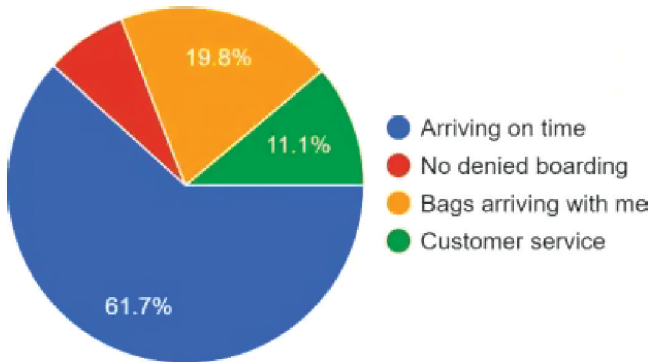


FIGURE 2 |

that enhanced the understanding of samples in terms of the concept being studied.

3. Results or finding

A field study was conducted with a sample size of 150 participants using a home luggage check-in questionnaire. Only the data that were most relevant to the title were evaluated and analyzed for further study. Here is the analysis of the data that were collected.

3.1. Whenever you travel by air, when do you arrive at the airport?

As indicated in **Figure 1**, 46.9% of participants said that they arrive 3 h before the boarding time, 45.7% said they arrive before an hour, and only 7.4% mentioned that they arrive at the airport just at the time of boarding. The travelers are asked to reach 3 h early because of many factors such as how much luggage needs to be checked in, how big or small the airport is, and how busy the airport is expected to be. If a traveler is only taking carry-on luggage, s/he could cut their arrival time shorter but if it is more baggage then s/he has to arrive early. In addition, one cannot ignore or avoid going through airport security and immigration.

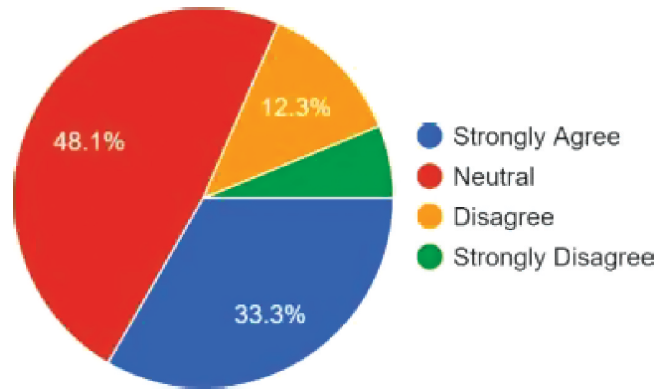


FIGURE 3 |

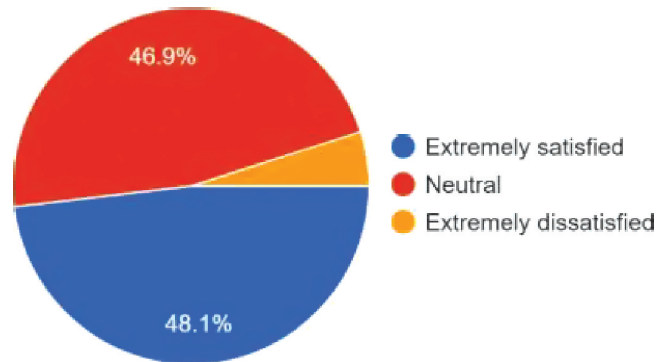


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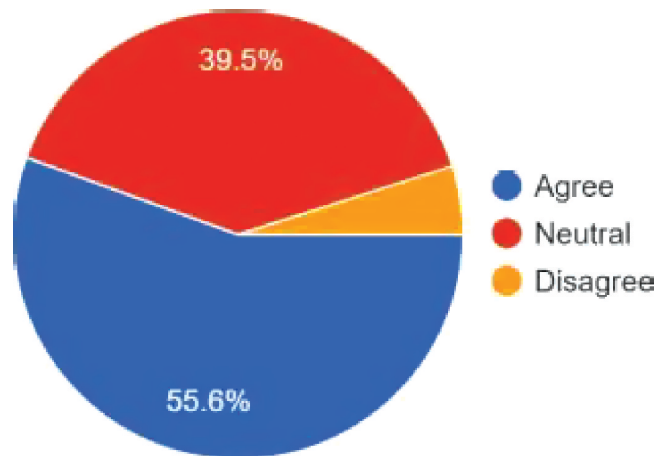


FIGURE 5 |

3.2. On the day of your travel, which of the following do you consider most important?

As indicated in **Figure 2**, 61.7% of the participants have voted for arriving on time as something they consider most important. One of the most important factors is that people have a fear that they might get stuck in unexpected traffic and also airport security checks are stressful and sometimes

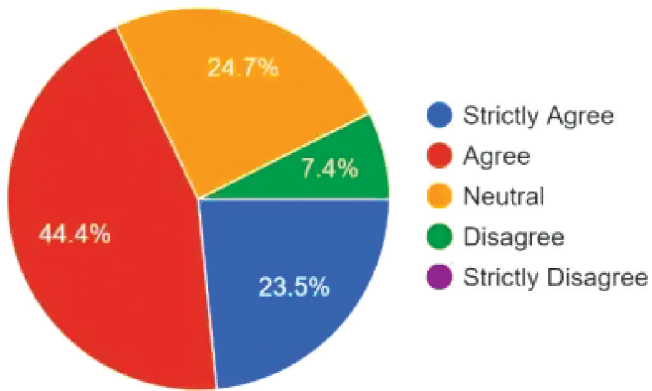


FIGURE 6 |

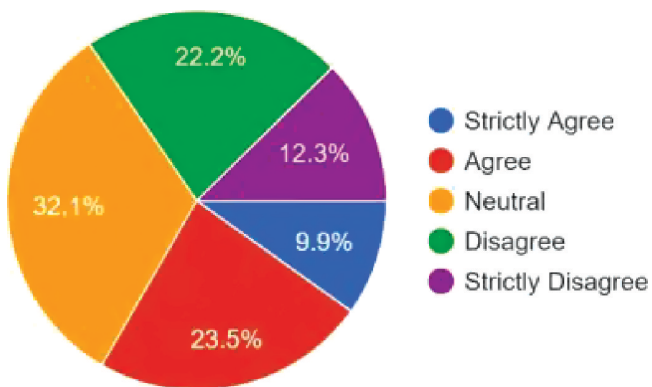


FIGURE 7 |

seem to take forever. It is especially important to arrive early for international flights as they may require pre-clearance for customs; they are usually large flights, so 300+ passengers, and getting all these people through security check-in takes time. Also, sometimes, there are problems with passports, visas, or other travel documents; discovering them early may give passengers time to sort them out.

3.3. Do you feel a need for assistance while handling the luggage during check-in?

As indicated in [Figure 3](#), the results showed that about 33.3% of participants said that they need assistance with their luggage at the airport and around 48.1% of the participants were neutral in their answers. Aviserv Porters are available to manage light, bulky, heavy, or multiple items of luggage. They are stationed ready to help you on the terminal forecourts in departures or in the baggage hall in arrivals, alternatively. Passengers traveling with a group of people, disabled people with reduced mobility, and elderly people need special assistance at the airport.

3.4. If told that the airport/airlines are introducing home baggage check-in, how would you react?

As indicated in [Figure 4](#), 48.1% of the participants were extremely satisfied with the announcement of the introduction to the home baggage check-in system, whereas 46.9% cared less. As we live in an AI world and post-COVID, most of the services are online, so people are not surprised. Also, there are many benefits if one avails of the home baggage check-in system. Like, one gets to choose their seat, save time by skipping check-in, upgrade their travel experience, check in from anywhere, and so on.

3.5. Will you be comfortable with the home baggage check-in service?

As indicated in [Figure 5](#), the data show that 55.6% of participants agreed that they are comfortable with the service if it is introduced in the future and 39.5% were neutral in their votes. The reason is that there are minimal risks to checking in online and it is the easiest way to travel. It will make you appreciate your trip even more and leave your mind at ease. If the option is available, it is the best way to make your airport experience a little less frenzied.

3.6. Do you think home baggage check-in will save you a lot of your time?

As indicated in [Figure 6](#), 44.4% agree that the home baggage check-in service if made available in the future will save the passenger a lot of time and 24.7% were not reactive, whereas 23.5% of the participants strictly agreed with the fact that the service will save a lot of time if it is introduced at the airports. It will save time during baggage drop-off and make sure that one has the best experience possible. The passenger can also access boarding passes on their phones instead of going the old-fashioned way. It can save you some money and also get compensation automatically when your flight is disrupted or delayed.

3.7. Are you willing to pay for the extra amount charged by the airline for availing of the home baggage check-in service?

As indicated in [Figure 7](#), 32.1% were neutral about the fact that they will have to pay extra for the service, while 23.5% were with the idea of paying extra, 22.2% disagreed, and 9.9% were ready to pay extra for the service. When it comes to spending extra money, people are usually reluctant. Nobody likes to pay for services that they think should

be free or priced at discounts. And with everything being online, people usually avail of services thinking that they might either get coupons or good bargains or heavy discounts on their services.

4. Conclusion

The purpose of the research was to study passengers' attitudes toward home baggage check-in and revamp the aviation experience. The paper aimed to explore the passengers' attitudes toward the home baggage check-in system and reinvent the aviation experience. The objective of this study was to compare the typical baggage check-in system and the home baggage check-in system, to analyze the passengers' attitudes toward the home baggage check-in system, and to revise the aviation experience. The study was exploratory in nature. The research was carried out on 150 participants, and a convenient sampling technique was used based on the accessibility and proximity to the researchers. A personal data sheet and home baggage check-in questionnaire were administered to the sample. The collected data were tabulated, classified, and evaluated for further analysis.

4.1. The summary of the research findings is as follows:

- Many participants usually arrive at the airport 3 h early. Some of them said that they will be at the airport 2 h prior. Only a few voted to say they reach 30 min before the boarding time.
- As for what the participants found most important, most of the participants voted for arriving on time and factors such as bags arriving with them or customer service were voted less.
- Sometimes some travelers are traveling with a group of people, disabled people with reduced mobility, and elderly people who need special assistance at the airport. And so quite a big number of participants said that they need assistance while handling the luggage during check-in.
- Almost half the number of participants were extremely excited about the introduction of the home baggage check-in system in the future to come. There are many benefits if one avails of the home baggage check-in system, such as one gets to choose their seat and save time by skipping check-in, upgrading their travel experience, checking in from anywhere, and so on.
- Passengers want the easiest way to travel, and so three-fourths of the participants were comfortable with the idea of introducing the home baggage check-in system as it will make the passengers appreciate their trip even more and leave their minds at ease.

- More than half of the participants agreed that the service made available will save them time and will also be hassle-free. This will make sure that one has the best experience possible.
- When asked whether the participants were willing to pay for the extra amount charged by the airline for availing of the home baggage check-in service, half the number of participants were against the idea to pay extra. When it comes to spending extra money, people are usually reluctant. Nobody likes to pay for services that they think should be free or priced with discounts.

4.2. Conclusion

It is convenient for both passengers and employees. The home luggage check-in model is not a completely new concept in the aviation industry. It has long sought ways to simplify the process of baggage for the sake of both customers and their own. The introduction of this concept was also facilitated by the increased interest of travelers in personal VIP services such as airport concierges and fast queues to emphasize the desire of customers for hassle-free travel. In this model, the passengers can also track their belongings when they are in and out of the airport. A similar system is used by one of the companies named AirFrance. AirFrance is one of the companies that offer an end-to-end collection and delivery service through its partner. FlyingBag is another such company, although it is a bit more expensive and with the possibility of sending the package to the chosen destination instead of collecting it at the airport.

If we compare the typical baggage check-in system and the home baggage check-in system, airports will be able to handle baggage outside of peak operating hours, meaning bags can be processed when the baggage system is less busy, and processing bags at an off-airport location (store, screen, and build) saves airport space.

Also, both airlines and airports as well as business companies' benefit travelers are more likely to receive personal service than dealing with larger organizations. In many cases, owners can also check their belongings on the way to and from the airport. Happier travelers can necessarily equate to happier employees who can benefit from more efficient ground handling operations, faster security queues, and fewer cases of lost or delayed bags.

Many airports are interested in providing this service: For airports where this service does not exist, they are trying to identify what will make this service a success, and, for airports where the service already exists, it is generally with limited usage due to various factors.

The other benefits are as follows:

The system collects detailed contact information in advance of travel. Passengers' processes can be done in advance at homes, such as printing bag tags, boarding passes, and other documents.

It saves time on the long airport check-in lines. Allowing you the option to choose your seats will help you upgrade your travel experience.

- Add extra luggage
- Digital boarding pass
- Submit your meal preference
- Check-in from anywhere
- Get compensation automatically when your flight is disrupted or delayed

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Appendix

Home luggage check-in questionnaire

I, Ms. Sujasca Dias along with my research partners Ashish A. and Kiran Varghese, students of Kristu Jayanti College, am pursuing BBA in aviation management – my final year. As a part of our academic curriculum, we are conducting a research study and would appreciate your assistance in filling up the questionnaire. I assure you that the results will be kept confidential and used solely for research purposes only. Please answer the following questions as truthfully and honestly as possible. Kindly tick mark (✓) against the answer that suits you best. Keep in mind that there are no right or wrong answers. There is a total of five pages. All the questions are mandatory. Please answer them all.

I would like to extend my sincere gratitude for your precious time and cooperation.

Sincerely,

Gender

1. Male
2. Female

Age:

1. Below 20 years
2. 21–30 years
3. 31–40 years
4. 41–50 years
5. 51–60 years
6. Above 60 years

Which of the following describes you best?

1. Student
2. Employed
3. Self-employed
4. Retired
5. Not employed

How often do you fly?

1. Once a week or more
2. Once a month
3. 2–3 times a month
4. A few times a year
5. Once a year

Whenever you travel by air, when do you arrive at the airport?

1. 3 h before the boarding time
2. 1 h before the boarding time
3. Very early
4. Usually, late

On the day of your travel, which of the following do you consider most important?

1. Arriving on time
2. No denied boarding
3. Bags arriving with me
4. Customer service

Please rate how long you waited in line:

	Didn't use	No wait	0–10 min	11–20 min	20–30 min	30 min or more
At the ticket counter						
To check-in						
Baggage drop						
Getting from the security hold to the boarding gate						
Boarding gate						
Waiting for the luggage at the destination airport						

How would you rate your check-in experience?

	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
The check-in staff was helpful and friendly.					
Was the check-in process efficient?					

When you travel alone or with your family have you found it difficult to handle the luggage all by yourself?

1. Yes
2. No

Why? Reason _____

Do you feel a need for assistance while handling the luggage during check-in?

1. Yes
2. No

Why? Reason _____

***Home baggage check-in service** is a concept of home or hotel delivery and pickup service. One has to book a luggage pick-up slot online, hand their bags over after passing through Customs, and the bags will be delivered to the home, business or hotel, or the destination airport leaving them hassle-free. With home check-in, one can avoid the usual check-in queues at the airport and head straight to the gate. While collecting the luggage, the agent will weigh the bags at the passenger's home before they are checked in, so if they need to pay for extra baggage – or take anything out of their case – they can simply arrange it there and then. After checking in the baggage, the agent will hand over the boarding pass with the instructions. One can even reserve their seat on board to make sure that they sit close to the people they are traveling with. The collected bags will be kept safe and secure before they are loaded on the flight, and the passengers will be kept up-to-date with SMS notifications letting them know exactly where their bags are at every step of their journey.*

If told that the airport/airlines are introducing home baggage check-in, how would you react?

1. Extremely satisfied
2. Somewhat satisfied
3. Neutral
4. Somewhat dissatisfied
5. Extremely dissatisfied

Will you be comfortable with the home baggage check-in service?

1. Yes
2. No

Why? Reason _____

Do you think home baggage check-in will save you a lot of your time?

3. Yes

4. No

Why? Reason_____

Are you willing to pay for the extra amount charged by the airline for availing of the home baggage check-in service?

1. Yes

2. No

Why? Reason_____

Do you think home baggage check-in is a must?

1. Yes

2. No

Why? Reason_____

How should the check-in/boarding be improved?