

A Study on the Changes in Safety Perception of Air Passengers in the Living with COVID-19 Era: The Case of South Korea

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Abstract

Due to changes brought upon by covid in society, the aviation industry has also entered a new phase that is different from the early days of the COVID-19 outbreak. Therefore, this study aims to enhance our understanding of people's response to the COVID-19 pandemic and their perception regarding aviation safety. Specifically, the study investigates whether in-flight services focusing on sanitation and preventative measures against the virus alleviated negative emotions such as fear and anxiety among passengers, and how this affected their risk perception and group efficacy through cognitive value. To achieve the purpose of the study, an online survey was conducted in December 2021 of passengers with experience boarding aircraft after the COVID-19 outbreak, and 211 valid responses out of 308 were used for analysis. The analysis of the data revealed that in-flight services had a positive effect on cognitive value, which in turn had a positive effect on risk perception and collective efficacy among air passengers. The overall evaluation of in-flight services indicated that passengers now place a greater emphasis on hygiene and quarantine measures. Furthermore, there has been a notable promotion of passengers' efforts and attitudes towards not only ensuring their own safety but also the safety of others and society, which has resulted in a significant improvement in responsible behavior.

Key Words: cognitive value, group-efficacy, collective efficacy, safety perception, inflight service, airline service quality

1. Introduction

None of politics, economy, environment, and resources are independent, and all countries are interconnected in the name of globalization, increasing their dependence on each other. In this circumstance a few months were enough for the novel virus Covid 19, which broke out in an Asian country in the Northern Hemisphere in December 2019, to drive countries all over the world into a panic. Every industry all over the world and even our social lives have been profoundly affected. Despite IATA's announcement that the air travel sector was continuously growing before the outbreak of COVID 19 and that air travelers are expected to reach 8.2 billion at a rate of 3.5% per year by 2037 [1], aviation sector became the first industry to be hit severely