



# A critical exploration of airline travellers' purchase behaviours during the peak period of the COVID-19 pandemic: The case of airline customers in Victoria Island, Lagos State, Nigeria.

Abiodun Otedola<sup>1</sup>, Mohamed Elheddad<sup>2</sup>

<sup>1</sup> Teesside Business School, Teesside University, Middlesbrough, United Kingdom; C2684817@tees.ac.uk,

<sup>2</sup> Teesside Business School, Teesside University, Middlesbrough, United Kingdom; m.elheddad@tees.ac.uk.

\* Correspondence: C2684817@tees.ac.uk

## ABSTRACT

This study examines airline travellers' purchasing behaviors during the peak of the COVID-19 pandemic. The World Health Organization (WHO) officially declared COVID-19 a global pandemic on January 30, 2020, with the peak period in Nigeria identified as occurring from February 2020 to April 2021. Employing a qualitative research approach, this study outlines the methodologies and procedures utilized, grounded in an interpretative epistemological stance and a subjective ontological framework. A comprehensive analysis of key variables influencing travellers' purchasing behaviors, particularly within Victoria Island, Lagos, Nigeria, is crucial. This analysis can guide marketers in developing targeted strategies to attract and retain airline travellers in the post-pandemic period. Specifically, the research aims to elucidate the purchasing behaviors of airline travellers amidst the COVID-19 pandemic, addressing distinct objectives such as evaluating the pandemic's impact on purchasing decisions, understanding travellers' trust levels regarding airline purchases, identifying purchasing constraints faced by travellers, and formulating strategic recommendations for managing similar future crises.

**Keywords:** Purchase Behaviours, COVID-19 Pandemic, Airline Travellers, Victoria Island, Lagos, Nigeria.

**JEL Classification:** D21, I12, P36, Z30, Z31, Z32

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## INTRODUCTION

Numerous studies have previously examined travellers' purchase behaviours and the variables influencing them. Li and Cao (2022) emphasize that selecting suitable travel packages significantly impacts airline passengers' purchase decisions. Similarly, Caber and Albayrak (2016) highlight that economic, social, and cultural factors frequently shape purchasing decisions among travellers. According to Wu and Pearce (2014), travellers' purchase behaviours comprise three distinct stages: selection, purchase, and disposal.

On January 30, 2020, the World Health Organization (WHO) declared COVID-19 a Public Health Emergency of International Concern (WHO, 2020). In response, numerous countries implemented strategies to mitigate the virus's spread, including lockdown measures, travel bans, and policies that significantly reduced passenger confidence (Sigala, 2020). Consequently, international travel decreased markedly, dropping approximately 85% between January and May 2021 compared to 2019, and 65% compared to 2020 (UNWTO, 2021). Additionally, the World Travel and Tourism Council (WTTC, 2020) predicted that the global travel and tourism sector would incur GDP losses of approximately USD 5,543 billion, with international arrivals potentially declining by up to 75% relative to previous years. Analysts have expressed concerns regarding the sector's slow recovery, partly due to ongoing health concerns among travellers.

In Nigeria, government-implemented policies such as lockdowns, remote working, social distancing, and restrictions on movement significantly curtailed traveller spending, causing considerable damage to the typically lucrative travel and tourism sector (Olowookere et al., 2021). Despite extensive global research, studies specifically addressing Nigeria remain limited. Thus, this research uniquely contributes to the existing literature.

Identifying key variables influencing travellers' purchase behaviours is crucial for developing strategies to attract tourists post-pandemic (STR, 2020). The COVID-19 pandemic challenges many established assumptions about consumer travel behaviours, making it essential to reassess attitudinal factors influencing travel decisions (Kock et al., 2020).

This study utilizes the Theory of Planned Behaviour (TPB), developed by Ajzen (1985, 1991), which extends the Theory of Reasoned Action (TRA) by integrating perceived behavioural control. The TPB posits that behaviours are influenced by attitudes, subjective norms, and perceived behavioural control, offering a robust framework for understanding travel decisions during and after the pandemic (Sharma and Foropan, 2019).

Additionally, the study examines airline travellers' trust from three perspectives: meso-level (destination trust), macro-level (political trust), and micro-level (interpersonal trust). Prior research has predominantly focused on destination trust, thus overlooking the broader implications of political and interpersonal trust (Choi et al., 2018; Artigas et al., 2017). Given travellers' perceptions of inadequate safety measures during the pandemic, understanding these trust dimensions becomes critical, particularly regarding government policy effectiveness and interactions among travellers (Fancourt et al., 2020; Henderson et al., 2020; Korstanje et al., 2024).

Similarly, Wong and Jensen (2020) highlight that citizens collectively bear responsibility for mitigating the risk of public health emergencies such as COVID-19. Consequently, trust in the destination and other tourists emerges as a critical factor influencing airline passengers' purchasing decisions (Korstanje et al., 2024). This research further critically evaluates various travel restrictions and their impacts on airline passengers' choices. While existing literature has extensively addressed these constraints (Chen et al., 2013; Hung and Petrick, 2012; Nyaupane et al., 2004; Pan et al., 2021), gaps remain in specific contexts. Therefore, this study specifically examines three travel constraints—interpersonal constraints, intrapersonal constraints, and structural constraints related to social distancing—and their relevance to airline travellers' purchasing behaviors during the COVID-19 pandemic's peak period. According to STR (2020), these constraints are among the most pronounced and impactful within the current research context.

According to Bakar and Rosbi (2020), the COVID-19 pandemic induced significant fear among travellers, influencing their travel decisions. This situation has led to a global economic crisis characterized by increased unemployment rates due to employee layoffs and unpaid leave arrangements (Korinth and Ranasinghe, 2020). Nigeria's travel and tourism sector has likewise experienced reduced demand. Although numerous studies have investigated airline travellers' purchasing behaviors, few have comprehensively examined how trust, attitudinal characteristics, and travel-related constraints specifically influence these behaviors during the peak period of a pandemic, such as COVID-19, in Victoria Island, Lagos, Nigeria.

This study seeks to understand airline travellers' purchase behaviors during the peak period of the COVID-19 pandemic within Victoria Island, Lagos, Nigeria. Specifically, the objectives of the study include:

(a) Assessing the impact of the COVID-19 pandemic on travel activities in Victoria Island, Lagos, Nigeria. (b) Investigating the influence of various sub-constructs of travellers' attitudes and perceptions on their purchasing behaviors. (c) Examining the effect of airline travel constraints on travellers' purchasing decisions. (d) Developing strategic recommendations for managing similar crisis situations in the future.

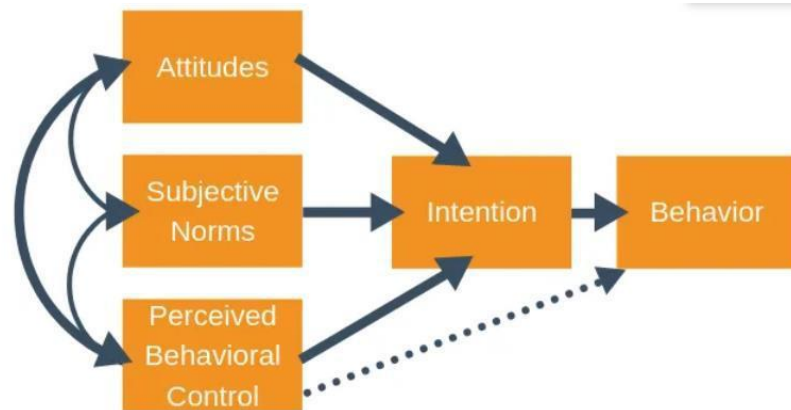
According to Akinyetun and Ambrose (2021), in 2021, Nigeria, along with India, Bangladesh, the Democratic Republic of Congo, and Ethiopia, accounted for approximately 19% of the global population living in poverty, equating to roughly 1.3 million people, exacerbated by the COVID-19 pandemic. Consequently, Nigeria faced dual crises—poverty and the pandemic—which compounded issues of trust and travel-related constraints, significantly affecting airline travellers' purchasing behaviors in Victoria Island, Lagos, Nigeria (Akinyetun et al., 2021a). This research is significant as it provides insights for policymakers to develop effective poverty alleviation strategies, including supporting airlines to maintain affordable flight options during pandemic conditions.

Oleribe et al. (2019) highlighted that the inadequacies of Nigeria's healthcare system have driven significant medical tourism, resulting in an annual economic loss of approximately USD 1.2 billion. The combined impact of medical tourism-related economic losses and the COVID-19 pandemic significantly affected airline travellers' purchasing behaviors during the pandemic's peak in Victoria Island, Lagos, Nigeria. Thus, this research contributes valuable insights to policymakers on improving healthcare services to mitigate similar crises and stabilize airline travellers' purchasing behaviors during future pandemics.

## LITERATURE REVIEW

In this section, the researcher reviews, assesses, compares, and critiques the current literature relevant to the study's objectives. The researcher critically explores already available studies, spot gaps, and adds to the conceptual and theoretical framework through the literature review regarding airline travellers' purchase behaviours of travellers in Victoria Island Lagos, Nigeria, during the peak period of the COVID-19 pandemic.

This study's Theoretical Framework is the Extended Theory of Planned Behaviour (Hsieh et al., 2016; Hsu and Hang, 2012).



**Figure 1:** The diagram shows the Theory of Planned Behaviour where people's intentions affect their behaviours.

*Source: Ajzen (1991).*

The Theory of Planned Behaviour is the foundation of the study to which the Extended Theory of Planned Behaviour is applied. Existing literature has consistently acknowledged psychological factors as crucial determinants for predicting and explaining consumer behavior. Numerous scholars have thoroughly explored the psychological dimensions to gain insights into the factors influencing consumer purchase decisions. Ajzen (1985, 2005) introduced and elaborated on the TPB, describing it as an approach based on rational decision-making, where individuals consider available information and consciously or subconsciously evaluate the implications of their actions. The TPB comprises three central constructs: attitude, perceived behavioural control, and subjective norms.

Previous studies extensively investigated the impacts of these core constructs—travel attitudes, perceived behavioural control, and subjective norms—on travellers' intentions and purchasing behaviours. Beyond these core constructs, literature reviews have identified additional constructs to enhance the explanatory power of the TPB, such as past travel experiences and perceived health risks, particularly in the context of qualitative research (Cheng et al., 2006; Han and Kim, 2010; Quintal et al., 2010). Perceived health risks, defined as travellers' concerns regarding physical health threats during travel (Shin and Kang, 2020), have been a significant focus within tourism studies, influencing travel decisions substantially (Bentley and Page, 2008; Buckley, 2012).

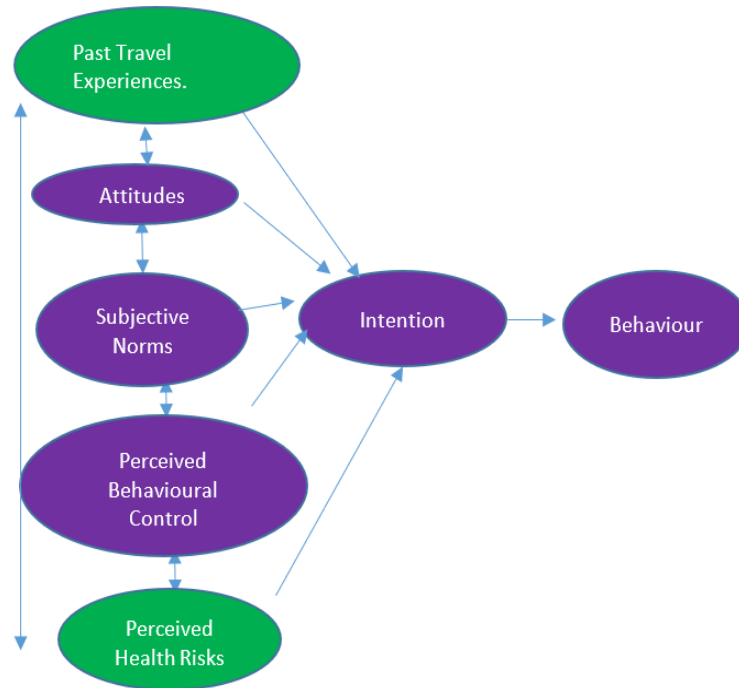
GradCoach (2023) defines a literature gap as an area within existing research that remains inadequately explored or entirely unaddressed. Three primary types of literature gaps are empirical, theoretical, and methodological. The empirical gap in this study arises from insufficient information specifically relating to airline travellers' purchasing behaviors in Victoria Island, Lagos, Nigeria, during the peak of the COVID-19 pandemic. The theoretical gap highlights existing research limitations that focus predominantly on destination trust while neglecting macro-level (government policy) and micro-level (social distancing practices) trust dimensions (Chen et al., 2013). The methodological gap pertains to the predominance of quantitative research methods in existing studies, emphasizing numerical data over qualitative methods, which offer deeper and richer analytical insights (Fan et al., 2021).

This research addresses these gaps by analyzing airline travellers' purchase behaviors in Victoria Island from multiple perspectives—first broadly through abstract theoretical discussions, then specifically through a detailed theoretical lens, and finally through concrete empirical cases. By identifying and bridging these gaps, this study significantly contributes to the existing literature, enhancing its relevance and justification (Jabeen, 2022). Thus, this research emphasizes the importance of addressing gaps in the literature by underscoring neglected aspects that necessitate further investigation and rigorous academic inquiry.

### 3. MODEL SPECIFICATION AND DATA

#### 3.1 Model Specification

The Extended Theory of Planned Behaviour allows the research to understand people's behaviours during a pandemic like COVID-19 (Hashemian et al., 2022).



**Figure 2:** The Extended Theory of Planned Behaviour identifying the extra two constructs.

*Source: Ajzen (2005).*

The perceived health risks would significantly influence travel in any pandemic situation (Fan et al., 2021). Shin and Kang (2020) observed that the chances of travellers staying at hotels where they perceive a higher level of health risk become very slim during the COVID-19 pandemic. Additionally, past travel experiences can significantly impact their travel choices. Travellers tend to maintain behavioural persistency, which means that previous travel activity might predict future travel behaviours (Sönmez and Graefe, 1998). People who have travelled more in the past are likely to do so again in the future. Although the idea of planned behaviour has frequently used this method to explain travel behaviour, it is crucial to consider whether it applies in a pandemic. According to Kock et al. (2020), the influence of psychological and attitudinal elements on travellers' purchase behaviours must be re-evaluated in the COVID-19 era. Therefore, the goal of the current study is to determine how the Extended Theory of Planned Behaviour (travel attitude, perceived behavioural control, subjective norms, perceived health risks, and prior travel experiences) affect travel decisions before, during, and compare it with their intentions after the COVID-19 pandemic.

#### 3.2. Data

##### 3.2.1. Participants Selection Process

The purposive sampling technique ensures the researcher had a varied set of participants with relevant experiences in travelling, which served as the basis for the participant selection process. There were sixteen participants in total. The justification for the researcher for using the purposive sampling technique was that the researcher targeted those who had the knowledge required to address the issue at hand, which is the purchase behaviours of airline passengers during the peak period of the COVID-19 pandemic. To carry out this procedure, the researcher thoroughly searched for interview candidates. This broad geographic search included passengers on airlines and workers

in various professions who purchased airline tickets or intended to purchase airline tickets within the business area of Victoria Island, Lagos, Nigeria, which is the hub of most airlines in Lagos, Nigeria. The researcher captured a variety of viewpoints by choosing individuals from various backgrounds and occupations, which improved the richness and depth of the findings (Lofland et.al, 2006).

The recruitment of participants was free will. To ensure this, participants filled out consent forms, showing they were not coerced into the study. The researcher also used aliases of the participants because the interviews were anonymous, and all identifiers of the participants were removed.

**Table 3:** Sixteen diverse participants for the interview selection process.

NO.	ALIAS	GENDER	AGE	CURRENT LOCATION	OCCUPATION
1	Mr KK (Also part of pilot study)	Male	44yrs	Nigeria	Banker
2	Mr A (Also part of the pilot study)	Male	42yrs	United Kingdom	Network Design Engineer
3	Mr AA (Also Part of the pilot study)	Male	31yrs	Nigeria	Operations Manager
4	Mr P (Also part of the pilot study.	Male	37yrs	Nigeria	Social worker And Fleet officer
5	Mr NFA	Male	44yrs	Canada	Office Worker
6	Mr P	Male	40yrs	United Kingdom	Student
7	Mr OO	Male	41yrs	United States of America	Architect
8	Ms F	Female	31yrs	Nigeria	Lawyer
9	Mr DA	Male	62yrs	United States of America	Accountant
10	Mr KM	Male	63yrs	United States of America	Registered Nurse
11	Dr MPK	Male	55yrs	Nigeria	Lecturer
12	Mrs AO	Female	60yrs	Nigeria	Businesswoman
13	Mr SS	Male	48yrs	United States of America	Nurse
14	Mr BA	Male	61yrs	United States of America	Nurse
15	Dr DAO	Female	65yrs	United States of America	Nursing consultant
16	Mr AF	Male	57yrs	United States of America	Accountant

*Source: Author's work based on Interview Selection Process*

### 3.2.2. Data Collection Process

According to Braun and Clarke (2013), interviews are very popular data collection tools for the data collection process in qualitative analysis, which also aligns with the objectives of this research to answer the research question and cover the gaps in the literature. Interviewing is a professional action that allows participants to divulge information about what affects them according to the research question, goal, and objectives. The interviews and the research will also benefit the respondents because they were selected using the primary data collection method and the purposive sampling method, particularly for this purpose and may not have participated if the research did not affect them in any way, coupled with the fact that the researcher would not have selected them either way if they are not related to the research. Purposive Sampling is a valid justification for using interviews as a data collection tool for this research (Braun and Clarke, 2013). As explained by Braun and Clarke (2006), this researcher used online semi-structured individual interviews, also known as the interview guide approach for these participants as explained earlier. In this approach, the researcher used a semi-structured interview guide created from study the objectives and gave the participants opportunities to bring up issues along with the questions being asked by the researcher. This is very common with the qualitative analysis approach.

## 4. METHODOLOGY

The study utilized qualitative research methods as part of its methodological approach (Coe et al, 2021). A clearly defined research methodology is crucial for any study, as it establishes a structured framework for achieving the research objectives (Braun and Clarke, 2013). In this investigation, the adopted methodology specifically aligns with the aim of understanding airline travellers' purchase

behaviors in Victoria Island, Lagos, Nigeria, during the peak of the COVID-19 pandemic. Additionally, the methodology addresses the research objectives related to trust constructs, interpersonal and intrapersonal constraints, social distancing measures, and strategies for mitigating future occurrences (Chen et al., 2013; Hung and Petrick, 2012; Nyaupane et al., 2004; Pan et al., 2021).

Moreover, the research methodology effectively addresses the central research question concerning how the COVID-19 pandemic influenced airline travellers' purchasing behaviors during the peak period in Victoria Island, Lagos. According to Scribbr (2022), while research methods refer to the specific techniques for data collection and analysis, research methodology describes the overarching approach guiding the overall research process.

## 5. EMPIRICAL RESULTS AND DISCUSSION

According to the research findings as applied to the Extended Theory of Planned Behaviour, the phenomenon relates to attitude, perceived behavioural control, subjective norms, perceived health risks, and past travel experiences. The study aims to understand airline travellers' purchase behaviours during the peak period of the COVID-19 pandemic along with specific objectives related to COVID-19 impact, travellers' trust regarding purchases, travellers' constraints regarding purchases, and strategies to manage similar situations. Notably, some of these themes belong to more than one part of the Extended Theory of Planned Behaviour.

As explained earlier, according to the analysis and extracts collected in the process of using the NVivo software, there were fifteen themes in total; the researcher extracted twelve themes relevant to the study, where ten were the main themes pertinent to the study that depict the research aim and objectives and answers the research question. At the same time, the two sub-themes were less influential. Also, two other themes purchased airline tickets and the ability to handle the COVID-19 pandemic situation, had zero files and references as parent codes and were not part of the ten main themes. Again, utilizing additional airline services had the least files and references.

Name	Files	References	Created on	Created by	Modified on	Modified by
Ability to handle COVID -19 pandemic situation	0	0	18/12/2023	A	18/12/2023	A
Anticipated changes in tickets purchasing behavio	15	16	18/12/2023	A	19/12/2023	A
Changes in preference for travel decisions	15	20	18/12/2023	A	19/12/2023	A
Travel changes due to COVID-19	14	17	18/12/2023	A	19/12/2023	A
Changes in travel booking behaviours	15	18	18/12/2023	A	19/12/2023	A
Comparison before COVID-19 and during the pa	16	16	18/12/2023	A	08/08/2024	A
Effectiveness of policies implemented by the Nige	16	16	18/12/2023	A	08/08/2024	A
Factors influencing decisions to purchase airline ti	16	16	18/12/2023	A	19/12/2023	A
Concerns or barriers to purchasing tickets	16	16	18/12/2023	A	19/12/2023	A
Impact of COVID -19 on ticket purchase	16	16	18/12/2023	A	19/12/2023	A
Impact of the COVID -19 on destination selection	16	19	18/12/2023	A	23/12/2023	A
Interpersonal constraints faced when travelling	16	16	18/12/2023	A	19/05/2024	A
Purchased airline tickets	0	0	18/12/2023	A	18/12/2023	A
No	1	1	18/12/2023	A	18/12/2023	A
Yes	15	15	18/12/2023	A	19/12/2023	A
Reasons for Purchasing tickets	15	15	18/12/2023	A	19/05/2024	A
Utilizing additional services offered by airlines	14	14	18/12/2023	A	19/12/2023	A

**Figure 4:** Themes from grouped codes as observed in the NVivo software which aligns with the Extended Theory of Planned Behaviour.

*Source: Author's work based on NVivo software outcomes*

In the Extended Theory of Planned Behaviour, the themes related to the attitude factor include changes in preference for travel decisions, the impact of COVID-19 on destination selection, and the impact of COVID-19 on ticket purchase (which also belongs to subjective norms). These attitudes of airline travellers strongly influenced travel decisions made during the COVID-19 pandemic and

future travel intentions after the pandemic since the findings show that these factors impacted the respondents' purchase behaviours. Moreover, the themes related to perceived behavioural control include anticipated changes in ticket purchasing behaviours, changes in travel booking behaviour, and reasons for buying tickets (which also belong to past travel experiences). The findings on these themes revealed that they considerably influenced travel decisions made during and their intentions after the COVID-19 pandemic; based on the gain or loss experienced, one can either act towards travelling more or staying away from it.

Additionally, the themes related to subjective norms comprise factors influencing decisions to purchase airline tickets and the impact of COVID-19 on ticket purchase (which also belongs to the attitudes construct).

The findings on these themes strongly influenced travel decisions since they showed how individuals accepted or disagreed with certain traveller purchasing practices during the peak period of the COVID-19 pandemic. Furthermore, the themes related to perceived health risks consist of the effectiveness of policies implemented by the Nigerian Government to handle the COVID-19 pandemic and interpersonal constraints faced when travelling.

Some respondents believed that any perceived health risks could deter them from travelling during and even after the COVID-19 pandemic.

Lastly, the themes related to Past Travel Experiences include a comparison before COVID-19 and during the pandemic and the reasons for purchasing tickets. The COVID-19 pandemic significantly impacted travel decisions, and this influence will continue after the pandemic.

The sub-themes consisted of the concerns or barriers to purchasing tickets and travel changes due to the COVID-19 pandemic were not considered by the researcher in the findings because they were less influential to the analysis and are themes within themes already listed below. They are travel changes due to COVID-19 (coded as a sub-theme under changes in preference for travel decisions by NVivo) and concerns or barriers to purchasing tickets (coded as a sub-theme under factors influencing decisions to buy airline tickets by NVivo). Utilizing additional services that had the least number of files and references was also not considered in the main themes. Purchased airline tickets and the ability to handle the COVID-19 pandemic had zero files and references as parent codes, so they were not added to the main themes but played other parts.

This clearly shows that the identified themes reflect purchase behaviours of airline travellers in terms of past travel experiences, airline attitudes, subjective norms, perceived behavioural control, and perceived health concerns validates the findings of the research and applies to the Extended Theory of Planned Behaviour showing purchase behaviours of airline travellers in Victoria Island, Lagos, Nigeria during the peak period of the COVID-19 pandemic.

## **5.1. Linking the Findings of the Research to the Current Literature**

According to the analysis and the research findings, the applied themes collected by the researcher using the thematic analysis to the Extended Theory of Planned Behaviour showed the research question answered. The researcher used the research objectives to demonstrate an alignment with the current literature where purchase behaviours of airline travellers were impacted by the COVID-19 pandemic peak period in Victoria Island, Lagos, Nigeria. This information will be helpful for all stakeholders, including the Nigerian government.





**Figure 5:** Application of the Extended Theory of Planned Behaviour which aligns with the main themes  
*Source: Ajzen, (2005).*

As explained above and according to the findings, sixteen participants in Victoria Island, Lagos, Nigeria, purchased airline tickets, and fifteen showed positive purchase behaviour using the flight tickets they bought. Positive purchase behaviours show trust in the destination as one of the study's objectives and an alignment with the current body of literature.

## 5.2. Limitations of the Study

Organising interviews across different time zones, guaranteeing audio quality during remote interviews, and maintaining the rigour of data gathering and analysis are just a few constraints throughout the data collection phase. Since organising interviews across time zones may be strenuous, balancing technology to enable remote interviews and flexible scheduling may be necessary. Maintaining audio quality was essential for precise analysis and transcription. Moreover, maintaining rigour in data gathering and analysis is a continuous process that calls for serious attention to detail and a consistent methodology. Challenges peculiar to this research include: The study had time constraints. The researcher needed ample time to conduct a critical investigation on a big issue like this. Additional challenges included transcription difficulties, avoiding researcher bias, and audio problems during some interviews.

Also, there were network issues in some of the respondents' locations, which may have affected the audio of the Zoom Meetings. However, the researcher created a working time management strategy and ensured that relevant time was devoted to the investigation to avoid the impact of these limits, which are good justifications for carrying out the research.

## 6. CONCLUSION

In conclusion, there was an unarguable impact of variables that portray economic values, as indicated by the fact that monetary limitations and uncertainty influenced travel plans. The financial values show that the effects of economic variables cannot be denied on travellers by the research evidence. Fifteen participants purchased airline tickets in Victoria Island Lagos, Nigeria, to travel during the peak period of the COVID-19 pandemic. It also shows that one participant had purchased the tickets earlier, and their travel plans coincided with the COVID-19 pandemic and had to cancel them. Coincidence of travel plans of travellers shows there were positive purchase behaviours in fifteen airline travellers who purchased airline tickets, which also indicates their attitudes towards buying airline tickets, and one participant showed a negative purchase behaviour towards purchasing airline tickets by cancelling the flight ticket—the findings of the research showed that fifteen participants travelled during the COVID-19 pandemic peak period.

The analysis showed that the study was later applied to the Extended Theory of Planned Behaviour to validate the research theoretical framework usage. The prominent main themes comprised changes in preference for travel decisions, the impact of COVID-19 on destination selection, anticipated changes in ticket purchasing behaviours, comparison before COVID-19 and during the pandemic, the effectiveness of policies implemented by the Nigerian Government to handle the COVID-19 pandemic, factors influencing decisions to purchase airline tickets, the impact of COVID-19 on ticket purchases, interpersonal constraints faced when travelling, and reasons for buying tickets. The sub-themes included travel changes due to COVID-19 and concerns or barriers to purchasing tickets, which were not considered for the findings but emerged during the analysis, as well as utilizing additional services offered by airlines which had the least files and not considering references in the main themes plus the purchased airline tickets and ability to handle COVID-19 pandemic situation were also not considered in the main themes because they had zero files and references as parent codes.

Again, as applied to the Extended Theory of Planned Behaviour, the themes related to the attitude factor include changes in preference for travel decisions, the impact of COVID-19 on destination selection, and the impact of COVID-19 on ticket purchases. Moreover, the themes related to perceived behavioural control are anticipated changes in ticket purchasing behaviours and reasons for buying tickets. Additionally, the themes related to subjective norms comprised factors influencing decisions to buy airline tickets and the impact of COVID-19 on ticket purchases. Also, the themes related to perceived health risks include the effectiveness of policies implemented by the Nigerian government to handle COVID-19 and the interpersonal constraints faced when travelling. Finally, the themes related to past travel experiences included a comparison before COVID-19 and during the pandemic and the reasons for purchasing tickets.

When the researcher brought together the findings, a clear understanding of the purchase behaviours of airline travellers during the pandemic emerged, showing the application of the Extended Theory of Planned Behaviour as the proper theoretical framework for the study, which d during the study from the foundation of the theory which is the Theory of Planned Behaviour, according to the findings of the study, local and domestic travel, flexible booking changes, for health and safety into consideration, and economic issues were all identified. These findings highlighted the necessity for industry players to adjust their strategies and services to please the shifting preferences and concerns that consumers were showing. The elements that underlie the significance of themes are health and safety concerns, trust in protocols and government laws, attitudinal considerations, and travel limits in determining the decision-making processes of airline travellers (Braun and Clarke,2022). The findings from this added to the larger research project that aimed to investigate

the purchase behaviours of airline travellers during the COVID-19 pandemic peak period. This study helped address a massive gap in the previous research, primarily focusing on Western contexts, by examining the exclusive situation in Victoria Island, Lagos, Nigeria. The researcher gathered insights from the interviews and utilised them for a perfect research instrument. The researcher instrument used instruments to collect data from small sample size to give a more concise examination of travel behaviours and decision-making processes (Lofland *et.al.*,2006).

In addition, the findings have consequences for airlines and travel businesses that are active in the area. Understanding the elements influencing customers' travel decisions during the pandemic peak period was essential for designing targeted marketing strategies and specialised services that addressed their concerns and demands. In the post-pandemic travel scenario, airlines can react to consumers' changing needs and tastes by prioritising health and safety measures, creating trust, and providing flexible options.

The interviews of the sixteen respondents, airline passengers in Victoria Island, Lagos, Nigeria (during the peak period of the COVID-19 pandemic), showed relevant insights into airline travellers' purchase behaviours. The themes that reoccurred showed the influence on decision-making processes stressed by concerns regarding health and safety, restrictions on travel, financial constraints, trust in protocols and government regulations, attitudinal issues, and travel restrictions.

The above also validate the researcher's analytic results and findings of the research showing purchase behaviours of airline travellers in Victoria Island, Lagos, Nigeria, during the peak period of the COVID-19 pandemic. It explains how this applies to the Extended Theory of Planned Behaviour, where the research answered the research question and achieved the research aim.

These findings will contribute to a thorough knowledge and practice of airline travellers' purchase behaviours within the context of a pandemic peak period and establish a framework for future research (Braun and Clarke, 2022).

To expand the study based on the findings, the researcher would suggest a mixed method due to the qualitative research method's richness in data, where respondents could give detailed and explicit information verbatim. Again, mixing it with the quantitative research method might not be a bad idea in terms of figures in a larger environment like the whole of Lagos State this time around to add data to the mix where the researcher can do something differently by deciding to physically be at the location of the research rather than online interviews and data collection (Coe et al., 2021).

In summary, the findings provided a basis for a comprehensive understanding of travellers' purchase behaviours during the peak period of the COVID-19 pandemic, as explained earlier, of airline travellers who travelled from Victoria Island, Lagos, Nigeria and how their purchase behaviours were confirmed using the Extended Theory of Planned Behaviour, where the researcher gave further recommendations and suggestions based on the outcome of the findings from the respondents using the research aim and objectives as the basis for the conclusions and answering the research question.

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