

Airline Marketing Preferences

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Kylie Johnson, Deborah Carstens Ph.D., and Stephen Rice Ph.D., "Airline Marketing Preferences" (April 3, 2016). *Human Factors and Applied Psychology Student Conference*. Paper 5.

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The aim of this research is to assess airline marketing strategies providing consumer preferences to better target potential customers. The airline industry has transformed over the years, and cost and amenities have been impacted in the airline evolution. There has been consideration of whether flight cost, or flight amenities and passenger experience should be analyzed to result in enhanced marketing in the airline industry. An online survey was issued to examine which flight amenities potential customers preferred. Furthermore, the length of the flight was examined to determine if consumer preferences changed for domestic versus international flights. The survey findings are discussed in addition to future research opportunities.