

## Airline Marketing Preferences

Kylie Johnson

*Florida Institute of Technology - Melbourne, Kylie2013@my.fit.edu*

Deborah Carstens Ph.D.

*Florida Institute of Technology - Melbourne, carstens@fit.edu*

Stephen Rice Ph.D.

*Florida Institute of Technology - Melbourne, srice@fit.edu*

Follow this and additional works at: <https://commons.erau.edu/hfap>



Part of the [Industrial and Organizational Psychology Commons](#), [Management and Operations Commons](#), and the [Marketing Commons](#)

---

Johnson, Kylie; Carstens, Deborah Ph.D.; and Rice, Stephen Ph.D., "Airline Marketing Preferences" (2016). *Human Factors and Applied Psychology Student Conference*. 5.  
<https://commons.erau.edu/hfap/hfap-2015/posters/5>

This Poster is brought to you for free and open access by the Human Factors and Applied Psychology Student Conference at Scholarly Commons. It has been accepted for inclusion in Human Factors and Applied Psychology Student Conference by an authorized administrator of Scholarly Commons. For more information, please contact [commons@erau.edu](mailto:commons@erau.edu).

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.