

## Consumer Perception of Controlled Rest in Position

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## Abstract

Title: Consumer Perception of Controlled Rest in Position

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Willingness to fly has been an increasing area of interest in the aviation industry. As technology becomes more advanced, opportunities to make operations more efficient are becoming more and more prevalent. On the contrary, with every high profile aviation accident, the travelling public tends to have more reservations when choosing air travel. Those who are immersed into the aviation industry know that it is one of the safest forms of transportation. So, in order to better understand the consumers, this study was conducted. This study used two surveys. The first survey was a 5-point Likert scale that measured consumers' willingness to fly (Rice et al., 2015) when a fatigue management practice is permitted or prohibited. The fatigue management practice is known as Controlled Rest in Position and is currently being practiced in many foreign commercial air carriers. The second was a slider type scale to identify if any consumers emotions on the condition mediated their willingness to fly score. There was a significant main effect for country of origin and use of CRIP.