

What Type of Person Would Be Willing to Fly with Children? A Multi-Model Analysis

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INTRODUCTION

- Given the choice, there appears to be a preference for flights free from child disturbances and a demographic unwilling to fly with children.

Purpose Statement

- The study aims to evaluate consumer willingness to fly (WTF) on a domestic commercial flight with children in various scenarios and age ranges.

Significance

- The research question aims to bridge the gap in existing literature to explore the willingness of consumers to fly on a domestic commercial flight that contains children as passengers.
- Airline marketing could potential be affected by the outputs of this study through targeted advertising of destinations dependent on their intended passenger target.

BACKGROUND

- Nomaguchi and Milkie (2003) researched the difference in stress levels between people who have children and people who are childless, with higher stress levels noted among those with young children.
- Increased stress levels can affect decision making skills, and contribute to psychological and physiological changes (Starcke and Brand, 2012).
- Research has shown that during the COVID-19 pandemic there have been recordings of individuals displaying signs and symptoms of stress (Carbone, 2020; Mushtaq, 2020; Xiong et al., 2020).
- Rice et al. (2015) developed the WTF scale to assess an individual's intent to partake in a particular commercial aircraft-based scenario. The validated scale has formed the basis of an array of research into various WTF scenarios.

HYPOTHESES

HA₁: At least one demographic variable is a significant predictor of a consumer's WTF with a child.

HA₂: The perceived threat of COVID-19 is a significant predictor of a consumer's WTF with a child.

HA₃: Familiarity with aviation is a significant predictor of a consumer's WTF with a child.

HA₄: At least one flight habit is a significant predictor of a consumer's WTF with a child.

METHODOLOGY

Research Approach

- This research used a quantitative method with a non-experimental research and survey design. Participants answered a survey to determine a consumer's WTF with a child.

Population and Sample

- Participants were recruited through a convenience sample via Amazon's ® Mechanical Turk ® (MTurk).
- Participants were required to meet the following: have completed more than 500 tasks through the MTurk platform; have a 98% or higher rating from completing previous tasks; be a US citizen.

Sources of the Data

- The data for the study was collected via a survey, which was accessed by participants through a Google Forms link.

Table 1

Descriptive Statistics of Population

Characteristics	Subcategories	Frequency (n)	Percentage (%)
Gender	Male	286	46.3
	Female	326	52.8
	Other	6	1
Ethnicity	White or Caucasian	495	80
	Black or African American	40	6.5
	Hispanic or Latino	22	3.6
	Asian or Asian American	44	7.1
	American Indian or Alaska Native	4	.06
	Native Hawaiian or other Pacific Islander	0	0
	Other	13	2.1
Education	Less than high school degree		
	High school degree or equivalent (e.g., GED)	50	8.1
	Some college but no degree	74	12
	Associate degree	70	11.3
	Bachelors degree	311	50.3
Graduate degree	110	17.8	

RESULTS

WTF1 = Child Under 2 in Lap

WTF2 = Child Under 2 in Own Seat

WTF3 = Child Aged 3-11

WTF4 = Child Aged 12-17

WTF5 = Unaccompanied Minor

Table 2

Analysis of Model with Statistically Significant Regression Coefficients

	WTF1	WTF2	WTF3	WTF4	WTF5
<i>R</i> ²	.166	.185	.179	.186	.143
Predictor	WTF1	WTF2	WTF3	WTF4	WTF5
<i>Constant</i>	3.587	3.815	4.266	4.601	1.976
<i>Race</i>	-0.398	-0.496	-	-	-
<i>Familiarity with Aviation</i>	0.133	-	-	-	0.296
<i>Perceived Covid Threat</i>	-0.218	-0.223	-0.235	-0.209	-0.136
<i>Marriage</i>	-	0.233	-	-	-
<i>Children</i>	-	0.087	0.073	0.067	-
<i>Gender</i>	-	-	-	-	0.303

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