

Main thematic area: Economics/Science/Technology

Cost: £/££/£££

## People issues

### Background

The environmental impact of flying has become a high profile issue gaining increasing news coverage: there are indications that environmental concerns are beginning to affect customer choice and behaviour.

Improved environmental performance has become a marketing issue as well as a goal in its own right. Understanding how the public perceives the environment as a factor affecting travel choice is fundamental to delivering performance improvement. Responding to changing market demand is becoming critical for the aviation industry.

### Study aims

Through literature review, interviews and passenger surveys, this study will investigate the status quo on the nature and extent of the public's regard for environmental issues and how perceptions affect customer choice over air transport options.

It provides a platform for identifying ways to improve knowledge and should secure productive public engagement in the aviation sustainability debate. The study aims to identify the level of knowledge of the environmental effects of aviation and how this influences passenger demand and choice. This in turn should inform an investigation of the willingness to pay higher prices for aviation and/or forego 'peripheral' services. It will also contribute to the development of future business models designed to meet customer expectations in an environmentally sensitive world.

Lead: MMU

Duration: 10 months

[www.omega.mmu.ac.uk](http://www.omega.mmu.ac.uk)



### Benefits

This study will clarify attitudinal change in response to climate change, the desire to continue to make use of aviation and willingness to sacrifice convenience and service to enjoy the ability to fly.

Surveying passenger understanding of aviation and climate change and attitudes towards the services provided by airlines, the price of air travel, and so on will enable data of significant academic value to be collected. This will inform our understanding of changing societal expectation in response to aviation and the changing climate. It will also inform the industry debate regarding potential business responses to climate change.

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