



Multidimensional Decision Behavior in Air Transport (CFAC - The Aviation Series)

Andreas Wittmer, Sebastian Daum

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Air transport customers do not always behave economically rational when making their transport decisions. Customers are in search of well-being when they travel. This is especially the case for Swiss travellers buying annual general tickets on first class with ground transport or for business class travellers of airlines. The buying decision process is influenced by reasonable, economically irrational decision factors such as well-being, recreation, flexibility, and freedom. Economy and "second" class travellers have become more rational decision makers over time, their focus mainly on price and ancillary costs of their consumption. This book analyzes, in detail, consumer spending and behavior in air transport. (Series CFAC - Publications on Aeronautics / Schriften zur Luftfahrt, Vol. 10) [Subject: Air & Space Law]

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