

## Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Air transport is that which transports by air, by means of aircrafts, airplanes, etc.

Air transport
carries the goods
and passengers
through by using
different aircraft

Air transport is one of the fastest modes of travel

Psychological, Cultural, Social and Personal are the factors that affect consumer behaviour.

Emissions from aviation are a significant contributor to climate change

A recent report suggested that hydrogen-powered planes could enter the market.

Unlocking Insights
Into The Global Air
Transportation
Network With
Tableau

It helps generate trade, promote tourism, and create employment opportunities.

it generates
economic growth,
jobs, increases
revenues and the
conservation of
protected areas.

Air travel saves time compared to other modes

Air transport provides significant economic and social benefits. It facilitates tourism, trade,

Many people feel butterflies, upset stomach, or sometimes nausea when afraid.

It is clear that GDP is not the only factor that drives air traffic growth.

## Does

What behavior have we observed? What can we imagine them doing?



**Feels**What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

