

LITERATURE SURVEY

Date	15 March 2023
Team ID	NM2023TMID18521
Project Name	Optimizing Flight Booking Decisions Through Machine Learning Price Predictions

1. Necole Tsz yeung lie et al says that Airline websites are expected to become the major channel for flight bookings in the coming decade. Unlike e-commerce websites, airline products are intangible and complex, with varying sales conditions attached. This study aimed at testing the usability of two types of flight search information presentation styles—a text-based and a graphic-based interface—via flight booking experiments in a laboratory environment.
2. S Barak et al says that a network of parallel flights is considered for the dynamic pricing of products segmented in the nested logit way and chosen by customers based on a nested logit model.
3. Diptiman Banerji et al says that quest to acquire new customers and retain the existing ones is a challenge for all aviation companies. This paper attempts to assist the aviation companies in tackling this challenge by revealing the most important factors that their customers consider to be the most important while making purchasing choices.
4. Christof Backhaus et al says that A solid understanding of when travel decisions are made in relation to travelers' planning horizons is crucial for travel service providers. Despite its importance, there are very few empirical studies investigating the planning horizon and its antecedents in travel research literature.
5. S part et al says that Passengers did not immediately make the connection between Flights to Nowhere and climate change but on reflection, they justified these flights using a range of neutralization techniques including an appeal to higher loyalties, denial of injury, and justification by comparison.
6. M carroll et al says that Understanding this process can aid organizations in designing training and tools that can support pilots in making effective decisions. This chapter aims to dissect and elaborate on the pilot decision-making process, including types of decisions, factors that influence decision making, and how an understanding of these processes can inform operational tools and training to better support effective decision making.

7. Nor Hisham Ghafar et al says that This can result in improved productivity, increased customer satisfaction, personalized marketing campaigns, and more efficient operations. This chapter aims to provide a detailed discussion on big data analytics, focusing on the recent development and key challenges of this technology.
8. Yi liu et al says that When travelers are allowed to choose their preferred carbon offset method, they are more likely to opt in, especially when they receive concrete messages that indicate specific actions but not general initiatives. These findings contribute to the aviation carbon offset literature and offer useful new insights for airline companies.
9. Diptiman Banerji et al says that The quest to acquire new customers and retain the existing ones is a challenge for all aviation companies. This paper attempts to assist the aviation companies in tackling this challenge by revealing the most important factors that their customers consider to be the most important while making purchasing choices
10. Rafai et al says that based on the analysis of more than 140,000 search sessions, suggest that this is not the case in general. We then conduct analyses on subsamples to investigate the boundary conditions of the attraction effect. This study questions the relevance of the attraction effect in online marketplaces and recommender systems and proposes new research avenues.

References:

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3. Banerji, Diptiman, et al. "What are the most important consumer decision factors when choosing an airline? An emerging economy perspective." *Asia Pacific Journal of Marketing and Logistics* 35.1 (2023): 174-197.
4. Backhaus, Christof, Tobias Heussler, and Valeria Croce. "Planning horizon in international travel decision-making: The role of individual and cultural determinants." *Journal of Travel Research* 62.2 (2023): 432-447.
5. Pratt, Stephen, and Denis Tolkach. "Ethical-decision making of 'Flights to Nowhere' passengers in the COVID-19 and climate change era." *Current Issues in Tourism* 26.5 (2023): 735-751.
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7. Ghafar, Nor Hisham. "Big Data Analytics in the Southeast Asian Aviation, Tourism, and Hospitality Industries: Current and Future Developments." *Digital Transformation in Aviation, Tourism and Hospitality in Southeast Asia*. Routledge, 2023. 72-85.
8. Liu, Yi, Qiqi Jiang, and Rob Gleasure. "Hitting Net-zero without stopping flying: Increasing air travelers' likelihood to opt-in to voluntary carbon offsetting." *Journal of Travel Research* 62.1 (2023): 21-38.
9. Banerji, Diptiman, et al. "What are the most important consumer decision factors when choosing an airline? An emerging economy perspective." *Asia Pacific Journal of Marketing and Logistics* 35.1 (2023): 174-197.
10. Rafai, Ismael, et al. "No evidence of attraction effect among recommended options: A large-scale field experiment on an online flight aggregator." *Decision Support Systems* 153 (2022): 113672.