

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
Transportation

* Include the engines, flaps, landing gear, and aerodynamic noise.

*Air transport is the activity that allows the transfer of people, merchandise and mail in aircraft

*Air transport is that which transports by air, by means of aircrafts, airplanes, etc. Allows the movement of people, goods and mail.

*faster and more efficient planes that are able to fly longer distances.

*Fifty-one percent of travelers say they choose their airline by price, 17 want a direct route, 14 percent make comfort a priority, 9 percent of consumers choose airlines based on the schedule

* to market goods and products internationally or to deliver samples and documents related to foreign trade operations.

*Behavioural theories are ineffective in explaining the response across segments.

*Attitudes to air travel behaviour are distinct from other environmental behaviours

*Desire to reduce air travel needs to be aligned with other energy saving behaviours.

*People with aerophobia might feel intense anxiety before or during a flight.

*Aerophobia is an extreme fear of flying. People with aerophobia might feel intense anxiety before or during a flight

*Fear of flying is called aviophobia or aerophobia. Fear of getting on a plane can be a heritage from childhood or it can emerge from adulthood as a result of various triggering factors.

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?



See an example

