

Examining the Drivers of Sustainable Consumer Behavioural Intention in the Irish Aviation Industry

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Abstract : This paper presents the reader with the overarching research topic: Examining the drivers to sustainable consumer behavioural intention in the Irish aviation industry. This research will examine the underlying factors that facilitate or hinder a consumer's sustainable consumption pertaining to aviation, in order to advance the Sustainable Development Goals (SDG's). The SDG's were adopted by all United Nations Member States in 2015 as a call to end poverty, to protect the planet and to ensure that all people enjoy peace and prosperity by the year 2030. Consumers are becoming increasingly concerned about environmental, social and economic issues, and are willing to act on those concerns. More recently, the impact of a consumers environmental footprint has led consumers to re-evaluate their purchase habits and in some cases consumers are more willing to spend more on products and services with environmental characteristics. Accordingly, this has pushed businesses to re-examine their sustainable efforts. However, although consumers may feel a moral responsibility to live sustainably, they cannot do so without effective support from governments, NGOs and the businesses with which they interact. Through the use of Ajzen's amended TPB model, this research seeks to understand consumers attitudes and behavioural intention towards sustainable aviation and travel and examine the attitude-behaviour gap in sustainable tourism and aviation in Ireland. This research is a mixed methods study and will include an initial elicitation study in the form of focus groups supported by a quantitative survey to inform the initial findings of this research.

Keywords : aviation, consumer behaviour, marketing, sustainability

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