

Examining the Drivers to Sustainable Consumer Behavioral Intention in the Irish Aviation Industry

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Abstract : This paper presents a comprehensive study on the drivers of sustainable consumer behavior in the Irish aviation industry. It aims to understand the underlying factors that facilitate or hinder a consumer's sustainable consumption habits related to aviation and its impact on the achievement of the United Nations' Sustainable Development Goals (SDGs). Adopted by all UN member states in 2015, the SDGs represent a global call to action to end poverty, protect the planet, and ensure peace and prosperity for all by 2030. The research takes a mixed methodology approach, combining focus groups in phase 1 and a survey in phase 2. The focus groups will be used to elicit qualitative data to understand the attitudes and perceptions of consumers toward sustainable aviation and tourism in Ireland. The survey in phase 2 will then provide a more comprehensive and quantifiable understanding of the topic. The results of this study will contribute to the advancement of knowledge in the field of sustainable tourism and will provide insights into the drivers of sustainable consumer behavior in the Irish aviation industry. It is expected that the findings of this research will have practical implications for industry stakeholders and policy-makers in their efforts to promote sustainable tourism and achieve the SDGs in Ireland.

Keywords : aviation, consumer behaviour, marketing, sustainability

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