

The role of flight specification in travel decision making

Anita MONDOK,¹ Márta KÓRÓDI², Attila SZABÓ³, Róbertné BAKOS⁴

(1) Tourism & Catering Department, John von Neumann University Business Administration Faculty, Szolnok, Hungary

mondok.anita@gk.uni-neumann.hu

(2) korodi.marta@gk.uni-neumann.hu

(3) szabo.attila@gk.uni-neumann.hu

(4) bakos.robertne@gk.uni-neumann.hu

(1) Orcid: 0000-0002-6444-970X

(2) Orcid: 0000-0002-7214-3815

(3) Orcid: 0000-0001-5086-7305

(4) Orcid: 0000-0002-8890-0710

Abstract

According to the annual review of IATA (2016a:11-14) in recent years rapid and significant changes have taken place in organised civil aviation, which not only have to be taken into account by airlines but are forced to adapt to keep or improve their competitiveness proactively. With the rapid growth of electronic ticket purchases, travel planners have been able to collect flight information not just for schedule times, but also for services of airlines and a given flight. The price plays a significant role in the travel decision; however, only a limited number of airlines focus on only travel fares in the communication, others also promote further available services. Thus passengers are expected to make the optimal decision even if they are not fully informed.

The conceptual analysis of the flight choice decisions study outlines the attributes of influencing factors and customer behaviour in flight choice. Subsequently, the results of the primary survey examining flight preferences are presented, concluding the nexus between the characteristics taken into account in the travel decision. As a hypothesis of the research, we assumed that, in the case of optimal information, the price plays a less important role in the decision than in the actual choice of flights in the given circumstances. The conclusions and suggestions of the research are based on the multipath enlargement of reservation features.

Keywords: tourism, air transportation, travel decision, flight preference