

Air Travellers' Sustainable Choices: Awareness, Behavioural Gaps, and Price Sensitivity.

Escolhas Sustentáveis dos Viajantes Aéreos: Consciência, Lacunas Comportamentais e Sensibilidade ao Preço.

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Abstract

In today's world, commercial aviation plays a crucial role in driving economic growth and facilitating global mobility. However, it also poses significant challenges, such as carbon emissions that contribute to climate change. To address these concerns, airlines have begun implementing sustainable initiatives, including using alternative fuels and adopting carbon offset programs. For these initiatives to be effective, air travel consumers must embrace and adopt sustainable practices, which requires a shift in their perspective. This study examines the attitudes and behaviours of air passengers living in Portugal, focusing on the relationship between environmental concerns and travel choices. The aim is to assess the level of environmental awareness of air travellers, exploring the factors that influence their decisions and how this awareness translates into more sustainable choices. Through an online questionnaire, the study provides a descriptive analysis based on percentages and visual interpretation of the data collected from 209 passengers, revealing that, despite growing awareness of ecological impacts and strong pressure on airlines to adopt sustainable practices, passengers do not consistently prioritise environmental factors when choosing flights. The primary decision-making factor remains price, underscoring the gap between environmental concern and individual pro-environmental behavior already described in the literature. The results underline the crucial need for collaboration between policymakers and airlines to increase environmental literacy, thereby promoting more environmentally responsible consumer behaviour in air travel. Airlines must balance environmental protection initiatives with the need to maintain service quality and affordable prices.

Keywords: Air travel, Sustainability, Consumer Behaviour, Carbon Emissions

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1. Introduction

Demand for flights has significantly increased in recent years, largely due to globalisation and the growing accessibility of air travel (Button & Pels, 2010; Miskinis & Kuz, 2021). Studies conducted by airlines such as Boeing and Airbus indicated that, before the COVID-19 pandemic, flight demand was projected to rise by 4.5 per cent annually, leading to a doubling of air traffic every 16 years (Köse & Polat, 2023). This trend underscores the importance of aviation in contemporary society; however, it also presents substantial challenges regarding environmental sustainability.

The air travel sector is one of the largest contributors to greenhouse gas (GHG) emissions, accounting for approximately 2.4 per cent of all anthropogenic carbon dioxide emissions (European Commission, s.d.). This figure could triple when considering nitrogen oxides and condensation trails (Lee et al., 2021). Therefore, it is crucial to adopt an approach that combines the decarbonisation of production with changes in consumption to mitigate these impacts (Gössling & Dolnicar, 2023).

In the air travel industry, a primary strategic focus is increasingly placed on sustainability. This focus has expanded from just economic considerations to include financial, environmental, and social impacts, encapsulated in the concept known as the "triple bottom line" (Plastropoulos et al., 2024). However, structural changes are necessary for the air travel sector, both in the medium and long term, concentrating on two key aspects: adapting to consumer demand and consolidating the industry (Sun et al., 2024). These changes present a significant opportunity to implement sustainability practices and reduce carbon emissions in the sector (Santos & Delina, 2021).

Despite growing awareness of air travel's environmental impacts, there has not been a significant decrease in flight demand (Cocolas et al., 2021). Before the global event of 2019, which was the pandemic, the number of air passengers was expected to reach a total of 8.2 billion, but due to the pandemic, this consumption has fallen dramatically, which has led companies and people involved in the sector to think of new strategies to reduce the environmental impact (Heiets & Xie, 2021). Reducing emissions cannot be approached in isolation, as consumers' role in air travel must always be considered (Carroll et al., 2022).

For the air travel sector to achieve sustainability, consumer behaviour is critical. There exists a considerable disconnect between air travellers' attitudes and growing concerns about climate change. This disconnect reveals differences in how environmental concerns are articulated in domestic contexts compared to when travelling (Cocolas et al., 2021). A phenomenon termed "flight shame" has emerged in several countries, reflecting shifts in social norms and questioning the acceptance of air travel (Ozturkcan & Ozdinc, 2024). Consumer perceptions of sustainability in air travel significantly impact the evolution of the sector (Crouse et al., 2024). It is crucial to understand these perceptions, as well as the factors that drive consumers' willingness to embrace more responsible practices.

The paper is organized as follows. After an introductory section, section 2 presents a literature review. Then, in section 3, the methodology is presented. Section 4 presents the analysis and discussion of the results, and, finally, the paper ends with the main conclusions and final considerations.

2. Literature review

2.1. Sustainability in Aviation

Sustainability has become a critical performance measure in the air travel industry, moving away from the initial emphasis on financial outcomes to incorporating the so-called 'triple bottom line' which captures social and environmental value creation in addition to financial value (Plastropoulos et al., 2024). Current strategies, such as carbon offsets and improvements in aircraft efficiency, will be insufficient to deliver significant emission reductions by 2050, whilst the air travel sector is a major contributor to GHG emissions (Santos & Delina, 2021). A primary objective for the future of air travel is to make it more emissions-free and to incorporate green practices. Using sustainable aviation fuel is one of the solutions that can be adopted to achieve this goal (Santos & Delina, 2021).

Moreover, eleven other technological pathways are under consideration which include one-step hydrogenation and high cycloalkane production from waste oils, conversion of plastic waste, methanol-to-jet processes and biomass pyrolysis (Zhang et al., 2025). The life cycle assessment has become a common tool for evaluating the

environmental performance of energy systems to assess the sustainability of Sustainable Aviation Fuel. Since the 1990s, the European Union has broadened its multilateral and bilateral trade strategies to incorporate aspects other than tariffs, quotas, services and intellectual property rights (Kalimo et al., 2025). Significantly, environmental sustainability has been incorporated into trade agreements to deal with pressing ecological problems and to make sure that all global economic activities are within the ecological capacity of the planet. Since environmentally friendly flights are not only good for the planet but also profitable for airlines, the research in this area can help improve pricing and marketing strategies that can influence consumers to choose the sustainable option (Plastropoulos et al., 2024).

Because Sustainable Aviation Fuel shares characteristics with conventional aircraft fuel, it can be mixed directly and utilised interchangeably without any modifications to aircraft engines or associated equipment. Sustainable Aviation Fuel not only aids the air travel sector in lowering carbon emissions but also assists nations and areas in reaching their Nationally Determined Contributions using carbon offset strategies (Wang et al., 2024).

Multiple researchers have found that individuals are prepared to pay a premium for eco-friendly initiatives within the air travel sector. Nevertheless, these studies tend to concentrate on the development of airport infrastructure rather than the adoption of LCJF. There is a shortage of research examining the factors that influence people's willingness to pay (wtp) an extra airfare charge for utilising LCJF (Xu et al., 2022).

2.2. Changes in consumer behaviour related to the environmental impact of air travel

A survey done on the Swedish flight price comparison website Flygresor.se showed that price was the primary concern to 81.8% of the respondents when choosing a flight, while only 1.6% claimed that environmental concern was their foremost issue (Santos, & Delina, 2021). In decision-making processes, price continues to be pivotal, but environmental factors also influence the decision to an extent (Santos et al., 2021). This is particularly true for younger generations who are advocating more by movements like "#flygskam," and Fridays for Future. Encouraging and enabling consumers to adopt more

sustainable practices poses a rather multifaceted challenge (Santos, & Delina, 2021). The price of Sustainable Aviation Fuel might have gone down, but it is still higher than that of standard kerosene. As the world's largest producer of Sustainable Aviation Fuel, Neste announced in Early 2020 that a 10% addition of Sustainable Aviation Fuel to fuel would cost around \$40-\$50 extra per passenger (Santos, & Delina, 2021). Still, McKinsey's findings suggest that a lot of travellers seem to be happy to pay this extra charge, which indicates that the travellers do understand the value of Sustainable Aviation Fuel (Santos, & Delina, 2021).

Air travel ranks among the most energy-intensive forms of consumption, historically marked by considerable growth, with estimates showing that emissions surged by a factor of 6.8 from 1960 to 2018. Industry projections made before the COVID-19 pandemic indicated a potential tripling of emissions between 2020 and 2050. By the middle of 2020, there was a notable drop in scheduled flights and revenue passenger kilometres (Gössling & Humpe, 2020). International climate mitigation agreements such as the Kyoto Protocol and the Paris Agreement are based on principles of 'fairness', acknowledging that average per capita GHG emissions differ significantly across countries. Nations with higher per capita emissions are anticipated to take on larger responsibilities in reducing emissions (Gössling & Humpe, 2020). Nonetheless, the most significant contributors to climate change are the "carbon elites" who utilize private aircraft. This is a small but expanding cohort of affluent individuals travelling in their planes, often covering extensive distances. Estimates indicate that for certain individuals, their annual flight distances surpass 350,000 kilometres, leading to associated emissions of thousands of tons of CO₂. The trend of private air travel is increasing currently, there are roughly 22,717 business jets globally, although extremely wealthy individuals are also known to possess very large aircraft typically used for commercial purposes. Approximately 75% of all private jets are registered in the United States (Gössling & Dolnicar, 2022).

There is now substantial evidence indicating that people who frequently fly, even with their heightened environmental awareness, are hesitant to reduce their flying for ecological reasons. Interestingly, those who are most environmentally conscious tend to fly more than individuals lacking pro-environmental beliefs, yet they remain reluctant to

cut back on their flying (Cohen & Kantanbacher, 2020). Ultimately, establishing a domestic Sustainable Aviation Fuel industry is a strategic approach to lessen Australia's increasing reliance on imported liquid fuels, thereby enhancing the energy independence and security of the nation's economy. Australia has significantly boosted its dependence on imported jet fuel, rising from 18% in 2010 to 78% in 2022, with similar patterns observed for diesel and petroleum. Under the proposed central scenario, Sustainable Aviation Fuel production levels would decrease imports from a peak of over 90% in the 2020s to 61% by 2040, and down to just 21% by 2050 (Blanshard et al., 2023).

Hydrogen-powered planes, electric planes, and alternative fuels like bio-jet and synthetic fuels are anticipated to cut emissions in the air travel industry significantly. Governments and global organisations view these technologies as essential for reducing carbon emissions in air travel and are beginning to integrate them into their strategies for decarbonisation (Nakano et al., 2022). A research study carried out in 2018 showed that consumers are inclined to invest more in the development of environmentally friendly airports and expressed more positive emotions towards these green airports in comparison to conventional ones. In a similar vein, a study performed in Switzerland investigated air travellers' interest in sustainable products within the air travel sector and revealed that 20% of passengers are ready to pay for these extra airline offerings (Rice et al., 2020).

2.3. Consumers' Perceptions of Sustainable Aviation Practices

To make the right transportation decisions, passengers need to have proper information, and airlines ought to ensure passengers that when they fly, it is done with pride, and safely and sustainably (Santos & Delina, 2021). This is a consequence of how consumers see flying as bad for the environment, as consumers are more likely to view airlines' vague sustainable advertisements as greenwashing than those providing clear green offset options. However, active knowledge of the environment may prompt doubt about whether the airline's offered offset is adequate. Concerning consumer attitudes towards eco-friendly products, social influence, attitude towards flying, and the offered electric-powered aeroplane collectively determine the likelihood of switching from a conventional aircraft to an electric-powered aircraft (Setälä et al., 2025). Most discussions

related to green air travel deal with the reduction of carbon emissions, in particular, the air travel sector (Saade et al., 2025).

For instance, most of the themes related to green air travel focus on the concept of lowering carbon emissions, especially concerning airlines and airports, across all areas and themes, as shown in Table 3 below. Additionally, when looking at passengers' views and involvement in minimizing their environmental impact, it consistently presents itself in relation to carbon emissions (Saade et al., 2025). The Theory of Planned Behaviour (TPB), introduced by Ajzen in 1991, posits that a person's actions are affected by their attitude towards the action, the social norms surrounding it, and their perceived ability to perform the behaviour. This model highlights the importance of rational assessment, indicating that intentions are influenced by personal attitudes, societal pressures, and perceptions of control, which in turn lead to actual behaviour (Fabiana & Macario, 2024). In recent years, flight shame has emerged as a phenomenon where individuals feel guilt or embarrassment about the environmental consequences of flying. Since this issue began to gain global attention, there has been an increase in public discourse about whether individual consumers should be personally or morally responsible for their carbon emissions. This is especially evident on social media outlets like Facebook and Twitter, where conversations about the validity of air travel regarding climate change have been flourishing (Doran et al., 2022).

So far, a typical approach taken by airlines has been to allow passengers the choice to voluntarily compensate for the carbon emissions produced by their flights. Nevertheless, there is insufficient evidence to support the effectiveness of these initiatives in decreasing emissions. Lately, online flight search platforms have started to offer travellers transparent details regarding the emissions linked to a specific flight (Crosby et al., 2024). The exploration of social media's influence on the tourism industry is expanding, but it is still in the early stages. Several studies have analysed user satisfaction with tourism-related content on platforms like YouTube and other social media. Research has also been done to investigate behavioural intentions regarding tourism content on YouTube. Additionally, another area of study has investigated key factors (Hussain et al., 2024).

In 2009, Airport Council International (ACI) Europe launched the Airport Carbon Accreditation program to motivate airports to reduce their environmental footprint. This accreditation assesses and recognises the initiatives airports take to manage and mitigate their carbon emissions through four progressively challenging certification levels: “Mapping,” “Reduction,” “Optimization,” and “Neutrality.” To progress through these levels, airports are required to meet increasingly stringent criteria, which include accounting for emissions from external parties operating at the airport, such as airlines, ground handlers, and retailers (Korba et al., 2023).

2.4. Research on Aviation and Sustainability-Synthesis

Table 1 - *Recent research on aviation and sustainability- synthesis*

Author (s)	Country	Main Conclusions
Gössling & Humpe, 2020	International	The current climate policy regime for air travel is inadequate to address the sector's contribution to global emissions.
Gössling & Dolnicar, 2022	International	Behavioural changes, such as reducing air travel demand, are crucial for lowering air travel emissions, as technological innovations alone are insufficient.
Cohen & Kantenbacher, 2020	International	Promoting the personal health benefits of flying less could be a more effective strategy for reducing air travel emissions than focusing solely on environmental arguments.
Blanshard et al., 2023	Australia	Developing a domestic Sustainable Aviation Fuel (SAF) industry is essential for decarbonising Australian air travel, enhancing energy security, and driving economic growth, but requires strong policy support to be viable.
Nakano et al., 2022	International	Decarbonisation technologies such as electric aircraft, hydrogen-powered aircraft, and synthetic fuel are crucial for cost-effective emission reductions in air travel, significantly contributing to global climate targets.
Wang et al., 2024	International	Sustainable aviation fuels offer significant potential to reduce air travel-related carbon emissions, but their widespread adoption faces challenges such as high production costs, limited regulatory frameworks, and the need for increased investment and policy support.

Fabianna & Macario, 2024	Portugal	While Portuguese air travellers with strong environmental values are more likely to participate in voluntary carbon offset programs, many tourists show cognitive dissociation, overlooking or ignoring these programs, which limits their effectiveness.
Doran et al., 2022	Norway	Feelings of flight shame are strongest for leisure travel compared to work or family-related trips and are primarily driven by personal moral norms rather than perceived social pressure.
Crosby et al., 2024	International	Business travellers and environmentally conscious leisure travellers show a higher wtp for lower-emission flights, while price-focused leisure travellers generally do not prioritise emissions reduction.
Hussain et al., 2023	Gulf Region	Social media content, particularly on YouTube, significantly influences tourist engagement and destination popularity, ultimately driving higher tourist inflows.
Korba et al., 2023	Portugal	Sustainable tourism policies must integrate environmental concerns with economic benefits to balance growth and ecological responsibility.
Xu et al., 2022	United Kingdom	While travellers recognise the environmental benefits of low-carbon jet fuels, their wtp extra for flights using these fuels is low, influenced primarily by social trust, perceived risks, and personal attitudes.
Rice et al., 2020	United States	Consumers are generally willing to pay a higher ticket price for flights that significantly reduce GHG emissions, with women showing a greater wtp than men, especially for short-haul domestic flights.
Santos & Delina, 2021	International	Sustainable aviation fuels are essential for decarbonising air travel, but widespread adoption requires strong government incentives, policy support, and multi-stakeholder collaboration, particularly in the post-pandemic recovery period.
Zhang et al., 2025	China	Sustainable aviation fuel (SAF) derived from <i>Arundo donax</i> can significantly reduce carbon emissions, with pyrolysis and gasification emerging as the most sustainable production pathways due to their high emission reduction potential and economic feasibility.
Bastos & Schmidt, 2024	European Union	The EU is shifting from multilateralism to a more flexible trade policy approach, termed "flexilateralism", that strategically combines multilateral, bilateral, and unilateral instruments to enforce stricter environmental standards on air travel fuels.
Plastropoulos et al., 2024	United Kingdom	The concept of a sustainable smart hangar, integrating digital technologies, automation, and energy-efficient infrastructure, is essential for improving maintenance efficiency, reducing air travel's environmental impact, and supporting long-term industry sustainability goals.

Setälä et al., 2025	Finland	Airline sustainability signalling through social media and press releases generally receives neutral or positive responses from stakeholders, with discussions often extending beyond sustainability to include technology and policy implications.
Saade et al., 2025	International	Green air travel is defined as sustainable air travel practices aimed at minimising environmental impact while continuously improving social well-being and Green air travel is defined as sustainable air travel practices aimed at minimising environmental impact while continuously improving social well-being and a conceptual framework is proposed to help organisations integrate sustainability into their strategic planning.

Source: Own elaboration (2025).

3. Methodology

3.1. Questionnaire Design

The study on air travel consumption, which focuses on sustainability and changes in consumer behaviour, was based on a structured questionnaire on Google Forms, chosen for its accessibility and ability to reach a diverse audience. The questionnaire was published online between 22 February and 9 March 2025. The formulation and validation of the questionnaire followed a rigorous process, ensuring that the questions were clear and accessible to all participants, regardless of age, level of education or income.

To design the questionnaire, there was a focus on specific themes in the detailed review of scientific literature, such as air travel, sustainability and consumer behaviour, to ensure that the items were adapted from previous studies.

The questionnaire consisted of two major sections. In the first section socioeconomic information was gathered (e.g., gender, age, educational background). In the second section, to capture the participants' perceptions, attitudes and intentions regarding the adoption of more sustainable air travel, a Likert scale was used, with a scale of 1 to 5 (1 - Strongly Disagree; 2 - Disagree; 3 - Neutral; 4 - Agree; 5 - Strongly Agree). This methodology allows for a detailed analysis of consumer attitudes, highlighting areas of strong consensus as well as points of uncertainty or divergence among respondents.

Before publication, the questionnaire underwent a preliminary test with around 10 volunteers, using the 'think aloud' technique, where participants verbalised their thoughts

when answering the questions. This approach made it possible to identify and correct problems such as confusing questions and too many questions.

After the questionnaire was published, 248 responses were obtained voluntarily and anonymously. All the participants were aged 18 or over and lived in Portugal. Of the 248 people, 39 replied that they had never travelled by plane, so the responses for the study were reduced to 209.

3.2. Sample Socioeconomic Description

Most respondents are women (56%) and the predominant age group is 48-57 years old (33 per cent), followed by those aged 38-47 (21.1 per cent). Regarding the highest level of education, 22% have completed secondary education, and 44,5% hold a bachelor's degree. With regard to occupation, 75.2 per cent are active workers. The majority have a monthly income that is generally close to or below the national average (1500 euros in 2024): 39.2% below the national average, 30.1% on average, and 30.6% above the national average. Finally, 143 people (68,4%) live in the North region, 23 in the Center region and 21 in the Lisbon and Tejo Valley region.

This profile suggests an adult public, mostly female, economically active, with a good academic background and who, even with varying incomes, have access to air travel, possibly looking for promotions to make their journeys viable. The geographical distribution of respondents suggests different mobility patterns, particularly concerning accessibility to airports and alternative transportation.

The present study adopts a descriptive and exploratory approach, based on frequencies, percentages and visual interpretation of the data, in order to identify patterns and tendencies in air travellers' perceptions and choices.

4. Analysis and Discussion of Results

4.1 Level of Environmental Awareness

The results show that environmental awareness is present among those surveyed, but not dominant (Fig. 1).

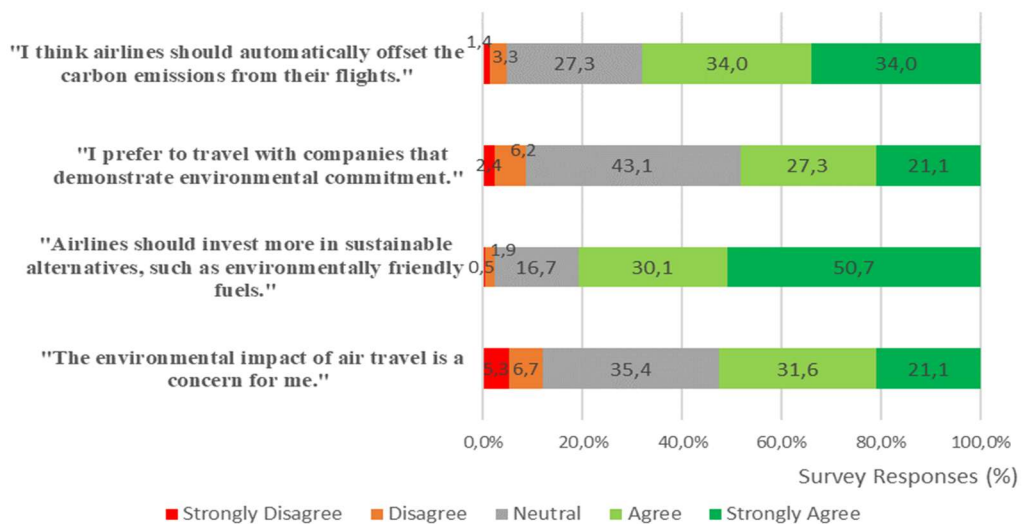


Figure 1 - Air travellers' environmental awareness

Source: Authors' elaboration based on survey responses (2025).

When asked whether airlines should invest in sustainable alternatives, such as environmentally friendly fuels, a notable consensus emerged, with 80,8 per cent of respondents agreeing or totally agreeing. Similarly, 68 per cent of respondents said that airlines should automatically offset carbon emissions from flights (scores 4 and 5 on the agreement scale).

About half of those surveyed (52,7 per cent) are concerned about the environmental impact of air travel, although a significant proportion (35,4 per cent) are still indifferent or have no definite opinion. In addition, only 48,3% said they prefer to travel with companies that demonstrate environmental commitment, and also a significant proportion (43,1 per cent) remain neutral.

This pattern suggests that although there is strong pressure on airlines to adopt sustainable practices, individual motivation to choose on the basis of environmental criteria is still somewhat limited. However, the high percentage of “neutral” responses represents an opportunity: those are people who could potentially be sensitised with the right information through the right channels, such as social networks and the media, which are essential for promoting the public's involvement in more pro-environmental behaviour. Figure 2 demonstrates that the majority of respondents (70,8 per cent) expressed a clear interest in receiving more information about sustainable flights and the environmental impact of airlines. This is, in fact, a relevant window of opportunity for communication, awareness-raising and environmental transparency actions on the part of companies in in the airline industry.

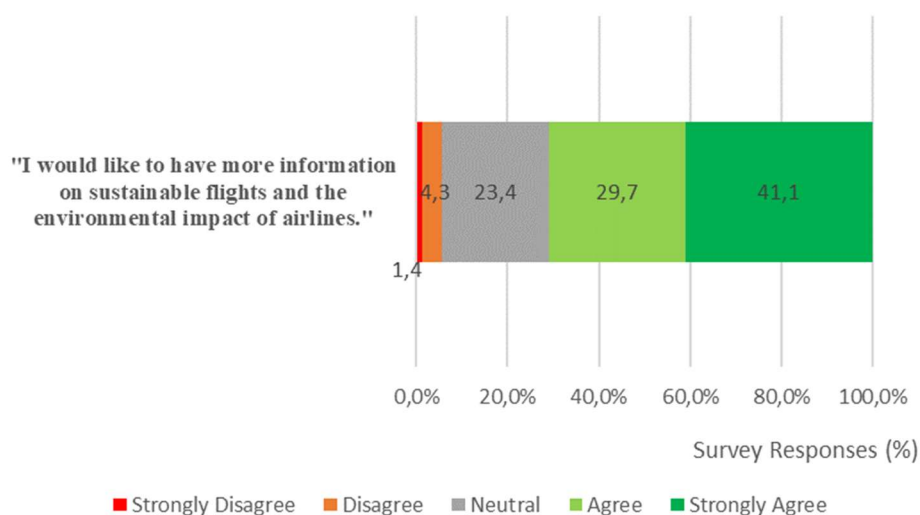


Figure 2 - Air travellers' interest in information on sustainability

Source: Authors' elaboration based on survey responses (2025).

4.2 Environmental Commitment in Practice - Priorities when Choosing Flights

The gap between climate concerns and individual air travel behavior among the respondents is clear when we analyze consumers' priorities when choosing flights (Fig. 3).

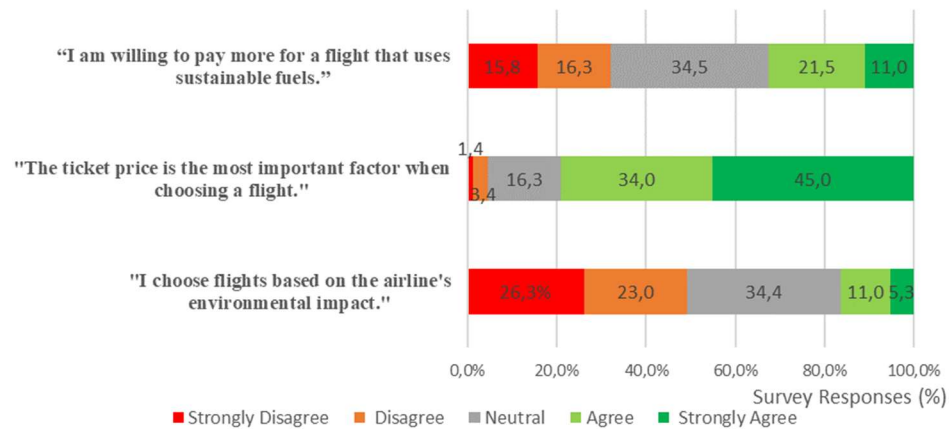


Figure 3 - Air travellers` choices considering price and environmental concerns

Source: Authors` elaboration based on survey responses (2025).

Concerning the statement, "I choose flights based on the airline's environmental impact," only 5,3 per cent of respondents strongly agree. In contrast, the majority exhibited a neutral stance (34,4 per cent) or expressed disagreement (49,3 per cent). The results suggest that, despite a relatively high level of declared environmental concern, environmental criteria are not a central element in respondents` flight choices. The visual analysis of the data reveals a consistent pattern in which price-related factors prevail over environmental considerations. In fact, the majority of respondents (79 per cent) agree or totally agree that price is the most important factor when choosing a flight.

It should also be noted that 79,4 per cent compare prices between airlines before booking a flight (Fig. 4), which reveals high price sensitivity and an active attitude towards finding the best option from an economic point of view.

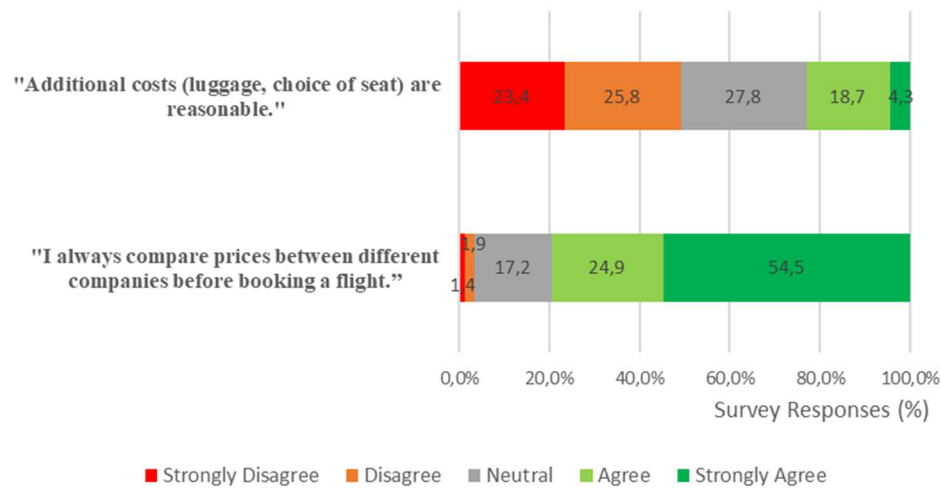


Figure 4 - Air travellers` choices considering additional costs and market prices

Source: Authors` elaboration based on survey responses (2025).

Concerning associated costs, such as baggage fees and seat selection, 49,2 per cent of participants were critical, expressing disagreement as to their reasonableness. This sensitivity to hidden costs reinforces the importance of the overall price in the purchasing decision. This behavior can limit the impact of environmental initiatives, as the economic factor tends to prevail.

The results therefore suggest that this prevalence of price sensitivity explains why environmental awareness does not always translate into a clear willingness to bear additional costs in the name of sustainability also revealed by the respondents (Fig 3). Indeed, only 32,5 per cent of respondents say they are willing to do so (agree and strongly agree), while 32,1 per cent say they are not willing (strongly disagree and disagree). The relative majority (35,4 per cent) reveal a neutral position on this issue, which suggests hesitation or ambivalence about the additional cost of sustainability.

Although price is the predominant factor, analysing the data also reveals that 62,7 per cent of respondents express a wtp more for a higher quality and more comfortable service (Fig. 5).

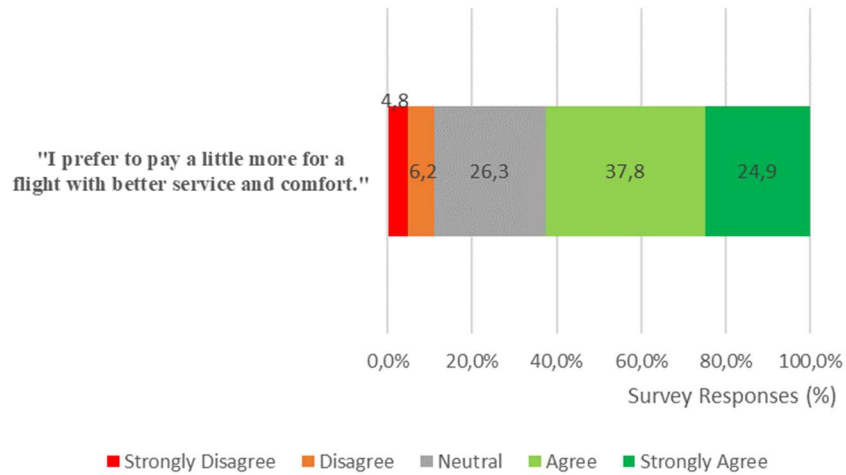


Figure 5 - Air travellers' wtp for better service and confort

Source: Authors' elaboration based on survey responses (2025).

This finding suggests that, despite the importance of price, consumers still consider the overall quality of the offer. So, airlines face the challenge of balancing environmental responsibility with maintaining quality service and affordable prices while implementing environmental protection.

We can therefore conclude that, although many respondents express concern about sustainability, considering airlines to be responsible for adopting environmental protection measures, they don't translate this concern into individual action, with price being the central factor in air travellers' travel decisions.

It is essential to invest in environmental awareness and education strategies that can translate this positive predisposition towards environmental practices in the aviation sector into more consistent and conscious individual behavior.

5. Conclusion and Final Considerations

This study provides a descriptive and exploratory analysis of the interplay between consumer behaviour and sustainability within the air travel industry in Portugal. The results indicate that price continues to be the dominant factor guiding consumers' purchasing decisions, even amidst increasing awareness of the urgent need for sustainable practices. This presents a critical hurdle in the quest for an eco-friendlier air travel model, as heightened environmental awareness does not consistently lead to meaningful behavioural changes among travellers.

Moreover, the impact of social media and digital movements on public attitudes toward sustainability in air travel is significant. Initiatives like “flight shame” have proven influential in altering consumer perceptions, especially among younger demographics. This creates a valuable opportunity for airlines to enhance their investment in strategic communication and marketing initiatives that emphasise their dedication to environmentally sustainable practices.

In summary, while the discourse around sustainability in air travel is gaining momentum within the broader context of climate change, reconciling the interests of airlines, consumers, and regulators is a multifaceted challenge. The transition to a more sustainable air travel framework will necessitate technological advancements and a concerted effort to reshape public perceptions and promote more responsible consumption behaviours.

One limitation of this study lies in its descriptive and exploratory design, which does not allow for the testing of causal relationships or statistical significance across different consumer segments. Future research could build on these findings by applying inferential statistical models to examine the relationships between groups of participants based on socio-demographic characteristics, such as gender, age, education level, or income. As these factors are often significant predictors of pro-environmental behaviours, determining these statistical differences will provide a deeper understanding of the determinants of sustainable behaviour in air travel. Such insights will be essential for airlines and policymakers to establish differentiated marketing strategies tailored to promote pro-environmental behaviour among air travellers.

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