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Consumer Awareness of Green Aviation and Its Influence on Airline Choice Behavior

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Abstract. This study examines the correlation between consumer awareness of green aviation initiatives and airline selection behavior, utilizing the Theory of Planned Behavior (TPB) as the theoretical framework. This research employs a quantitative survey of 250 air travelers in Bangkok to investigate awareness of sustainable aviation fuels, carbon offset programs, and environmental certifications, as well as attitudes toward eco-friendly airlines and purchasing intentions. The findings indicate moderate to high consumer awareness ($M = 3.51$), elevated positive attitudes ($M = 4.11$), and moderately high purchasing intentions ($M = 3.90$). Correlation analysis reveals significant positive associations between awareness and attitude ($r = .62, p < .01$), attitude and intention ($r = .68, p < .01$), and awareness and intention ($r = .58, p < .01$). Mediation analysis indicates that attitude partially mediates the relationship between awareness and intention. The results corroborate the Theory of Planned Behavior model within the realm of green aviation, emphasizing that both cognitive (awareness) and affective (attitude) elements influence pro-environmental airline choice. The research provides theoretical insights into sustainable tourism and practical recommendations for airlines, advocating for transparent and emotionally resonant communication strategies to promote consumer acceptance of eco-friendly services.

Keywords: Airline Choice Behavior, Consumer Awareness, Green Aviation

1. Introduction

The aviation industry, including airlines, has become one of the top selections for transportation, enabling the delivery of people, merchandise, and services across countries within a shortened time with speed and efficiency. Nevertheless, it has been causing a considerable environmental cost. According to the International Air Transport Association (IATA, 2023), reports state that the aviation industry is responsible for approximately 2.5%

of global carbon dioxide (CO₂) emissions, with forecasts predicting an increase as air transportation demand continues to increase. This has brought about increased concern and pressure on airlines to adopt more environmentally responsible practices and reduce their ecological and environmental footprint.

Therefore, the concern of green aviation has started as a critical key for conducting business in the aviation industry. According to the Air Transport Action Group [ATAG] (2022), green aviation is defined as efforts undertaken by airlines and regulatory bodies to minimize environmental harm through innovations such as the use of Sustainable Aviation Fuels (SAF), fleet modernization, carbon offsetting programs, and waste reduction initiatives. Furthermore, the incorporation of environmental certifications and eco-labeling standards has been encouraged to practice company commitment to sustainability. However, the efficacy of these measures needs the concern of customer awareness, acceptability, and engagement, which is determined by their knowledge and understanding.

In terms of consumer awareness, it is defined as the level of recognizing and comprehending a product or service's attributes, including its environmental concern (Peattie, 2001). In the context of green aviation, consumer awareness is the concern of airlines' sustainability policies, the significance of eco-friendly travel, and the environmental consequences of air transport. According to Han et al. (2019), strong awareness affects pro-environmental attitudes and behaviors, including the willingness to support green products or pay an extra cost for sustainable services. Therefore, understanding

consumer awareness in this article is key for shaping effective airline policies and strategies, which drives consumer decision-making.

Although global environmental sustainability is one of the global issues, the level of consumer awareness and concern in green aviation remains relatively underexamined. According to Gössling & Higham (2021), some consumers remain uncertain of airlines' environmental standards or lack the necessary information to make informed decisions. In Thailand, tourism and travel, including airline transportation, play critical roles in the economy. Therefore, there is a significant knowledge gap regarding consumers' concern about the environment and green aviation and whether this concern affects their purchasing decision. According to the Theory of Planned Behavior by Ajzen (1991), a person's intention to do something, in this case, selecting a green aviation, is influenced by their attitudes, the social pressure, and how much control they think they have over the selection. However, these mental factors depend on how aware the person is and what they believe. That's why it's important to understand whether being aware of green aviation efforts actually influences people's behavior when selecting an airline.

From a managerial perspective, insights into consumer concern and awareness can enable airlines to convey their marketing strategies regarding green initiatives and improve accountability to confidence and trust. Furthermore, it can benefit regulatory policies and strategies focused on establishing sustainable aviation policy. As governments and international standards and regulations on carbon neutrality can be growth in the aviation industry, public engagement becomes a crucial component of success. Therefore, to study in this context, determine the gap by examining consumer awareness of green aviation practices in Thailand and its influence on airline selection behavior. By identifying the extent to which awareness exists and determining its impact on consumer decision-making, it contributes to the academic literature on green marketing and sustainable tourism while offering practical implications for industry stakeholders.

1.1 Research Objectives

This study emphasizes exploring the level of consumers' concern and awareness about green airline initiatives, such as eco-certifications, carbon offset programs, and the use of sustainable aviation fuels. Understanding consumer awareness of these environmental efforts is key to seeing if it actually affects their choice of airline. The research specifically seeks to determine whether people who are concerned and aware about these green practices tend to prefer airlines that are more environmentally responsible and how this awareness influences their travel decisions. In the end, the study expects to provide practical insights that airlines can use to initiate better marketing strategies and encourage travelers to support sustainable aviation.

1.2 Research Questions

To accomplish the research objectives, this study is outlined by research questions that aim to explore consumer awareness and its potential impact on airline selection behavior. These questions are designed to answer whether knowledge and recognition of green practices among air travelers play a significant role in their decision-making processes. The investigation is particularly relevant in the global concerns, where environmental consciousness is becoming a critical criterion in consumer behavior across various sectors, including aviation. Accordingly, the research seeks to answer the following key questions:

- What is the level of consumer awareness of green airline initiatives?
- Does consumer awareness influence the choice of airline services?

1.3 Research Hypotheses

This study develops hypotheses to examine how consumers' awareness relates to their intentions to select green airlines, aligning with the research objectives and questions. These hypotheses were studied based on the established Theory of Planned Behavior

(Ajzen, 1991), which suggests that awareness and attitudes affected consumers' intentions and decisions. The study used quantitative methods to analyze data and determine whether these relationships are significant. The following hypotheses guide this investigation:

H₁: There is a significant positive relationship between consumer awareness of green aviation and their intention to choose green airline services.

H₂: Consumers with higher environmental awareness are more likely to prioritize green practices in their airline selection process.

2. Literature Review

2.1 Concept of Green Aviation

The green aviation movement uses sustainable technology and practices to make air travel more ecologically benign. It addresses significant issues, including carbon emissions, fuel efficiency, noise pollution, and waste management. The Air Transport Action Group (ATAG, 2022) defines green aviation as collaboration between airlines, aircraft manufacturers, regulators, and passengers to innovate and enhance operations for a cleaner, more sustainable air transport future.

Sustainable Aviation Fuels (SAFs) from algae, leftover cooking oil, or agricultural waste are essential to green aviation. Compared to traditional jet fuels, SAFs cut lifecycle greenhouse gas emissions by 80% (IATA, 2023). Cost, supply, and infrastructural preparedness restrict its use. Recent airplane designs using lightweight composite materials and next-generation engines have reduced fuel consumption and emissions per passenger-kilometer (Boeing, 2021). Furthermore, another important strategy includes carbon offsetting programs, whereby airlines invest in environmental projects such as reforestation or renewable energy to compensate for emissions generated by flights. Nevertheless, these programs have received criticism for being a license to pollute; studies suggest they can enhance brand perception and consumer loyalty when communicated transparently

(Gössling et al., 2021). The Brundtland Report (WCED, 1987) promotes sustainable development, which prioritizes fulfilling present transportation demands without sacrificing future ones. Green aviation fits this definition. Additionally, it aligns with corporate social responsibility (CSR), which requires airlines to balance profit and environmental responsibility (Carroll, 1999).

Green aviation's viability and perception among industry experts and customers have been studied empirically. Leung and Yang (2020) found that airline executives emphasize SAF adoption and fuel efficiency technology; however, consumers, particularly younger generations, appreciate and prefer low-emission travel. However, the "awareness-behavior gap" persists, with consumers supporting green aviation in principle but not acting without incentive advantages (Higham et al., 2016). Green aviation requirements are technical and behavioral. Technological advances may reduce aviation's worldwide environmental effect, but customer concern, understanding, and support are essential for behavioral change. Thus, this study seeks to make consumer views on green aviation crucial to understanding aviation's sustainable development.

2.2 Consumer Environmental Awareness

The degree to which consumers are knowledgeable, concerned, and motivated to act on environmental concerns is called consumer environmental awareness. It underpins pro-environmental behavior, notably in consumer choices (Peattie, 2001). This understanding is crucial to whether customers support airline sustainability measures in green aviation. Kollmuss and Agyeman (2002) define environmental awareness as cognitive understanding about environmental concerns and affective involvement and personal responsibility. The "attitude-behavior gap" occurs when elevated awareness does not lead to behavioral change.

The Theory of Planned Conduct (TPB) by Ajzen (1991) states that awareness affects attitudes, which impact behavioral intentions and conduct. Carbon-aware consumers may

prefer green airlines, boosting their chance of picking them. According to the Value–Belief–Norm (VBN) paradigm, environmental knowledge and personal responsibility may activate moral norms that promote eco-friendly conduct (Stern, 2000). Han, Hsu, and Sheu (2019) that awareness influences travel behavior. Environmental awareness strongly influences travelers' green hotel choice. Furthermore, Sun, Zhang, and Law (2020) found that environmentally conscious passengers were more likely to offset carbon emissions or willing to pay extra for green flights. Although younger generation, educated, and urban customers are more aware, awareness is still unequal (Leung & Yang, 2020). In Thailand and other developing countries, aircraft consumer environmental awareness research is scarce. Tourism and hospitality research show increased environmental awareness, notably among millennials and Gen Z tourists (Jirasek et al., 2021). These findings imply a changing consumer environment that may be amenable to green aviation message if awareness is raised.

In conclusion, the consumer environmental concern and awareness supports the implementation and efficacy of sustainable practices in the aviation sector. All knowledge, values, media, and culture affect the circumstance. Due to its impact on consumer behavior, environmental awareness directly affects green aviation adoption.

2.3 Green Marketing in the Airline Industry

Environmentally friendly merchandise, services, and operations are promoted via green marketing. Green marketing is becoming more important in aviation as authorities and customers grow more environmentally conscious. The aviation operations include SAFs, carbon offsets, aircraft efficiency upgrades, and corporate ESG standards (IATA, 2023).

Modern green marketing strategies emphasize more than just informing; they aim to persuade and build brand equity by linking a company's image to environmental responsibility. In the

case of airlines, this includes eco-labeling initiatives, environmental certifications such as ISO 14001), and collaborations with environmental organizations. According to Lin, Wang, and Wu (2021), consumers judge the credibility of green marketing messages based on their perceived authenticity and transparency. Airlines that fail to effectively communicate their sustainability practices or are perceived as engaging in greenwashing risk losing brand trust and loyalty. A study by Nian and Zhang (2022) found the impact of green advertising on airline choice among Chinese consumers and discovered that clear, verifiable environmental claims significantly increased willingness to choose green carriers. The effect was moderated by consumer environmental concern, highlighting the value of targeted green marketing campaigns. Additionally, Ahmad, Omar, and Roslan (2020) found that brand trust and perceived environmental commitment were important drivers of consumer loyalty in eco-branded airline services.

Technology and digital media create the opportunities for airlines to deliver green messages and talk directly to travelers who care about the environment. Sun et al. (2021) discovered that social media initiatives, sustainability reports, and interactive carbon footprint calculators enhance awareness and encourage eco-friendly policy. These platforms offer the channel of giving feedback between customers and organizations, which makes green marketing more dynamic and focused on the needs of customers. Challenges persist despite these efforts. Green marketing can be vulnerable to high green flight ticket prices, uncertainty about airline initiatives, and inconsistent regulatory frameworks. According to Chan and Wong (2022), green aviation marketing requires verifiable actions, consistent messaging, and a deep understanding of consumer values.

In conclusion, green marketing is essential to airline environmental sustainability. The message, sincerity, and efficacy of the initiatives determine its success. Well-designed green marketing strategies can influence environmentally

conscious consumer behavior and strengthen airline market positioning.

2.4 Theoretical Framework

Ajzen's (1991) Theory of Planned Behavior (TPB) is to comprehend customer awareness and behavior. This theory is widely applied in consumer behavior research. TPB is used to study how an individual's intention to perform a behavior is influenced by three main factors, including attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of green aviation, attitude is how good a customer feels about picking an airline that is good for the environment. Subjective norms are the social pressures that people feel to act in a way that is good for the environment. For example, if friends or influential people say that low-carbon travel is the way to go, that is an example of subjective norms. Perceived behavioral control shows how much a consumer thinks they can make a green choice, like being able to pay a little more for a ticket or find enough green flight options.

Recent empirical studies show TPB accurately predicts sustainable travel behaviors. Khan, Zhang, and Hameed (2021) used TPB to study consumer behavior and found that environmental awareness strongly influenced attitudes and behavioral intentions. Wang and Lin (2020) found that personal environmental norms and awareness positively influenced consumers' willingness to pay more for low-emission flights. Some studies include green self-identity and environmental concern as further factors to the TPB model. According to Xie et al. (2021), consumers who consider themselves to be environmentally sensitive are more likely to behave in accordance with green ideals. This study introduced "environmental self-identity" as a mediating variable. These enlarged models provide a more thorough understanding of how awareness interacts with perceived control and personal values to influence consumer decisions. TPB is used as the theoretical underpinning in this research to examine how consumer knowledge affects attitudes and behavioral intention while choosing an airline.

It is believed that awareness is a key factor in driving people to make sustainable travel choices and is positioned as a prelude to attitude building. Additionally, the framework facilitates the creation of testable hypotheses and a conceptual model that connects awareness to airline preference.

Purchasing intention is a consumer's likelihood or willingness to buy a product or service in the future (Fishbein & Ajzen, 1975). It predicts purchase behavior and is influenced by attitudes, perceived value, trust, and social norms. Green aviation passengers' purchasing intention is their willingness to choose or pay for sustainable or environmentally friendly airline services. Consumer decision-making models, which explain cognitive (awareness), affective (attitude), and behavioral (intention) stages, are also linked to purchasing intention. Green consumption requires consumers to become aware of eco-friendly features, form positive attitudes toward them, and then decide to buy (Joshi & Rahman, 2019).

3. Research Methodology

Quantitative research is employed to investigate consumer awareness of sustainable aviation practices and the factors influencing airline selection behavior. A survey questionnaire is employed to assess consumer perceptions and purchasing intentions regarding environmentally sustainable airline services. This research focuses on seasoned airline travelers. Data is gathered from 250 anonymous residents of Bangkok who have provided their consent. Convenience sampling is employed due to the accessibility of frequent flyers. The survey assesses consumer awareness, environmental attitudes, and airline selection behavior through structured inquiries. Cronbach's alpha coefficient is computed to verify reliability, with all constructs achieving a score of 0.7 or above. Data analysis employs descriptive statistics (frequency, percentage, and mean) to delineate demographic profiles and summarize variable distributions, alongside inferential statistics to evaluate hypotheses and investigate variable relationships. This methodological approach facilitates a systematic and empirical evaluation of

green aviation and consumer behavior research objectives.

3. Finding

A total of 250 valid questionnaires were collected from the survey. The distribution of usable responses by gender comprises 136 males (54.4%) and 114 females (45.6%), reflecting a relatively balanced gender representation among respondents.

The demographic characteristics contextualize the analysis of consumer attitudes and behaviors regarding green airline services, thereby enhancing the generalizability of the findings within Thailand's urban air-traveling population. In terms of age distribution, 68 respondents (27.2%) were aged 18–25 years, 74 respondents (29.6%) were aged 26–35 years, 60 respondents (24.0%) were aged 36–45 years, and 48 respondents (19.2%) were over 45 years. This age distribution indicates a varied demographic of adult air travelers who can assess airline sustainability practices and make informed choices grounded in environmental consciousness.

In response to inquiries regarding their air travel frequency over the past year, 45 respondents (18.0%) indicated they traveled by air 1–2 times, 120 respondents (48.0%) traveled 3–5 times, and 85 respondents (34.0%) traveled more than 5 times, suggesting that the majority of respondents are habitual air travelers.

Concerning the primary motivations for air travel, 120 respondents (48.0%) indicated leisure as their main purpose, 65 (26.0%) cited business or work, 35 (14.0%) traveled to visit friends or relatives, 15 (6.0%) for educational purposes or study abroad, 8 (3.2%) for medical reasons, and 7 (2.8%) for other motivations.

In response to inquiries regarding prior experience with eco-friendly airlines, 105 respondents (42.0%) affirmed having utilized an airline that advocates for environmentally sustainable practices, whereas 145 respondents (58.0%) stated they had no such experience.

Table 2 displays the descriptive statistics for the three variables, specifically analyzing the mean and standard deviation of consumer awareness, attitude toward green aviation, and purchasing intention. The results demonstrate that consumer awareness of environmentally friendly airline initiatives was at a moderate to high level ($M = 3.51$, $SD = 0.94$). Participants exhibited a moderate to high awareness of sustainable airline practices, especially regarding the utilization of sustainable aviation fuel ($M = 3.72$) and environmental certifications ($M = 3.60$). The awareness of carbon offsetting and green marketing was somewhat diminished.

The attitude toward green airlines exhibited a high mean score ($M = 4.11$, $SD = 0.73$), signifying that respondents possess favorable assessments and positive sentiments regarding airlines that adopt environmentally sustainable practices. Correspondingly, purchasing intention displayed a moderately high mean ($M = 3.90$, $SD = 0.83$), indicating that respondents indicated a strong propensity to select, finance, and endorse green airline services. The participants exhibit a markedly positive disposition towards green airlines, with the highest consensus on environmental advantages ($M = 4.20$) and individual contentment ($M = 4.12$), thereby reinforcing the attitudinal aspect of the Theory of Planned Behavior (TPB).

Participants demonstrated a moderately high intention to purchase from green airlines ($M = 3.90$), expressed strong agreement in recommending green airlines to others ($M = 4.00$), and indicated a propensity to select them for future flights ($M = 3.95$). The willingness to pay a premium ($M = 3.78$) indicates that price sensitivity continues to be a significant factor.

Pearson's correlation coefficient was employed to examine the relationships between variables. The findings (Table 3) indicate a significant positive correlation between consumer awareness and attitudes toward green airlines ($r = .62$, $p < .01$), and a strong correlation between attitude and purchasing intention ($r = .68$, $p < .01$). Furthermore, consumer awareness exhibits a positive correlation with purchasing intention ($r = .58$, $p < .01$).

Table 1. Demographic Profile of Respondents (n = 250)

Demographics		Frequency	Percentage
Gender	Male	136	54.4%
	Female	114	45.6%
Age	18-25 years	68	27.2%
	26-35 years	74	29.6%
	36-45 years	60	24%
	Over 45 years	48	19.2%
Travel frequency	1-2 times per year	45	18%
	3-5 times per year	120	48%
	More than 5 times per year	85	34%
Main purpose of travelling	Leisure/Tourism	120	48%
	Business/Work	65	26%
	Visiting friends/relatives	35	14%
	Education/Study	15	6%
	Medial/Health related	8	3.2%
	Other	7	2.8%
Experience with green aviation	Yes	105	42%
	Comparing sellers	145	58%

Consumer Awareness exhibits a moderate to strong positive correlation with Attitude ($r = .62, p < .01$), suggesting that individuals who possess greater knowledge of green airline practices (e.g., sustainable aviation fuels, carbon offset programs, and eco-certifications) are inclined to develop more favorable attitudes toward airlines implementing these practices. This reinforces the cognitive framework of the Theory of Planned Behavior, wherein knowledge and beliefs constitute the foundation for attitude formation (Ajzen, 1991).

The attitude toward Green Airlines exhibits a strong correlation with Purchasing Intention ($r = .68, p < .01$), indicating that favorable assessments and emotional reactions to green practices substantially impact consumer behavior. This relationship corresponds with the affective-behavioral connection in the Theory of Planned Behavior, wherein attitudes directly influence behavioral intentions.

Finally, Consumer Awareness exhibits a positive correlation with Purchasing Intention ($r = .58, p < .01$), indicating that awareness alone can influence purchasing decisions, independent of attitude's mediating role. Further analysis through mediation indicated that the effect of awareness on intention is partially mediated by attitude, thereby reinforcing the holistic nature of the Theory of Planned Behavior's framework.

These results substantiate the TPB model within the realm of green aviation, indicating that both cognitive (awareness) and affective (attitude) factors are essential in influencing behavioral intention. From a managerial standpoint, these findings suggest that airline companies must not only inform consumers about their environmental initiatives but also develop marketing strategies that foster emotional engagement and cultivate positive perceptions to effectively enhance customer adoption of green aviation services.

Table 2 Descriptive Statistics of Research Variable

Variable	Mean	SD	Interpretation
Consumer Awareness	3.51	0.94	Moderate to High
Attitude toward Green Airlines	4.11	0.73	High
Purchasing Intention	3.90	0.83	Moderately High

Table 3 Correlation Matrix among Research Variables

Variable			
Consumer Awareness of Green Aviation	1		
Attitude toward Green Aviation	0.62*	1	
Intention to Choose Green Airline Services	0.58**	0.68**	1

5. Discussion

This study examined how consumer awareness of green aviation affects airline choice behavior and how attitude mediates this effect within the Theory of Planned Behavior (TPB) (Ajzen, 1991). These findings support both hypotheses and add to the aviation industry's sustainable consumer behavior literature.

The study confirmed H₁, indicating a strong correlation between green airline awareness and consumer intention to use such services. This supports previous research showing that environmental knowledge increases eco-friendly behavior (Han et al., 2020; Khan, 2021). Awareness of sustainable aviation fuels (SAFs), carbon offset programs, and green certifications helps consumers choose environmentally friendly airlines. Awareness directly affects intention, but its effect size suggests that awareness alone may not change behavior. The "knowledge-action gap" identified by Kollmuss and Agyeman (2002) states that knowledge must be combined with attitudinal and motivational factors to influence behavior. Attitude significantly mediates the relationship between awareness and airline choice intention, supporting H₂ via mediation analysis. TPB claims that attitude drives behavioral intention (Ajzen, 1991). As consumers learn about green airline initiatives, they develop positive attitudes and are more likely to choose sustainable airlines. Wang and Lin (2020) found that positive attitudes toward low-carbon airline services drive purchase intention. Xie et al. (2021) emphasize that environmental self-identity and positive attitudes boost pro-environmental decision-making. Thus, this study shows that cognitive (awareness) and affective (attitude) factors influence green aviation consumer behavior.

5. Contributions

This study corroborates the Theory of Planned Behavior within the realm of green aviation, emphasizing the direct and indirect effects of awareness on intention through attitude. The study enhances the explanatory capacity of the Theory of Planned Behavior (TPB) by incorporating awareness, especially in emerging markets like Thailand, where research on green aviation is limited.

Airlines ought to formulate focused communication strategies that inform passengers regarding their environmental initiatives. Evidence indicates that transparency and credibility in sustainability communication augment consumer trust and the probability of purchase. Moreover, the marketing perspective must integrate emotionally compelling narratives to cultivate favorable perceptions of sustainable practices. For example, considering that the willingness to pay a premium is moderate, airlines might contemplate providing loyalty incentives, bundled services, or government-backed subsidies to enhance the appeal of environmentally friendly options. This study empirically substantiates the Theory of Planned Behavior within the realm of green aviation. It illustrates that consumer awareness substantially impacts airline selection behavior both directly and indirectly via attitude. Although awareness contributes to the formation of intention, a positive attitude is crucial for amplifying its impact. The results underscore the necessity for airlines to advocate their environmental initiatives not merely through informative campaigns but also by cultivating favorable emotional reactions. These insights offer both theoretical and practical contributions to sustainable marketing and establish a foundation

for future research in consumer behavior toward environmentally responsible travel.

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