

Call For Participants



Consumer Acceptance of Airline Apps

5 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Newcastle University

This survey is conducted as part of a postgraduate dissertation in MSc E-Business (E-Marketing) at Newcastle University, UK. The research is looking into the factors that drive consumers to use airline apps (e.g. Ryanair, British Airways, American Airlines, EasyJet, etc.) to manage their flight experience.

Find out more online

Poster printed on 29/04/2024 Study expires on 02/07/2017

More info

by scanning the QR code
or visiting the URL

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