



How accessible is air transport to international students in Jyväskylä

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Abstract

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<p>This bachelor thesis explore how accessible is air transport to international students in Jyväskylä. Air transport contributes to social and economic benefits of countries through facilitating connectivity, providing jobs, lifeline for remote communities and enables quick response in case of a disaster or emergencies. Air transport has continues to grow in Networks, connection, infrastructure ,operations internationally and domestically, different profiles of customers benefits from air transport from business travelers, leisure, visiting friends and families to international students, the growing industry and airlines around the world offer various products and services to suite different passenger to different destination, certain destinations attract huge traffic compared to others due to various factors and profiles of customers associating with the product and service, one such place is Jyväskylä in central Finland. Even with the growing number of airlines like Finnair and the increase in the number of international students in Europe, Jyväskylä in Finland is not getting traction. Jyväskylä is known for its atmosphere and studies estimated that a third of its population are students. The aim of the research is to find out how accessible air transport is to international students in Jyväskylä.</p> <p>The researcher will use quantitative approach, data collection will rely on primary and secondary data. The primary data will include academic books, Course Lessons, journals, articles, online database and company official websites and the secondary data, will conduct an online survey to collect data from international students to find out how accessible air transport is to international students in Jyväskylä.</p> <p>The research findings have showed challenges for international student to access air transport in Jyväskylä., the networks, reliability of connections, and how central certain infrastructure and facilities is crucial to understand the environment of the destination requiring access to air transport. The research has indicated that networking and partnerships are also necessary for the successful implementation of accessible air transport initiatives such as constant engagement, incorporate 21st century travellers and new data. The research, with its diversification of respondents gave different interpretation of accessing air transport specially in Jyväskylä, cooperation between airlines and all stakeholders such universities and tourism combined have potential to improve air transport accessibility by developing products and services like student benefits and online academic support as host in Jyväskylä, Customer experience is becoming more important with suitable student products and services has potential to attract student air travel in cities like Jyväskylä.</p>
Key words: Air transport, accessibility, international students, Finnair, Jyväskylä

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1 Introduction

The research report is designed to find out how accessible air transport is to international students in Jyväskylä, the research background describes the significance of this research and the influence on the researcher's motivation. Then the researcher describes the objective of the research and the research problem. The studies in air transport indicate growing number of airlines and increased number of international students in Europe therefore Jyväskylä in Finland should be getting traction. The research will try to find out how often international students use air transport to Jyväskylä. What mode of transport is mostly used to the airport, find out if air transport information is accessible to international students and sustainable priorities of Finnair considering sustainability is an important trend that aim to protect the future generation.

1.1 The aim of the research

The research problem being low number of international passengers at Jyväskylä airport, the hypothesis; accessibility a contributing factor to low traffic in Jyväskylä airport and Finnair airline? Jyväskylä is known as a student city and attract a significant number of international students, therefore, accessibility of air transport by international student has a bearing on the traction at the airport or Finnair as the operating airline due to international student mobility.

1.2 The significance of the research

A report called global impact of international students (2016) calculated that direct and indirect financial contributions to the world economy made by international students as well as the multiplier effect of international spending amounted to US \$300 Billion. Therefore, this research will identify new opportunities for Finnair to take advantage of the student city of Jyväskylä. In 2023 a total of 12,045 International student came to Finland and 1,311 the highest number travelled to study at universities in Jyväskylä which may present potential for airlines to explore business opportunities and students realize how to take advantage of the air transport in the city.

To enhance customer satisfaction the research has potential to enable vital marketing strategy that enable businesses to tailor their offerings to distinct groups based on shared characteristics with customer segmentation. Furthermore, the research will act as partial fulfillment for my Bachelor of Business Administration and Business Aviation.

1.3 The objectives of the study and research questions

The objective of the research is to find out how accessible air transport is to international students in Jyväskylä, find out if air transport information is accessible to international students, to find out how often international students use air transport to Jyväskylä and sustainability considerations.

Table Overlay Matrix

Investigative questions	Theoretical framework	Questionnaire questions	
To find out how accessible air transport is to international students	Customer journey	1,2,3,4,5,17	5.1 Figure (1,2,3,4,5,17)
To find out if air transport information is accessible to international students in Jyväskylä	Consumer behavioural theory	6,7,8,11	5.2 Figure (6,7,8,11)
To find out how often international students use air transport to Jyväskylä	Customer Journey model	9,10,12	5.3 Figure (9,10,12)
Sustainable considerations		13,14,15	5.4 Figure (13,14,15)
Gender		16	5.4 Figure (16)

1.4 The structure of the thesis

The research paper aims to find out how air transport is accessible to international students in Jyväskylä. The research is divided into chapters that contribute to understanding of this research, methodologies, results and conclusion.

Chapter 1

The chapter starts with the introduction of the research, followed by the aim of the research that shows the significance of the research being undertaken. The chapter further explores the objectives of the study which will give a guide and depth of this research and the basis to ask respondent on the accessibility of air transport to Jyväskylä. The chapter concludes with the structure of the thesis that stipulates how each the order of the chapter.

Chapter 2 Background of the thesis

This chapter will explore what is already known on international student social, economic, environmental and drive to access air transport, the statistics of student mobility. The background highlights the purpose and significance of the paper as well as define the key concepts in this research, Finnair airline, Jyväskylä the city and accessibility as a concept.

Chapter 3 Theoretical framework

The theoretical framework will summarise customer journey and behavioural theories to establish prior knowledge, the frameworks will demonstrate the researchers understanding of the topic being carried out.

Chapter 4 research methods

The research method will be designed, implemented and processed through the questionnaire in a form of an online survey distributed among international student in Jyväskylä through the international student department, the questionnaire will contain questions for international students to answer regarding the research topic access to air transport.

Chapter 5 survey results and Summary

After obtaining the results, the researcher will analyse the results of the questionnaire and analyse using with reference to publishes and peer reviewed articles and academic journals. The main findings and conclusion of the research will be summarised in the last chapter.

Chapter 6 Discussion, conclusions and development ideas, thesis limitation, thesis process and self -Assessment.

2 Background of the research

In 2010 more than 4,1 million tertiary students were enrolled outside their country of citizenships (Organization for Economic Cooperation and Development. OECD,2012). The growth has increased by 99% from an average annual growth rate of 7.1% from countries of the OECD doubling the number enrolled since 2000. Latest research estimated the global economic of international students tune to US\$ 300 billion dollars. (Rahul Choudaha, 2016). Europe is the preferred destination; studies estimate 41% of international student come to Europe. The influx of students is characterized by various reason. Firstly, Capacity building for interconnected international economies and data exchange. Shared knowledge of other societies and languages, the need to experience institutions abroad with unique and a specific field, the advertisements of countries and institutions that are undertaking major marketing efforts to attract students from outside their boundaries (ICEF monitor 2012).

In Finland, according to statistical service of the education administration from the various universities applied to by international students in 2023, a total of 12,045 international student came to Finland. (Vipunen.fi 2023). Furthermore, under the new act, “student and their family members arriving in Finland from abroad will be able to obtain a resident permit for the entirety of the duration of their studies, this aims to make it easier to find work after graduation”. (Free press journal 2022). International students will now receive continuous permit valid for the duration of the programmes rather than the before temporary valid for two years thereby providing international students resident permits hustle free, increase of average of 25 hours to 30 hours a week work enables students to combine school and work enabling them contributing with tax. South Korea is also marketing education and has a set a target of attracting more than a thousand international students within a decade (Icef monitor ,2023). To achieve this, the government is increasing scholarship and encourage students to enrol in universities outside the capital city Seoul to enhance competitiveness. International student mobility does not only bring importance to tertiary institutions and academic programmes but also economic benefits to the host country (Icef monitor, 2023).

Air transport keep on growing and most countries have different types of airports, with the booming of tourism and the search for new experiences, this sector found a niche in which to grow, air transport is used by passengers on vacation, business appointments, leisure, visiting friends and family, international students and emergencies.In Finland general statistics show that airlines and the air transport industry directly has generated more than 10,000 jobs around Finland and more than 6000 job through supply chain (Oxford Economics, 2001). Air transport market in Finland is forecasted under the current trends scenario to grow by 23% in the next 20 years, resulting to an

additional 2.5 million passenger's journeys by 2037, if met, the increased demand would support US\$ 7.5 billion of GDP and almost 70,000 jobs. (IATA: importance of air transport to Finland 2018).

2.1 Jyväskylä

Jyväskylä is a city in Finland and the regional capital of central Finland, located in the Finnish Lakeland, with a population of approximately 148,000 the third largest city in Finland (visit Finland). It is known for its dynamic atmosphere, third of its population are students, the city is renowned among architecture enthusiasts for its many buildings designed by one of Finnish famous architect.

UNESCO heritage

UNESCO is an agency that among other things aim to protect world cultural and natural heritage, in central Finland, Petajavesi a region located about 30 km from Jyväskylä. The old Church in Petajavesi tells stories of Finnish people built between 1763 to 1765. The old church was in 1994 recognised as a UNESCO heritage. The church is built out of wood and since then, the church still looks the same till date. The church is open for visiting daily during the summer and in winter open for reservation from September 1st to around 31st May. The Petajavesi old church is said to hold within its walls the greatest emotions of life. The Struve Geodetic Arc is a scenic spot in Jyväskylä also a UNESCO recognized heritage, the arc has been used to determine the size and shape of the earth.

Jyväskylä city has four national parks namely the Leivonmäki park, Konnevesi park, pyhä-Häki park and Salamajärvi park. Jyväskylä is known for its outdoor activities like canoeing, swimming, skating, hiking, floating sauna.

Jyväskylä Airport

The airport comprehensively serves Jyväskylä regional centre of central Finland, the airport has long history as a military airport and even today the air force training academy is located nearby and form a significant part of traffic(finavia.fi). Airports are more than mere points of departure and arrival, but significant engines and catalyst to economic growth in modern times, Airports are pivotal nodes in the global transportation network, connecting cities and countries ,facilitating international trade and enabling culture exchange. It is evident around the world the major role that airports play as magnets for economic activity, drawing business, tourist and residents (Business insiders 2023). The airport offers chartered flight service through the Apollo. Tjareborg and Aventours, the airport has a restaurant and parking services recommended to book in advance. Airport offers different service like automated external defibrillator. VIP and Business lounge as well as the meeting room, which is peaceful and convenient with access to internet, meeting refreshments are arranged as wished. The airport

between January,2024 recorded a total number of 1,708 passengers domestically and there was no international passenger (Finavia.fi passenger by airport 2024). the table 1. below shows the traffic at airports in Finland for the month of January 2024.

Table 1. Passenger volume by Airports

	01/24					
	Domestic		International		Total	
	Passenger	Change-%	Passengers	Change-%	Passengers	Change-%
Helsinki	187 137	-2,8	928 311	0,8	1 115 448	0,2
Rovaniemi	55 451	5,5	72 072	62,3	127 523	31,5
Oulu	40 800	-11,0	3 969	28,4	44 769	-8,5
Kittilä	30 171	2,2	40 803	10,3	70 974	6,7
Turku	377	-14,5	14 248	-6,7	14 625	-7,0
Ivalo	25 294	-1,4	9 004	10,1	34 298	1,4
Vaasa	6 604	-9,5	5 246	137,2	11 850	24,6
Tampere	1 563	10 320,0	10 576	-20,8	12 139	-9,2
Kuopio	9 093	-6,3	2 099	25,7	11 192	-1,6
Kuusamo	8 680	-9,3	11 989	3,2	20 669	-2,5
Mariehamn	1 225	-1,5	1 489	228,9	2 714	13,1
Kajaani	2 861	13,4	0	-100,0	2 861	13,1
Joensuu	2 446	27,3	12	/0	2 458	28,0
Kemi-Tornio	2 426	-9,8	0	/0	2 426	-9,8
Ko2kkola-Pietarsaari	1 851	3,8	20	-88,4	1 871	-4,3
Jyväskylä	1 708	14,2	0	-100,0	1 708	13,6
Pori	547	4,0	71	/0	618	17,5
Savonlinna	323	/0	0	/0	323	/0
Utti	0	/0	0	/0	0	/0
Enontekiö	0	/0	0	/0	0	/0
Halli Kuorevesi	0	/0	0	/0	0	/0
TOTAL	378 557	-1,7	1 099 909	3,9	1 478 466	2,4

Source: Finavia: Air traffic statistics

2.2 Transport

Transport is a known derived demand, which responds accordingly to varying economic conditions (Paraic etal, refers 2019). Other studies in transport says it is the movement of goods, people or animals from one place to another using various modes such as vehicles, vessels or aircraft. Transport plays an important role connecting regions, fostering economic activities and facilitating societal functions. The air transport system in Finland plays a role in the functioning of the society, The transport system comprises of the infrastructure, passenger and freight and traffic management system. in Finland one can get around the country by plane, train, bus, cruise ship or private car. (Visitfinland.com).

2.3 Air transport

The air transport mode is defined by four basic elements, airlines, commercial transport aircraft, the air space used for their flights, and the infrastructure required to supporting their operations, like airports and Air Traffic Management facilities (Arturo Benito et al ,2018).Air transport is one of the fastest methods of transport and studies define as that which transport by air, by means of aircraft, airplane and allows the movement of people and goods and mail. In Finland there are 20 airports, some have regular international flights services like the main gateway airport called Helsinki -Vantaa airport. Finnair is a network airline that specializes in passenger and cargo traffic between Europe, North America, Asia and middle east, a member of One world alliance also offers package tours under its aurinkomatkat brands. Finnair offers direct flights to approximately 40 countries and over 100 destinations. (Finnair,2024).

2.4 Schedule and flights

Scheduling is a basic component of an airline offering. The core service for an airline is to offer transport to passengers or cargo from point one to the other. On the contrary low-cost carriers have a competitive advantage with their models because they have a fast turnaround for passengers that travel business leisure therefore have a stable flight planning, total travel time reduced approaching maximum utilization of aircraft, reduced amount of fuel usage and pollution per passenger. Finnair has 2 flight every day from Helsinki to Jyväskylä except Saturdays. Table 2 below shows the schedule for the remaining days of the month of September 2024.

Table 2: Finnair Schedule September Helsinki -Jyväskylä

September 2024 Calendar						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
16th 2 flights	17th 2 flights	18th 2 flights	19th 2 flights	20th 2 flights	21st No flight	22nd 2 flights
23rd 2 flights	24th 2 flights	25th 2 flights	26th 2 flights	27th 2 flights	28th No flight	29th 2 flights
30th 2 Flights						

Source: <https://www.finnair.com/fi-en/timetables?dest=JYV&origin=HEL>

2.5 Finnair pricing strategy

Full-service carriers have complex price strategy like loyalty programs compared to low-cost carriers unbundled fares or no frills which forces full-service carries to cut cost and create flexible resources, identify new ways of differentiating in pursuing clear market segmentation to remain competitive.

Like many other airlines, Finnair bases ticket prices on a dynamic pricing model that considers several factors, including demand for routes, seasonal variations, rival pricing, and market conditions affect pricing strategies (Finnair -Vienna report 2024), you can travel superlight affordably on a set schedule, or travel economic classic with more flexible rates with an option of travel date change and or travel economy flex and make your travel more smoother with fully flexible and refundable tickets .Table 3. below shows the price strategies. (Finnair.com 2024).

Table 3: Finnair Helsinki - Jyväskylä price strategy

	Economy superlight	Economy classic	Economy Flex
Price	€102.00	€133.90	€155.90
Avios point	Collect 450 Avios	Collect 624 Avios	Collect 744 Avios
Ticket changes	No	Yes	Yes
Ticket refund	No	No	Yes
Carry - on bags	8kg total 1x small bag under the seat	8kg total plus 1x small bag under the seat 1x overhead cabin	8kg total plus 1x small bag under the seat 1x overhead cabin
Checked bags		1x 23kg	1x 23kg
Seat selection			Yes, standard and preferred seat on flights operated by Finnair

Source: <https://www.finnair.com/fi-en/booking/fligh>

Swot Analysis

<u>Strength</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Political stability • Among leading destination for tourists in Europe because of its history, rich culture and fascinating landscape • Finland geographical location • Popularity as a brand • Innovative • Network of destinations and hubs • Security • Highly qualified workforce 	<ul style="list-style-type: none"> • Huge investment to boost and build a route and Government have a huge say as a stakeholder and policy maker. • Aircraft movement, as Europe airspace is, limited and full of movements and it is always a concern to develop new routes and expand. • Taxes and new regulations/policies
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Big Data • Growth of airlines and new routes • Sustainable considerations (Electric vehicles, Automatization) • Opportunities to concentrate on lean technologies • Explore new segmentation (Jyväskylä a student city) • to increase demand from millennials of digital channels for distribution and marketing 	<ul style="list-style-type: none"> • Environmental threats • Emission growth • Cyber attacks

Pestel

<u>Political</u>	<u>Economical</u>	<u>Social</u>
<ul style="list-style-type: none"> • Democracy rule of law firmly established • Strong bilateral relations between many countries • 	<ul style="list-style-type: none"> • The aviation market is anticipated to register a CAGR of over 5% during the forecast period (2022-2027) • Constant growth of aviation industry • Airport business practices play a critical role in shaping the airline business, e.g. infrastructure development • 	<ul style="list-style-type: none"> • High quality of life • Jyvaskyla is a cosmopolitan region • Winter sports and games • Increased travel styles among millennials • Instant gratification of millennials expecting a high level of customer service
<u>Technology</u>	<u>Environmental</u>	<u>Legal</u>
<ul style="list-style-type: none"> • Excellent infrastructure • Investment in ICT and Electronics • Energy saving and global CO2 emission 	<ul style="list-style-type: none"> • Key strategies about carbon neutrality • Adaptation to individual goals and terms of mobility, energy supply, waste avoidance and recycling with focus to implement in all target areas. • Continuous increase in waste management, eliminating single use plastic 	<ul style="list-style-type: none"> • Legal certainty • Law and order • Security

Source: SWOT & PESTEL class assignment : [Aviation Industry in Europe 2027 \(1\).pptx](#)

2.6 Accessibility

According (Geurs and van wee 2004) Accessibility is defined in transport as the extent to which land use and transport systems enable groups of individual to reach activities or destinations by means of a combination of transport models, and other scholars look at accessibility as the inclusive practice of ensuring there are no barriers that prevent interaction with, or access to websites on the world wide web by people with physical disability, situational disabilities, and socio-economic restrictions on bandwidth and speed. Accessibility ensures that all people regardless of ability can interact with the information or services being provided, thus the reason for the research paper, Individual components of accessibility reflects the needs depending on age, income, educational level, household situation, abilities ,depending on physical conditions, availability of travel models and opportunities, income and travel budget, these among other characteristics influences a person's level of access to transport.

2.7 Sustainability

The principle of sustainable development addresses social and economic improvements that protects the environment and ecological system.” (Mark Diesendorf, 2000). Finnair strategy commits to becoming carbon neutral by 2045 and setting a science-based carbon dioxide emission reduction target (SBTi) by Q1 2024 at the latest. Finnair made changes to domestic flight by discontinuing shortest domestic flights from Helsinki to Tampere and Turku replacing these flights with Bus services reducing both emissions and unit costs, as load factors on these routes have been very low. Sustainability strategy is embedded into the group strategy, brand, operations and product development. Finnair commitments to minimising on biodiversity by reducing food waste, sustainable sourcing and light packaging among the objectives of (Finnair: Annual report 2023).

3 Theoretical framework

This chapter will give an overview of the research and discuss models and share the results of other studies that are closely related to this research topic. (Fraenkel & Wallen,1990).

3.1 Customer journey

Researchers have pinpointed customer journey as a new source of customer value in the twenty-first century (Iemon and Verhoef 2016) emphasizing that the value of a well-designed approach that is beyond just the product or services you are offering implies using the customer journey. Customer journeys have become one of the most talked about concepts in business, how a business carries itself and relates to its customers has become as important as the product and services on sale. Customer journey can help to describe the current state, conceptualize future state, explore day in the life and compare to competitors, customer journeys have kept on being studied, improved to suit the changing markets and according (Christina Kuehnl ,et al ,2019) defined effective customer journey design as the extent to which consumers perceive multiple brand owned touchpoints as designed in a thematically cohesion, consistent and context sensitive way. Studies analyzed by (Christina Kuehnl, et al, 2017) provided evidence of the positive influence of effective customer loyalty through brand an over and above the effects of brand experience and importantly this has huge influence on utilitarian brand attitudes while brand experience affects more hedonic brand attitudes. Every lead goes through several stages to become a loyal customer, modern customer journey has different stages in a life cycle. Wasy to that can help to understand customer journey (Keleche Okeke 2019).

Awareness

Awareness," according to dictionary.com", define it has having knowledge, conscious, cognizant, informed or alert. This stage is described as actions from a company perspective in display of company product or services, at this stage potential customer learn about the product or service from billboards, social media influencers of the company, advertising search, marketing text, you-tube, video ads, email, Television and radio as well as word of mouth. A good knowledge of what a customer truly want is needed. Customer journey information can be also collected by the company through customer search and usage data, filtering and organizing the relevant insights a part of the company service design, this stage the target audience need information of solution to a problem, the focus is answering the questions and building trust.

Consideration

This is the stage a potential customer begins to consider the service or product as a solution to their problem. potential customers compare offering to other businesses. The job of the company is to give the customer reason to investigate their products and services instead .at this stage customer want to see product feature that lean heavily towards solving their problem, the company need to position their solution as a better alternative.

Purchase

This is the decision stage the customer is ready to make a buying decision, the customer may not necessarily buy or opt for the alternative, this stage business offering services need to persuade the customer to buy from them and providing information like pricing, share comparison guides to convince the buyer they have the better option.

Retention

After purchase means that the business has converted the customer and now there is need to focus on keeping them and finding ways to repeat the business, this stage studies suggest that sourcing new customers is often harder and cost than retaining existing customers which can cut down on marketing costs and maximize on profits. The main emphasis of the stage is maintaining positive, engaging relationship between the brand and its customers, this can be done strategically by sending regular text messages and email outreach, coupons and sales to community forum just to encourage customer loyalty.

Advocacy

This best describes customer satisfaction after interacting with the product and service, at this stage the customer is delighted and spread the word, the promotion of the product and service can extend to customer social networks like blogs and newsletter. Customer journey does not have specific end because brands should always aim to please even their most loyal customer, at advocacy stage, the company can offer referral bonuses, loyalty programs and special deals for most active customers to encourage further advocacy.

Elements of customer journey

From a theoretical point of view, effective customer journey and brand experience can be defined as “sensations, feelings, cognitions and behavioral responses evoked by brand related stimuli or touch-points, (Brakus et al .2009, p.54). The customer journey includes touchpoints at each stage. customer touch points are the series of interaction with the brand such as company official websites, chatbot email that occur at different stages of the customer journey across multiple channels.it is said that a customer’s actions, motivation, drive, concerns and pain point will differ at each stage and at each touch points. It is evident that, a customers will have different pinpoint interaction with the same product and service when interacting online compared to calling customer care phone lines. Studies by (Brakus et al ,2009). Elements in a customer journey help company to identify the “who” as the customer persona or their target audience are specifically. Furthermore, elements identify the “when” relevant stages of a customer life cycle with the product, the “ why” question to help business know their customer needs and goals, explore result sought by the consumer and what is the consumer expecting. The “What” element help identify the touchpoints and actions performed by the consumer, on the perspective of a consumer this results to many explanations that was summarized in three dimensions thematic cohesion of touch points related to literature on the experience economy, brand extensions, or lifestyles based storytelling (Park et al 1991).Consistency of touch-points, relates to literature into integrated marketing communication, corporate identity and corporate design (Batra and Keller 2016) and the context sensitivity of touchpoints relates to service or retail convenience, multi-channel marketing and multi- channel integration(Emrich and Verhoef 2015).the customer journey element give insights to a company to focus on the pain- point that describes the problems or frustrations pre- occurring or caused by the product and service after usage.

3.2 Consumer behavior theories

Consumers are obsessed with getting their hands on the latest trend, some consumers are loyal to one brand they buy for instance when the latest trend is out. There are customers who are cost-motivated and will only purchase large items at the annual January sales and customers who are conscious about the environment and carefully choose what they buy based on these principles. Consumer behaviour theories consist of psychological and social processes people undergo in making a purchase, use and disposal of a product or service(desertdogs-marketing.com). In this research consumer behaviour is studied from the point of view of marketing product and services towards people and how to get them to buy. Consumer behaviour help businesses and marketeers capitalise on these behaviours by predicting how and when a consumer will make a purchase, it helps to identify what influence this decision and highlight strategies to proactively manipulate behaviours. The theory models establish several factors that influence consumer behaviour.

Psychological factors

Involves attitudes, perception and situation, ability to understand information, what motivates them, personality and belief, Like the thought of Sigmund Freud psychoanalytical model (1856-1939, in his view the individual is pressured by overwhelming physiological forces that have a decisive influence on human life major determinants of behaviour and personality development. Personal factors characterize age, gender, financial situation, background culture .in conditioning, a behavioural process is where a response becomes more frequent or more predictable in each environment because of reinforcement typically being stimulus for a desired response. in which (1) either a given stimulus becomes increasingly effective in evoking a response or (2) a response occurs with increasingly regularly in a well specified and stable environment, the type of reinforcement used will determine the outcome (Britannica.com). BF. Skinner ,1971 in his operant conditioning demonstrates that organism may be guided by consequences, whether positive or negative in the behaviours they produce. Furthermore, classical conditioning adds that organisms learn to associate to rewards, resulting in a learned response to a previous neutral stimulus. Companies need try to find out the activities, interests and opinions of people by asking questions on a rating scale to find out how consumers strongly agree or disagree with the questions.

Social factor

The influence is detailed in sociological models, the model of consumer behaviour can be classified as societal, group of friends and families, community, work, schools. Within, others act as role models or idols that can influence consumer buying decisions and act as reference for first-time users, because their recommendation is respected. Social factors can be defined by parameters as income, education, occupation. within social class consumers share same values in terms of making similar purchase like choice of entertainment, vacations, choice of apartments, vehicles, restaurants or brands. This knowledge is great value to business.

Economic factors

The economy of a country that is experiencing prosperity leads to a greater monetary supply and a high purchasing power of consumers in the market. When individual in a prosperous country manages to buy essential needs and still have a lot on their disposal, this increases their purchasing power, and the same applies when a family has multiple sources of earnings, it leads them to high level of spending on both essential items and luxuries.

Culture factors

Culture is defined as the complex sum of knowledge, belief, customs, art, moral, law or any other habit acquired by people as members of the society (Khan Matin, 2006). These consists of shared values, and practices of a particular group or set up. Consumer behaviour of products and service that people buy can be influenced by their background and culture. When consumer make choices to buy certain brand usually is guided by cultural context in which they exit. In the global world where culture continues to be shadowed, recognizing the importance of these cultural factors remain vital in marketing a business that is striving to thrive in the diverse market environments. Cultural factors have a profound influence on consumer behaviour as they determine what is desired in a certain community.

Personal factors

Personality is the sum total of our mental, physical and moral qualities and characteristics that are present in us and that makes us who we are (Khan. Matin 2006). Personality is an internal determinant which can influence our consumption patterns. Consumers try to buy products and services that match their personality. Personal factors simply mean recognizing the uniqueness of individual in the market world, these include age and life cycle stages, income, occupation, personal traits, lifestyles, concepts and gender. For instance, age is a crucial determinant, different age group will have different buying behaviour compared to youths who may opt for trendy clothing line and technological gadgets while the middle aged may be more concerned in buying mainly family-oriented product and services, same with the retirement ages that may prioritize health related products and services. The income of an individual has direct impact in their consumer buying behaviour as those with higher income may have a lot to dispose and opt for purchasing luxury and premium products compared to low earning individuals who are price sensitive and will rather purchase necessary product and services.

Technological factors

The continuous advancements of technology as continued to transform how the consumer interact, conduct their research and make a purchasing decision. Technology is at the forefront of marketing and customer experience strategies. Companies that recognize this factor have a hight level of interacting and engaging with consumers and enables them to thrive in digital error. Technology has changed the landscape of consumers in the way they discover, evaluate and purchase product in digital platforms such as e-commerce and social media platform that allow business to interact with consumers. Data and analytics harness insights to understand consumer behaviour, the company can collect a lot of data from various customers touchpoints that can help cut costs on marketing

and increase profits. In a real-world market technology has helped many businesses to showcase their business and increase visibility through their social media platform that can be easily accessed by customers on phones and laptops(clootrack.com).

4 Methodology

The research methods describe the techniques and procedures used to identify and analyse information regarding a specific topic. Researchers use this study so that they can achieve their objectives using the chosen research tools, this include research design, data collection, data analysis and overall framework within which the research is conducted. (Divya Sreekumar 2023).

4.1 Quantitative Methods

Quantitative methods emphasize objective measurement and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires and surveys, or by manipulating pre-existing statistical data using computational techniques (Babbie, Earl R.2010) .The nature of quantitative research is exploratory research as it collects numerical data with intent of understanding social life of specific target population or places, by providing descriptive data and insights into the problem and its connections by investigating on individuals' in-depth opinions, insights, reactions, beliefs and behaviours by collecting data from a small sample size of research respondents often with unstructured or semi-structured techniques. These methods to develop hypotheses or ideas to discover trends, thoughts and opinions of the respondents.

4.2 Developing a Survey

The survey is a tool used to collect data on a large group of people to answer one or more questions (Erin Ruel 2019). The survey method is one of the most important areas of measurement in applied science. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. Most cooperations are using this tool to collect feedback on a product or service by surveying their customers. Surveys have several properties that make them ideal to answer almost any type of research question and surveys are a versatile, cost effective and generalizable. In this research the survey was administered using the intranet to conduct primary secondary research, the survey was administered through internet research in institutional intranet and student social media platforms. In the research, informed consent which is a process whereby researchers explain the research study to prospective participants and hope they will agree to undertake the study was used. Ethical approach was implored were a form that includes information on what the survey study is, any risks or benefits to participants, any possible incentives, and how participants' privacy will be maintained and with this knowledge participants made informed decision about whether to consent to participate.

The survey during the process was modified after consultations to increase the number of participants that included students that use air transport in Jyväskylä as opposed to the initial target of audience of international student that posed a challenge with low response rate against the researchers' timings and schedule.

5 Survey Results

This chapter analyses the online survey that was presented among students to find out how assessable is air transport to international students in Jyväskylä.

5.1 objective 1: The objective of the research is to find out how accessible air transport is to international students in Jyväskylä,

Figure 1. The respondents were asked if air transport was accessible and affordable?

The results indicated that from the total number of (N=55) respondents (N= 9) respondents that they found air transport accessible and affordable representing 16%. while (N=28) respondents found air transport not accessible or affordable representing 51 % and (N=18) respondents found air transport neither accessible nor affordable representing 33%.

Do you find air transport accessible and affordable?

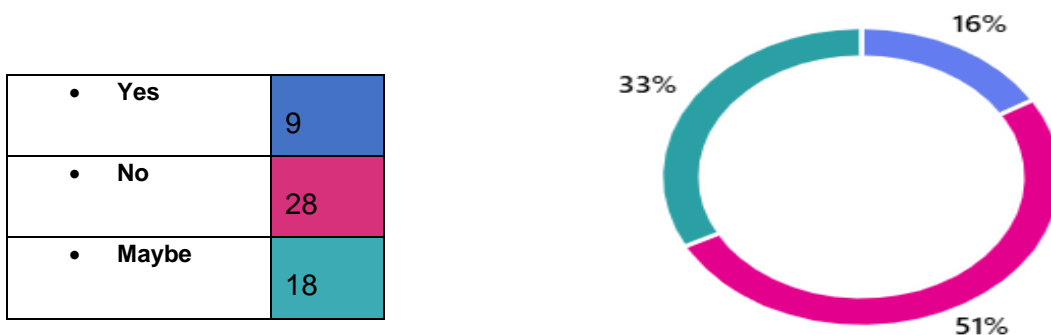


Figure 2. The respondents were asked what mode of transport they usually used to reach Jyväskylä airport from their house. Out of the total number of (N=55) respondents the results indicate that (N=21) respondents used private car representing 38%, (N=23) respondents used public transport representing 42%. (N=7) respondents used Taxi representing 13% and (N=4) answered other ways representing 7%.

What mode of transport do you usually use to reach Jyvaskyla airport from your house?

Private car	21
public transport (train / Bus).	23
Taxi	7
Other	4

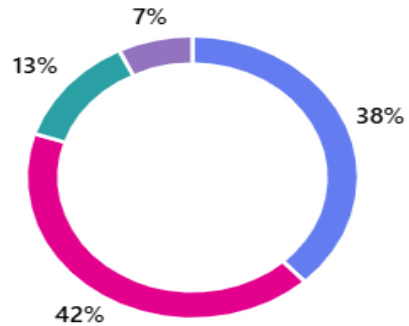


Figure 3. When respondents were asked what the distance between their house and Jyväskylä Airport was. From the total number of (N=55) respondents (N=15) respondents said less than 30 minutes representing 27%, (N=27) said 30 minutes and more representing 49%, (N=10) responded 1 to 2 hours representing 18% and (N=3) answered more than 2 hours representing 5%.

What is the distance between your house and Jyväskylä Airport?

• Less than 30 minutes	15
• 30 minutes and more	27
• 1 to 2 hours	10
• More than 2 hours	3

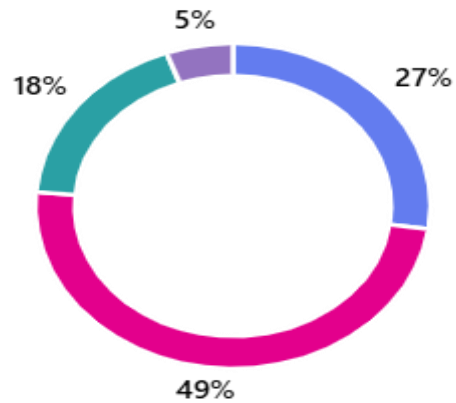


Figure 4. The respondents were asked if they found transport to the Airport affordable and accessible. Out of the total number of (N=55) respondents (N=22) said they found it affordable and

accessible representing 40%, (N=23) found it Not affordable and accessible representing 42% and (N=10) said other representing 18%.

Do you find transport to the airport affordable and accessible?

• Yes	22
• No	23
• Other	10

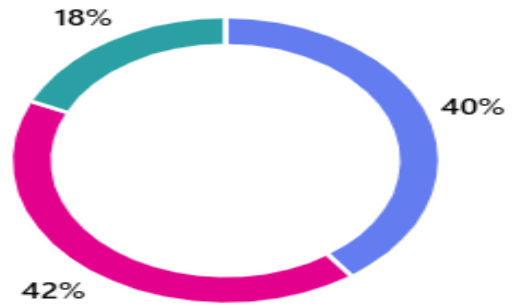


Figure 5. The respondents were asked how affordable they found air travel compared to other mode of transport. Out of the total number of (N=55) respondents. (N=1) said very affordable representing 2%, (N=5) responded moderately affordable representing 9 %, (N=15) respondent neutral meaning neither affordable nor expensive representing 27%, (N=26) responded expensive representing 47% and (N=8) said very expensive representing 15%.

How affordable do you find air travel compared to other mode of transport?

• Very affordable	1
• Moderately affordable	5
• Neutral	15
• Expensive	26
• Very expensive	8

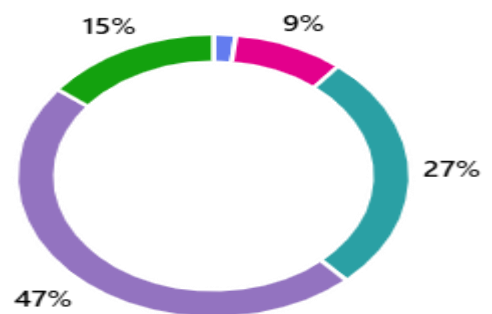


Figure 17. The respondents were asked what improvements they would suggest making air transport more accessible to students in Jyväskylä. Out of total (N=55) respondents, a total of (N=19) respondents replied.

19 Responses

ID	Name	Responses
1	anony-mous	To have a public transport option to / from Jyväskylä airport. Using taxi is neither convenient nor sustainable, and the price of a taxi ride to the airport may exceed the price of the flight itself! Or returning a night bus from Jyväskylä to the Helsinki airport. Currently it is very difficult to travel by air as I can only get to the airport on a very narrow time window, so I can practically only take flights between noon at 6 pm.
2	anony-mous	The smaller airports should have more connections and options to choose airline. For example, flights from Jyväskylä can cost a lot more than flights from Helsinki.
3	anony-mous	Jyväskylä should use own airport as an advantage. Just now everything goes trough Helsinki.
4	anony-mous	I have never flown from Jyväskylä, I don't know.
5	anony-mous	Price
6	anony-mous	Cheaper luggage options
7	anony-mous	I think having more important airports in Helsinki, Tre, and Oulu would allow better access to Finland. Also being able to book other means of transportation via the airlines to get to a final destination would also help
8	anony-mous	Cheaper tickets for students

ID	Name	Responses
9	anony-mous	Made flight tickets prices affordable, especially discounts for students. Add meal etc.
10	anony-mous	Use "left over" and "or last- minute cancellation" seats as affordable ways for students to travel. As important as sustainability is, it's not as important as price or flight duration in the decision-making process.
11	anony-mous	International flights leaving from multiple cities.
12	anony-mous	More busses between the airport and the city
13	anony-mous	Cheaper flights within Finland
14	anony-mous	Proper information
15	anony-mous	Vetten range on ticket prices maybe
16	anony-mous	The possibility to fly from university cities to popular international airports
17	anony-mous	There would be possibility to fly from university cities to popular international airports.
18	anony-mous	Considering the Universities in Jyvaskyla, I would like to see international flights using Jyvaskyla or nearby airports.
19	anony-mous	I think the airlines should reach out more, so the international students knew e.g. about the possibility of flying to Jyväskylä airport.

What improvements would you suggest making air transport more accessible to international students?

The respondents were asked their suggestions to make air transport more accessible to international students. Out of the total number of (N=55) respondents only a total of (N=19) gave Witten answers as depicted in table in figure 17 above.

5.2 Objective 2: To find out if air transport information is accessible to international students,

Figure 6. The respondents were asked how easy it for them to find information on air transport. Out of the total number of (N=55) respondents. (N=9) respondents said somehow easy representing 16%. (N=7) said neutral meaning neither easy nor difficulty representing 13 %, (N=4) said extremely easy representing 7%, (N=25) respondents somewhat easy representing 45%, (N=10) said somewhat not easy representing 18% and (N=0) said extremely not easy.

How easy is it for you to find information on air transport?

• Somehow easy	9
• Neutral	7
• Extremely easy	4
• Somewhat easy	25
• Somewhat not easy	10
• Extremely not easy	0

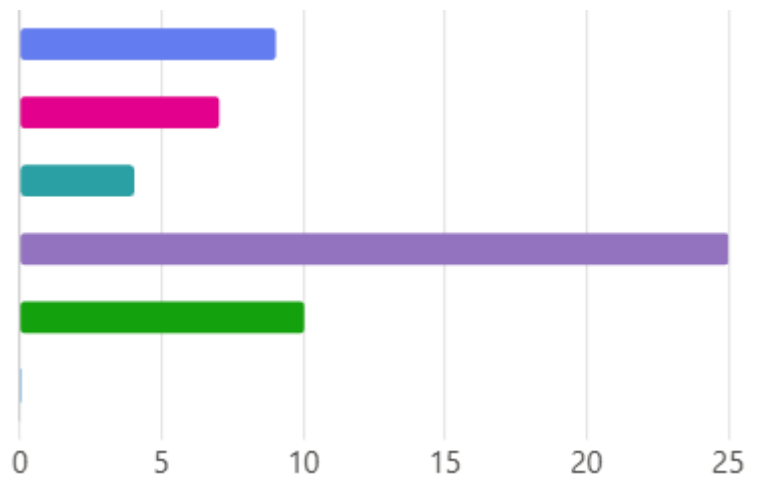


Figure 7: The respondent was asked what source they normally used to obtain information on air transport. Out of the total number of (N=55) respondents. (N=30) responded Airline official website representing 55%, (N=20) said third part online travel websites representing 36%, (N=0) non said they used travel agents representing 0%, and (N=5) responded other ways representing 9%.

What source do you normally use to obtain information on air transport?

• Airline official websites	30
• Third part online travel websites	20
• Travel Agents	0
• Other	5

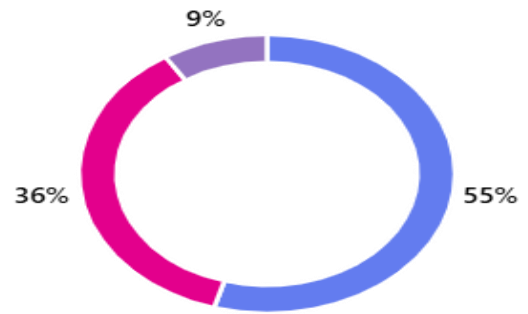


Figure 8. The respondents were asked how satisfied they were with the accuracy of information on air transport. Out of the total number of (N=55) respondents (N=1) respondent rated level 1 representing 2%, (N=3) respondents rated level 2 representing 6%, (N=19) respondents rated level 3 representing 35%, (N=26) respondents rated 4 representing 48% and (N=5) respondents rated level 5 representing 9%.

How satisfied are you with the accuracy of information on Air transport?

Average Rating

3.57

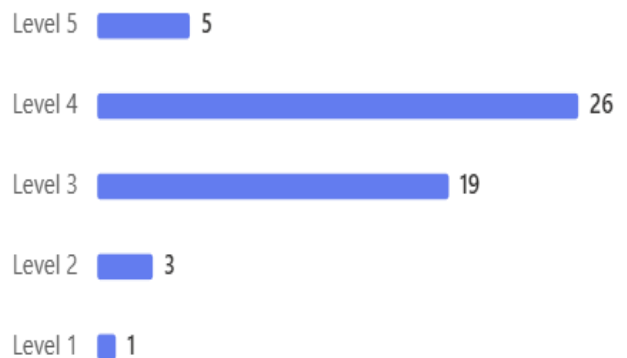
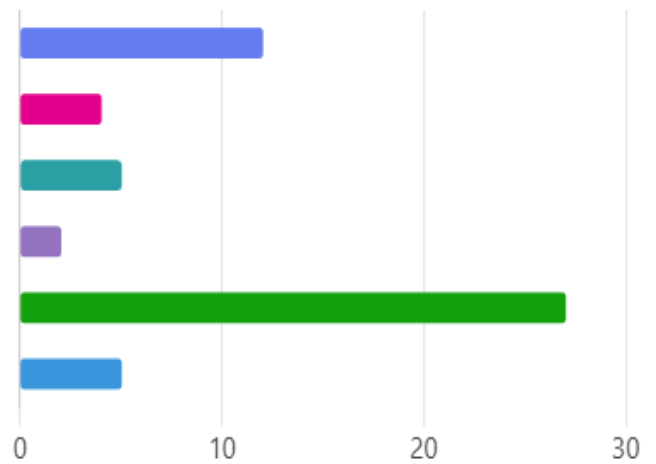


Figure 11. The respondents were which factors influenced their decision to use air transport. Out of the total number of (N=55) respondents. (N=12) respondents said cost representing 22%, (N=4) respondents said time saving representing 7%, (N=5) respondents said convenience representing 9%, (N=2) respondents said availability of direct flights representing 4%, (N=27) respondents said distance to destination representing 49% and (N= 5) respondents said other presenting 9%.

Which factors influence your decision to use air transport?

• Cost	12
• Time Saving	4
• Convenience	5
• Availability of Direct flights	2
• Distance to Destination	27
• Other	5



5.3 Objective 3: To find out how often international students use air transport to Jyvaskyla,

Figure 9: The respondents were asked how often they used air transport, Out of the total number of (N=55).(N=31) respondents said once a year representing 56%,(N=5) respondents said 2 times a year representing 9%,(N=10) respondents said 3-4 times a year representing 18%,(N=1) respondent said more than 5 times a year representing 2% and (N=8) respondents said never representing 15%.

How often do you use air transport?

• Once a year	31
• 2 times a year	5
• 3-4 times a year	10
• More than 5 times	1
• Never	8

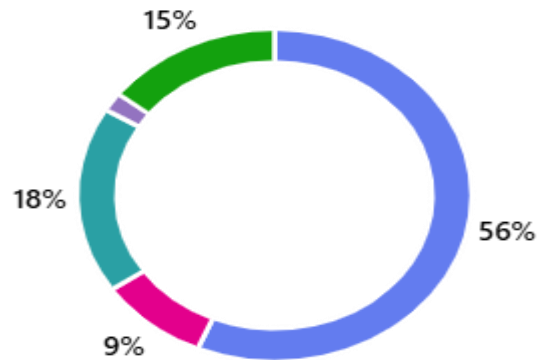


Figure 10. The respondents were asked what their primary reason was for using air transport. Out of the total number of (N=55). (N=2) respondents said primary reason is school representing 4%, (N=38) respondents said Leisure/vacation representing 69%, (N=5) respondents said Business representing 9%, (N=5) respondents said visiting friends and family representing 9% and (N=5) respondents said other reasons representing 9%.

What is your primary reason for using air transport?

• School	2
• Leisure /Vacation	38
• Business	5
• Visiting friends & Family	5
• Other	5

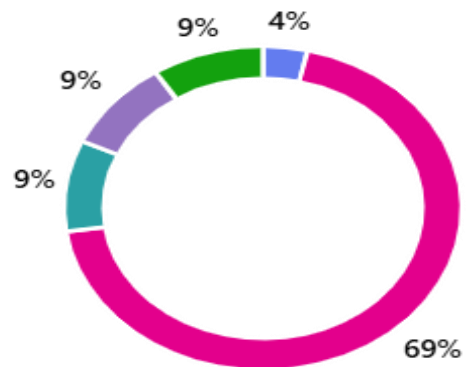
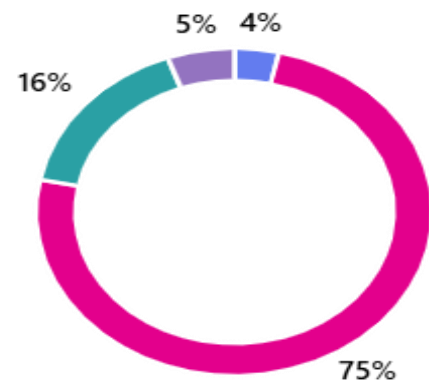


Figure 12. The respondents were asked what type of air travel they typically use. Out of the total number of (N=55) respondents (N=2) respondents said they used Domestic flights representing 4%, (N=41) responded international flights representing 75%, (N=9) respondents said they used both Domestic and International flights representing 16% and (N= 3) respondents said other representing 5%.

What type of air travel do you typically use?

• Domestic flights	2
• International flights	41
• Both	9
• Other	3



Objective 4:

5.4 To find out sustainability considerations of Students with regards to air transport in Jyväskylä

Figure 13. The respondents were asked how important sustainability is to them when choosing an airline. Out of the total number of (N=55) respondents. (N=10) respondents said it was extremely important representing 19%, (N=20) respondents said somewhat important representing 37%, (N=13) respondents remained neutral representing 24%, (N=9) respondents said somewhat not important representing 17% and (N=2) responded extremely not important representing 4%.

How important is sustainability to you when choosing an airline?

• Extremely Important	10
• Somewhat important	20
• Neutral	13
• Somewhat not important	9
• Extremely not important	2

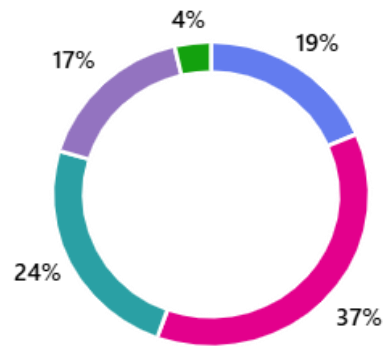


Figure 14. The respondents were asked how often they considered sustainability on the environment impact of their flight when planning to travel. Out of Total number of (N=55) respondents (N=18) respondents said Often representing 33%, (N=6) respondents said rarely representing 11%, (N=22) responded sometimes representing 40% and (N=9) respondents said they never considered sustainability representing 16%.

How often do you consider sustainability on the environment impact of your flight when planning to travel?

• Often	18
• Rarely	6
• Sometimes	22
• Never	9

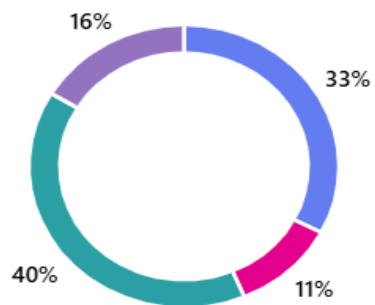


Figure 15. The respondents were asked if they would be willing to pay extra for a more sustainable flight. Out of the total number of (N=55) respondents. (N=10) said Yes representing 19%, (N=11) Said No representing 20%, (N=29) said Maybe representing 54% and (N= 4) responded Never representing 7%.

Would you be willing to pay extra for a more sustainable flight?

• Yes	10
• No	11
• Maybe	29
• Never	4

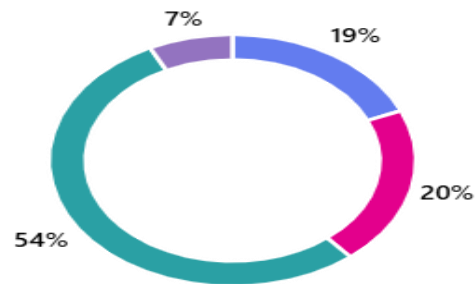
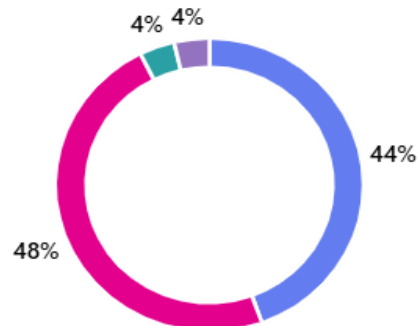


Figure 16. The respondents were asked their Gender and from the respondent's total number of respondents(N=55). (N=24) were women representing 44%, (N=26) were men representing 48%, (N=2) were non-binary representing 4% and (N=2) preferred not to say representing 4%.

What is your gender?

• Woman	24
• Man	26
• Non-Binary	2
• Prefer not to say	2



5.5 Key Findings

This chapter produces the main finding of the online survey question on how accessible air transport to international students in Jyväskylä is. The finding gives an understanding of the perception of the topic at hand from the total number of respondents that participated.

A significant number of students did not find that air transport to Jyväskylä was accessible or affordable, 51% of the total respondents said transport was neither affordable or accessible. 33% finding transport either accessible or affordable and some studies about transport suggests the most important transport challenges occur when urban transport systems cannot adequately satisfy the requirements of urban mobility. (Dr Jean -Paul Rodrigue 2024) When the mode of transport often used to airport. 42% said they used public transport the highest number. Then the distance from their house to the airport 49% said it took them 30 minutes and more to get to the airport, the respondent also found transport to the airport was not accessible and affordable 42% said it was not either accessible or affordable. According to urban productivity is highly dependent on the efficiency of its transport system to move labour, consumers, and freight between multiple origins and destinations. Additionally, transport terminals such as ports, airports, and railyards are located within urban areas, helping anchor a city within a regional and global mobility system (Buhalis, etal 2012). Compared to other mode of 47% respondents said it was expensive and 15% found it very expensive.

Respondents also answered suggestion to improvements air transport and make it more accessible to international student, the response from open question strongly suggested that they should be public transport options from Jyväskylä city to airport, public transport options to be seamless especially buses because using taxis is neither convenient nor sustainable and the cost for taxis is high. Certain students appealed for cheaper luggage options, respondents called for the need to have smaller airport to have more connections and options to choose airlines. Other suggested that Jyväskylä should use its own airport as an advantage suggesting that having more important airports would allow better access to Finland and being able to book other modes of transport via the airline would be more helpful. international flights leaving from multiple cities suggesting the possibility to fly from university cities to popular international airports. Airlines to reach out more to international students so they know about the possibility of flying to Jyväskylä airport. price is high for students and seek for cheaper and affordable flights requesting discounts for students and the last-minute cancellation seats be made available to students.

Students positively responded to how easy it is to find information on air transport and the ,45% said somewhat easy. The respondent answered the source they normally use to obtain information on air transport 55% boldly said they got information from airline official websites indicating visibility of the brand. The respondents answered how satisfied they were with the accuracy of information on

air transport 48% said they were satisfied and when asked which factors influenced their decision to use air transport 27 out of 55 said it was distance to destination to confirm of student mobility.

The respondents were asked how often they used air transport to Jyväskylä. 56% respondents said once a year. And when asked what their primary reason was to use air transport 69% said vacation/Leisure another segment showing good numbers to expand and advertise. The respondents were also asked what type of air transport they typically used 75% said international flights.

The researcher was also interested to know the sustainability consideration and asked the respondents how important sustainability is to the students when choosing an airline, 37% said somewhat important and when asked how often did they consider sustainability on the environmental impact of their flight when planning to travel 40% said sometimes and when asked if they would be willing to pay an extra for a more sustainable 54% said Maybe.

The researcher was also interested to find out the gender of the respondents and 48% were men 44% were women, 4% was non-binary and 4% preferred not to say.

5.6 Developmental Ideas

This chapter suggests several initiatives to enable more accessible air travel by students in Jyväskylä. These initiatives aim to enhance the accessibility, affordability, information to international students as well as the overall experience.

Accessibility in air transport has become more increasingly important topic as air travel has kept on growing with airlines offering different kind services and products to improve the experience of travelling passenger of different class.

The research suggests that the prices currently are too high for students as Finnair bases their ticket prices on a dynamic pricing model that considers several factors, you can travel superlight affordably on a set schedule or travel economic classic with more flexible rates with an option of travel date change and or travel economy flex and make your travel smoother with fully flexible and refundable tickets but on the contrary students may require discounted airfare programs. Airlines could collaborate with universities in Jyväskylä to offer discounted fares for students, these could be in form of air ticket cards that could be used around Europe. For example, student universe empowers young adults to experience the world with discounted tickets. Student universe is one of the world's leading travels booking that has negotiated with different airlines across the globe to offer exclusive flight discounts to students and people aged between 18 and 25s, that cannot be found anywhere else. "We offer steeper flights and travel deals when we know students and young adults want to travel",

(Student universe 2000). This can be done by airlines to reaching out more to international students about the possibility of flying through Jyväskylä Airport.

Research suggests that airlines should offer student loyalty programs and offer frequent flyer programs specifically for students that can allow them to earn points and receive certain benefits that could exchange by students in a long-term travel cost.

Reflecting on the respondents' answers airline can propose academic development user-friendly apps that specifically cater for the welfare of international students by ensuring enhanced accessibility in booking, inflight services and airport support to different challenges faced by passengers. In this research consumer behaviour is studied from the point of view of marketing product and services towards people and how to get them to buy as online platforms must be put to full use in a way to interact with consumer and understand their needs, find ways to tailor services and products that specifically addresses the needs of international students.

The research also proposed the importance of Airports as being more than just mere points of departure and arrival, but significant engines and catalyst for economic growth in modern times, Airports are pivotal nodes in the global transportation network, connecting cities and countries, facilitating international trade and enabling culture exchange and Jyväskylä airport should use to its own advantage and see more international flights departing from there to university cities.

This research has also highlighted the importance of sustainability and airline suggesting partnership with universities on different levels to offer sustainable travelling choices like carbon offset programs or incentives for international students who prefer eco-friendly options.

Research also identified education as an important topic to be added to airline official websites online platform by providing educative content on culture, policies, visa navigation support and ensure international students have all the proper documents before travelling as a way of increasing engagement with students.

The research has noted the challenge of distance to the airport and the need to have easy access to the airport from the city centre of Jyväskylä. There is need to have frequent affordable public transport option to and from Jyväskylä airport. Using taxi is neither convenient nor sustainable, and the price of a taxi ride to the airport may exceed the price of the flight itself. Currently it is very difficult to travel by air as one can only get to the airport on a very narrow time window. The research also proposed the need to be able to book other means of transportation via airlines to get to their destination like brands that operate under Finnair.

6 Discussion

The research investigated was set out to find out how accessible is air transport to international students in Jyväskylä

6.1 Conclusion

The research set out to find out how accessible is air transport to international students in Jyväskylä, from the results it showed that the students do not find air transport accessible and affordable due to because of limited seamless public transport. The average cost to the airport from the average distance is expensive. Most students rely on public transport that is neither affordable nor accessible due to geographical location of Jyväskylä airport. The cost associated to reaching the airport with those that used private transport or taxis is neither convenient nor sustainable and the cost for taxis is high. Urban productivity is highly dependent on the efficiency of its transport system to move labour, consumers, and freight between multiple origins and destinations. Jyväskylä should use its own airport as an advantage and to have more important flights that would allow better access to Finland and being able to book different modes of transport via the airline.

The Jyväskylä airport need to introduce international flights leaving from multiple cities suggesting the possibility to fly from university cities into popular international airports and the need for airlines to reach out more to international students through digital platforms and forums, most student found information on air transport easily in airline official websites and the information was determined accurate and satisfactory. Most students used international flights though distance is a factor within host influencing students need to use the airport. Airlines and airport can engage with international students in product design processes, Student mobility is continuously growing and includes more than academic travel, but business, leisure or vacation, visiting friends and family and tourism.

In conclusion this thesis aims to contribute with already existing data on accessibility to air transport in Jyväskylä city and International Students.

There is potential for students to increase traffic due to growing numbers of international students coming to Europe. students' mobility can be identified as distinctive and unique segments of interest and a stakeholder in the aviation industry.

6.2 Thesis process and self-assessment

The research plans begun in May 2024 through individual assignment. The topic took a lot of different turns until I was able to present a project with Rovaniemi concerning tourism and the traction it is getting recently. It was from this idea that I developed interest to find out about the airline and students in Jyväskylä. I was curious when I came across the low statistics number of international passengers in a Jyväskylä flight, and the idea was to find out about air transport and how accessible it is to student.

The thesis processes begun on the 19th of October ,2024, the session was helpful and set the tone complimenting the lesson from Learning camp 4 an introductory course to writing the research report, more sessions followed to guide students doing research with regards to research time management and thesis, further lessons gave valuable knowledge on the timings and creating time for the report coupled with the library tutorial on how to access books and information concerning the thesis and citation considerations. This was very important and helped to know where to look for material and kind of materials. previewed academic books that are credible and valid to the research.

The thesis phase continued with the thesis advising, an opportunity for students to ask questions and find out more insights into the thesis academic writing and reporting. This activity improved the structure of the individual topics and supported with study material investigate other students published work.

From this guidance I was able to create an online survey and faced a lot of challenges to get respondents and it was later modified from international students to all students who used air transport in Jyväskylä. The survey still had a low response rate until a Q-code was created and distributed to students at the universities in Jyväskylä in person and engaged into interacting conversation make the process quick and get desired responses. These results of the questionnaire came from 55 respondents that took part in the research to give their views, perception and understanding of the to support research credibility and validity.

Sources

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Appendices

Appendix 1. Q-Code

My name is Darius Musukwa a student at Haggga-Helia university of applied Sciences studying bachelor's in aviation business. Thank you for agreeing to answer these few multiple questions choice questions about air transport. Your answers will be kept confidential and help airline and airports make air transport more accessible. This survey will take you approximately 5min to 8 minutes t ó answer and deadline is 20.10. 2024.Find below Q-CODE.

How accessible is air transport to
Students in Jyvaskyla



Appendix 2. Questionnaire

How accessible is air transport to Students in Jyvaskyla

I'm a student studying Bachelor in Aviation Business at Haaga-Helia University of Applied Science. Thank you for agreeing to answer these few multiple choice questions about air transport. Your answers will be kept confidential and help airline and airports make air transport more accessible. This survey will take you approximately 5min to 8 minutes to answer and deadline is 20.10.2024

1. Do you find air transport accessible and affordable?

- Yes
- No
- Maybe

2. What mode of transport do you usually use to reach Jyvaskyla airport from your house?

- Private car
- public transport (train / Bus
- Taxi
- Other

3. What is the distance between your house and Jyväskylä Airport?

- less than 30 minutes
- 30 minutes and more
- 1 to 2 hours
- More than 2 hours
- Extremely not easy

4. Do you find transport to the airport affordable and accessible ?
- Yes
 - No
 - Other
5. How affordable do you find air travel compared to other mode of transport?
- Very affordable
 - Moderately Affordable
 - Neutral
 - Expensive
 - Very expensive
6. How easy is it for you to find information on air transport?
- Somehow easy
 - Neutral
 - Extremely easy
 - Somewhat easy
 - Somewhat not easy
7. What Source do you normally use to obtain information on air transport ?
- Airline official websites
 - Third part online travel websites
 - Travel agents
 - Other
8. How satisfied are you with the accuracy of information on Air transport?
-
9. How often do you use air transport ?
- Once a year
 - 2 times a year
 - 3-4 times a year
 - more than 5 times
 - Never
10. What is your primary reason for using air transport?
- School
 - Leisure/Vacation
 - Business
 - visiting friends and family
 - other

11. Which factors influence your decision to use air transport ?

- Cost
- Time saving
- Convenience
- Availability of direct flights
- Distance to destination
- Other

12. What type of air travel do you typically use ?

- Domestic flight
- International flights
- Both
- Other

13. How important is sustainability to you when choosing an airline ?

- Extremely important
- Somewhat important
- Neutral
- Somewhat not important
- Extremely not important

14. How often do you consider sustainability on the environmental impact of your flight when planning to travel

- Often
- Rarely
- Sometimes
- Never

15. Would you be willing to pay extra for a more sustainable flight?

- Yes
- No
- Maybe
- Never

16. What is your Gender?

- Woman
- Man
- Non-binary
- Prefer not to say

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17. What improvement would you suggest to make air transport more accessible to international students?

Kirjoita vastaus