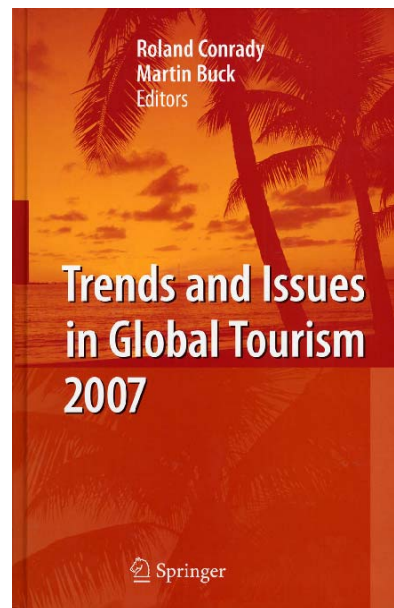


Smart shopping in the European low cost flight market

Gerhild Abler, Michael Ehltling

1. The smart shopper consumer profile
2. Low cost flight users epitomize smart shoppers
3. Even with low prices the consumer expects good services from brand airlines
4. Classifying various airline concepts
5. Brand airlines and hybrid carriers will presumably grow more rapidly in the low cost flight segment than the no-frills carriers
6. Conclusion



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