

[Quartz: Cheap airlines are acting expensive to better compete in a new industry landscape](#)

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[Chris Hydock](#), assistant professor of marketing, was interviewed by [Quartz](#) for a story about how low-cost air carriers like Spirit and Southwest are trying to redefine themselves.

Chris Hydock, an assistant professor at Tulane University's A. B. Freeman School of Business, said that budget airlines have to bounce back from rock-bottom and help consumers reimagine their services beyond a what-you-pay-for-is-what-you-get basis.

“There has been a big push to de-bundle airline services,” he said. “The un-bundled option is so complicated that bundled options are offering new experiences.”

To read the story in its entirety, visit qz.com:

<https://qz.com/spirit-southwest-budget-carriers-new-tactics-1851614931>