

AVIATION MARKETING

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FUNDAMENTAL CONCEPTS - RAINCHECK

What is marketing?

Customer value?

Segmentation, Targeting and Positioning

7 Ps

5 Cs



WHAT IS AVIATION MARKETING

Marketing is concerned with identifying customers' need, specifying the product, its price, telling the customer about it and co-ordinating its delivery while ensuring that corporate objectives are met.

That said, aviation offers services predominantly.

In that case, does the definition discussed above hold good for aviation marketing as well? Why or why not?

- I got an aisle seat and have to constantly keep moving my legs to give a through fare to two other elderly people who have a condition that requires them to visit the restroom every now and then
 - A child in the front seat is continuously crying
 - There is turbulence
 - The in-flight service does not serve hot meals in short flights
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CORONA AND INDIAN AIRLINE INDUSTRY

Consumer sentiment

Consumer fear of in-flight spread of the virus

Confusion of where to fly from where (red, yellow, green zones....containment zones etc.)

Fear of Airports

Universities/colleges/institutions closed till end of the year

Companies have moved from in – Office to work from home model

The downslide in the hospitality industry

Reverse migration seems to have percolated through the diaspora

Marriages and deaths have limited participation due to Govt. orders

Varying quarantine rules by states



CASE IN CONTEXT: INDIGO AIRLINES

Visit: www.goindigo.in

Take 15 minutes and go through the website: scroll down to the section on 'Get To Know Us'



WHO DOES INDIGO WANT TO SERVE?

Can we make an attempt to identify various types or segments of potential customers?

- Students
 - Corporate usual travel
 - Corporate leadership
 - Holiday planners
 - Day travellers (same day return)
 - Patients (or those requiring medical care)
 - Visiting parents
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WHO DOES INDIGO SERVE?

Serves ALL

Why?

How does Indigo manage this?

Seasonality?

Adding new destinations?

Increasing frequency or otherwise?

Increasing fare or otherwise?

What about operating profits?



WHO IS INDIGO?

How do you remember Indigo?

- Value based carrier
- No frills carriers
- Providing hassle free experience of traveling
- On time, every time (more frequently than not)
- Substantial leg room?
- 6E magazine
- Devion aur sajjanon, indigo ki udaan sankhya 6E 234 main aapka swagat he

WHAT IS INDIGO'S PRODUCT/SERVICE?

Tangible or intangible?

Is it the same for all consumers? Why or why not?

Is that what consumers wanted? Are there different levels at which a product/service can be offered?

Would you say what consumers want and what Indigo offer are usually always in sync?

Can you suggest a strategy to better indigo's product/service to better suit consumer wants/needs?



WHAT ABOUT PRICE?

Would you say the price we pay to indigo to enjoy their product/service is optimal/over-charged?

Have you ever looked at the ticket and the cost overheads? What is the ticket fare and how much do we pay for other overheads? Is it justified? Does it matter?

What is your take on the credit sale policy that was advised and adopted by all airlines during the outbreak?



PLACE

Where do you access indigo's services?

E-ticketing or physical windows?

What about getting the boarding pass?

What about the boarding process?

What about the flights?

What about the crew uniforms?



PROMOTION

Indigo's TV, print and digital advertisements

Search for indigo advertisements on google images and pick any one up.

Do you think it is good? Why? What is the core message that indigo is passing across through the advertisement?



INDIGO'S PROCESS

How easy is it to book a ticket?

What happens once you arrive at the airport?

What about your experience of Indigo's ground crew's expertise

Lets take some cases:

- With an elderly person with you
- Lost luggage
- You are late to report for your flight



PEOPLE

How has been your experience of the pilot's expertise in take off, landing or handling of turbulence?

The in-flight crews response to an eight month old baby crying incessantly during a flight from Hyd to Guwahati

Response of the ground crew when you keep waiting for your luggage besides the conveyor belt and it just does not show up



PHYSICAL EVIDENCE

Everything that you see around you that speaks about indigo yet does not communicate directly to you It's the tangible assets that indigo has that carries its logo.

What is your opinion about indigo's physical assets?



5 C ANALYSIS

Who are the customers? What do you see as a tangible growth potential of customer base in India?

Who are the collaborators of Indigo?

What does the future hold for airline companies like Indigo? What is their business model and will it sustain?

What is the competitive scenario for Indigo?

How do you perceive the business climate is for Indigo? Is it stationary or dynamic?
What in your opinion does the future hold?



A political cartoon by Charles Jones depicting a cruise ship as a floating resort. The ship is labeled with various amenities: Chapel, Restaurant, Garden, Boardwalk, Swimming Pool, Terrace, Hotel, Night Club, Police, Gym, Ball Rooms, Lobby, Shopping, and Glass Bottom. A large crowd of people is gathered below the ship, and a man in a suit is speaking into a microphone on the right. The cartoon is signed 'Charles Jones' in the bottom right corner.

Theresa J. Miller

CURRENT TRENDS AND FUTURE PROSPECTS

Consider both direct and indirect bookings.

Use social media for brand equity.

Use digital to connect with fliers early on in the funnel.

Promote ancillary revenue streams.

Target key segments like millennials.

Focus on customer experience.

Safety (from contraction) is key.

