



AVIATION MARKETING

Airline Products and Services

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Global Airlines Passenger Market

- Financial performance- Critical Metric
- Continuing globalization and liberalisation
- Evolving consumer expectations
- Sustainability - critical success factors
- Talent from monoculture to diversity



Evaluation of Service Marketing in Aviation Industry:

As competition between airlines increased, service is becoming more important in this competition

Airlines Service Marketing:

- Adequate Services
- Desired Services
- Pure Services



Important Factors when selecting an Airlines:

- Reliability of the Airlines
- Consumers past experience
- Price of tickets
- Service quality
- Safety
- Emergency handling services
- Discount prices for frequent flyers



Airlines can improve their can improve their competitiveness- Alternative

- Short Term
- Medium Term
- Long Term



Aims of Marketing Promotion

- Introduction of new products
- To compete with competitor products
- To improve company/brand image
- To increase sales



Mode of Promotion:

- Advertisements
- Promotions
- Personal Selling
- Public Relations



Advertising

Objectives

- Deciding the advertising budget;
- Create an advertising campaign;
- Selection of media;
- Evaluation of Effectiveness;



Types of Advertising:

- Informative
- Persuasive



Design of Advertisements:

AIDA MODEL

- Attention
- Interest
- Desire
- Action



Promotion:

A. Procedural Aspects

- Price Reduction
- Gifts
- Competition
- Point of Sales Service
- After Sales Service
- Free Samples

B. Advantages of Promotions

C. Parameters for Selection of Promotions



Customer Service

- Giving advice about the product
- Delivering goods to customers
- Providing credit facilities
- Providing product information
- After sales service



Marketing Communication Techniques

- Sponsorship Policy
- Database Marketing
- Media Relations
- Field Sales Team
- Recruitment Criteria
- Motivation of Airlines Fields Sales Executives



Social Media in Marketing:

- Definition
- Platforms
- Benefits
- Growth and Overview
- Barriers for its implementation