



SUSTAINABLE AIRPORT MANAGEMENT AND AIRLINE MARKETING

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Abstract: The aviation sector comprises every industry that provides direct assistance to mechanical air transportation. The aviation industry includes a variety of institutions, such as military aviation companies, aircraft manufacturers, and various commercial establishments, all of which play important roles. The analysis of airline market shares was carried out within the realm of the aviation industry. Considering the ongoing trajectory of increasing airline market shares, it is crucial for firms to commit resources towards investing in this industry. Furthermore, a thorough evaluation of the existing literature revealed a dearth of research specifically focused on airline marketing. The primary objective of this research was to address the existing gap in the literature. Sustainable airport management and business, the airline industry, business-to-business analytics in the airline sector, customer satisfaction, and customer experience were some of the facets investigated in this study. In addition, the study seeks to provide a SWOT analysis of the airline marketing strategies employed by transportation corporations.

Keywords: Aviation, Airline industry, Airline marketing, Airport management, Customer satisfaction, SWOT Analysis

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1. Introduction

Aviation has a pivotal role as the sole worldwide transportation network, serving as a vital catalyst for the advancement of global commerce and the enrichment of tourism. Air transportation plays a pivotal role in providing substantial social and economic advantages. By facilitating tourism and trade, it plays a significant role in fostering economic expansion. Additionally, it contributes to employment creation and augments tax income. The aviation industry plays a crucial role in facilitating the efficient transportation of individuals and goods around the globe. Aviation plays a crucial role in facilitating global commerce and tourism due to its unparalleled ability to create a speedy international transportation network. Facilitating economic progress, especially in emerging nations, is a crucial function that it performs. There are three distinct classifications for the economic impact: direct, indirect, and induced. Primary economic activity conducted by a particular industry within the immediate vicinity results in direct economic impacts. The presence of aviation operations leads to economic activity occurring beyond the immediate vicinity, resulting in indirect impacts. Induced impact refers to the multiplier effects resulting from the augmentation of employment and revenue, which stem from the direct and indirect economic consequences of the aviation industry (Acar and Karabulak, 2015; Vasigh et al., 2018).

Airlines are intricate entities, and the deeply ingrained

production orientation, which originated from monopolistic activities within a regulated sector, presents significant challenges to overcome. However, the airline industry widely recognizes that effective marketing, in its various manifestations, increasingly plays a pivotal role in achieving competitive success. Competition continues to operate within an environmental framework characterized by limited access to transportation channels and the restricted availability of free market alternatives (Driver, 1999).

The correlation between the quality of customer service and the degree of passenger demand is a crucial concern for air carriers, as it empowers airline executives to make strategic determinations on the necessary level of service and associated resources required to attain market share objectives (Suzuki et al., 2001).

Recent research on airports has highlighted the need to consider strategic interactions between airlines and market power when analyzing airport economics and policy. This necessitates a comprehensive assessment of both airports and airline services using an integrated approach. This stands in opposition to the conventional methodology wherein an airport directly encounters the needs of ultimate customers (passengers and shippers), therefore circumventing the involvement of airlines that operate within the airport. Alongside the carrier market structure, the contractual connection between an airport and its airlines is a significant element of the interaction between airports and airlines, wherein airlines, as



downstream customers, possess the ability to impact the operation of the airport (Ha et al., 2013).

The core of contemporary marketing practice revolves around comprehending, generating, conveying, and providing client value and pleasure. In contemporary business philosophy, the focal point is the client, as opposed to marketing, with the primary objective being the attainment of customer service satisfaction. In service-oriented sectors such as the aviation business, it is imperative for managers to possess a comprehensive understanding of customer demands and expectations, as well as to uphold commitments to effectively address the unique characteristics of services (Aksoy et al., 2003).

The prevalence of air travel has increased, leading to a wide range of options for customers and placing considerable strain on airline businesses. In order to thrive in a very competitive industry, the airline firm must comprehend client demands and satisfy them by providing top-notch services (Law et al., 2022). The airline business serves as a catalyst for economic growth, international commerce, tourism, and worldwide investments. Typically, this expansion benefits a range of industries that rely on airplanes, including hotels, retail, and transportation. The method by which airlines provide services to their clients with the aim of enhancing their pleasure has consistently been a critical concern for the organizations. Many authors have proposed a significant correlation between several elements of service quality and customer happiness (Tahanisaz and Shokuhyar, 2020).

There have been very few studies on the aviation market and planning in the literature. Schneider et al. (2013) attempted to improve knowledge of the causes, aspects, and forms of business model innovation, with an emphasis on the aviation sector. They employed an inductive, theory-building methodology that allowed patterns of business model innovation to emerge across several case studies of maintenance, repair, and overhaul (MRO) businesses in the aviation sector. Lytvyn et al. (2019) intended to research aviation aircraft flight planning. Their research topic is the creation of an aviation aircraft planning informational system project. Holland et al. (2020) used market-level data to analyze the relative performance of firms compared to specific competitors. Their demonstration highlighted the capability of utilizing consumer clickstream data, a significant form of big data, to establish a fresh collection of B2B analytical frameworks.

Ciliberto et al. (2021) presented an econometric model that enables the estimation of a game, including simultaneous entrance and price choices, while also accounting for potential correlations between unobservable cost and demand shocks. The researchers employed our framework to incorporate selection in the pricing phase and conducted an estimation of the model using data from the US airline sector. Their findings indicate that failure to consider endogenous entry results in an estimation bias for demand elasticities. Zhang et al.

(2021) obtained data on fly passengers from TravelSky in the Chinese market. In addition to aggregate passenger flow patterns, they investigated changes in airline passenger travel behavior, such as ticket booking time, passenger age distribution, refunds and ticket adjustments, and passenger arrival time at airports. Rizky (2023) aimed to determine whether B2B (Business to Business) and B2C (Business to Customer) marketing strategies affect the way students purchase airline tickets.

In addition, research that has been published in the academic literature and that has an emphasis on digital technology and marketing strategies was also investigated (Karaagaoglu and Cicek, 2019; Stone et al., 2020; Huang and Rust, 2021; Nalbant and Uyanik, 2021; Singh, 2021; Nalbant and Uyanik, 2022; Aydin et al., 2023; Aydin and Nalbant, 2023; Nalbant and Aydin, 2023; Nalbant et al. 2023; Nalbant and Aydin, 2024). These studies have investigated the significance of various digital technologies, such as the metaverse, artificial intelligence, augmented reality, virtual reality, and metahuman, in the context of digital marketing.

2. Materials and Methods

For investigating airline marketing, this study utilized the document analysis methodology. The graphs that were gathered from the different sources pertaining to airline marketing were studied by the researcher. The examination of the graphs reveals that there is a positive influence that airline marketing has on businesses. Document analysis is a research methodology that involves the systematic collection, examination, interrogation, and interpretation of diverse documents as the principal source of empirical data for scholarly investigation.

The acronym SWOT, which stands for "strengths, weaknesses, opportunities, and threats," is a crucial tool in strategic planning that both individuals and organizations can use. A procedure that includes detecting the possible flaws that an organization or corporation may possess is called "weakness identification." By utilizing a SWOT analysis, it is possible to assist in the identification of internal strengths and weaknesses, external opportunities to exploit, and prospective hazards to investigate, which in turn enables the creation of appropriate risk mitigation measures.

Figure 1 illustrates the distribution of marketing budgets dedicated to social media marketing throughout the global airline industry as of September 2017. According to the study findings, a notable proportion of respondents, specifically nine percent, reported allocating almost a quarter of their marketing budget on social media marketing (Statista-1, 2023).

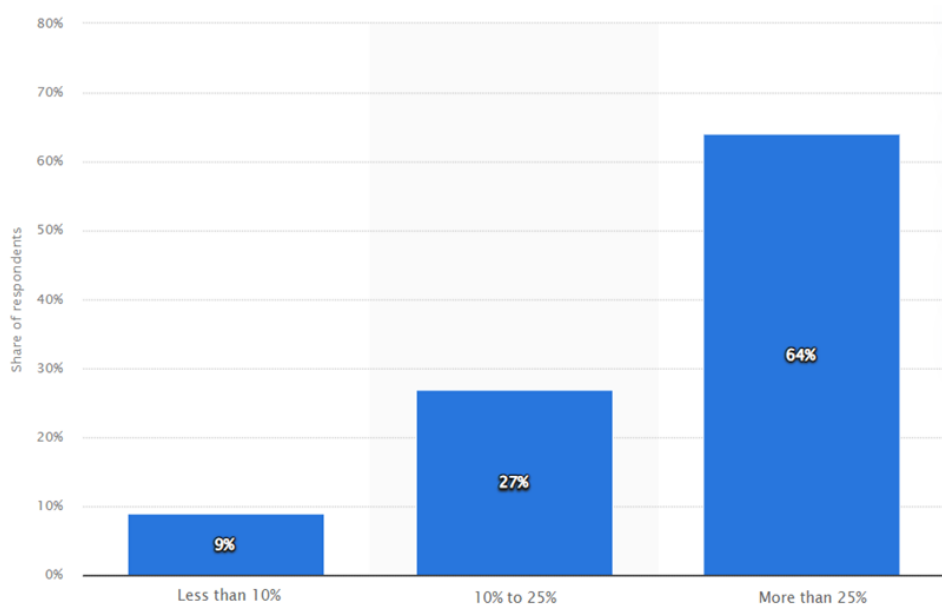


Figure 1. Social media marketing budget share for airlines worldwide in 2017.

The market for passenger air transportation is a thriving sector that transports people to destinations around the world. With operational revenue of approximately 50 billion U.S. dollars in 2022, American Airlines ranked as the second largest airline in North America. Passenger airlines may be subject to significant scrutiny regarding the comfort and satisfaction of their passengers. In terms of domestic market share in 2022, United Airlines, Delta Air Lines, American Airlines, and Southwest Airlines are the top-ranked airlines (Statista-2, 2023). During this era, American Airlines held a dominant position as the primary airline in the United States, commanding a 17.5 percent share of the domestic market. Delta Airlines followed suit with a market share of 17.3 percent (Figure 2).

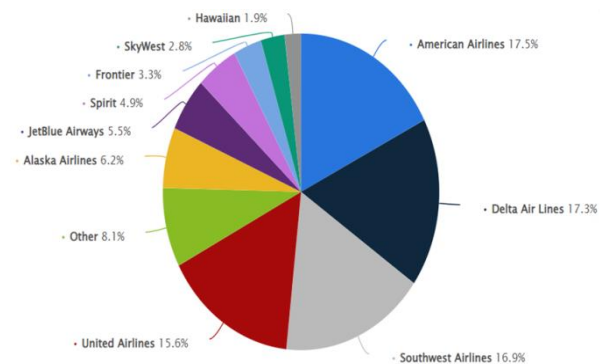


Figure 2. Domestic market share leaders in the United States from February 2022 to January 2023.

Figure 3 indicates that the worldwide aviation analytics market is expected to experience substantial growth, with its value projected to increase from USD 3.5 billion in 2022 to approximately USD 10.75 billion by 2032. Experts anticipate a significant growth in the worldwide aviation analytics market from 2023 to 2032, driven by a notable compound annual growth rate (CAGR) of 11.86%

(Precedence Statistics, 2023).

The exponential expansion of electronic commerce has significantly shifted consumer behavior towards digital platforms. In contemporary times, there is a prevailing expectation among consumers for expedited delivery durations and seamless delivery experiences. To fulfill these requirements, e-commerce enterprises depend on the expeditiousness and effectiveness of cross-border air transportation. Air cargo plays a significant role in facilitating these strategies by effectively facilitating the prompt transportation of products, enabling enterprises to maintain minimal inventory levels while efficiently meeting customer demands. The express air cargo market reached USD 90 billion in 2022 and is projected to grow at a compound annual growth rate (CAGR) of around 5.5% throughout the forecast period (Figure 4). The proliferation of electronic commerce has resulted in a substantial increase in the need for air freight services (Gminsights, 2023).

Based on the evaluation of the papers provided, it can be concluded that airline marketing plays a significant role in the aviation industry. Businesses should invest resources in the aviation industry sector to increase their market shares. Businesses can accomplish this by increasing their market share. It is essential for the company to place a priority on the satisfaction of their customers and to improve the overall quality of the services they provide.

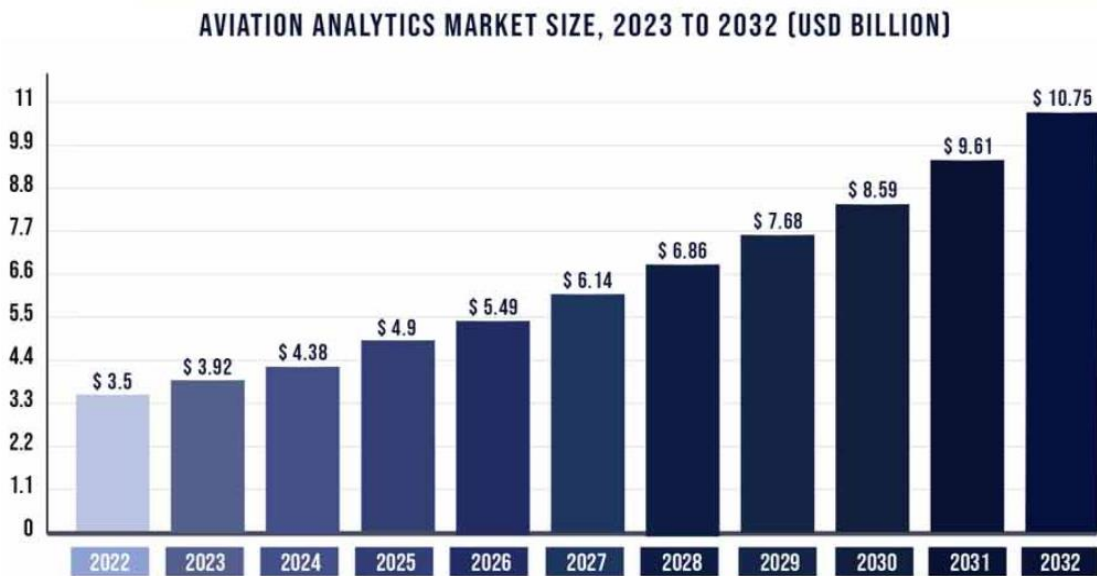


Figure 3. Global aviation analytics market size from 2023 to 2032 (USD billion).

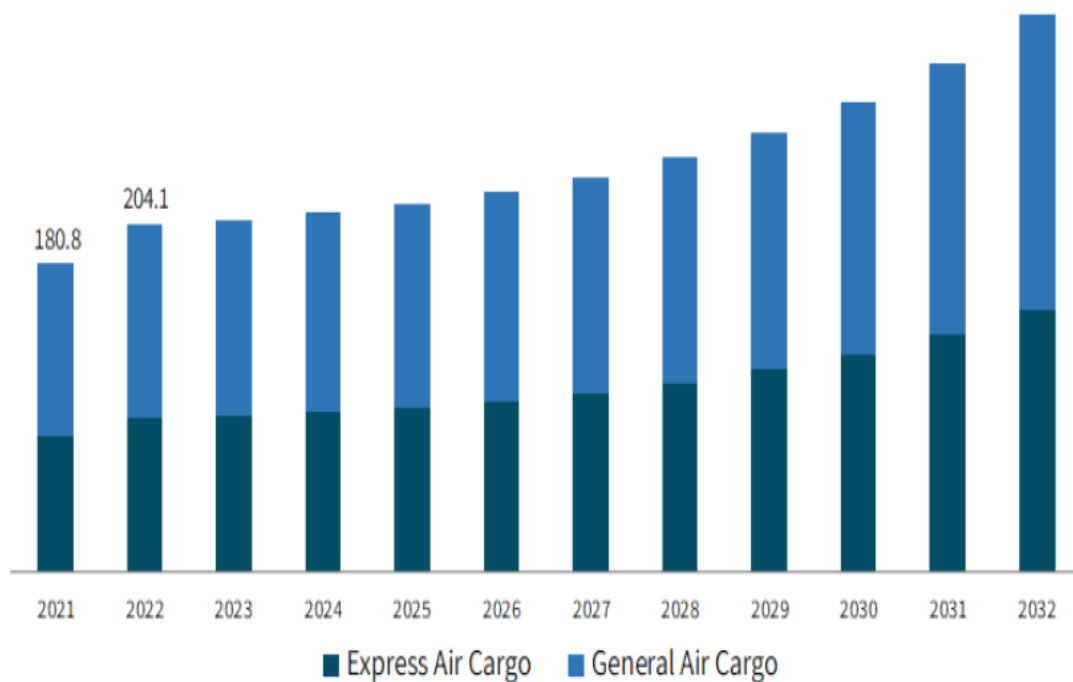


Figure 4. Market Size for Air Cargo Worldwide, By Service Type, 2021-2032 (USD billion).

2.1. Sustainable Airport Management and Business

The air transport industry is a multifaceted macroeconomic sector. In the aviation industry, a diverse range of activities are being carried out by a collaborative network of various entities. These entities include passenger and cargo airlines, integrators, airport authorities, handling agents, in-flight catering firms, general sales agents, car rental companies, air brokers, hardware providers such as aircraft manufacturers and air terminal building firms, as well as tour operators and travel agents. The primary objective of this network is to fulfill, to some extent, the demands of end consumers (Jarach, 2001).

Airports have a crucial role in stimulating the economic

vitality of a certain region. Hence, important performance and economic indicators are indicative of the quality of airport policies, infrastructure, amenities, multi-modal link development, quality assurance, and customer satisfaction. The consortiums accountable for the competitive administration of airports have seen gradual development over the past three decades, with a notable acceleration since 2010. These consortiums demonstrate a commitment to sustainable business practices and contribute to the growth of local economies (Zaharia et al., 2021).

Noncompeting airlines within a network of hub locations successfully transferred costs without facing opposition, despite the expectation of price rivalry among airlines.

The ability to transfer cost increases to non-competing airlines facilitated the management of airports. Established airlines acquired dominance over hub airports by utilizing the slot system due to airports' lack of proactive management and the perception that airlines with higher operating costs provide a more stable and reliable income compared to a landscape of intense competition among airlines and airports. In the realm of non-competing airlines, airport administrators perceived airports as a subsidiary aspect of public service rather than seeing them as a significant component of the burgeoning aviation industry (Barrett, 2000).

The development of airports with a focus on sustainability involves the delicate task of managing and reconciling several aspects of sustainability, including economic, social, environmental, and ecological considerations. The notion aligns with the broader framework of sustainable transportation and may be specifically characterized as the endeavor to fulfill present transportation and mobility requirements while safeguarding the capacity of future generations to fulfill their own demands in this regard. The topic discussed here pertains to the comprehensive management of an airport, which includes finance, operations, human resources, community and investor relations, and environmental considerations, among others. To achieve its objectives, sustainability in transportation must adhere to three fundamental prerequisites: (1) renewable resource consumption should not surpass their generation rates; (2) non-renewable resource consumption should not exceed the rate at which sustainable renewable alternatives are developed; and (3) pollutant emissions should not surpass the environment's capacity for assimilation (Amaeshi and

Crane, 2006; Durmaz, 2011).

2.2. B2B Analytics in the Airline Market

The impact of the pandemic on air freight markets was evident, albeit to a lesser extent. The reduction of passenger flights on international routes has resulted in a decrease in cargo capacity, as belly capacity typically accommodates around 50% of the cargo. Consequently, there has been an increase in demand for freighters. It is probable that this trend will persist in the forthcoming months, mostly attributable to the relaxation of laws governing cargo flights, encompassing cargo-only services operated by passenger aircraft. Nevertheless, it is imperative for airlines to exercise prudence when placing a substantial number of freighter conversion orders, particularly if they have the belief that the revival of passenger flights will eventually lead to an increase in belly capacity. Consequently, airlines may establish competitive pricing strategies for their cargo hold capacity. Furthermore, it is probable that airline bankruptcy and liquidation will lead to a decrease in the price of aircraft capacity in the short term. To make informed decisions on the expansion of freighter capacity, airlines must consider many criteria, such as their financial stability, the cost of freighters, the demand for cargo transportation, and the development of their network (Czerny et al., 2021).

The COVID-19 pandemic has significantly affected airline operations, hence impacting worldwide aviation supply and demand. Airlines themselves or authorities have cancelled numerous flights due to the closure of airports or routes (Mhalla, 2020). Table 1 presents the qualitative relationship between the positioning of each airport and its corresponding key market behaviors (Jarach, 2001).

Table 1. Five distinct airport market positioning strategies (Jarach, 2001)

Type	Market Positioning
Primary hub	The airport serves as a central point for the operations of one or more airlines. Typically constructed in prominent economic hubs that have the potential to independently produce substantial origin and destination (OandD) activities, encompassing both business and tourism sectors,
Secondary hub	As a result of the collaboration between the airport authority and a regional airline, the location has transformed into a central hub for a network of commercial routes characterized by high frequency and low population density. The development of a flag carrier can also be facilitated by the establishment of one or more major hubs that are strategically focused on short-haul operations.
Regional airport	The airport prioritizes point-to-point services, with a particular emphasis on flight segments catering to business-oriented clientele. Within this cluster, city airports can be considered a sub-categorization.
Low-cost airport	The primary objective of the airport is to recruit low-cost carriers, which necessitates a comprehensive reengineering of its whole production chain. This strategic initiative intends to minimize costs across the chain, ultimately resulting in reduced pricing for airline operators.
Cargo airport	The airport primarily focuses on attracting cargo operators and integrators as its primary business segment. The website offers a diverse range of technical infrastructures to support the operational needs of the freight company.

One reason for the growth of global aviation is the increasing ease with which individuals can plan and arrange their trips. Travel agents predominantly

facilitate the distribution of available tickets; however, several airlines have their own specialized city retail locations and are increasingly using direct selling

organizations via telephone. Airlines or groups of airlines play a crucial role in the efficacy of this intricate sales and booking system, particularly through the acquisition of computerized reservation systems (CRS). The proprietors of CRS impose subscription fees for agency utilization and levy booking fees on tickets sold by airlines. These fees eventually contribute to the distribution cost associated with promoting and selling tickets by appearing in the airfares. The reliance of both agencies and airlines on CRS has brought attention to the rising significance of distribution costs, particularly the margins charged for the services provided. Additionally, the utilization of data obtained via this method has become increasingly significant (Driver, 1999).

In the realm of e-commerce marketplaces, where several company rivals and search intermediaries compete for the attention of customers, the search patterns exhibited by consumers who link a price comparison engine with a competitor might serve as an indicator of a business-to-business (B2B) connection. The examination of search flows between two rival firms provides insights into the competitive dynamics and the level of rivalry between the organizations, as shown by the search behaviors exhibited by their respective customer bases. In the context of e-commerce marketplaces, it is crucial to comprehend how customers allocate their attention when navigating between the websites of different commercial organizations. This understanding serves as a significant performance indicator. Hence, the search patterns exhibited by consumers may be utilized to deduce the presence of business-to-business (B2B) connections as well as evaluate the effectiveness of rivals and search intermediaries (Holland et al., 2020).

During the latter part of the 1990s, there was a growing emphasis on B2B e-business as a key component of organizations' strategic initiatives. Concurrently, a notable proliferation of B2B e-marketplaces occurred. One notable recent advancement in the industry is the establishment of strategic alliances, partnerships, and mergers. These initiatives not only facilitate the coordination of schedules and fares but also seek to achieve cost reductions by using joint procurement opportunities. In recent times, airlines have conducted thorough investigations into the possibility of joint procurement opportunities and have implemented strategies to establish consortium-led e-marketplaces as intermediaries for consolidating demand and streamlining transactions. The emergence and development of virtual B2B e-marketplaces, facilitated by Internet-based information and communication technologies (ICT), is a significant innovation that transcends the limits of individual organizations and industries. This innovation generates value by introducing novel exchange mechanisms, distinct transaction techniques, and innovative forms of cooperation among participating firms (Wagner et al., 2004).

2.3. SWOT Analysis of Airline Marketing

Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a strategic framework that is used to identify and evaluate the internal opportunities and threats given by a firm, as well as the internal strengths and weaknesses that are inherent to the organization. This framework is also used to discover and analyze the external strengths and weaknesses that are inherent to the organization. S.W.O.T. statements are another name for this type of analysis.

Table 2. SWOT Analysis of Airline Marketing

Strengths	Weaknesses
a) Travel for commercial purposes is in high demand. b) High demand for the service. c) Rapid and secure transportation. d) An enormous number of clients that use the services provided by the aviation sector. e) Operating in markets that are expanding.	a) Insufficient levels of satisfaction among customers. b) Insufficient allocation of resources for commercial strategy and marketing. c) Operating in markets where prices are subject to fluctuation. d) A significant amount of competition is focused on pricing. e) Inadequate participation on social media platforms.
Opportunities	Threats
a) Fresh airplanes and emerging markets. b) The tourism industry's continued expansion. c) Achieve the position of the airline brand as the most powerful player in the market. d) The advancement of the current technological status. e) Collaboration with other organizations working to advance economic growth.	a) Increased air services are available at other airports. b) Rise in gasoline surcharges. c) Key competitors are getting a larger proportion of the market. d) Insufficient funding for the airport's construction hinders its upkeep. e) Insufficient compatibility of the brand with the worldwide market.

It is necessary to undertake a comprehensive SWOT analysis to carry out an in-depth examination of the use of airline marketing within the context of digital transformation (Table 2). In recent years, there has been considerable growth in the application of this model in the process of making strategic plans for businesses operating on a local, national, and worldwide scale, as well as for a wide variety of governmental organizations.

2.4. Customer Satisfaction and Experience

The airline sector has long been renowned for its ongoing problems, which encompass cost reduction, the

management of shifting demand, adherence to stringent quality standards, the provision of exceptional services, and the fulfillment of diverse client expectations. The subject of the airline customer experience garners significant attention due to its significance, intricacy, and considerable deficiencies. It is imperative for airlines to prioritize the customer experience and strive for excellence. Since the "customer service revolution" began some decades ago, extensive business research has examined customer satisfaction and the establishment of customer-centric firms. Various stakeholders, including business consultants and companies, have endeavored to ascertain the attributes exhibited by firms that continuously achieve customer pleasure. In addition, they have strived to devise mechanisms for effectively monitoring client contentment and establishing continuous quality improvement systems that are responsive to consumer input (Baker, 2014).

Assessing customer satisfaction serves as a valuable means of gauging if consumers have received service that aligns with their expectations. Building client relationships is a crucial element in business operations. Businesses frequently evaluate customer happiness by comparing their experiences with their pre-existing expectations. To achieve success and generate profitability for a business, it is imperative to effectively meet the needs and expectations of consumers. Airlines are a subset of commercial enterprises that place a significant emphasis on ensuring the contentment and allegiance of their passengers. Numerous airline managers tend to approach passenger requirements primarily from their own subjective standpoint. Nevertheless, the wants and expectations of customers are undergoing transformation in contemporary times. Hence, it is imperative for airlines to consider customer relationship management (CRM) as a strategic investment, yielding substantial advantages via the establishment and maintenance of lucrative, enduring customer relationships. CRM encompasses the process of acquiring and implementing customer knowledge to enhance the airline's ability to offer its services with greater efficiency. Moreover, CRM is a fundamental element of airlines' business strategy, serving to distinguish themselves from other companies. Airlines employ CRM as a strategic approach to personalize services and establish enhanced communication channels with consumers (Ahadmotlaghi and Pawar, 2012; Salah, and Abou-Shouk, 2019).

Now, it has become convenient for all individuals to readily use air transportation services from their designated air terminals. The provision of superior services to consumers within a fiercely competitive landscape is the primary factor that confers a competitive edge, leading to the triumph and enduring expansion of an airline. In response to heightened competition within the air transport industry over the past decade, several airlines have shifted their focus towards enhancing airline service quality as a means of enhancing customer

satisfaction. The competitive advantage of a firm is influenced by the conditions of service quality, since it plays a crucial role in fostering client loyalty and therefore, market share. Ensuring the provision of superior service to customers is crucial for the long-term viability of airlines. Consequently, airlines must consider the preferences and expectations of passengers in relation to their services. Service quality may be defined as the comprehensive perception that a client holds on the relative effectiveness and provision of services by an organization (Agarwal and Gowda, 2021).

Leisure travelers show a strong and positive correlation between customer satisfaction and customer loyalty. However, business travelers do not show increased customer loyalty despite receiving satisfactory service. This finding holds significant implications for airline operators, particularly considering the crucial role of business passengers in contributing to the profitability of airlines. In the examination of factors influencing customer happiness and loyalty, it is imperative to establish clear delineations between business and pleasure travelers. This is due to the evident divergence in their choices pertaining to airfare and service quality. For instance, the study found that the cost of tickets had a statistically significant and positive influence on the overall happiness of leisure travelers. This, in turn, had a reinforcing effect on their loyalty to the airline. However, the research did not find any significant relationship between ticket price and contentment or loyalty among business passengers. The probit models computed indicate that some demographic factors, including gender, income, and education, exhibit statistical significance for one set of passengers but not for another. To enhance consumer loyalty, companies must employ diverse marketing methods tailored to target distinct market groups (Jiang and Zhang, 2016).

3. Results

Industry experts project substantial expansion of the global aviation analytics market between the years 2023 and 2032. Industry experts project that the global aviation analytics market will experience substantial expansion between the years 2023 and 2032, propelled by a noteworthy compound annual growth rate (CAGR) of 11.86%. The rapid growth of electronic commerce has brought about a notable transformation in consumer behavior, leading to a substantial shift towards digital platforms. In the present era, there is a dominant expectation among customers for accelerated delivery timeframes and flawless delivery encounters. To meet these stipulations, e-commerce firms rely on the promptness and efficiency of cross-border air transportation. Air cargo plays a crucial role in supporting these initiatives by successfully facilitating the timely shipment of goods, allowing businesses to maintain low inventory levels while efficiently satisfying consumer requirements.

It has been concluded, based on the findings of the SWOT

analysis, that the selling of airline tickets has a substantial number of prospective advantages and benefits that are due to materialize in the future. The fact that this idea is still in its infancy is given a positive aspect because of this. The area of airline marketing studies, on the other hand, lays a substantial amount of attention on the major contributions that have been made by researcher. In the not-too-distant future, it is anticipated that there will be an increase in the number of individuals who use the airline for the sake of marketing and promotional reasons.

4. Discussion

The allocation of marketing funds specifically designated for social media marketing within the worldwide airline business has significant importance. The passenger air transportation market is a robust industry that facilitates the global movement of individuals to various locations. In the year 2022, investors made significant investments. Experts anticipate considerable growth for this investment in the subsequent years. Industry experts project significant expansion in the global aviation analytics industry.

The process of building airports with a focus on sustainability calls for the meticulous management and coordination of numerous aspects of sustainability. These aspects include economic, social, environmental, and ecological considerations. The COVID-19 pandemic has had a significant impact on the day-to-day operations of airlines, which has had a knock-on effect on the supply and demand dynamics of the aviation sector on a worldwide scale.

When engaging in strategic planning, it is imperative to conduct a comprehensive analysis of the client's requirements and expectations. This is done to ensure the efficacy of the planning process. To successfully formulate a comprehensive strategic plan for a corporation, it is crucial to gather a significant quantity of information. To obtain this information, one can utilize analytical approaches such as SWOT analysis and other similar procedures. Strategic marketing planning empowers organizations to sustain their operations and efficiently handle market risks. As a result, this provides them with a distinct advantage over their competitors. Companies can achieve both of these qualities by implementing strategic marketing planning, which is the main factor responsible for enabling them.

5. Conclusion

The attainment of higher market shares in the civil aviation transportation sector and the formulation of effective competitive strategies are contingent upon a multitude of elements. When competing for a larger piece of the expanding aviation industry, airlines must place a big emphasis on airline marketing if they wish to be successful. Airline firms need to implement successful marketing strategies, precisely segment their customers,

and make good use of marketing mix apps to achieve success and acquire a competitive edge. Airlines must conduct routine reviews and make necessary adjustments to the marketing methods they employ to satisfy the requirements of their clientele. By using this strategy, individuals will have the chance to build a firm foundation, which will enable them to take advantage of a predicted portion of the rising market for air transportation in the years to come. This opportunity will arise because individuals will adopt this technique.

In the context of e-commerce marketplaces, in which different businesses compete with one another for the attention of customers, the search behaviors exhibited by customers who use a price comparison engine in combination with a rival might possibly signal a B2B association. This is because customers in this scenario are more likely to be looking for a better deal. Because of its significance, complexity, and glaring deficiencies, the subject of the airline customer experience has garnered a significant amount of attention in recent years. Airlines are required to place an emphasis on the whole customer experience and strive toward excellence.

Based on an analysis of the available literature, it is possible to deduce that the significance of airline marketing holds considerable weight in the domain of the aviation sector. When considering strategies for market expansion, organizations should prioritize the allocation of resources to the aviation industry sector. One potential strategy for a corporation to attain its objective is by enhancing its market share. Ensuring client satisfaction and enhancing service quality are crucial for the company's success. Furthermore, it is vital for the organization to augment the general caliber of the services they provide.

Author Contributions

The percentage of the author(s) contributions is presented below. The author reviewed and approved the final version of the manuscript.

Table with 2 columns: Author Initials and Percentage (S.A.). Rows include C, D, S, DCP, DAI, L, W, CR, SR, PM, FA.

C=Concept, D= design, S= supervision, DCP= data collection and/or processing, DAI= data analysis and/or interpretation, L= literature search, W= writing, CR= critical review, SR= submission and revision, PM= project management, FA= funding

acquisition.

Conflict of Interest

The author declared that there is no conflict of interest.

Ethical Consideration

Ethics committee approval was not required for this study because of there was no study on animals or humans.

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