

**ISTANBUL BILGI UNIVERSITY**  
**INSTITUTE OF SOCIAL SCIENCES**  
**MARKETING MASTER'S DEGREE PROGRAM**

APPLICATIONS OF SENSORY MARKETING STRATEGIES TO INCREASE  
CUSTOMER RETENTION IN THE TURKISH AIRLINE INDUSTRY THROUGH  
CUSTOMER EXPERINCE

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ISTANBUL

2019


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CUSTOMER RETENTION IN THE TURKISH AIRLINE INDUSTRY THROUGH  
CUSTOMER EXPERINCE

Türkiye’de Hizmet Veren Havayolu Firmalarının Müşteri Tutundurmasını Arttırmak İçin Tüketici  
Deneyimi Sırasında Uyguladıkları Duyusal Pazarlama Stratejileri

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(İmza) 

Tezin Onaylandığı Tarih : .....24.05.2019.....  
Toplam Sayfa Sayısı: .....94.....

Anahtar Kelimeler (Türkçe)

- 1)Duyusal Pazarlama
- 2)Uyarıcılar
- 3)Marka Sadakati
- 4)Satınalma Davranışı
- 5)Hizmet Kalitesi

Anahtar Kelimeler (İngilizce)

- 1)Sensory Marketing
- 2)Stimuli
- 3)Brand Loyalty
- 4)Purchasing Behavior
- 5)Service Quality

## **ACKNOWLEDGEMENTS**

I would like to thank my thesis supervisor Selime Sezgin for her endless support and courage for my study. She always shares her knowledge and comments through the whole thesis process and her dedication to her job and students will always inspire me.

I would like to thank my co-advisor Erhard Lick to introduce me with sensory marketing and for his undeniable effort for his course. His knowledge and experiences have so much influence on my further studies. Thanks to his unique course, I found a chance to discover new topic of marketing which composes my thesis topic.

I would like to thank Beril Durmuş for her support and valuable recommendations especially about methodology and data analysis. Her knowledge and contributions make data analysis and interpretation process more effortless.

Finally, I want to thank Esra Arıkan for accepting me to her courses and sharing her expertise and experiences about services marketing which has also shaped my thesis study. During her courses, I have gained deep knowledge and skills about services industry and consumer behavior.

## **ABSTRACT**

The primary aim of this research is analyzing the relationship between sensory marketing strategies and customer retention in the airline industry. Also, this research will show us how customers perceive sensory marketing strategies of airlines companies. Since some service quality elements also include sensory implications, service quality evaluation is also included to this study. In order to understand customers' perceptions and insights, an online survey is designed. The survey consists of 4 parts that include questions about demographic information of respondents, flying habits, company evaluation and flight experience. A quantitative research method is applied to analyze the survey results.

Aviation industry is a very broad term for that reason, the subject is narrowed to sensory marketing implementations in the industry. In this study, research questions and hypothesis are shaped according to the depth of the subject. The industry itself has many brands that are directly competing with each other and each brand has unique marketing strategies. In this study, how those strategies are affecting customer's purchasing behavior is examined.

**Keywords:** Sensory marketing, stimuli, brand loyalty, purchasing behavior, service quality

## ÖZET

Bu tezin ana amacı hava yolu firmalarının uygulamış olduğu duyuşal pazarlama stratejileri ile tüketici kazanımı arasındaki ilişkiyi incelemektir. Ayrıca bu çalışma hava yolu firmalarının uygulamış oldukları stratejilerin tüketiciler tarafından nasıl algılandığını da gösterecektir. Hizmet kalitesi faktörleri de duyuşal pazarlama uygulamaları içerdiğinden, havayolu firmalarının hizmet kalitesinin değerlendirilmesi de çalışmaya dâhil edilmiştir. Tüketicilerin algısını ve izlenimlerini anlamak için çevrimiçi anket hazırlanmıştır. Anket dört bölümden oluşmakta olup; demografik bilgiler, uçuş alışkanlıkları, marka değerlendirmesi ve uçuş deneyimleri hakkında sorular içermektedir. Anket sonuçlarını analiz etmek için kantatif metot kullanılmıştır.

Hava yolu endüstrisi çok geniş bir tanımlama olup, incelenmesi kolay olmayacaktır. Bu yüzden araştırma soruları ve oluşturulan hipotezler konunun daraltılmasına ve konunun şekillenmesine yardımcı olacaktır. Sektör birbiri ile direk rekabet içinde olan birçok firmadan oluşmaktadır ve her bir firmanın kendine özgü pazarlama stratejileri bulunmaktadır. Bu çalışmada, bu stratejilerin tüketicilerin satın alma davranışlarını nasıl etkilediği test edilecektir.

Anahtar Kelimeler: Duyusal pazarlama, uyarıcılar, marka sadakati, satın alma davranışı, hizmet kalitesi

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## **1. INTRODUCTION**

Services marketing has been studied since the 19<sup>th</sup> century. Evolution of customers' needs and improvements in technology have shaped the services marketing context through decades. With the new approaches in services marketing, the context and applications are improved. As consumers, in today's world we have been experiencing services in every area of our lives. Education, health, banking are the main services that customers are experiencing in daily life.

Main characteristics of services make it harder to evaluate the service quality for customers. In order to attract customers, services companies need to provide tangible cues in service environments. Mostly visual elements will be more effective to take customers' attentions. On the other hand, smell is more effective for creating and recalling old memories for customers.

In order to create unique customers' experiences, companies need to be aware of service design process. Unique service experiences will create competitive advantage for the companies. Increase in brand loyalty, customer retention will be managed by providing satisfied customer experiences.

Sensory marketing can be seen as a new concept for marketing but within the last decade it became very popular for both marketers and companies. Academic researches, recent studies about effect of sensory marketing on consumer behavior are providing deeper information about its advantages and disadvantages.

Also, studies for consumer behavior require deeper analysis about sensory marketing. Human brain system, neuro activities became research topics in business schools to be able to understand and meet customers' needs effectively.

The purpose of this thesis is investigating relationship between purchasing behavior of customers and sensory marketing strategies in aviation industry. In order to analyze this relationship, first literature review is concluded and then in order to have detailed information about customers' preferences, an online survey is designed.

## **2. SERVICES MARKETING**

Services are everywhere, during a day as customers we are facing many service alternatives such as education, health, banking etc. In this, competitive world service marketers need to be aware of customer needs and wants and they should provide best services to customers.

Lovelock and Wirtz define services as “economic activities offered by one party to another. In exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved” (Lovelock & Wirtz, 2011, p. 37).

Kotler and Armstrong define services as “an activity, benefit, or satisfaction offered for sale that is essentially intangible and does not result in the ownership of anything”. (Kotler & Armstrong, 2014, p.248).

From these definitions we can understand that there is an exchange activity in services marketing. Customers get the service from the marketplace and in return, they pay the money to service providers. Customers are expecting unique service experiences from the companies.

Services need to be tangibilized in order to provide physical cues about the service quality. Since there is no physical output during service delivery process, marketers need to add some physical elements to provided services. Physical elements will make evaluation process more effective and convenient.

When you think about services marketing processes- pre-purchase stage, service encounter, and post-purchase stages- if customers find value added outputs, the satisfaction will increase and customers prefer the same services for further purchases.

### **2.1. Characteristics of Services Marketing**

In the literature, services have four important characteristics that marketers need to take into consideration:

- Lack of ownership

As a main characteristic, services do not include ownership right. It means that customers cannot own a service, they can only have right to consume that specific service that they pay. Since there is no ownership like products, customers also have more limited rights on the services.

Since customers have limited rights on the services, their power on the services experience is restricted. Customers cannot shape the service environment, the servicescapes will create general idea about the quality.

- Intangibility

Customers cannot interpret services with their five senses. Unlike products market, services cannot be consumed by senses. Customers cannot see the service itself they can only get supplementary stimulus about the services. In order to attract customers, marketers are trying to tangibilize the intangibility by providing sensorial cues. Providing sensible cues makes customers more confident for evaluating the overall quality.

On the other hand, services can include tangible elements, but intangible assets like expertise and labor dominates the real value in the whole process.

- Perishability

Services because of its nature cannot be stored, therefore it is important to manage demand and supply relationship in the service environment. Providing a service in the right place at the right time will provide competitive advantage to companies.

In order to manage demand, marketers need to be aware of the customers' needs and know the market situation. If there is a demand on a specific service, the marketing strategies should be composed based on that demand.

When companies cannot manage demand and supply balance, it will result in either demand surplus or customers' dissatisfaction. If customers cannot get the service when they need, they start to spread word of mouth effect. Dissatisfied customers will give up taking the same services from the company.

- Variability

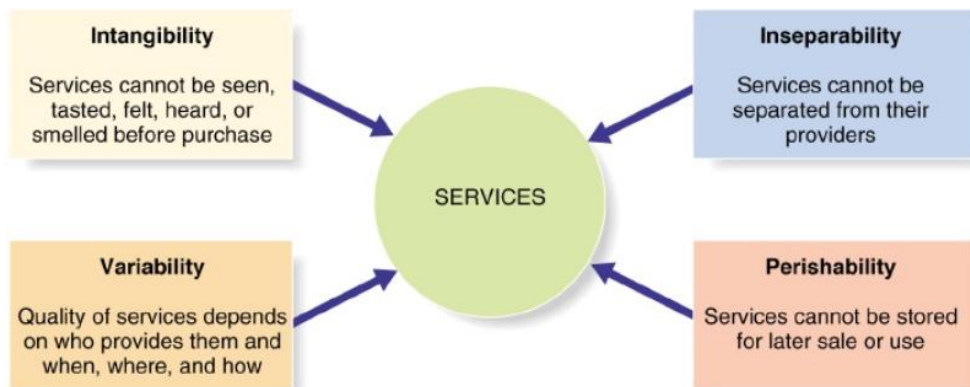
Evaluation of services is not easy because of variability. Variability occurs in two situations. One of the variability concept is realized because of the service delivery process which includes many steps. For example, in the airline case; booking, departure, flight, arrival have different stages and each stage has complex processes.

On the other hand, services and the quality can vary from one person to another. Evaluation of the service quality can vary between customers. Since there are no strict rules about service evaluation, one customer may be satisfied from the service and one may not.

- Inseparability

Services are produced and consumed at the same time. Since services cannot be stored, the service environment should be suitable both for presentation and consumption. Creating a service environment related with service itself is important for customers. Kotler and Armstrong highlight that services cannot be separated from the service providers. Provider can be either a machine or a human. Since there is a connection between service provider and customer, during consumption process relationship between service provider and customer will affect the outcome. (Kotler & Armstrong, 2014, p.260)

In some aspects, services can be separable like online courses or consultancy reports. Customers can consume the service whenever they want and they can stock the services for further studies.



**Figure 1:** Nature and Characteristics of a Service

Source: <https://urlzs.com/C4XS>

Services characteristics are summarized in above figure. While developing strategies for service environment, marketers need to consider characteristics of services.

## 2.2.Types of Services

Services are classified into two types based on the provided advantage to customers. Some services provide actual service; on the other hand, some services are provided with the product sales.

Core services: Primary purpose of the transaction is intangible elements like education & health. Customers pay for actually for the service itself. Service itself is a core product.

Supplementary services: Corollary to the sale of a tangible product like home delivery service or after sales service. The core product is physical good. Consultation, installation, training, and shipment can be the involve in supplementary services.

Since service industry has been developing so fast, many manufacturing companies have started to add supplementary services to their marketing strategies. By providing supplementary services, companies can make relationship with customers longer.

### 2.3.Categories of Services

Services are classified into four broad categories based on recipients (people or possessions) and actions (tangible or intangible).

		Who or What Is the Direct Recipient of the Service?	
Nature of the Service Act		People	Possessions
Tangible Actions	<p><b>People processing</b> (services directed at people's bodies):</p> <ul style="list-style-type: none"> <li>■ Barbers</li> <li>■ Health care</li> </ul>	<p><b>Possession processing</b> (services directed at physical possessions):</p> <ul style="list-style-type: none"> <li>■ Refueling</li> <li>■ Disposal/recycling</li> </ul>	
Intangible Actions	<p><b>Mental stimulus processing</b> (services directed at people's minds):</p> <ul style="list-style-type: none"> <li>■ Education</li> <li>■ Advertising/PR</li> </ul>	<p><b>Information processing</b> (services directed at intangible assets):</p> <ul style="list-style-type: none"> <li>■ Accounting</li> <li>■ Banking</li> </ul>	

**Figure 2:** Four Broad Categories of Services

Source: <https://urlzs.com/GixZZ>

- People processing: services directed at people's bodies such as health care

There are tangible actions during service presentation, therefore customers and service providers should be present at the same time in the service environment. The relationship between both sides is important to evaluate the service quality. Active cooperation with the service providers will shape the service process design. Also, in this type of services, production and consumption can be separable to some extent.

- Possession processing: services directed at the physical possessions such as laundry

Customers are less physically involved with this type of service when you compare it with the people processing services. Customer involvement is limited so customers do not need to be present in the service environment during the whole process.

- Mental stimulus processing: services directed at people's mind such as education

In this type of service, customers' minds are exposed to information or advice; therefore, service providers should be well educated and can be experts in their areas. Anything that touches people's minds will be in this category. Also, the same service can be given to groups of people at the same time like master degree class. To some extent, this type of services can be inventoried like audio or CD records.

- Information processing: services directed at intangible assets such as banking and legal services.

There is an information transformation between service providers and customers like mental stimulus processing services. Customers can get legal consultancy from a lawyer or accounting services from audit firms.

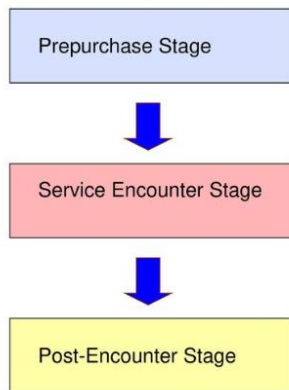
The services are categorized according to recipients and actions. This classification will help us to evaluate the airline industry and investigating the relationship between customers and service offerings.

#### **2.4. The Three-Stage Model of Service Consumption**

Lovelock and Wirtz highlighted that "service consumption can be divided into three different principal stages; pre-purchase, service encounter, and post-encounter. (Lovelock &Wirtz, 2015, p.58).

Pre-purchase stage consists of four steps; need awareness, information search, alternative evaluation, and purchase decision. Customers experience the service in the service encounter stage and finally evaluate the quality and performance of the service in the post-encounter stage.

The whole process varies depending on customer involvement in the service decision process like high or low customer involvement goods. Based on customer involvement some steps need more time and effort to get the best services in order to meet expectations.

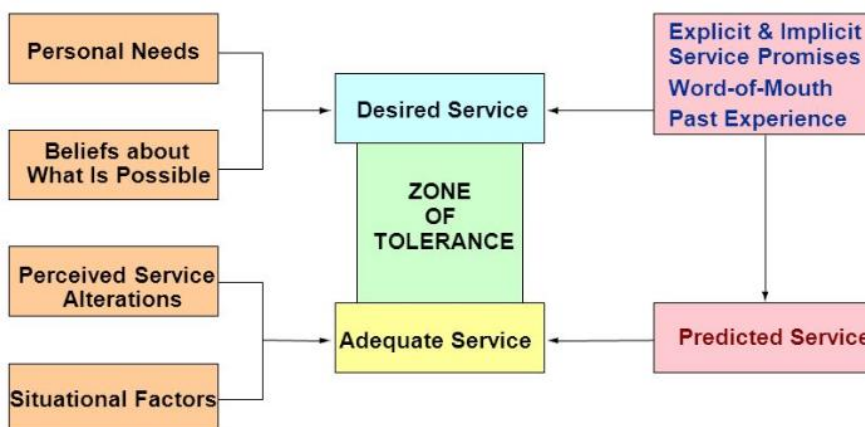


**Figure 3.** The Three-Stage Model of Service Consumption (2015)

Source: Adapted from Lovelock & Wirtz, 2011, pp. 59-60

- **Prepurchase stage**

This stage starts with need arousal and customers want to satisfy their needs and they start to search for optional service providers. In order to decrease the perceived risk, customers need to evaluate the alternatives and according to evaluation process, they need to make the final decision for purchasing of the service.



**Figure 4.** Factors Influencing Customer Expectations of Service

Source: Lovelock & Wirtz, 2011, p.66

- **Service encounter stage**

After purchasing decision, customers consume and experience the services in this stage. There is a direct contact with service providers. This stage is important because customers can compose main ideas about the service since they are experiencing it.

Lovelock and Wirtz emphasize that services include different levels of contact with service operation. Some service encounters may take a lot of time because of its complexity and some service encounters may last in few steps because of the involvement process. (Lovelock & Wirtz, 2011, p.69). If services involve high contact like airline travel or stay in hotel, customer can get clues about the service via physical elements or contacting with service personnel. On the other hand, if services involve low contact like insurance or internet banking, the interaction between customers and service environment become very low. Customers can benefit from self-service facilities using internet or call centers.

- **Post-encounter stage**

In this stage, customers evaluate the service performance and make comparisons with their old experiences. If services providers meet customers' needs, then customers will be satisfied and they will be willing to get the same service again. On the other hand, if customers are not satisfied with the service, they will complain about the company, employees and it will affect other customers' view.

Furthermore, this stage provides customers to recommend the service to their friends or family members. After the evaluation of the services, customers will share their ideas with others.

**Table 1.** Three Stage Model of Service Consumption

Stages	Key Concepts
<p><b>1. Pre-purchase stage</b></p> <p>Awareness of Need</p> <p>Information Search</p> <p>    Clarify needs</p> <p>    Explore solutions</p> <p>    Identify alternative service products and suppliers</p> <p>Evaluation of alternatives (solutions and suppliers)</p> <p>    Review supplier information</p> <p>    Review information from third parties</p> <p>    Discuss options with service personnel</p> <p>    Get advice and feedback from third party advisors, other customers</p>	<p>Need arousal</p> <p>Evoked set</p> <p>Search, experience, and credence attributes</p> <p>Perceived risk</p> <p>Formation of expectations</p> <p>-desired service level</p> <p>-predicted service level</p> <p>-adequate service level</p> <p>-zone of tolerance</p>
<p><b>2. Service Encounter Stage</b></p> <p>Request service from chosen supplier or initiate self service</p> <p>Service delivery by personnel or self-service</p>	<p>Moments of truth</p> <p>Service encounters</p> <p>Role and script theories</p> <p>Theater as metaphor</p>
<p><b>3. Post-encounter Stage</b></p> <p>Evaluation of service performance</p> <p>Future intentions</p>	<p>Confirmation/disconfirmation of expectations</p> <p>Dissatisfaction, satisfaction and delight</p> <p>Repurchase</p> <p>Word of mouth</p>

Source: Adapted from Services Marketing, 2011, p. 59

In the following chapter, service quality and dimensions of service quality will be introduced. In addition, The Gaps Model and strategies to minimize the gaps between perceived quality and experienced quality will be provided.

### 3. SERVICE QUALITY

In the literature, there are many different aspects of service quality since the evaluation of service quality also includes subjective perspective of customers. With the intense researches about service quality by Zeithaml, Berry, and Parasuraman, it is found that 5 main dimensions have an impact on perception about the quality.

- tangibles (appearance of physical elements)
- reliability (dependable and accurate performance)
- responsiveness (promptness and helpfulness)
- assurance (credibility, security, competence, and courtesy)
- empathy (easy access, good communications, and customer understandings)

**Table 2.** Dimensions and Characteristics of Service Quality

<b>Dimensions</b>	<b>Characteristics</b>
Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Trustworthiness, believability, honesty of the service provider
<i>*Credibility</i>	
<i>*Security</i>	Freedom from danger, risk, or doubt
<i>*Competence</i>	Possession of the skills and knowledge required to perform the service
<i>*Courtesy</i>	Politeness, respect, consideration, and friendliness of contact personnel
Empathy	
<i>*Access</i>	Approachability and ease of contact
<i>*Communication</i>	Listening to customers and keeping them informed in a language they can understand
<i>*Understanding the customer</i>	Making the effort to know customers and their needs

Source: Adapted from Lovelock & Wirtz, p. 407, 2011

As it is seen in above table, service quality has many dimensions that customers need to consider when they are evaluating the quality. Some of the dimensions are related with

human effort like personnel attribute, communication skills, and some of them are related with company's work principles like accuracy.

Kotler and Armstrong suggest that, "in a service business, the customer and the front line service employee interact to co-create the service. Effective interaction, in turn, depends on skills of front-line service employees and on the support processes backing these employees". (Kotler & Armstrong, 2014, p. 270). It means that companies should focus on both customer and employees to increase service quality. The relationship between customers, service employees and service itself creates "service profit chain" which consists of five main links;

- Internal service quality
- Satisfied and productive service employees
- Greater service value
- Satisfied and loyal customers
- Healthy service profits and growth

### **3.1.Dimensions of service quality**

In the following section five dimensions of service quality will be explained.

#### **3.1.1. Tangibles**

Since one of the main characteristics of services is intangibility, providing tangible elements is very important for the quality. In the service environments, companies need to provide physical elements that customers can examine and feel the processes. The appearance of physical elements is so important because customers start to evaluate the quality of the services based on tangible cues.

Tangible elements will vary depending on service types such as in universities buildings, conditions of classrooms, cafeterias; in restaurants layout and cutlery will be tangible assets for the customers. Therefore; tangible assets should be congruent with the services and company image if companies can keep this congruency it will provide a strategical advantage.

In the airline industry shuttles, aircraft, boarding tables, boarding pass, magazines in the lounge and the aircraft can be main tangible assets. For example, Atlasglobal is providing

free-shuttles for its passengers in some cities such as Mugla, Adana, and Antalya. Customers who do not prefer public transportation options or who do not have private transportation service can choose the Atlasglobal just for shuttle services.

On the other hand, Turkish Airline is known for their well-designed and customized lounges. The company is aware of the importance of the customer satisfaction and they designed the lounges based on customer needs and make customers feel comfortable.

Pegasus Airlines get complaints about the distance between the seats in the aircraft. Since the seats are so close to each other, most of the customers say that they do not prefer the company for their long-time flights.

### **3.1.2. Reliability**

There should be a connection between service providers and customers so that customers can trust the companies. The reliability takes an important place on evaluation of service quality. Lovelock and Wirtz suggest that if companies provide their services as they promised, customers will be satisfied. It is important that providing an accurate service has an impact on getting loyal customers. (Lovelock & Wirtz, 2011, pp 406-407).

In addition, being a reliable service provider will create an advantage in the sector. If the customers can trust the service provider, they can eliminate price differences between competitors. Even if competitors provide more affordable prices, if customers cannot find meaningful difference, they will choose reliable service provider.

For example, let's think about an airline company, during the whole process from purchasing a ticket to arrival of the plane to destination point, customers need to be informed. So that customers can trust the service providers.

### **3.1.3. Responsiveness**

In the services marketing, most of the time customers need to contact with service employees. Since there is no actual product, customer need to be informed about the processes. Employees should be willing to give information to customers and solve problems. With the employees' attributes and communication skills, companies can either lose or win their customers.

Furthermore, employees need to welcome the customers regarding the services like hotels, airlines, restaurants etc. They need to be able to provide information about the service,

purchase steps, payments etc. Customers who can get the fast and correct response will have positive feelings about the brand.

For example, in airline companies from call center employees to air host/hostess, attributes of employees will give information about the service quality. Employees need to help customers in case of any problems. Directing customers, providing clear instructions, being good-humored to customers are very important in service environment.

Many companies are providing different seminars for the employees like communication skills, leadership etc. Since employee-customer relationship is very important for re-purchase intention, companies try to educate their employees. If companies can minimize the employee related problems in the service environment, customer satisfaction will increase.

#### **3.1.4. Assurance**

One of the important factors of re-purchase intention in service sector is the credibility of the company and service itself. Companies need to provide trust to customers via their employees or services itself. Also, customers need to feel safe in case of problems with the companies or services. Customers who trust the companies, they will keep on taking services from the same companies even if they face with problems. This will create huge brand loyalty in terms of services marketing.

Like responsiveness, the employee and customer relationship is one of the core factors for assurance. The employees' politeness, communication skills will create differences for the companies. If customers see the employees' effort, the appreciation will increase and it will result with word of mouth effect. Customers who are satisfied with the assurance factors of service companies will recommend the same company to surroundings.

#### **3.1.5. Empathy**

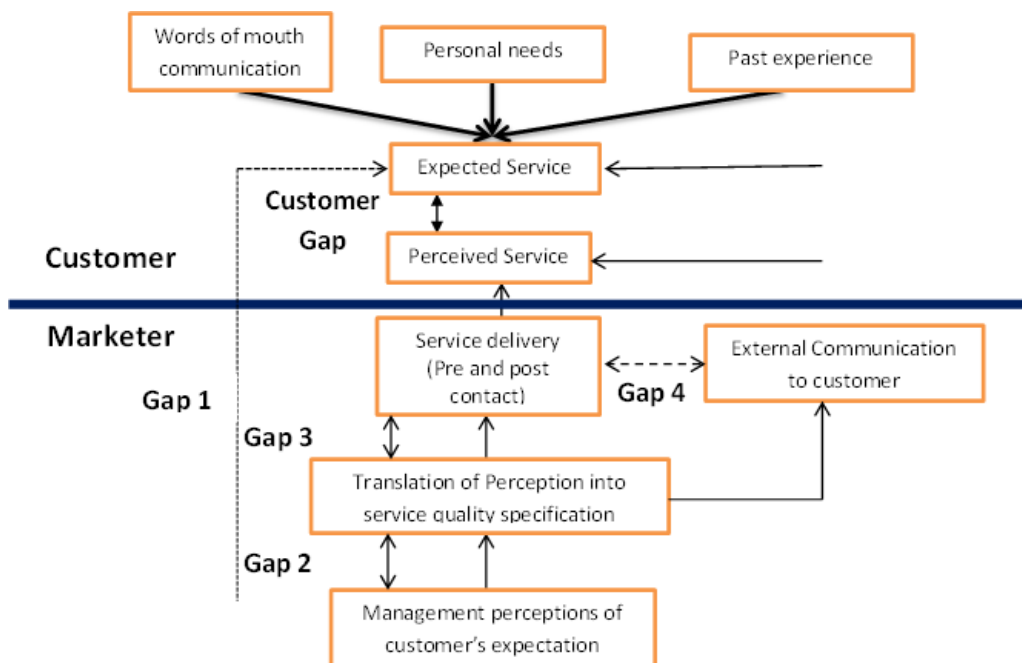
Customers need to access service easily and employees need to make customers feel themselves special. There should be customized solutions for each cases. The accessibility of the employees in the service environment and attribute of the service personnel will shape the general idea about the company and its' offerings.

Kotler and Armstrong emphasize that the best service companies determine service quality standards in order to satisfy customers. Managers keep quality performances of companies and competitors to evaluate the success of their strategies. Customer retention is one of the

effective ways of measuring service quality by observing customers re-purchase intention from the same company. (Kotler & Armstrong, 2014, p. 273)

Companies need to take care of the quality in order to satisfy the customers. Since poor quality will result with competitive disadvantage, managers need to set quality standards not only for personnel but also for service delivery process.

Zeithaml, Berry, and Parasuraman highlights main gaps for service evaluation process because evaluation of service quality is also dependent on some subjective factors and it is hard to evaluate some basic factors. There can be always a difference between what customers expect and what they perceive as service delivery. (Lovelock & Wirtz, p. 406, 2011).



**Figure 5.** The Gaps Model

Source: Lovelock & Wirtz, p. 406, 2011

As it shown in the above figure, what marketers provide and what customers expect can be different therefore, customers' expectations cannot be met by service providers. The companies need to be aware of customers' needs and wants, in order to get customers insights some studies can be managed by services companies. If marketers can get the customers' insights well, the gap between customers' expectations and companies perceived performance will be matched.

If companies cannot minimize the gaps in service quality, customer satisfaction cannot be managed because every time customer will expect different service quality from service providers. If customers are not satisfied with the current service quality, they tend to choose different companies for further purchases.

In order to minimize the gaps, Lovelock and Wirtz provided some solutions, as it can be seen in the below table. It is obvious that educating employees about companies' main strategies, establishing strict rules and directions about service quality, tangibilizing the service elements will help to eliminate the gaps during service delivery process.

**Table 3.** Prescriptions for Closing Service Quality Gaps

Types of Quality Gap	Proposed Solutions
Gap 1- The Knowledge Gap	Educate management about what customers expect *Sharpen market research procedures *Increase interactions between customers and management *Facilitate and encourage communication between front-line employees and management
Gap 2- The Policy Gap	Establish the right service processes and specify standards *Get the customer service processes right **Standardize repetitive work tasks to ensure consistency and reliability *Develop tiered service products that meet customer expectations **Offer customers different levels of service at different prices *Set, communicate, and reinforce measurable customer-oriented service standards for all work units **Ensure that employees understand and accept goals, standards, and priorities
Gap 3- The Delivery Gap	Ensure that performance meets standards *Ensure that customer service teams are motivated and able to meet service standards **Train employees on the technical and soft skills **Teach employees about customer expectations, perceptions, and problems *Install the right technology, equipment, support processes, and capacity **Select the most appropriate technologies and equipment for enhanced performance *Manage customers for service quality
Gap 4- The Communications Gap	Close the internal communications gap by ensuring that communications promises are realistic and correctly understood by customers *Educate managers responsible for sales and marketing communications about operational capabilities *Ensure that communications content sets realistic customer expectations  *Be specific with promises and manage customers' understanding of communication content **Pretest all advertising, brochures, and website content
Gap 5- The Perception Gap	Tangibilize and communicate the service quality delivered *Make service quality tangible and communicate the service quality delivered **Develop service environments and physical evidence cues that are consistent with the level of service provided
Gap 6- The Service Quality Gap	Close Gaps 1 to 5 to consistently meet customer expectations

Source: Lovelock & Wirtz, 2011, pp. 410-411

In the following chapter, aviation industry in Turkey will be investigated. Airport and passenger statistics, top airline companies and their marketing strategies will be discussed.

## **4. AVIATION INDUSTRY**

In the following chapter, aviation industry in Turkey will be explained.

### **4.1. Aviation Industry in Turkey**

Aviation industry is a very comprehensive term but in this thesis it can be defined very briefly as air transportation of passengers both domestically and internationally.

Aviation industry has been rapidly growing in Turkey for years. Due to both domestic and international flight options, sector is now valued more than millions Turkish Lira.

According to the last research, there are currently 55 operating civil airports in Turkey. There are 23 international flights in those airports. The list of airports is provided in the appendix.

Furthermore, there are 16 airline companies operating in Turkey. The list of the companies is attached in the appendix.

The last researches show that most running airports are İstanbul Sabiha Gökçen, Atatürk (İstanbul), Esenboğa (Ankara), Adnan Menderes (İzmir), and Antalya airports. Source : <http://www.airnewstimes.com/rakamlarla-turkiye-de-havayolu-ulasimi-38465-haberi.html>

Demand for airline companies is the major factor for marketing strategies. Meeting customer needs, increasing customer satisfactions are the key elements for the brands.

### **4.2. Airport Statistics**

According to last research which is done by TUIK, airport transport statistics is provided below. As you can see in the table, number of flights has been increasing continuously. Also, number of domestic flights has increased; on the other hand; number of international flights has been decreasing since 2015.

**Table 4.** Air transport statistics (TUIK)

Havayolu istatistikleri											
Air transport statistics											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Uçak sayısı</b>	245	250	262	299	332	349	370	385	422	489	540
Number of aircrafts											
<b>Koltuk kapasitesi</b>	42 894	40 017	43 524	47 972	57 899	61 695	65 208	66 639	76 297	90 259	100 365
Seat capacity											
<b>İç hat uçak trafiği (adet)</b>	343 956	365 136	385 764	419 422	497 862	579 488	600 818	682 685	754 263	832 958	886 228
Domestic air traffic (unit)											
<b>Dış hat uçak trafiği (adet)</b>	286 713	323 432	356 001	369 047	421 549	462 881	492 229	541 110	591 691	623 715	566 767
International air traffic (unit)											
<b>İç hat yolcu sayısı</b>	28 799 878	31 970 874	35 832 776	41 226 959	50 575 426	58 258 324	64 721 316	76 148 526	85 416 166	97 041 210	102 499 358
Number of passengers domestic lines											
<b>Dış hat yolcu sayısı</b>	32 884 325	38 381 993	43 605 513	44 281 549	52 224 966	59 362 145	65 630 304	73 281 895	80 304 068	84 033 321	71 244 179
Number of passengers international lines											

Source: TUIK, 2018

- Passengers information

According TO TUIK statistics, number of passengers at the airports for last 20 years is listed below. As it can be seen in the table, number of passengers is continuously increasing throughout the years except 2016. Both domestic and international flights have the same pattern through the years.

**Table 5.** Number of passengers at the airports (TUIK)

Havaalanlarında toplam yolcu			
Total passenger at the airports			
Yıl	Yolcu		
	Passenger		
	Toplam	İç hat	Dış hat
Year	Total	Domestic	International
1996	30 780 662	10 862 539	19 918 123
1997	34 396 334	12 413 720	21 982 614
1998	34 199 679	13 238 832	20 960 847
1999	30 011 658	12 931 771	17 079 887
2000	34 972 534	13 339 039	21 633 495
2001	33 620 448	10 057 808	23 562 640
2002	33 755 452	8 700 839	25 054 613
2003	34 424 340	9 128 124	25 296 216
2004	45 034 589	14 438 292	30 596 297
2005	55 545 473	20 502 516	35 042 957
2006	61 684 203	28 799 878	32 884 325
2007	70 352 867	31 970 874	38 381 993
2008	79 438 289	35 832 776	43 605 513
2009	85 508 508	41 226 959	44 281 549
2010	102 800 392	50 575 426	52 224 966
2011	117 620 469	58 258 324	59 362 145
2012	130 351 620	64 721 316	65 630 304
2013	149 430 421	76 148 526	73 281 895
2014	165 720 234	85 416 166	80 304 068
2015	181 074 531	97 041 210	84 033 321
2016	173 743 537	102 499 358	71 244 179

Source: TUIK, 2018

### 4.3. Airline Companies

In this section, top three airline companies that are operating in Turkey will be explained.

#### 4.3.1. Turkish Airlines (THY)

Turkish Airlines has started the business in 1933 with 5 aircrafts. With its high quality service and flight options, THY is regarded as one of the best airline companies in the world. It is awarded as “best airline company in Europe” in the last 5 years. The company has a flight options more than 300 destinations in the world.

(<https://www.turkishairlines.com/tr-fr/basin-odasi/hakkimizda/#tcm99-36323>)

In the sector, THY is applying price skimming strategy so that they can charge high prices for its services since the high price is the indicator of service quality. On the other hand, high prices can be a threat for the company because price sensitive customers do not prefer this company.

Turkish Airlines is known with its high quality services; company try to make customers special by providing customized service offerings. Being member of Star Alliance also shows the high standards of the service quality.

Number of passengers' transport with THY is shown in the below table.

**Table 6.**Number of passengers in 2007-2017

<b>Year</b>	<b>Number of Passengers</b>
2007	19.636.000
2008	22.597.000
2009	25.102.000
2010	29.119.000
2011	32.648.000
2012	39.040.409
2013	48.267.142
2014	54.674.967
2015	61.248.192
2016	62.758.615
2017	68.616.740

Source: Turkish Airline Homepage, 2018

### **4.3.2. Pegasus**

Pegasus was founded in 1990 by joint venture of two companies. According to the final structure of partnership after the Initial Public Offering; 34.5 % of shares are floating in Borsa Istanbul and 65.5% belongs to Esas Holding A.S, whereas the rest is owned by SevketSabanci and his family. (<https://www.flypgs.com/en/about-pegasus/pegasus-history#filter=.filter-step2>)

The company is following price penetration strategy which is providing very low cost service to its customers. Thanks to successful pricing strategy, Pegasus became very popular mainly for students and people with low-income level and highly demanded brand in a very short period.

Company differentiates itself against the competitors not only by providing low cost but also with 20 years' experience in the sector, experienced staff, developed technology and on time performance for flights have become major differential advantages.

On the other hand, extra costs for luggage, menu both food and beverages, seat selection are the major weaknesses of the company. Even if price sensitive customers mostly prefer Pegasus, when customers want to upgrade the flight quality, it is asked to pay more and more for each item. This strategy can lead customers to switch the company with competitors.

### **4.3.3. Atlasglobal**

Atlasglobal was established on March 14, 2001 in Turkey, licensed to carry out "Passenger and Cargo Transportation on Unscheduled Flights, Domestic and International" and operated its first flight on June 1, 2001. Atlasglobal began to operate domestic and international scheduled flights in 2004 with the aim of offering passengers' international standards of quality and comfort on board.

Atlasglobal became the first IATA member private airline in Turkey IOSA certified and increased its flights by 80% over a very short time period. Initially starting up with just two aircraft, Atlasglobal has expanded its global fleet to a total number of 16 aircraft. The company flies to more than 50 destinations in 35 different countries. It operates scheduled flights within Turkey and to Asia, Russia, CIS Region, Middle East, and Europe. The company has become a well-known brand and is in high demand in the market thanks to its high quality, security, and comfort level on board.

Atlasglobal, has established the AFA (Atlantic Flight Academy) to provide professional pilot and cabin crew training and the ATS Team where a highly experienced and certified team of engineers and technicians provide maintenance services to various international airlines in addition to Atlasglobal. (<https://www.atlasglb.com/en/aboutUs>)

As it is explained above, the top 3 airline companies are Turkish Airline, Pegasus, and Atlasglobal based on flight schedules, number of passengers. These companies are dominating the sector and they are mostly setting sector standards.

On the other hand, the above 3 companies have different marketing strategies therefore their service offerings before, during and after flight show differences in terms of price and quality. For example, during Turkish Airlines and Atlasglobal flight, customers are served free food and beverages on the other hand, in Pegasus customers need to pay extra money for food and beverages.

Turkish Airline main strategy is “price skimming” so that they can charge high prices as a quality indicator. Customers who are willing to pay high prices prefer Turkish Airline for their flights.

Pegasus Airline’s main strategy is “price penetration” therefore they are providing very low prices for their flights but they are charging a lot of money for each extra service elements like flight menu, luggage, and seat selection. They are targeting mostly price sensitive customers.

Atlasglobal try to choose customers from middle-income level. Their service quality is better than Pegasus but worse than Turkish Airline. Compared to other two brands, Atlasglobal offering limited flight schedule and destination so that they are focusing on limited customers.

In the above section top three airline companies and their fundamental marketing strategies are explained with examples. In the following sections sensory marketing and implications in airline industry will be discussed.

In the following section, sensory marketing will be explained. Trends in the market, sensory marketing practices will be discussed in detail.

## 5. SENSORY MARKETING

Sensory marketing is a multidimensional term and it became very popular with the developments in the technology and consumer behavior. Sensory marketing is used for creating unique customers' expectations and attracting customers to purchase. One of the main success criteria for sensory marketing is providing pleasant service environment for customers. (Roschk et al., 2017, p. 228) For that purpose, sensory marketing strategies are improved according to customers' needs.



**Figure 6.** Five senses

Source: <https://urlzs.com/Efys>

**Table 7.** Five senses and their importance

Sense	Relative Importance
Eyes (Visual)	83,0 %
Ears (Acoustic)	11 %
Nose (Olfactory)	3,5 %
Skin/Movement (Tactile)	1,5 %
Tongue (Gustatory)	1,0 %

Source: <https://urlzs.com/uJ2ga>

### 5.1. Definition

Sensory marketing is defined as “a service process that focuses on sensory strategies and stimuli with the goal of creating a multi-sensory brand-experience, in supporting the individual's identity creation through the mind and the five senses to generate consumer value, consumer experiences, and the brand as an image" by Hulten. (Hulten et al., 2009 pp.

1-5). Presenting pleasurable surroundings for customers and encouraging them to spend more time in service environment can be succeed by effective sensory marketing strategies.

As a concept itself, sensory marketing focuses on creating consumer expectations and satisfactions with the help of different stimuli. Sensory marketing strategies are developed based on 5 senses; sight, sound, smell, taste, and touch. Each of these senses require different strategies and techniques to capture customers' attention.

## **5.2. Historical Background**

Companies and brands wanted to be closer to customers through the years, they wanted to create memorable customer experiences with their goods. The more customer involvement with the brands has resulted with more customer centric strategies. According to Harvard Business Review article called "the science of sensory marketing" customers are providing feedbacks to brands and they have multidimensional connection with those brands.

When marketers explored neuromarketing area, sensory marketing has also become a very popular subject to create unique customer experiences. Marketers started to go into depth analysis about the subject and developed new framework for sensory marketing and its implications.

Now, effects of a unique smell in service environment, the layout of the store and sound of the stores are very important for marketers because creating a unique customer experience that will create competitive advantage for the brands. Furthermore, companies want to know about how they can shape customers' expectations with the help of stimulus.

## **5.3.Trends**

Even though, sensory marketing is a new subject and it is still being covered by marketers, most of the brands create their marketing strategies based on 5 senses. With the exploration on the subject and more information about the human brain, sensory marketing and brand creation by senses is a demanding field of study from the business perspectives.

Nowadays, companies put more emphasis on customers' view and try to compose personalized marketing strategies for potential and current customers. In order to differentiate the brand itself, companies need customized strategies for their targets.

Recent studies show that there is a relationship between music, scent, color and purchasing behavior. (Roschk et al., 2017, pp. 228-240) Presence of stimulus in service environment affects customers and make them stay longer in the shopping environment.

#### 5.4. Five Senses

Sensory marketing strategies are based on 5-senses; sight, sound, smell, taste, and touch. Interpretation of stimuli, coding the relationship between senses and brands are operating in the human brain. The brain has specific parts to collect and memorize sensory stimuli. Marketers should know how to reach customers via sensations. Senses, sensory stimulus, and sensation can be summarized in following figure.

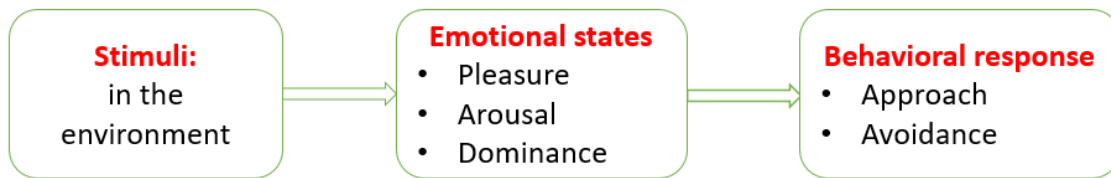
**Table 8.** Senses, sensory stimulus and sensations

Senses	Sensory stimulus	Sensations
Sight	Store layout, product design, packaging, logo, advertising, signature color, brand color, light, graphics, exterior, interior, etc.	Visual
Sound	Music, voices, and jingles, atmosphere, signature sound, sound brand, etc.	Auditory
Smell	Product similarity (product-like scents), scent's intensity, atmosphere, signature scent, brand scent, etc.	Olfactory
Taste	Food and beverages (interaction with smell and touch)	Gustatory
Touch	Materials, surfaces, temperature, weight firmness, shape, steadiness, etc.	Tactile

Source: Hulten et al., 2009

As it seen from the above table, each of the senses have different stimuli. In order to attract customers and create an incomparable environment, marketers need to know how they can use these factors.

Customers who are exposing different stimulus will provide emotional states and emotional outputs will result with behavioral responses. If customers find the stimulus appropriate with the service escape, the service experience will result with satisfaction. When customers' sensory experiences are satisfactory, customers tend to choose the same company/brand for same needs. On the other hand, if the stimulus are not congruent with service environment customers start to complaint and escape from the company.



**Figure 7.** Stimulus-Organism-Response (S-O-R) model by Mehrabian and Russell 1974

Source: <https://urlzs.com/7Lxj5>

In the below table, stimulus classification is provided. As it seen in the table, in service environments, customers are exposed many different stimuli. Marketers need to consider while designing sensory experiences. Sensory cues will give insights about the company and it will shape the purchase and service consumption process.

**Table 9.** Classification of stimuli in a service environment:

Category		Stimuli
<b>Design factors</b> (interior/exterior)	Stimuli exist at the forefront of our awareness	Aesthetic and functional: <ul style="list-style-type: none"> <li>▪ Architecture, layout</li> <li>▪ Lighting, light</li> <li>▪ Color, comfort</li> <li>▪ Scale, signage, material</li> <li>▪ Texture, pattern</li> <li>▪ Shape, style, accessories</li> </ul>
<b>Social factors</b>	People in the environment	Audience (other customers): number, appearance, behavior Service personnel: number, appearance, behavior
<b>Ambient factors</b>	Background stimuli exist below our awareness	Air quality: temperature, humidity, ventilation Sound: level, pitch, genre Scent: intensity, cleanliness

Source: <https://urlzs.com/qzYt2>

In the following part, each sense will be explained detail.

#### 5.4.1. Sense of Sight

Sense of sight is the most prominent sense for perception and experience in the environment. Most of the customers' first impressions for brand or products & services are shaped by visual factors. Many elements are included in visual marketing such as logo, packaging, color, layout, and employees etc. Since, it has many elements, the important factor is congruence of visual marketing strategies within the environment.

There are specific differences based on culture of society, service environment, and brand. According to researches, visual perceptions and preferences have shown differences relative to gender, ethnicity of respondents and other characteristics. Therefore, marketers must consider the goods and the characteristics of the target market while shaping marketing strategies.

One of the main visual strategy is color since it is the most prominent and mostly the first touch point with the company. Color will provide a general idea about the company and its service & products. Previous studies emphasize that, colors have meaning in customers' minds and companies need to consider while deciding brand or product color.



**Figure 8.** Brand colors and meanings

Source: <https://www.helpscout.com/blog/psychology-of-color/>

Visual stimulus mainly include advertising, color, logos, names, websites and advertisements. With the visual strategy, companies can influence the customers and attract them to the purchase stage. Successful visual strategies also create word of mouth affect, directly increase brand awareness, and brand equity.

#### 5.4.2. Sense of Sound

Sense of sound starts with hearing a sound from the outside environment and it continues with processing that sound and making connection between the brand at that sound. Roschk highlights that there is a significant effect of providing music on pleasure, satisfaction, and behavioral intentions in service environment. (2017, p.234) The researchers suggest that congruence and tempo of the music can also create negative/positive effect on customers' behavior. The selection of sound in service environment plays important role to create pleasurable environment.

Sound can be created both by product itself or in the environment. Magnum ice-cream and Doritos chips can be an example of product sounds. While customers are consuming those products, as products' textures there will be a sound comes from the consumption process. Some companies can use that sound as marketing strategy in order to attract customers. Most of the stores also provide sound in the shopping environment.

Sense of sound has three different elements: ambient sounds, voices, and music

\*An ambient sound does not come from a human or from a musical instrument (e.g. animal sounds, like birds chirping, or different sound machines, like a car)

\*A voice comes from a person (e.g. a scream from a baby, an aria by an opera singer, or words spoken by someone)

\*Music is the sound of a song, instruments, or a combination of these

In addition, with regard to music the following aspects need to be considered:

\*Music style (classical, pop, jazz, etc.)

\*The tempo of the music (slow or rapid)

\*The volume of the music (high or low)

\* The degree of recognition

Music congruence plays an important role; there should be natural connection between the music and the brand. If there is no congruence with music and service environment, this relation can be resulted with escape of customers from the service environment.

Furthermore, when companies deciding sound and music that will be played in the service environment, target group and demographics of customers need to be considered.

#### **5.4.3. Sense of Smell**

Sense of smell and scents' elements affect people's memories and emotions. Scents are used for brand awareness, brand image, and positioning. The important point of sense of smell is congruence of the smell within the specific environment. Pleasantness vs. unpleasantness of the scent, existence & absence of the scent are also very crucial for composing sensory marketing strategies.

Selection of scent and providing correct amount is important factor for satisfying customers. In order to meet customer needs, surveys and focus studies should be done.

The sense of smell is stimulated unconsciously by fragrances and affects a person's mood either in the positive or negative direction. The function of the sense of smell and scents' properties directly affect an individual's associations and memories, because of the reactions of the emotional life.

Smell is crucial to an individual's taste perception; taste perception is mainly based on scents, which generate 80% of the individual's perceived taste. Service companies may also apply scents, but there are four aspects to consider when designing the scent:

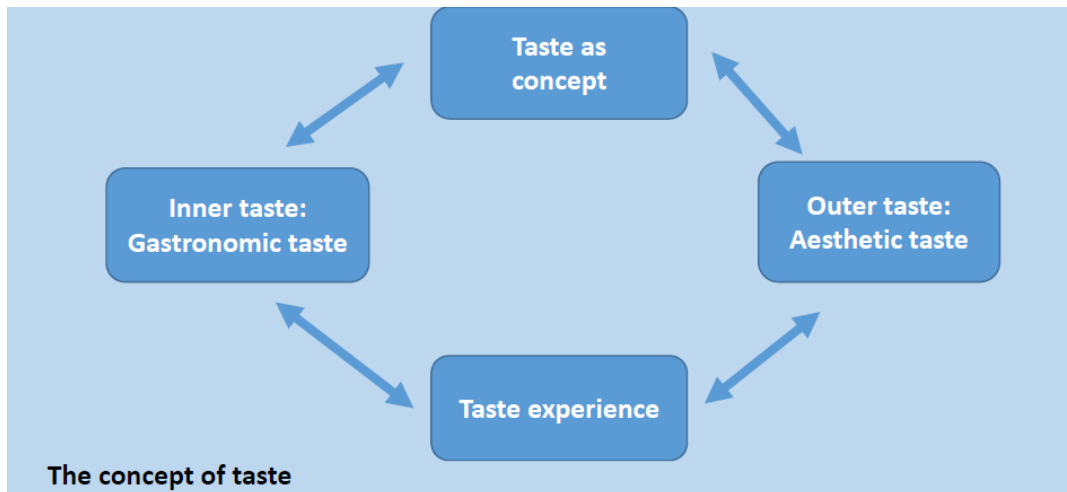
- \*The scent's presence or absence
- \* The scent's pleasantness or unpleasantness
- \*The scent's congruence with the actual service
- \* The relationship between the scent and the individual's memory

#### **5.4.4. Sense of Taste**

Sense of taste consists of two important elements; gastronomic and aesthetic tastes. Both of two tastes play important role for customers' perception and satisfaction.

Gastronomic taste comes from products ingredients, on the other hand aesthetic tastes comes from presentation of products or services. In a service environment, food and beverage offerings to customers, shape customers' expectation about the product or service. The taste and the presentation style should fit each other to satisfy customers.

If service environment and service itself (like dentist) are not suitable for gastronomic experiences, companies can provide aesthetic taste to customers. When customers find aesthetic experiences in the service environment, they can evaluate the service quality from that experience.



**Figure 9.** Sense of Taste Concept

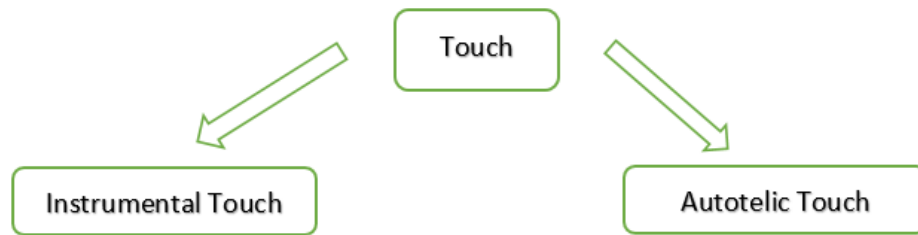
Source: Hulten B., 2015

Apart from offering tastings in the service environment some companies create special taste experiences, such as the Scandinavian airline company SAS. SAS has developed special airplane food taking into account the dry air that makes food taste different; salty, sour, and sweet tastes are adapted (bread is given an extra pinch of salt and salad varieties are chosen that stay crisp and fresh during temperature changes)

#### 5.4.5. Sense of Touch

Sense of touch is a physical interaction between products or services and the customers. Customers want to touch products in order to understand the shape, texture, softness etc. Touching a product gives information to customers about the product itself and also it increases the chance of purchasing behavior. Moreover, touching the product increases the trust of customers to specific brands. Customers can get some information by touching the product and it makes customers more confident about that product.

Instrumental touch refers to haptic exploration carried out with the specific goal of making a purchase (e.g. feeling how soft a piece of clothing is or touching a piece of fruit to determine its ripeness). Autotelic touch refers to haptic exploration undergone for the sake of enjoyment (e.g. caressing your face with a feather)



**Figure 10.** Touch elements

Source: <https://urlzs.com/WbVMg>

Krishna emphasize that autotelic touch will give general exploration about the products or services; on the other hand, instrumental touch will provide more detail information about products or services. In general, when customers cannot evaluate the goods by observing, they tend to touch to evaluate the quality. (Krishna, 2010, pp. 19-21).

Since services are intangible, sense of touch is one of the hardest sensory strategies for marketers. Sense of touch can be provided in the service environment and it needs to give basic insights about the service itself. The sofas, magazines, tables etc. that customers could have direct physical relation can be the basic touch elements. The textures, quality of the materials, softness have the general impact on customers' minds. Customers can evaluate service quality from the tangible elements and inconvenient touch elements will result with escape of customers.

As it explained in the above section sensory marketing gives basic information about the products or services. Customers can get brief insight about characteristics of the products or services via sensory cues. In addition, congruent sensory elements with the service environment will create unique customer experiences.

## **6. SENSORY MARKETING IN AIRLINE**

Sensory marketing is one of the main factors to provide unique experiences to customers in service environment. In order to attract customers or create specific surroundings, marketers are using sensory elements. Specific scent in the store, related sound with the brand, unique aromas for the products makes customers special.

Making service environment more attractive for customers creates competitive advantage to brands. If marketers can make customers spend more time in the service environment, not only purchase intention but also relationship between brand and customers will increase.

### **6.1. Implications in aviation industry**

Sensory marketing strategies are used by the aviation industry in order to attract more customers and provide high quality service to satisfied passengers. In this part, sensory marketing strategies that are specific to aviation industry will be discussed.

In this thesis, sense of sight and sense of taste will be analyzed deeply however other three senses will be covered with a brief information.

#### **6.1.1. Sense of Sight**

Most of the time visual elements are the first impressions that customers have an idea about the brands. With creative and thoughtful visual elements, marketer can create an awareness and capture the customers' intentions. Logo, billboard advertisements, color, and physical environments are the basic visual factors when you think about the brand.

When you think of the whole flight journey, the visual interaction with the airline brand starts with the purchasing of a flight ticket. According to the latest news, %80 of domestic flights and %25-30 of international flights are purchased online in Turkey. (<http://www.bloomberght.com/haberler/haber/2105469-100-kisiden-80-i-ucak-biletini-internetten-aliyor>) It means that, customers are obtaining first impressions from websites or mobile applications of airline companies. Companies should show importance to designing user friendly, responsive websites in order to meet customer requirements and provide positive customers experiences.

In the following part logo, brand color, advertisement, celebrity endorsement, website, and mobile application strategies will be analyzed.

- **Logo**

Logo of the brand is very important because logo gives an identity to a brand and it makes customers to differentiate the brand from its competitors. Color and image selection for the logo, characteristics of the labels are crucial for determining successful strategy. Color and image or icon should be harmonized and they should give the same impression to the customers. In addition, logo is a crucial element for the brand equity, the familiarity of a logo provides brand awareness for customers.

The current logos of top three airline companies are shown below. As it seen in the figure, especially Turkish Airlines and Pegasus logos related with air transport therefore customers could predict the service from the logos. Three companies are also using red in their logos as common point.



**Figure 11.** Airline companies' logos

Source: Airline homepages, 2019

- **Brand color**

Brand color is the representation of a brand with a unique color or colors. Brand color creates awareness in customers' minds if marketers follow the effective marketing strategy.

Shown in figure 11, airline companies have similarity in terms of brand color. Top 3 airline companies are using red in their logos. In addition, companies have supplementary colors for their logos and images such as blue, yellow, and white.

- **Advertising**

One of the best ways to reach customers is advertising strategies. Companies can introduce themselves to customers or transfer the messages to customers. Customers can be informed through advertising solutions.

Whether new or existing companies need advertising to promote their services; what services they are providing, how customers can benefit from those services, and what advantages customers can take are the main messages in the advertising.

Having common point with the service in advertising will create a balance in customers' minds. Customers should get the main points from the advertising and it should have sensorial elements to visualize the current messages.

- **Celebrity endorsement**

Celebrities always capture the attention of customers. Usage of a celebrity in the advertisements is a common marketing strategy to create popularity and word of mouth. Dhandhnia and Tripathi highlight that celebrity branding is a type of marketing strategy that include famous personality and with the help of his or her status, brands try to create a unique identity. (Dhandhnia & Tripathi, 2016, p. 276).

Celebrity endorsement will create an awareness about the company. Celebrities who are liked by many people or admired by people, will play an important role on companies' images. In some way, celebrity endorsement is the visualization of the company and service itself.

Celebrity endorsement has many advantages to companies and brands:

- a) Increase brand awareness
- b) Having many fans / followers can increase sales
- c) Differentiating strategy if competitors do not use celebrity endorsement in marketing strategies
- d) Building brand associations

Khan et al. emphasize that many global companies have been using celebrity endorsement to promote their services because it is believed that advertisements with celebrities have an impact on customers' buying behavior. (Khan et al., 2016, p.2). Customers can choose specific brand just to try the same brand with the celebrity that he or she likes. Customers want to be like celebrities therefore, if the prices are not too high, they can purchase a service even competitors are offering more affordable prices.

Physical appearance of celebrity, trustworthiness, expertise, and congruency with the company are the important factors for designing celebrity endorsement activities. If customer can match the relationship between celebrity and the company, it will result with positive attitude towards the company.

For example, Turkish Airline have worked with international sports men and movie stars like Kobe Bryant, Messi, Morgan Freeman, and Ben Affleck to both increase brand

awareness and customer's choices. In addition, Turkish Airlines has many sponsorships in both national and international events. The company has been publishing new commercials in the finale events like Super Bowl, so brand awareness is directly affected from that strategy.

In addition, celebrity endorsement can provide "it's me effect" on customers' perception. Customers who feel close to celebrity placed in the advertisement can trust the brand or choose the brand for the purchase stage.

- **Website**

Sam and Tahir highlight that with the online-ticket technology there are significant changes in airline industry and customer behavior. Airline companies have started to use easy to-use, quick respondent websites in order to meet customers' needs. (Sam & Tahir, n.d. p. 20).

Most of the websites are the first touch point of customers with the companies and their services. Customers who are willing to purchase a service or take information about the service itself check the websites. Website itself can give many cues about the company itself and communication strategies of companies. User friendly, well-designed websites make customers spend more time on the website so customers can be persuaded to purchase process. On the other hand, customers who cannot find the information they need will immediately leave the website and start to search another company for the services.

Marketers need to be aware of the importance of the communications tool like websites and spend time, effort and money on designing customer friendly and interactive websites. In addition, websites need to include corporate identity that customers can easily differentiate the websites from the competitors. Having websites with corporate image will affect the perception of the brand awareness and will increase the brand equity.

Since there is a money transaction on airlines companies' websites during purchase stage, the website should provide trust to customers and it should not be complicated to harm the customers' perception. The website itself should encourage the customers to search for flights or purchase a ticket.

- **Mobile application**

With the development of technology, in today's world most of the young customers prefer mobile application for many processes like searching an information, purchasing or

contacting for customer service. Having a user-friendly mobile application will provide a competitive advantage in the sector.

The design of mobile application, usefulness and having corporate image are the main factors for successful service elements. If customers can differentiate the brand from an application, it will have an impact on brand awareness. Companies with a responsive application will lead the market with their technological improvements.

Like website, since there is a purchase process and money transaction, customers should trust the application and companies should provide trust elements via mobile applications. User friendly and simple systems should emphasize the brand identity to attract customers.

### **6.2.2. Sense of Smell**

Smell is one of the main elements to evoke memories and emotions therefore; olfactory strategies should be implemented very carefully. If companies can provide unique flight experiences with congruent smell, customers will remember the airline company with good memories. It will directly increase brand equity and create a strong bond with between customers and airline companies.

Smell can be produced by products that are served during flights or it can be specific scent for the airline company. One should remember that, smell also can be disruptive factor if the scent is not pleasant for passengers. In addition, scent is very subjective element that some of the aromas can be interpreted as very good for some passengers but some of them can be found to be very disgusting.

According to news by Slutsken, "Airlines are capitalizing olfactory opportunity, and many are beginning to utilize scents on-board. Among others, Singapore Airlines, All Nippon Airways and Turkish Airlines use fragrances to enhance the passenger experience, from scented towels to an almost imperceptible, pleasing perfume in the cabin." (Slutsken, 2017, CNN Travel)

For the airline companies, Jorgensen suggests, "using scent can enhance the airline's brand and customer retention, boost on-board sales, and provide their passengers with a completely enhanced sensory experience". (Slutsken, 2017, CNN Travel)

As it is explained in above part, olfactory experiences will differentiate the airlines from the competitors and if the scent strategies are accepted and liked by customers it will result with satisfied service experiences.

Moreover, in order to analyze the effect of smell, customers need to recognize and remember the specific scent used in the flight. Considering the difficulty of analyzing customers' insights, sense of smell is excluded from this research.

### **6.2.3. Sense of Sound**

Most of the time, customers are exposed to different sounds consciously or unconsciously. Since there are many sound strategies, the important factor is being diversified and taking place in the customers' mind. Customers should be aware of the brands' sound and they can easily differentiate that sound from competitors.

In aviation industry, sense of sound elements can be evaluated as jingles, commercial music, and announcements. Companies try to inform customers with announcements, if customers cannot hear or understand the announcements, it will result with dissatisfaction. Also, providing sound elements with different languages makes international customers satisfied and they feel themselves special.

In addition, many people have serious flight fears, most of them are using pills before their flights, providing soft music in the lounge or before the flight make customers feel more relaxed. If they have comfortable and relaxed flight experience, customers will prefer the same airline company for future flights.

Because of the service environment and since the sound elements are not the basic service factors, the interpretation of sound effects will be hard therefore; sense of sound is not being analyzed in this study.

### **6.2.4. Sense of Taste**

In airline industry, sense of taste is mainly related with menu offerings in lounges and during flights. Airline companies can provide personalized service by food & beverage offerings to the passengers. Having personalized service makes passengers feel special and affect them to fly with the same airline.

Zahari, and Salleh et al. discuss that flight meals and food service can be related with a brand's overall perceived image. (2011, p.1777). The increase in service quality results with increase in customer satisfaction.

Sense of taste can be provided by both foods itself and the service materials provided with the food and beverages. Since customers start to evaluate the quality first with the shape and texture, companies should care for the cutlery.

Important part of sense of taste comes from the quality perception of food and beverages served by Airline Company. Spence emphasizes that the background color of offerings has a meaningful impact on perception of food quality and consumption behavior. The form and color of the plates, cutlery shape customers' minds about the food quality. (Spence, 2018, pp. 156-166). According to current researches, customers have different perception when they are served the same dessert with different color of plates. In addition, it is obtained from research made by Ross et al. "wine served in a blue glass as having a more astringent taste while served in different color of glass" (2017, pp 150-168)

The color of plate ware is important for airline companies to shape customers' minds about the brand image. The background effect of foods gives information about the service quality. The color and quality of cutlery is also related with airline companies' strategies. If the company targeted itself as prestige brand, the selection of cutlery will be different from price sensitive companies.

Depending on destinations and customers' preferences, airline companies reorganizing menu offerings. For example, THY offers specific menu (beef-free) for Indian passengers or vegetarian menu for people who do not consume food of animal origins. (<https://www.turkishairlines.com/tr-tr/ucak-bileti/ucus-deneyimi/ucak-ici-ikram/#tcm92-15992>)

In this part of the chapter, lounge menu and during flight menu offerings will be explained.

- **Flight menu**

Airline companies have started serving in-flight beverages after 1920s and the hot meals/food have started to be served after 1936. Serving food and beverages during flight is directly related with development in technology and customer needs. Especially for long hour flights passengers prefer meal service which is suitable for their taste.

Pre-booked menus, customized offerings and diversity in the menu are very important for the passengers with different sense of tastes. In order to meet customers' needs, airline

brands are hiring well trained chefs. According to the research by Zahari and Salleh et al. customers are willing to pay more for quality food service.

When the airline brand makes customers feel satisfied with the service, customers are more intent to fly with the same brand. Zahari et al. discusses that food is not the main factor for choosing an airline brand but, satisfaction with the food service of the airline creates emotional stimulus and becomes a key factor for being frequent flyers of that brand. (Zahari et al., 2011, p.1779).

The example of flight menu options for THY, Pegasus, and Atlasglobal are provided below.



**Figure 12.** Flight menu images for domestic flights in Turkish Airlines

Source: <https://www.turkishairlines.com/tr-int/ucak-bileti/ucus-deneyimi/ucak-ici-ikram/>



**Figure 13.** Flight menu in Pegasus Airlines

Source: <https://www.flypgs.com/seyahat-hizmetlerimiz/ucus-ile-ilgili-hizmetlerimiz/online-yemek-siparisi#filter=.ana-yemekler>



**Figure 14.** Atlasglobal flight chef

Source: <https://www.atlasglb.com/ayricaliklar>

Zahari et al. emphasize that taste, freshness, and shape of the foods served in flight is important for perception of service quality. Airline companies try to provide attractive, colorful and good-looking menu for attracting customers. (Zahari et al., 2011, p.12). It is clear that especially in long-hour flights, in-flight menu options become more important for passengers.

- **Lounge menu**

Foods and beverages that are served in the lounge can be used as a marketing strategy to meet customers' needs. When airline companies can understand the customers' expectations and provide unique solutions, intention for selecting the same brand will increase.

Providing customized service before flight will create a competitive advantage for companies. If customers can find variety in the lounge or if there is a unique service environment, customers will be satisfied. It is highly expected that satisfied customers tend to prefer the same company for other flights.

Not only foods but also beverage services are important for customers. Since customers have different preferences, if the airline companies can meet customers' needs, before flight experience will be shaped effectively. Customers will have positive attitude on companies which can provide variety of gustatory elements in the lounge.

On the other hand, attitudes of service personnel in the lounge is important since most of the foods and beverages can be served to customers. If the service personnel are good-humored and polite the satisfaction will increase. Previous study by Zahari et al., highlight that global

airlines like British Airways, and Air France started to hire well-known and talented chefs to cook delicious and unique foods for the customers. (Zahari et al., 2011, p, 12).

Evaluating lounge menu standards are very hard to evaluate since many customers do not spend a lot of time in the lounge. Even if the airline companies have the lounge in the airports if customers do not have enough time or do not want to pay extra money, they can skip lounge option.

### **6.2.5. Sense of Touch**

In daily life, we are experiencing many tactile senses both consciously and unconsciously. With the touch effect, we have a chance to interpret the product or service. In this case, kiosk machines in airports, boarding passes, cabin crew, magazines in the aircrafts, and touch screens behind the seats can be the main touch factors for passengers. Passengers can create a connection with the help of tactile senses during whole flight experiences.

It is obvious that, providing comfortable seats, enough distance between seats will create huge advantage for the airline companies. When we checked the complaint about tactile strategies of the airlines, most of the customers are complaining about Pegasus Airlines seat distances. Since the seats are very close to each other, dissatisfaction rate is high and customers are tend to choose other airlines for longer flights.

In addition, if the kiosks are not working properly, if customers without luggage cannot manage check-in process in the kiosk machines the satisfaction will decrease. Customers do not want to wait in the queue; they do not want to waste their times. In order to prevent failure in the tactile elements, regular controls should be implemented.

Furthermore, touch factors can be mixed with also airport facilities and to specify touch experiences just for airlines will be very challenging. Considering those factors, sense of touch will not be analyzed in this research.

In the following section, customer experience, customer satisfaction, brand loyalty, and customer retention will be highlighted.

## **7. CUSTOMER EXPERIENCE**

Customer experience is a very broad term that is composed of different stages. In each stage, customers face with different experiences. Also, in service environment, because of its core characteristics, variability of each process has a different impact on customers' perspective.

In general content for airline industry, customer experience includes searching for Airline Company, purchasing a ticket, check-in, spending time in the lounge, flight, luggage delivery, and departure from the airport. Since the whole experience has different processes, companies need to take care of customers' needs and wants. Service delivery process should be designed according to customers' needs. Customers' touch points should be considered in order to create unique and satisfied experience.

Within that complex environment, the analysis of sensory experiences for an airline company would be very hard. Customers can be confused about some sensory cues whether they are provided by Airline Company or airport itself. In order to make the research clearer, customer experiences are limited for this study. The limitations make the research easy and meaningful in terms of sensory and quality evaluation. The causes of limitations are listed below:

- Variability of the processes

Since there are many processes before and after flight, the evaluation of the customers' experiences will be hard. In order to prevent customers' confusion, the customers' experience is shaped based on airline companies' service elements.

In some service delivery processes, not only the airline company but also the airport can contribute to the same process. The process itself has many suppliers in order to meet customers' needs.

- Challenge to evaluate company effort from the airport facilities

Since the research will be based on online questionnaire customers' insight cannot be obtained. Within research state, focus group studies or in-depth interviews can be designed. In some processes, customers have difficulty to separate company's performance and airport performance. For example, when we want to analyze some specific sensory strategies, customers could confuse to evaluate airline companies' performances because, some of the tangible items are provided by airport itself.

Another example, transportation to & from airport can be provided by the airline company itself or different companies that have an agreement with the airport. When customers start to evaluate the service quality, they cannot be sure about service providers and it will be unrelated impression for this study.

- Amount of items

Sensory elements include many items and customers cannot be aware of each item and its importance. If customers cannot see the difference of the sensory items, evaluation of the specific sensory elements would be hard.

In order to get specific customers' insights about sensory experiences, some processes like tactile experiences are excluded from the study. Because when you think of the tactile experiences, it is very hard to evaluate the airline company performances from the airport facilities.

The general customer experience for airline services is generally listed below:

- Searching for flight options
  - Visiting website/ mobile application
  - Visiting travel agency
- Purchasing flight ticket
  - By website / mobile application
  - By call center
  - By travel agency
- Online check-in
- Arrival to airport
  - Self check-in by kiosks
  - Printing boarding pass
  - Luggage delivery to airline companies' counter
- Time spent in the lounge
- Boarding pass/identity control
- Gate control
- Boarding
- Flight
  - Reading magazines

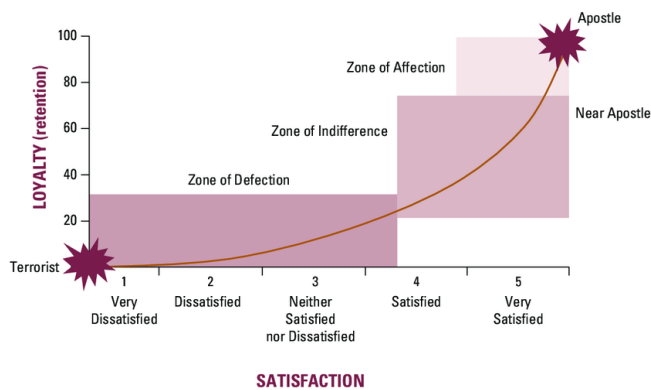
- Service during flight
- Usage of touch-screens behind the seats (if available)
- Landing
- Luggage delivery
- Leaving airport
  - Shuttle service
  - Own car
  - Public transportation / taxi

As it seen within the above list, customer experience includes multi steps that can provide different sensory stimulus. As customers, exposing that stimulus and classifying all strategies from the company perspective can be challenging. Therefore, for this study customer experience part is limited where sensory stimulus is all-explicit and customers can distinguish the difference.

For the visual elements mostly, before flight experience will be analyzed on the other hand, for gustatory elements before and during flight experiences will be investigated.

### 7.1. Customer Satisfaction

Kotler and Armstrong define customer satisfaction as “the extent to which a product’s perceived performance matches a buyer’s expectations”. (2014, p.35). From this definition, it can be understood that in order to satisfy customers, companies should meet the expectations. When the performance is better than expectation that means customers are satisfied on the other hand if the performance is below the expectation customers will be dissatisfied.



**Figure 15.** The customer satisfaction-loyalty relationship

Source: Lovelock & Wirtz, 2011, p.351

Dissatisfied customers tend to leave the company/brand and start looking for new alternatives. When customers are dissatisfied with the current service offerings, they start to complain and if the situation which causes to complaint is not solved, the bond between company and customers will become weak.

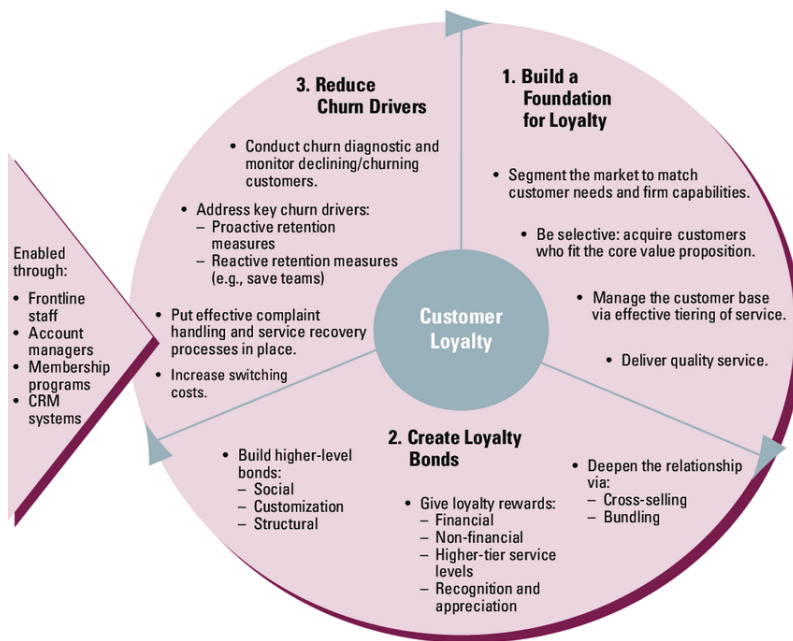
As it seen in Figure 15, satisfaction and loyalty relationship includes three different zones; zone of defection, zone of indifference, and zone of affection. Lovelock and Wirtz emphasize that if customers are not satisfied it means that they are in zone of defection. In this stage, if switching costs are not high, customers tend to choose another company for further purchases. In the zone of indifference, satisfaction is moderate and customers can change the company/brand if they find better alternatives. In the zone of affection, customers are very satisfied and they are loyal to current service provider companies. (Lovelock & Wirtz, 2011, pp 351-353).

## **7.2. Brand Loyalty**

Khan and Mahmood proposed a definition as “brand loyalty can be defined as the customer’s unconditional commitment and a strong relationship with the brand, which is not likely to be affected under normal circumstances”. (2012, p.33).

Brand loyalty can create many advantages to companies because if the company has loyal customers, there is no need for extra effort to catch customers. This situation directly affects marketing strategies and costs. Because researches show that gaining new customers are 5 times costly than keeping he existing customers.

The figure 16, shows that how companies can build customer loyalty. Building customer loyalty includes three consecutive strategies. The first step is segmenting the market because if marketers decide the target, they will decide the effective marketing strategies for each target group. Then, with the service quality and offerings, companies need to create the loyalty bond within customers. When the relationship between customers and the company become stronger, customers will turn to loyal customers. Finally, companies need to decrease the amount of churn in order to provide sustainable growth. The failure points should be diagnosed, deep studies should be implemented in order to improve current service and quality.



**Figure 16.** The wheel of loyalty

Source: [https://www.researchgate.net/figure/The-Wheel-of-Loyalty\\_fig2\\_319664411](https://www.researchgate.net/figure/The-Wheel-of-Loyalty_fig2_319664411) (p345)

### 7.3. Repurchase Intention

Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. The majority of consumers' purchases are potential repeat purchases (Peyrot and Van Doren 1994). Repurchase intention occurs when customers are satisfied with the existing products or services that companies provided. If companies can create repurchase intention in customers' minds, it will result with brand loyalty.

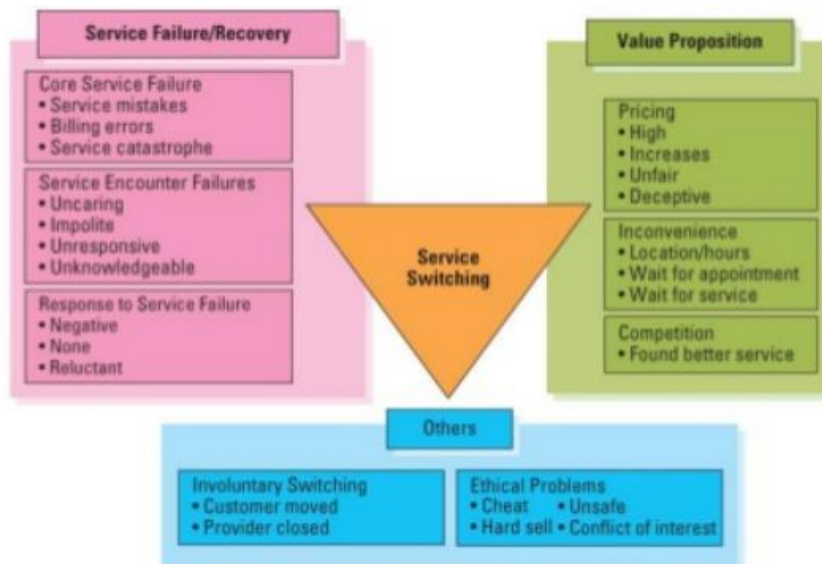
In the literature, it is said that acquiring new customers are nearly five times costly than retaining current customers therefore, managing customer retention is not only important for prestige but also for financial gain. When customers find unique service experiences, they tend to expect same experiences from the companies. If companies' offerings meet customer expectations, repurchase intention will be triggered. Companies do not show extra effort to attract current customers since the current services are accepted by customers.

## 7.4. Customer Retention

Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives. It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire lifetime of the relationship.

In order to get keep customer retention the first step is defecting churns. Investigating the reasons of customers switching the brand is the essential step of managing customer retention. Lovelock and Wirtz highlight that the study made by Keveaney shows that main reasons of switching the service providers are service failures, dissatisfaction, and unfair pricing strategies. (Lovelock & Wirtz, 2011, p. 358).

Service companies need to aware of customer insights in order to manage customer loyalty and retention. The marketers should listen customers and consider the complaints, they can make arrangements according to customer insights. If marketers can satisfy the customers, customer retention will be managed.



**Figure 17.** What drives customers to switch away from a service firm

Source: Lovelock & Wirtz, 2011, p. 359

Kotler and Armstrong emphasize that building long-term customer relationship, providing effective strategies, and designing suitable services designs will make stronger the bond between customer and service provider. When marketers can get the fundamental insights from the customers and create value for customer; profitable relationships with customers will be realized. (Kotler & Armstrong, 2014, pp. 50-51).

In the above section, customer experience is explained. In order to get more precise customers' insights some of the customer experiences processes are excluded from the study. The processes which include sensory implications are the main concern of this part. In the following section, methodology of the study will be introduced. The questionnaire design, sampling, and research model with hypothesis will be explained.

## **8. METHODOLOGY**

The aim of this study is to investigate the applications of sensory marketing strategies of Turkish airline industry and its effects on customer retention process. Sense of sight, sense of taste, service quality is chosen as factors for this study. Customer satisfaction and customer retention are the dependent variables that are influenced by these factors.

In order to analyze people's flight experiences and awareness of sensory applications during whole process, an online survey is composed. Questions are determined after extended literature review and according to previous and similar studies.

Questionnaire is composed via Google Documents and shared by e-mail and social media accounts. Questionnaire includes 87 questions and 5 main parts which are demographic information, flight information, sensory experiences, service quality, customer satisfaction & retention. Each part has at least 4 questions to get respondents insights.

The first part of questionnaire is aimed to categorize the respondents according to their demographic information so we can understand whether there is a significant difference according to basic demographic information. Questions include multiple choice and open ended formats.

The following parts of the questionnaire is composed of questions based on Likert scale as respondents can answer questions from 1-5 (strongly disagree-strongly agree). The questions are adapted to flight and sensory experiences.

In the senses part, sight and taste evaluation is asked to respondents in order to evaluate companies' sensorial strategies. Respondents need to answer about their perceptions and how they evaluate these strategies according to their effectiveness and success

In the service quality part, quality dimensions are adapted from Parasuraman, Zeithaml, and Berry's studies. Tangibility, reliability, assurance, credibility, and responsiveness of the airline companies are asked to respondents.

Satisfaction and retention part includes questions about the overview about the service providers' strategies. How much customers tend to get the same service from the same company and importance of the company according to their service.

This study mainly aims to reach people who fly more than once so they can be aware of or remember the sensory experiences with the airline company.

**Table 10. Questionnaire and References**

Main Parts	Factors	Numbers	Expression	References
Sense of Taste	Lounge menu	s40	[Lounge'da sunulan ikramlar (yiyecek&içecek) benim için önemlidir]	In-flight meals, passengers' level of satisfaction and re-flying intention, 2011 Zahari, Salleh, Kamaruddin, and Kutut
		s41	[Lounge'da servis edilen yiyecek/içecekler tazedir]	
		s42	[Lounge'da servis edilen yiyeceklerin/içeceklerin çoğu yeterlidir veya porsiyon büyüklüğü yeterlidir]	
		s43	[Lounge'da sunulan yiyecek ve içecek servisinden (çeşitliliğinden) memnunuz]	
		s44	[Rakip firmalara göre daha iyi yiyecek/içecek sunulur]	
		s45	[Lounge'da sunulan menü çeşitliliği benim için önemlidir.]	
	Flight menu	s46	[Uçuş sırasındaki ikramlar (yiyecek&içecek) benim için önemlidir]	
		s47	[Uçuş esnasında, önceden kendime özel menü oluşturabilmem benim için önemlidir]	
		s48	[Uçuş esnasında servis edilen yiyeceklerin tadı uygundur]	
		s49	[Uçuş esnasında servis edilen yiyecek/içecekler tazedir]	
		s50	[Uçuş esnasında farklı çeşitlerde yiyecek/içecek sunulması benim için önemlidir]	
		s51	[Uçuş esnasında servis edilen yiyecek/içeceklerin çoğu yeterlidir veya porsiyon büyüklüğü yeterlidir]	
Service Quality	Tangibles	s53	[Modern araç, gereç ve donanıma sahip olmalıdır]	SERVQUAL scale Zeithaml, Berry, and Parasuraman
		s54	[Hizmet verirken kullanılan eşya ve malzemeler göze hoş görünmelidir]	
		s55	[Çalışanlar temiz ve düzgün görünüşlü olmalıdır]	
		s56	[Kiosklar modern bir görünüme sahip olmalıdır]	
		s57	[Kontuarlar modern bir görünüme sahip olmalıdır]	
	Reliability	s58	[Hizmet ilk seferde ve doğru olarak yapılmalıdır]	
		s59	[Firma sunmuş olduğu hizmetlerini söz verdiği zamanda gerçekleştirmelidir]	
		s60	[Firma çalışanları sorunları çözmek için samimi bir ilgi göstermelidir]	
		s61	[Uçuş bilgileri düzenli ve eksiksiz olarak tutulmalıdır]	
		s62	[Yolcu bilgileri düzenli ve eksiz olarak tutulmalıdır]	
		s63	[Hizmet daha önceden belirtildiği saatte gerçekleştirilmelidir]	
	Responsiveness	s64	[Çalışanlar hizmetin tam olarak ne zaman gerçekleştirileceğini söylemelidir]	
		s65	[Çalışanlar hizmetleri mümkün olan en kısa sürede vermelidir]	
		s66	[Çalışanlar her zaman müşteriye yardım etmeye istekli olmalıdır]	
		s67	[Çalışanlar meşgul olsalar dahi yolcuların isteklerine cevap verebilmelidir]	
	Assurance	s68	[Çalışanlar davranışlarıyla yolculara güven vermelidir]	
		s69	[Yolcular, firma çalışanları ile olan ilişkilerinde kendilerini güvende hissetmelidir]	
		s70	[Çalışanlar yolculara karşı kibar olmalıdır (nazık davranmalıdır)]	
s71		[Çalışanlar sorulara cevap verebilecek yeterli bilgi seviyesine sahip olmalıdır]		
Empathy	s72	[Yolculara ihtiyaçları doğrultusunda bireysel ilgi gösterilmelidir]		
	s73	[Çalışanlar yolculara kendini özel hissettirmelidir]		
	s74	[Çalışanlar yolcuların menfaatlerini her şeyin üstünde tutmalıdır]		
	s75	[Çalışanlar yolcular için elinden gelenin en iyisini yapmalıdır]		
	s76	[Çalışma saatlerinin müşteriler için uygun zaman diliminde olması]		

## 8.1.Sampling

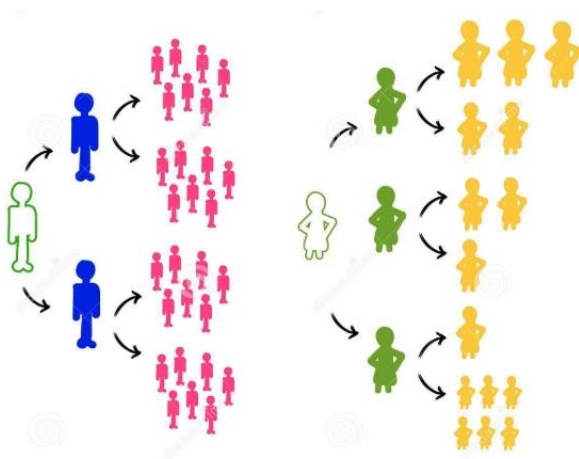
In this study, in order to evaluate airline companies' performances, online questionnaire is designed. In order to reach many people for effective analysis, snowball sampling method is used.

Kotler and Armstrong define the sample as “a segment of people of the population selected for marketing research to represent the population as a whole.” (Kotler & Armstrong, 2014, p. 137). In order to make accurate estimates about large populations, the sample should be representative.

Snowball sampling is a type of convenience sampling and non-probability sampling technique. In this method, the researcher asks the subjects to recruit other people (and then ask those people to recruit others. Participants should be made aware that they do not have to provide any other names. Since it is growing like snow ball, it continues until reaching the target number.

In Wikipedia, it is said that, this technique has both advantages and disadvantages. The main advantage is this method requires less time and money. Since the questionnaire is shared by respondents through social media or e-mail, process of reaching the respondents will be short. On the other hand, the sample can produce inaccurate results since the respondents are not shared as homogenous. (Wikipedia, n.d.)

In order to reach more than 200 respondents, the survey is shared on online platforms to collect data in time.



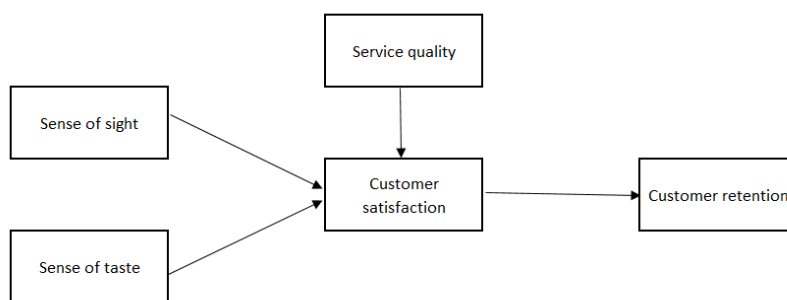
**Figure 18.** Snowball sampling

Source: <https://urlzs.com/ZyrsD>

The figure 18 illustrates the snowball sampling technique and as it seen, the participants are sharing the questionnaire with their surroundings.

## 8.2. Research Model

Research model is composed based on the expended literature review. The research model is shown below. As it seen in the below figure, sense of sight, sense of tastes, and service quality are the independent factors. On the other hand, customer satisfaction and customer retention are the dependent factors. In this research, the relationship of these factors and the power of independent factors on dependents' will be analyzed.



**Figure 19.** Research Model

H1: Sense of sight has a positive effect on customer satisfaction

H2: Sense of taste has a positive effect on customer satisfaction

H3: Service quality has a positive effect on customer satisfaction

H4: Customer satisfaction has a positive effect on customer retention

## 8.3. Revised Research Model

In order to see the effect of each factor on customer satisfaction research model is revised.

New model and hypothesis are provided below:

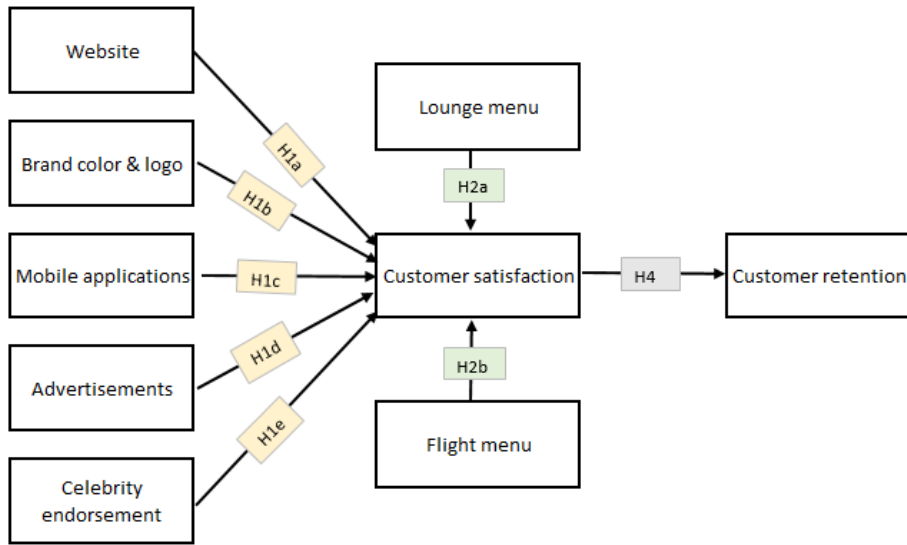
H1a: Appearance and usage of airline companies' website has a positive effect on customer satisfaction

H1b: Brand color and logo has a positive effect on customer satisfaction

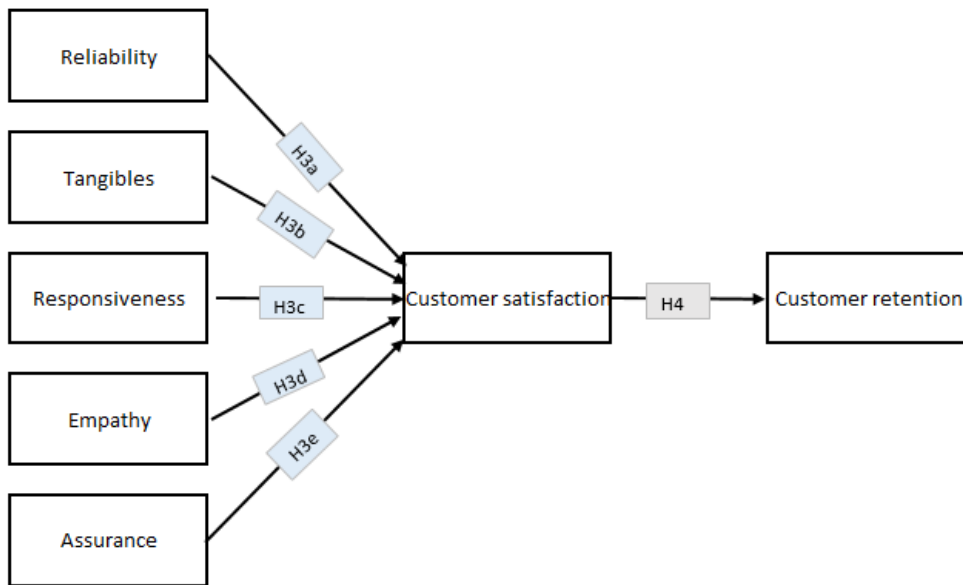
H1c: Appearance and usage of airline companies' mobile applications has a positive effect on customer satisfaction

H1d: Advertisement has a positive effect on customer satisfaction

H1e: Celebrity endorsement has a positive effect on customer satisfaction



**Figure 20.** Revised research model for sense of sight & taste



**Figure 21.** Revised research model for service quality

## 9. DATA ANALYSIS

The required data is collected by composing an online survey, after reaching more than 200 respondents, data is checked and imported to Microsoft Excel and arranged for the analysis for SPSS Programme.

For the analysis process, the data should be clear and well-designed for the statistical analysis. The missing or unrelated answers need to be excluded from the sample in order to compose effective results.

The data is analyzed by the Statistical Package for Social Science (SPSS) software. The factor analysis, reliability test, regression analysis is applied in order to get meaningful results. The factors are shaped after statistical analysis and factors with low exploratory power will be excluded from the study.

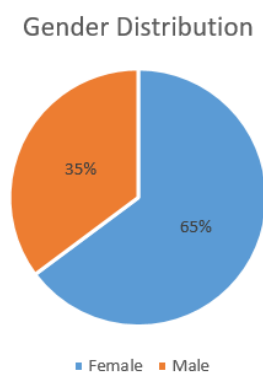
Since there is no strict target group, sample has variety in terms of many information such as age, education level, income level, and airline company choices. Therefore, data is collected from online survey which is distributed by online channels.

### 9.1.Descriptive Statistics for Demographic Variables

To analyze the data precisely, first of all respondents are grouped into demographic information. Demographic information will be used for describing the respondents' profiles and making comparisons between different independent groups.

#### 9.1.1. Gender

Respondents includes 153 females and 82 males out of 235 participants.



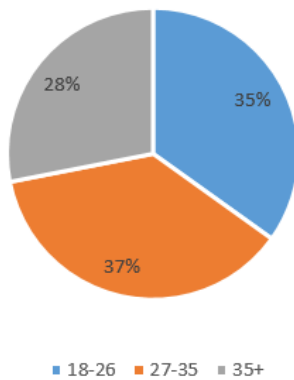
**Figure 22.** Gender Distribution

### 9.1.2. Age

Age is filled by respondents as open answer and grouped according to respondent's answers.

- 1: 18- 26
- 2: 27-35
- 3: 35+

Age Distribution



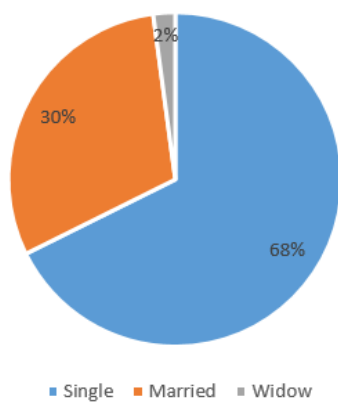
**Figure 23.** Age Distribution

Average age is 33 and mode of the age is 26 with 21 respondents.

### 9.1.3. Marital status

The respondents consist of 159 single people, 71 married and 5 widow participants.

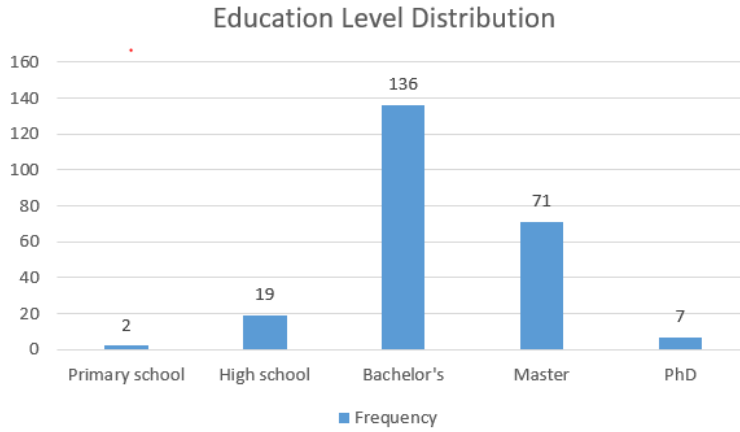
Marital Status



**Figure 24.** Marital status

#### 9.1.4. Education level

Education level varies from primary school to PhD degree and most of the respondents have bachelor degree.

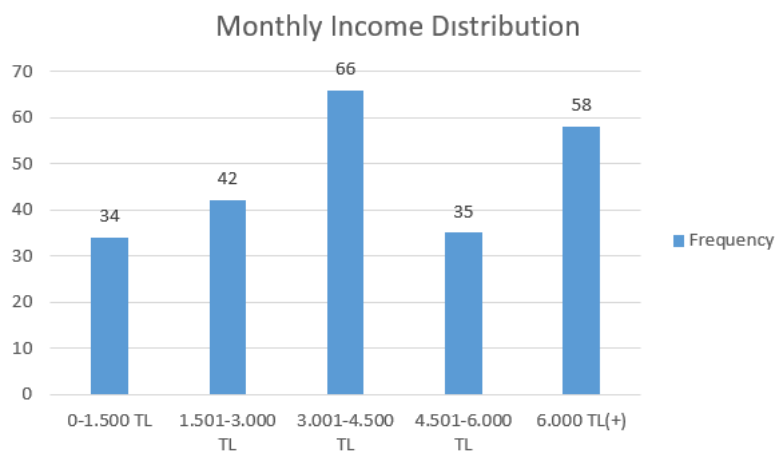


**Figure 25.** Education Level Distribution

#### 9.1.5. Monthly Income

Monthly income is grouped into five different categories and most of the respondents belongs to 3.001-4.500 Turkish Lira.

Most of the respondents having 0-1.5000 TL income are currently student in the university. People with more than 6.000 TL mostly have master degree.



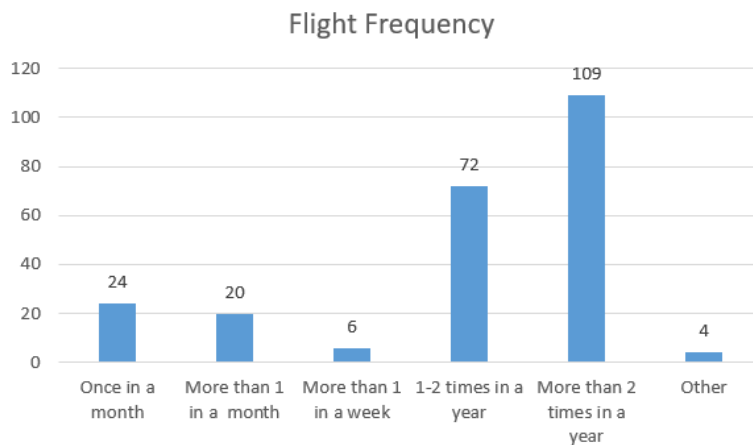
**Figure 26.** Monthly Income Distribution

## 9.2.Descriptive Statistics for Flight Information

In this section, mostly preferred airline companies are asked. Frequency of flights of respondents is an indicator of their level of experience with the airlines.

### 9.2.1. Flight frequency

As it is shown in the below table, most of the respondents fly more than 2 times in a year.



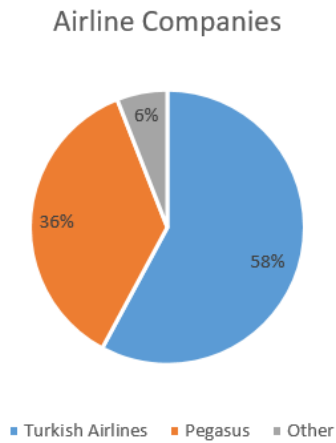
**Figure 27.** Flight Frequency

### 9.2.2. Financial support

Most of the respondents say that they pay their flight tickets by themselves or their families. Only 30 people's tickets are paid by their companies.

### 9.2.3. Airlines preferences

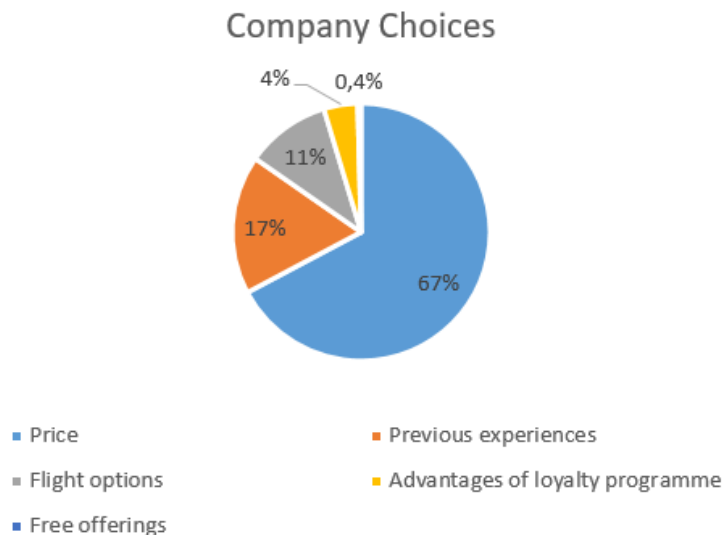
In the survey, it is asked to respondents to answer most preferred airline company for their domestic flights and as it is shown in the table, nearly %60 of people fly with Turkish Airlines.



**Figure 28.** Mostly Preferred Airlines

#### 9.2.4. Decision Criteria for Airlines

The factors affecting company choice is asked to the respondents in order to find most important elements for choice decision. Most of the respondents decide the airline company based on the price which is expected. Previous experiences with the same company is also have an important impact on airlines choices. Free offerings are nearly no importance on airlines choices.



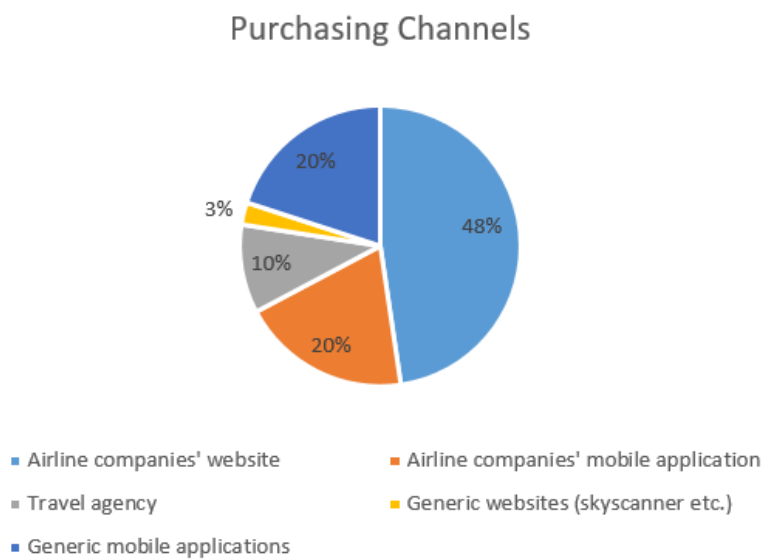
**Figure 29.** Airlines choices criteria

### 9.2.5. Aim of the Flights

According to survey results, most of the respondents prefer flight for holiday and business. Nearly %95 of respondents prefers flight options mainly for holiday and business related issues.

### 9.2.6. Channels for Ticket Purchase

In order to understand customers' purchase behavior, the channels are asked to respondents. As it shown below, nearly half of the customers purchase flight tickets from the airline companies' websites.



**Figure 30.** Ticket Purchasing Channels

## 9.3. Factor Analysis and Reliability Tests

In order to test the expressions to evaluate the senses strategies and service quality elements factor analysis is applied.

Factor analysis is started with sense of sight elements which include logo, brand color, advertisements, celebrity endorsement, website, and mobile applications.

### 9.3.1. Factor and Reliability Tests for Sense of Sight

After applying factor analysis, sense of sight elements is suitable for factor analysis since the KMO variable is 0,907 which is greater than 0,7. The following steps are applied in the order to evaluate the factor analysis:

- a. The anti-images matrices are controlled whether there is an expression with lower than 0,5 value
- b. The rotated component matrix is checked for the values of each factor if there is an expression value lower than 0,5
- c. The rotated component matrix is checked for the values of each factor if there is an item with the differences of value less than 0,1

In the above steps, if there is an expression which is not meet with requirements, the expression is excluded from the study and all steps are repeated until reaching the final table.

After excluding website elements from sense of sight evaluation, reliability analysis is applied for each factor. From reliability analysis, all the elements had Cronbach's Alpha value greater than 0,7 which means that sight factors are reliable.

**Table 11.** Factor and Reliability Analysis of Brand Color & Logo

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Brand color & logo	COL_1	0.795	70.72	0.888
	COL_3	0.592		
	COL_4	0.740		
	COL_5	0.773		
	LOGO_1	0.780		
	LOGO_2	0.634		
	LOGO_3	0.600		
	LOGO_4	0.735		
	LOGO_5	0.773		

**Table 12.** Factor and Reliability Analysis of Mobile Application

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Mobile Application	M_APP_1	0.880	84.98	0.956
	M_APP_2	0.920		
	M_APP_3	0.913		
	M_APP_4	0.874		
	M_APP_5	0.862		

**Table 13.** Factor and Reliability Analysis of Advertisements

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Advertisements	ADV_1	0.754	68.80	0.849
	ADV_2	0.734		
	ADV_3	0.695		
	ADV_4	0.811		

### 9.3.2. Factor and Reliability Test for Sense of Taste

After applying factor analysis, sense of taste elements is suitable for factor analysis since the KMO variable is 0,923 which is greater than 0,7. The following steps are applied in the order to evaluate the factor analysis:

- a. The anti-images matrices are controlled whether there is an expression with lower than 0,5 value
- b. The rotated component matrix is checked for the values of each factor if there is an expression value lower than 0,5
- c. The rotated component matrix is checked for the values of each factor if there is an item  
with the differences of value less than 0,1

After checking three steps, expressions about flight menu 6 is excluded. In addition, lounge menu expression number 1 is deleted from the table. The two factors of sense of taste which are flight menu and lounge menu became suitable for reliability analysis.

From reliability analysis, all the elements had Cronbach's Alpha value greater than 0,7 which means that taste factors are reliable.

**Table 14.** Factor and Reliability Analysis of Flight Menu

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Flight Menu	F_MENU_1	0.754	82.26	0.876
	F_MENU_2	0.765		
	F_MENU_3	0.775		
	F_MENU_4	0.795		
	F_MENU_5	0.857		

**Table 15.** Factor and Reliability Analysis of Lounge Menu

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Lounge Menu	L_MENU_2	0.849	79.84	0.931
	L_MENU_3	0.892		
	L_MENU_4	0.908		
	L_MENU_5	0.865		

### 9.3.3. Reliability Analysis for Service Quality

Factor analysis for service quality is not applied because service quality elements have studied by Parasuraman, Zeithaml, and Berry. For the service quality factors, only reliability analysis is applied for each factor. The result of reliability analysis is provided below tables.

When the reliability analysis is applied for responsiveness, it is seen that if the expression number 4 is deleted Cronbach's Alpha would increase therefore expression number 4 is excluded from the study:

**Table 16.** Reliability Analysis of Service Quality

Factor Name	Reliability
TANGIBLES	0.942
RELIABILITY	0.966
RESPONSIVENESS	0.936
ASSURANCE	0.955
EMPATHY	0.905

### 9.3.4. Factor and Reliability Test for Customer Satisfaction

After applying factor analysis, customer satisfaction is suitable for factor analysis since the KMO variable is 0,872 which is greater than 0,7. Customer satisfaction is composed by only one dimension therefore, reliability analysis is provided below:

From reliability analysis, customer satisfaction expressions had Cronbach's Alpha value greater than 0,7 which means that satisfaction is reliable.

**Table 17.** Factor and Reliability Analysis of Customer Satisfaction

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Customer Satisfaction	C_SAT_1	0.865	76.99	0.923
	C_SAT_2	0.902		
	C_SAT_3	0.920		
	C_SAT_4	0.829		
	C_SAT_5	0.868		

### 9.3.5. Factor and Reliability Test for Customer Retention

In order to understand the effectiveness of data, factor analysis is applied. The results show that customer retention is suitable for factor analysis since the KMO variable is 0,805 which is greater than 0,7. Customer retention is composed by only one factor therefore; reliability analysis is applied. Cronbach's alpha value is 0,827 which means that data for customer retention is reliable and suitable for further analysis.

**Table 18.** Factor and Reliability Analysis of Customer Retention

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Customer Retention	C_RET_1	0.652	59.19	0.827
	C_RET_2	0.815		
	C_RET_3	0.722		
	C_RET_4	0.828		
	C_RET_5	0.815		

#### 9.4. Regression Analysis

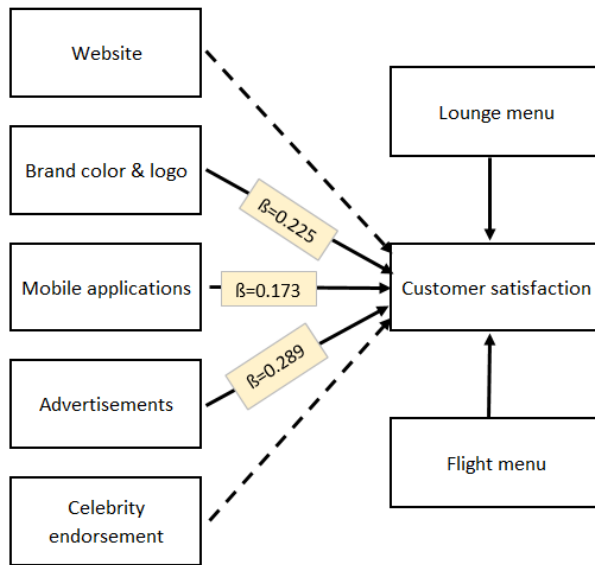
Regression analysis is applied in order to see relationship between independent variables and dependent variables. In addition, regression analysis will give an idea about which factors have how much power on dependent variables like customers' satisfaction and retention.

**Table 19.** Regression analysis for sense of sight factors

<b>Dependent Variable: Customer Satisfaction</b>			
<b>Independent Variables</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Advertisement	0.289	4.495	0.000
Brand color&logo	0.225	3.353	0.001
Mobile application	0.173	2.742	0.007

As it seen in above table, advertisement has the greatest importance on customer satisfaction on the other hand; mobile application has the lowest importance on customer satisfaction with the beta value 0,173.

The overall explanatory power of model is nearly 30 % ( $R=0,547$ ;  $R^2 = 0,299$ )



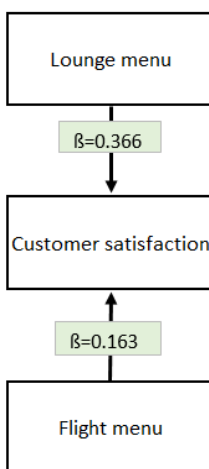
**Figure 31.** Multiple Regression of Hypothesis H1(a-b-c-d-e)

**Table 20.** Regression Values for Sense of Taste

<b>Dependent Variable: Customer Satisfaction</b>			
<b>Independent Variables</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Lounge menu	0.366	4.942	0,000
Flight menu	0.163	2.201	0.029

The table shows that, lounge menu has an impact with the power of 0,366 on customer satisfaction on the other hand, flight menu has very low importance on customer satisfaction with the 0,163 beta value.

The overall explanatory power of model is nearly 24 % ( $R=0,485$ ;  $R^2 = 0,235$ )



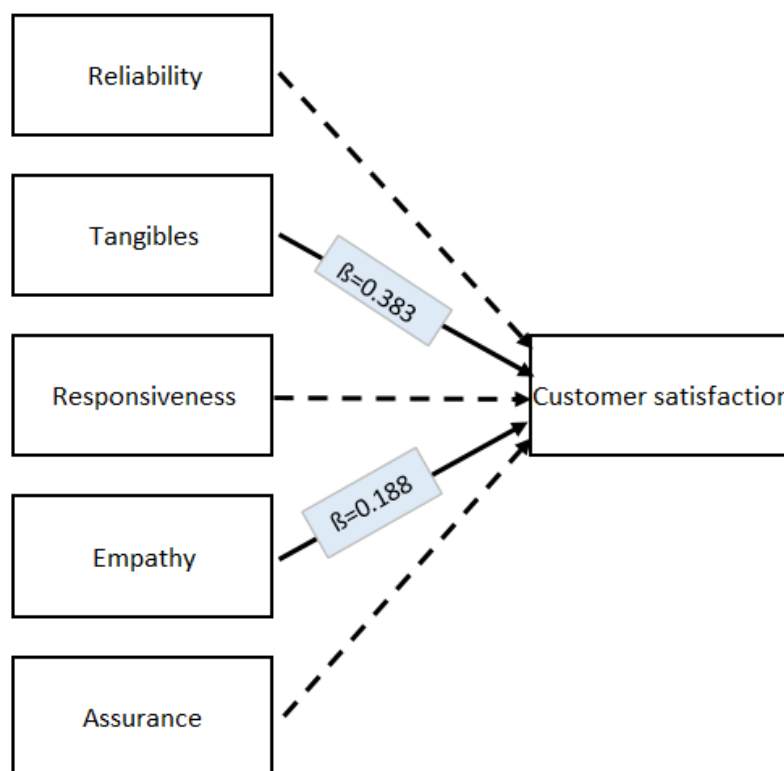
**Figure 32.** Multiple Regression of Hypothesis H2 (a-b)

**Table 21.** Regression analysis for service quality

Dependent Variable: Customer Satisfaction			
Independent Variables	Beta	t-value	p-value
Tangibles	0.383	5.369	0.000
Empathy	0.188	2.640	0.009

As it seen in above table, only tangibles and empathy have a positive impact on customer satisfaction. Tangibles are more important compared to empathy for customer satisfaction.

The overall explanatory power of model is 27 % ( $R=0,540$ ;  $R^2 = 0,271$ )



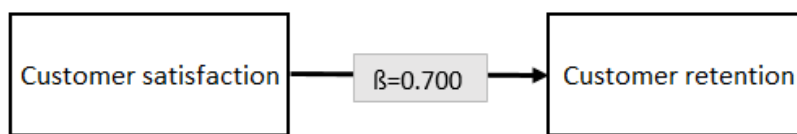
**Figure 33.** Multiple Regression of Hypothesis H3 (a-b-c-d-e)

**Table 22.** Coefficients for customer satisfaction and customer retention

Dependent Variable: Customer Retention			
Independent Variable	Beta	t-value	p-value
Customer Satisfaction	0.7	14.971	0.000

The table shows that the relationship between customer satisfaction and customer retention is strong with 0,7 beta value. It means that satisfied customers most probably prefer the same brand/company for further purchases.

The overall explanatory power of model is almost 50 % ( $R=0,700$ ;  $R^2 = 0,490$ )



**Figure 34.** Regression of Hypothesis H4

### 9.5. Independent t-Test

In order to see the difference between independent groups, t-test applied for customer satisfaction based on gender and marital status. The results show that there is no meaningful difference between men and women or single or married people for customer satisfaction. Both groups have similar satisfaction level.

**Table 23.** Independent sample test for gender and satisfaction

Customer Satisfaction	N	Mean	Sig.
Female	153	3.74	0.012
Male	82	3.58	

## 9.6. Chi-Square Tests

In order to see the effect of monthly income on airlines selection Cross-tabulation test is applied. The results show that, customers with high monthly income tend to choose Turkish Airlines. As it explained in airline industry section, THY follows price penetration strategy therefore; company set high prices for the flights.

**Table 24.** Cross-tabulation of Airlines and Monthly Income

Income (TL)	Airlines			Total
	THY	Pegasus	Other	
0-1.500	18	15	1	34
1.501-3.000	18	23	1	42
3.001-4.500	31	32	3	66
4.501-6.000	24	10	1	35
6.000+	46	7	5	58
<b>Total</b>	137	87	11	235

As income increases, customers tend to choose THY.

## 9.7. One-Way ANOVA

The difference for satisfaction between respondents based on education level is tested. Since for ANOVA, each group should include at least 30 respondents, education level is recorded as following:

- 1: Primary School-High school
- 2: Undergraduate
- 3: Graduate and PhD

The test results show that there is a difference in satisfaction based on education level.

Also, same test applied for monthly income and the difference for satisfaction is founded. People with high income level satisfied more compared to low income respondents.

As it seen in regression table for sense of sight, advertisement, brand color & logo, and mobile applications have an impact on customer satisfaction. Companies need to consider the importance of visual elements for the satisfaction. If customers find the visual elements attractive and congruent with the company, satisfaction will increase.

When sense of taste is analyzed, both flight menu and lounge menu have a positive effect on customer satisfaction. Especially freshness, portion of food and beverages served is important for the customers. Providing tasty and special products will create and competitive advantage for airlines.

Surprisingly, for service quality only tangibles and empathy have an impact on customer satisfaction. Reliability, responsiveness, and assurance do not affect customer satisfaction in a meaningful way. In that response, since customers cannot trust the company, they do not purchase a ticket or do not fly with the same company therefore; satisfaction will not be accomplished .. In addition, the reliability strategies do not include any sensory experiences, evaluating sensory items cannot be possible.

Moreover, responsiveness and assurance evaluation is mainly related with customer and employee relationship. There can be two reasons why there is no relationship between responsiveness, assurance and customer satisfaction:

- a) Communication with service employee and customers are very limited in whole customer experience in the airline industry
- b) Customers do not communicate with service employee

**Table 25.** Hypothesis Results

<b>Numer</b>	<b>Hypothesis</b>	<b>Results</b>
H1a	Airlines website has a positive impact on customer satisfaction.	Rejected
H1b	Brand color & logo have a positive impact on customer satisfaction.	Not rejected
H1c	Mobile applications have a positive impact on customer satisfaction.	Not rejected
H1d	Airlines advertisements have a positive impact on customer satisfaction.	Not rejected
H1e	Celebrity endorsement has a positive impact on customer satisfaction.	Rejected
H2a	Flight menu has a positive impact on customer satisfaction.	Not rejected
H2b	Lounge menu has a positive impact on customer satisfaction.	Not rejected
H3a	Tangibles have a positive impact on customer satisfaction.	Not rejected
H3b	Reliability has a positive impact on customer satisfaction.	Rejected
H3c	Responsiveness has a positive impact on customer satisfaction.	Rejected
H4d	Assurance has a positive impact on customer satisfaction.	Rejected
H4e	Empathy has a positive impact on customer satisfaction.	Not rejected
H5	Customer satisfaction has a positive impact on customer retention.	Not rejected

The above table shows rejected and not rejected hypothesis according to regression analysis. As it seen in the table, sense of sight, sense of taste, and service quality have an impact on customer satisfaction. In addition, customer satisfaction positively affects customer retention.

Furthermore, airline companies; Turkish Airlines and Pegasus are compared based on sensory strategies and service quality. Turkish Airlines with 137 respondents and Pegasus with 87 respondents provide following outputs. In order to make effective comparisons, respondents' answers other than Pegasus and Turkish Airlines are excluded.

- There is a significant difference for the means in terms of advertisements. (Turkish Airlines' mean=3.08 and Pegasus' mean=2.63) The awareness of the advertisements and effect on satisfaction is very low in Pegasus compared with THY
- Furthermore, there is a meaningful difference for both flight menu and lounge menu. Turkish Airlines have mean 3.55 and 3.45 on the other hand Pegasus only have 2.85 and 2.67. Sense of taste will provide competitive advantage for Turkish Airlines since passengers are satisfied with the company's offerings both in the lounge and in the aircraft.
- In addition, customer satisfaction shows meaningful difference for two airlines. Turkish Airlines' mean value is 3.97, Pegasus' mean value is 3.20. The result shows

in general; Turkish Airlines provide satisfactory service to passengers on the other hand passengers who had flight experience with Pegasus are not satisfied.

- Finally, customer retention results also show difference for Pegasus and Turkish Airlines. (THY mean value= 3.31, Pegasus mean value=2.66) The results show that Turkish Airlines' customers are generally loyal to company but Pegasus customers are not loyal to company. They tend to switch the company when they find other alternatives.

## **10. MANAGERIAL IMPLICATIONS**

The findings of this thesis study will also give managerial insights about sensory marketing strategies of airline industry. With increase in competition in the sector, companies should compete not only with changes of prices but also with other marketing strategies. As we all predict, the price is the main factor for company criteria, but in order to create great customer experiences, companies should provide sensorial environment to customers. As we can understand from the outputs, regular purchasing intention will be achieved by satisfying customer's needs.

Furthermore, this study cannot be generalized for whole flight experience but it will provide clear insights for companies about, how customers perceive airline companies and how they differentiate their marketing strategies.

First of all, this study shows that price is the main element for purchase decision but if the price becomes similar between companies, customers start to give importance to sensory experiences for their choice. If there is no meaningful difference in company's price, customers will prefer the company that provide more satisfied service environments.

Secondly, when we evaluate the sensory strategies, we can see that gustatory elements have more impact on customer satisfaction. As it provided in regression analysis, lounge menu quality is the important factor on increase in customer satisfaction. Surprisingly, visual elements have not very strong impact on customer satisfaction. Only advertisements, brand color & logo, mobile applications can explain the customer satisfaction in some manner.

Moreover, service quality has an impact on customer satisfaction. In order to increase customer satisfaction, companies need to consider tangibles, responsiveness, and empathy factors. Airline companies with modern and well-equipped tangibles will create competitive advantage in the sector. Also, quick responds to customers, showing the importance of customers and providing accurate information, make customer satisfaction higher.

In addition, there is a correlation between customer satisfaction and repurchase intention. If customer had satisfied experiences with a company, they have tendency to choose the same company for further flights and recommend this brand to their family members and friends. This finding is very important for companies to convert their customers to loyal customers. When companies increase the amount of satisfied customers, the same customers will prefer

the same company. It will decrease the customer cost since acquiring new customers are nearly five times expensive than keeping the same customers.

Finally, since there are no physical elements in services marketing, it is important for companies to provide tangible cues for customers to attract them. In order to evaluate airline companies and their service quality, companies need to create competitive services environment and support that environments with sensorial elements.

## **11. LIMITATIONS OF THE STUDY**

It is definitely said that, this study has many limitations. In order to get more accurate results sample size can be increased. The increase in sample size will give more reliable outputs.

Also, some sensory experiences are hard to remember and evaluate for customers. In order to avoid this risk, sensory element is selected only for sight and taste but it is still unclear that how many respondents are really aware of sensory experiences during the whole flight experiences.

Furthermore, to make more detailed analysis, qualitative study can be designed. In order to get more insight, focus group studies and face to face interviews can be organized with passengers. Sometimes quantitative studies will give limited results from qualitative studies. Respondents can express their feelings and attitudes more clearly in qualitative studies.

The study mostly evaluated the Turkish Airlines and Pegasus Airlines strategies but the number of respondents in each airline is not same therefore comparing two airlines could be challenging. In addition, from two airlines it is hard to get general idea about the sensory strategies of all airline companies even Turkish Airlines and Pegasus Airlines are the top 2 airlines in Turkey. Also, two companies have different marketing strategies to reach the customers based on price strategies.

Lastly, time is another constraint for this study since we had limited time to collect and interpret the data, research process can be extended. This will provide more detailed analysis for researchers. More and more research is required for understanding sensory experiences of customers in the airline industry because it is very important to provide competitive elements in the services marketing.

## 12. CONCLUSION

To conclude, services marketing has been developing for years. With the improvements in the technology, customers start to reach many services process by online. In order to keep relationship with customers, services companies need to create a bond with customers. Even in online processes, companies need to touch customers by some points to become permanent in customers' minds.

Companies need to consider service quality and service elements to satisfy customers' needs. If the service quality is met by at least customers' expectations, the relationship between the companies and customers will be stronger. In addition, the competitive service quality standards will have an impact on companies' profitability.

Moreover, companies can provide tangible elements to make service environments more attractive. Since services are not tangible as its characteristic, providing physical assets will have a positive effect on customers' preferences. As it tested in this study, customers with high level of satisfaction tend to choose the same brand for further purchases.

When customers cannot see meaningful price differences in the services companies, they tend to choose company with high sensory stimulus. With the help of sensory stimulus, customers are made to feel relaxed, comfortable and satisfied. When customers find that sensory experiences are worth to pay, price sensitivity becomes more invisible.

Also, in airline industry, sensory marketing concept has many areas to design and apply. Service quality perception can be increased by sensory marketing applications. As it explained in this study, airline companies can create competitive advantage by providing sensory experiences to their customers. If the sensory applications are congruent with the service offerings customers will leave the service environment with high satisfaction.

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## 14. APPENDIX

### 1. List of International Airports in Turkey

Location	ICAO	IATA	Airport
<b>International Airports</b>			
Adana	LTAF	ADA	Şakirpaşa Havalimanı
Ankara	LTAC	ESB	Ankara Esenboğa
Antakya	LTAK	HTY	Hatay Havalimanı
Antalya	LTAI	AYT	Antalya Havalimanı
Milas	LTFE	BJV	Milas-Bodrum Havalimanı
Bursa	LTBR	YEI	Bursa Yenişehir Havalimanı
Dalaman	LTBS	DLM	Dalaman Havalimanı
Diyarbakır	LTCC	DIY	Diyarbakır Havalimanı
Erzurum	LTCE	ERZ	Erzurum Havalimanı
Eskişehir	LTBY	AOE	Eskişehir Anadolu
Ordu-Giresun	LTGB	OGU	Ordu-Giresun Havalimanı
Gaziantep	LTAJ	GZT	Gaziantep Havalimanı
İstanbul	LTBA	IST	Atatürk Havalimanı
İstanbul	LTFJ	SAW	Sabiha Gökçen Havalimanı
İzmir	LTBJ	ADB	Adnan Menderes
Kayseri	LTAU	ASR	Erkilet Havalimanı
Konya	LTAN	KYA	Konya Havalimanı
Kütahya	LTBZ	KZR	Zafer Havalimanı
Malatya	LTAT	MLX	Erhaç Havalimanı
Nevşehir	LTAZ	NAV	Nevşehir Kapadokya Havalimanı
Samsun	LTFH	SZF	Samsun Çarşamba Havalimanı
Şanlıurfa	LTCS	GNV	Şanlıurfa GAP Havalimanı
Trabzon	LTGG	TZX	Trabzon Havalimanı

## 2. List of International Airports in Turkey

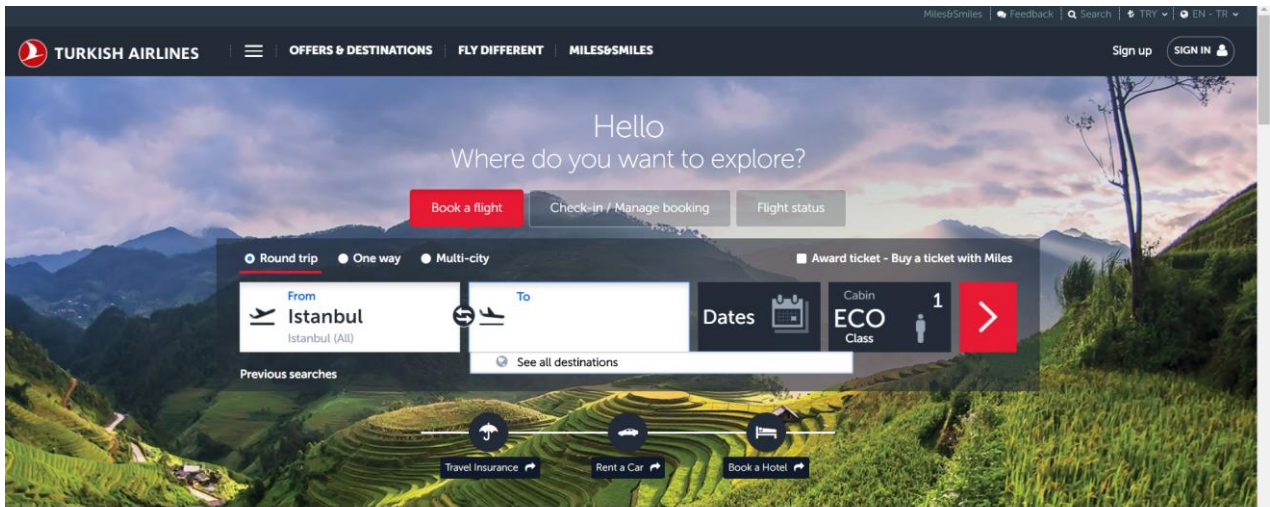
Location	ICAO	IATA	Airport
<b>Domestic Airports</b>			
Adiyaman	LTCP	ADF	Adiyaman Havalimani
Ađrı	LTGO	AJI	Ađrı Ahmed-i Hani Havalimani
Amasya	LTAP	MZH	Amasya Merzifon Havalimani
Alanya / Antalya	LTGP	GZP	Gazipařa Havalimani
Balıkesir	LTBF	BZI	Balıkesir Merkez Havalimani
Balıkesir	LTFD	EDO	Balıkesir Koca Seyit Havalimani
Batman	LTCJ	BAL	Batman Havalimani
Bingöl	LTCU	BGG	Bingöl Havalimani
Çanakkale	LTBH	CKZ	Çanakkale Havalimani
Denizli	LTAY	DNZ	Denizli Çardak Havalimani
Elâzığ	LTCA	EZS	Elazığ Havalimani
Erzincan	LTCO	ERC	Erzincan Havalimani
Gökçeada	LTFK	GKD	Gökçeada Havalimani
Hakkâri	LTCW	YKO	Hakkâri Yüksekova Selahaddin Eyyubi Havalimani
İğdir	LTCT	IGD	İğdir Havalimani
Isparta	LTFC	ISE	Isparta Süleyman Demirel Havalimani
İstanbul	LTBW	-	İstanbul Hezarfen Havalimani
Kahramanmarař	LTCN	KCM	Kahramanmarař Havalimani
Kars	LTCF	KSY	Kars Harakani Havalimani
Kastamonu	LTAL	KFS	Kastamonu Havalimani
Kocaeli	LTBQ	KCO	Cengiz Topel Havalimani
Mardin	LTCR	MQM	Mardin Havalimani
Muř	LTCK	MSR	Muř Havalimani
Siirt	LTCL	SXZ	Siirt Havalimani
Sinop	LTCM	NOP	Sinop Havalimani
Sivas	LTAR	VAS	Sivas Nuri Demirađ Havalimani
řırnak	LTCV	NKT	řırnak řerafettin Elçi Havalimani
Tekirdađ	LTBU	TEQ	Tekirdađ Çorlu Havalimani
Tokat	LTAW	TJK	Tokat Havalimani
Uřak	LTBO	USQ	Uřak Havalimani
Van	LTCI	VAN	Ferit Melen Havalimani
Zonguldak	LTAS	ONQ	Zonguldak Havalimani

Source :

[https://ipfs.io/ipfs/QmT5NvUtoM5nWFfrQdVrFtvGfKFmG7AHE8P34isapyhCxX/wiki/T%C3%BCrkiye'deki\\_havalimanlar%C4%B1\\_listesi.html](https://ipfs.io/ipfs/QmT5NvUtoM5nWFfrQdVrFtvGfKFmG7AHE8P34isapyhCxX/wiki/T%C3%BCrkiye'deki_havalimanlar%C4%B1_listesi.html)

### 3. Website of Airline Companies

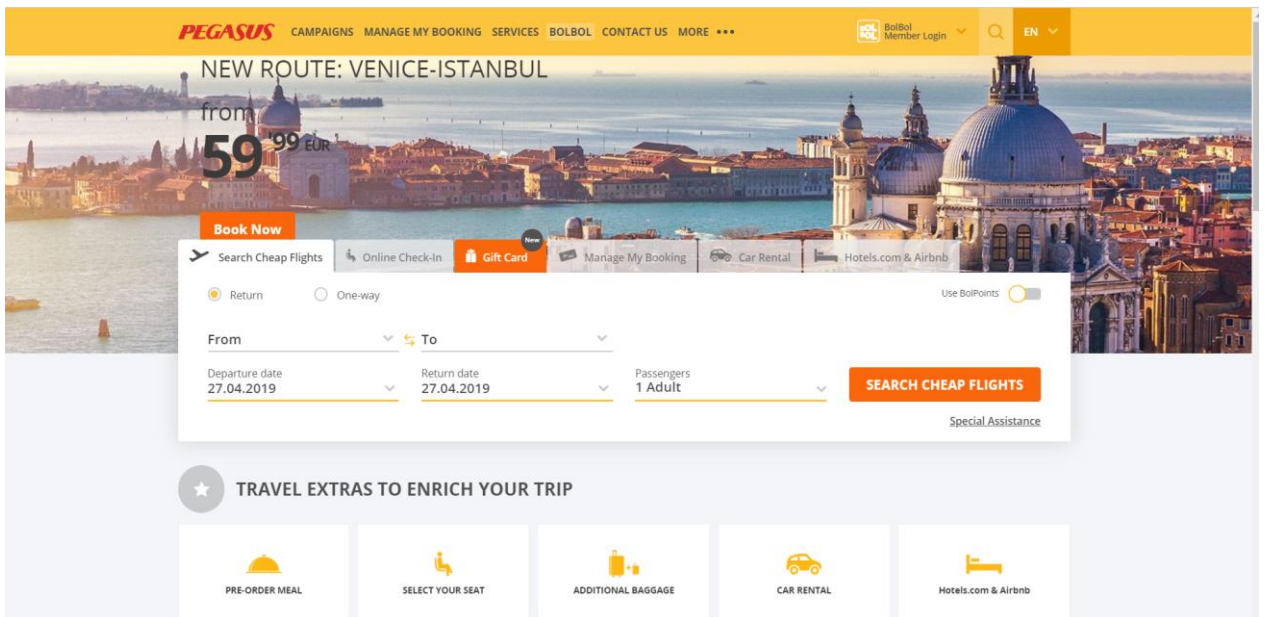
#### a. Turkish Airlines



See our best offers from **Istanbul** ▼

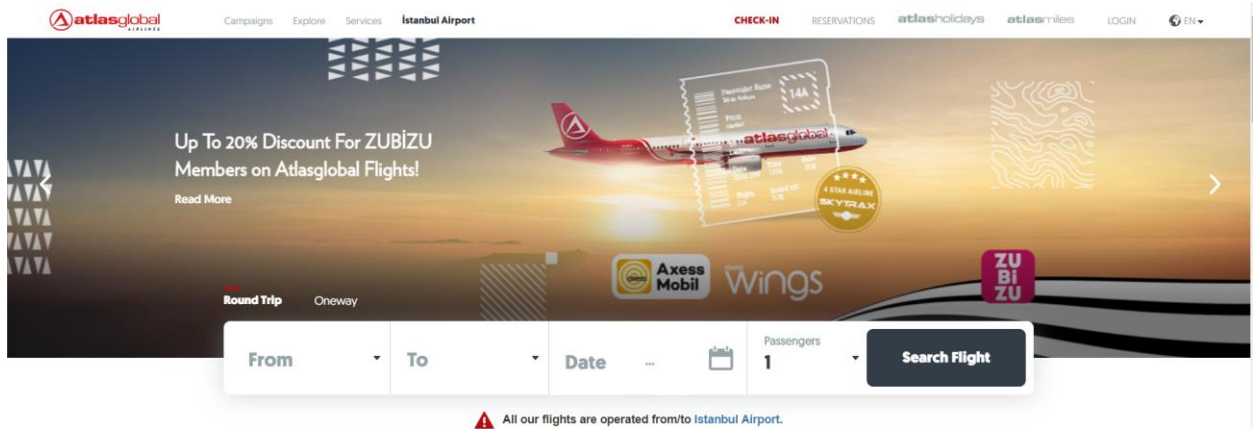
Source: <https://www.turkishairlines.com/en-int/index.html>

#### b. Pegasus



Source: <https://www.flypgs.com/en>

c. Atlasglobal



## Explore New Destinations

Source: <https://www.atlasglb.com/en/#>

## 4. Celebrity Endorsement



Source: <https://pazarlamasyon.com/turk-hava-yollarinin-reklamindaki-pazarlama-neydi/>

## 5. Questionnaire

Bu ankette yer alan soru ve cevaplar İstanbul Bilgi Üniversitesi Pazarlama Yüksek Lisans bitirme tezinde kullanılacaktır. Çalışmanın amacı Türkiye’de hizmet veren havayolu firmalarının duyusal pazarlama stratejilerini ve bu stratejilerin müşteri tutundurmasına etkilerini ölçmektir. Katılımınız için teşekkürler

### A. Demografik bilgiler

#### 1. Cinsiyetiniz

- a) Erkek
- b) Kadın

#### 2. Yaşınız

.....

#### 3. Medeni durumunuz

- a) Bekar
- b) Evli
- c) Dul

#### 4. Eğitim durumunuz

- a) İlköğretim mezunu
- b) Lise mezunu
- c) Üniversite mezunu
- d) Yüksek Lisans
- e) Doktora

#### 5. Aylık gelir düzeyiniz

- a) 0-1500 TL
- b) 1501-3000 TL
- c) 3001-4500 TL
- d) 4501-6000 TL
- e) 6000+ TL

## **B. Uçuş alışkanlıklarınız**

1. Ne sıklıkla uçak yolculuğu yaparsınız?
  - a) Haftada 1 veya daha fazla
  - d) Ayda 1den fazla
  - e) Her ay
  - f) Yılda 2den fazla
  - g) Yılda bir kez ya da daha az
2. Geçtiğimiz 3 ay içinde kaç kez uçak yolculuğu yaptınız?
  - a) Seyahat etmedim
  - b) 1
  - c) 2
  - d) 2den fazla
3. Uçak seyahatlerinizin başlıca sebepleri nelerdir?
  - a) Eğitim
  - b) İş
  - c) Tatil
  - d) Sağlık
  - e) Diğer (lütfen belirtiniz)
4. En çok tercih ettiğiniz havayolu firması nedir?
  - a) THY
  - b) Pegasus
  - c) Atlasglobal
  - d) Diğer (lütfen belirtiniz)
5. Uçak biletlerinizi nereden satın alırsınız?
  - a) Websitesi
  - b) Mobil uygulama
  - c) Seyahat acentası
6. Uçak seyahatleriniz genellikle kim tarafından karşılanmaktadır?
  - a) Kendim/ailem
  - b) Şirket
7. Firmanın sunduğu herhangi bir loyalty programına üyeliğiniz var mı? (miles&smiles, Pegasusplus vb.)
  - a) Evet
  - b) Hayır
8. En sık seyahat ettiğiniz bölüm hangisidir?
  - a) Ekonomi
  - b) Business

9. Uçuşunuz için havayolu firması seçiminizi nasıl yaparsınız?

- a) Geçmiş deneyimlerime göre
- b) Fiyata göre
- c) Uçuş seçeneklerine göre
- d) Uçuş esnasındaki ücretsiz ikramlara göre
- e) Sadakat programının sağladığı avantajlara göre
- f) Diğer (lütfen belirtiniz)

\*\*Aşağıda yer alan ifadeleri yurt içi uçuşlarınızı göz önünde bulundurarak size en uygun olacak şekilde değerlendiriniz.

- 1: kesinlikle katılmıyorum
- 2: katılmıyorum
- 3: ne katılıyorum ne katılmıyorum
- 4: katılıyorum
- 5: kesinlikle katılıyorum

<b>Değerlendirmeler</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Bu firmanın logosu kolayca tanınmayı sağlayacak şekilde çekici ve çarpıcıdır					
Bu markanın logosu firmanın değerleri ile uyudur					
Bu firmaya ait logo bana güven verir					
Kurumsal markanın logosu imajında etkilidir.					
Bu firmaya ait logoyu rakip firmalardan ayırt edebilirim					
Bu markanın rengi kolayca tanınmayı sağlayacak şekilde çekici ve çarpıcıdır					
Marka rengi satın alma/firma tercihi konusunda etkilidir					
Bu firmanın kullandığı marka rengi tutarlıdır.					
Bu firmaya ait marka rengini kolayca ayırt edebilirim					
Reklam yüzü olan marka yüzlerinden kolayca etkilenirim					
Sevdiğim bir ünlü/tanınmış kişi bu markanın yüzü olduğu için bu firmayı terci etmeyi düşünürüm					
Bu firmadan hizmet almayı kendime yakın/çekici bir marka yüzü olduğu için düşünürüm					
Kurumsal markayı tanıtan yüzler imajda etkilidir					
Bu firmaya ait reklamlar ilgi çekicidir					
Bu firmanın reklamları dikkatimi çeker					
Bu firmanın reklamları yararlı bilgiler sağlar					
Reklam yapan firmalara karşı pozitif bir tutum sergilerim					
Firmaya ait internet sitesi kullanışlıdır					
Firmaya ait internet sitesi kurumsal kimlik içerir					
Firmaya ait internet sitesi üzerinden bilet satın almak kolaydır					
Firmaya ait internet sitesi beklentilerimi karşılar					
Firmaya ait internet sitesinde istediğim bilgiyi kolayca bulabilirim					
Firmaya ait mobil uygulama kullanışlıdır					
Firmaya ait mobil uygulama kurumsal kimlik içerir					
Firmaya ait mobil uygulama üzerinden bilet satın almak kolaydır					
Firmaya ait mobil uygulama beklentilerimi karşılar					
Firmaya ait mobil uygulamada istediğim bilgiyi kolayca bulabilirim					
Firmaya ait mobil uygulamaları kullanırken zorlanmam					
Lounge'da sunulan ikramlar (yiyecek&içecek) benim için önemlidir					
Servis edilen yiyecek/içecekler tazedir					
Servis edilen yiyeceklerin/içeceklerin çoğu yeterlidir veya porsiyon büyüklüğü yeterlidir					
Firmanın sunduğu yiyecek ve içecek servisinden (çeşitliliğinden) memnunum					
Menü çeşitliliği benim için önemlidir.					
Uçuş sırasındaki ikramlar (yiyecek&içecek) benim için önemlidir					
Uçuş esnasında, önceden kendime özel menü oluşturabilmem benim için önemlidir					
Bu havayolu firmasında servis edilen yiyeceklerin tadı uygundur					
Rakip firmalara göre daha iyi yiyecek/içecek sunulur					
Servis edilen yiyecek/içecekler tazedir					
Bu firmanın sunduğu farklı çeşitlerdeki yiyecek/içecekleri severim					
Servis edilen yiyeceklerin/içeceklerin çoğu yeterlidir veya porsiyon büyüklüğü yeterlidir					

<b>Değerlendirmeler</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Modern araç, gereç ve donanımına sahip olmalıdır					
Hizmet verirken kullanılan eşya ve malzemeler göze hoş görünmelidir					
Çalışanlar temiz ve düzgün görünümlü olmalıdır					
Kiosklar modern bir görünüme sahip olmalıdır					
Kontuarlar modern bir görünüme sahip olmalıdır					
Hizmet ilk seferde ve doğru olarak yapılmalıdır					
Firma sunmuş olduğu hizmetlerini söz verdiği zamanda gerçekleştirmelidir					
Firma çalışanları sorunları çözmek için samimi bir ilgi göstermelidir					
Uçuş bilgileri düzenli ve eksiksiz olarak tutulmalıdır					
Yolcu bilgileri düzenli ve eksiz olarak tutulmalıdır					
Hizmet daha önceden belirtildiği saatte gerçekleştirilmelidir					
Çalışanlar hizmetin tam olarak ne zaman gerçekleştirileceğinin söylemelidir					
Çalışanlar hizmetleri mümkün olan en kısa sürede vermelidir					
Çalışanlar her zaman müşteriye yardım etmeye istekli olmalıdır					
Çalışanlar meşgul olsalar dahi yolcuların isteklerine cevap verebilmelidir					
Çalışanlar davranışlarıyla yolculara güven vermelidir					
Yolcular, firma çalışanları ile olan ilişkilerinde kendilerini güvende hissetmelidir					
Çalışanlar yolculara karşı kibar olmalıdır (nazik davranmalıdır)					
Çalışanlar sorulara cevap verebilecek yeterli bilgi seviyesine sahip olmalıdır					
Yolculara ihtiyaçları doğrultusunda bireysel ilgi gösterilmelidir					
Çalışanlar yolculara kendini özel hissettirmelidir					
Çalışanlar yolcuların menfaatlerini her şeyin üstünde tutmalıdır					
Çalışanlar yolcular için elinden gelenin en iyisini yapmalıdır					
Çalışma saatleri müşteriler için uygun zaman diliminde olmalıdır					
Bu firmayı arkadaşlarıma ve yakın çevreme öneririm					
Bu firmanın sunmuş olduğu hizmetten memnunum					
Rakip firmalar daha uygun fiyat teklif etse bile bu firmayı tercih ederim					
Bu firmadan hizmet aldığım için kendimi güvende hissedirim					
Kendimi bu firmaya yakın hissedirim					
Bu firmanın yolcularını önemseydiğini bilirim					
Bu firmadan tekrar hizmet almak isterim					
Bu firma ile ilgili haberleri takip ederim					
Bu firmada bir sorun yaşasam bile aynı firmadan hizmet almaya devam ederim					
Bu firma benim vazgeçilmezimdir					