The airline brand personality in the context of neuromarketing: FSC versus LCC

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Abstract—The marketing approach, showing a cyclical development until today, has evolved into a value-oriented (marketing 3.0) approach that tries to understand the human mentally and emotionally after a number of changes over time. Changes in marketing approaches over time have begun to take humans as the focal point. For this reason, it has become important to determine human needs and the effects of emotions on people’s buying behaviors. In this respect, it is thought that the application of neuromarketing techniques will help to reveal the real feelings and thoughts of the consumers in the studies to be done in order to determine airline consumer behaviors more accurately and consistently. In the context of this study, it is thought that the brand personality traits of airlines are compared by using both the survey technique and the Electroencephalography (EEG) analysis method. In the first stage of the study, 42 traits of brand personality developed by Aaker will be shown as slides and the responses will be measured by the EEG analysis method. In the second stage of the study, the same voluntary participants will be required to mark the brand personality traits of the airline by converting Aaker’s brand personality scale into a survey. As a result of the research, findings obtained from both methods will be compared.

Keywords- neuromarketing; airlines; brand personality; EEG,

I. INTRODUCTION

In today’s world, product diversity has increased and real differences between products have disappeared along with technological developments. In this context, it is possible to say that consumers’ purchasing decisions about products have become more difficult and competition among producers has become more overwhelming. At this point, brands are seen as an important element in distinguishing producer’s products put on market from the competitors [1]. The brand, which greatly influences and shapes the customers and customers’ purchase decisions, predominantly separates concrete products from one another, as well as services from each other, and has become a focal point of marketing activities [2].

While brands represent products and services, they also show a certain personality and image to consumers [3]. The human characteristics loaded into the brand are referred to as personality. Brand personality was defined by Aaker [4] as "a set of human characteristics associated with a brand". Aaker's description of human traits includes human demographic characteristics (gender, age and socio-economic status), lifestyle characteristics (in other words, activities, interests and thoughts) and personality traits (warmth, anxiety and emotionality) [5]. Brand personality is basically based on the assumption that brands also have various human traits and emotions like humans [6]. Much research has been done on this subject and as a result of these researches various theories related to this have been developed. In line with these theories, it is concluded that consumers have been attributed to human personalities to brands that they find closer to themselves, feel more comfortable and less dangerous in terms of risk assessment [7].

Businesses place much emphasis on the concept of brand personality, which is important for brands. For this reason, many studies have been carried out in different fields in different years in order to measure brand personality. Brand personality studies have been conducted in many areas such as fast food [3], tourism destinations [8], automotive [9] and clothing [10]. In addition to these, various studies on brand personality have been observed in the field of aviation [11]. It was observed that different scales and different dimensions were used in the brand personality measurements and that they applied to the oral or written statements of the consumers. However, the verbal or written statements of the participants about the product and service brought with them some problems regarding the validity and correctness of the studies. The issue of reliability of the work has come to the agenda since the consumer answer the questions directed to them under conscious or unconscious prejudices and cannot reflect their real thoughts [12]. Therefore, new methods have
Neuromarketing was formed by the combination of neuro and marketing words. Neuromarketing was defined by Tüzel as "the measurement of the effects of the digitized responses of the subconscious, especially on the preferences, through sensory organs such as attention, interest and emotional attraction, visual and auditory, which influence the thought structure of the person"[16]. Neuromarketing, which allows for the measuring of the instantaneous changes of cerebral responses to any marketing stimuli, has made it possible to determine what changes these stimuli cause in the brain. Thus, the first reaction in the consumer mind, impact and affection is created by the stimuli in the mind of the consumer and how much the consumer can remember the stimuli and likes it have become measurable [16]. Neuromarketing, which has entered the field of marketing after 2000 years, is accepted as a discipline which is used to understand consumers even better than themselves and determine the reasons behind their behaviors [12].

The data obtained from neuromarketing studies are provided by various techniques. It is possible to divide these techniques in three. These are listed as tools that measure metabolic and electrical activities in the brain and out of brain activities [13]. While techniques that measure the metabolic activities of the brain are fMRI (Functional Magnetic Resonance Imaging) and PET (Postemion Emission Tomography), techniques that measure electrical activity in the brain are Electroencephalography (EEG), Magnetoencephalography (MEG) and Steady State Topography (SST). In addition, instruments that measure activity outside the brain can be sorted as Eye Tracking, Galvanic Skin Response and Facial Coding.

III. METHODOLOGY

Two different research methods will be used together in the study. These methods are the EEG analysis method of neuromarketing methods and the questionnaire method of traditional methods respectively. The study will be designed in two parts. At the first stage, the brain responses of stimuli will be measured by watching the images of brand personality belonging to two airlines prepared before with voluntary participation. In the next stage, the brand personality scale developed by Aaker will be adapted to the 5-point Likert scale and participants will be asked to mark their perceptions of the airline. In the last stage, the findings from both methods will be brought together and the differences between the methods will be determined.
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