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

Şahap AKAN
Anadolu Universt
Department of Aviation Management
sakan@anadolu.edu.tr

Özlem ATALIK
Anadolu Universt
Department of Aviation Management
oatalik@anadolu.edu.tr
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What is Brand?

A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. (AMA)
Brand Identity Prism
What is Brand Personality?

The set of human characteristics associated with a brand. (Aaker, 1997)
Benefits of Brand Personality

- Makes difference depending on the rivals
- Influences the emotional decisions of the customers
- Has a positive effect on the other marketing activities
Dimensions of Brand Personality

- **Sincerity**
  - Down-to-earth
  - Honest
  - Wholesome
  - Cheerful

- **Excitement**
  - Daring
  - Spirited
  - Imaginative
  - Up-to-date

- **Competence**
  - Reliable
  - Intelligent
  - Successful

- **Sophistication**
  - Upper class
  - Charming

- **Ruggedness**
  - Outdoorsy
  - Tough
What is Neuromarketing?

“Neuromarketing as a field of study can simply be defined as the application of neuroscientific methods to analyze and understand human behaviour in relation to markets and marketing exchanges. (Lee, Broderick, & Chamberlain).”
Techniques Used in Neuromarketing Research

- Record metabolic activity in the brain
  - Positron emission tomography (PET)
  - Functional Magnetic Resonance Imaging (fMRI)
  - Transcranial magnetic stimulation (TMS)
  - Electroencephalography (EEG)

- Recording electric activity in the brain
  - Steady State Topography (SST)
  - Magnetoencephalography (MEG)
  - Facial Electromyography

- Without recording brain activity
  - Facial coding
  - Skin Conductance
  - Implicit association test
  - Eye Tracking
  - Measuring Physiological Responses
EEG: Electroencephalography

It Measures:
- Attention
- Engagement / boredom
- Excitement
- Emotional valence
- Cognition
- Recognition

It is Used When:
- testing and developing advertisements
- testing websites design and usability
- identifying the key moments of an advertisement or video materials
- testing new campaigns
Purpose of Research

- Both the survey method as one of the traditional technique and the EEG analysis technique as the neuromarketing method which is newly introduced area will be used.

- In this direction; The brand personality of Red Airlines and Yellow Airlines will be measured and both methods will be compared.

- Thus, it is aimed to determine the brand personality of two airlines by using survey and EEG analysis methods.
Importance of Research

-The characteristics of the brand personality of Red and Yellow Airlines will have been determined both by the survey and the EEG methods.

-Thus, brand personality factors attributed to both airline operators will be emphasized in promotional activities, especially in advertising activities.

-From an academic point of view, the study is thought to contribute to the international aviation literature and raise awareness in the field.
Limitations of Research

- The use of neuromarketing methods in research is of great importance both in terms of time and cost.
- The study is limited to 2 airlines.
- In the EEG analysis method portion, the fact that some participants will not react to brand personality stimuli and the occurrence of various artefacts during recording is another limitation of the study.
- In this study; the sample is limited to 32 people, (Sand, 2009) taking into account both time and cost factors.
Method of Research

- As far as research methods are concerned, two research techniques will be used simultaneously.
- These methods will be EEG analysis method and survey method which is one of the traditional methods.
- In the first phase of the study, EEG equipment will be installed to the volunteer participants and their reaction to visual stimuli will be examined.
- At the next stage, participants will be asked to fill in the brand personality questionnaire form for both of the two Airline Enterprises with the survey method.
- The dimensions of brand personality developed by Aaker will be visualized and displayed to participants and their brain responses will be measured.

- Then, in the survey method, the participants will be asked to indicate which personality traits they have regarding both airlines.

- Later the brand personality dimensions obtained from both methods are compared and it will be determined whether there is any correlation between them.
Test Flow

400 ms  →  350 ms  →  1500 ms

+  →  Empty Green Screen  →  Stimulant
RED AIRLINES

Brand Personality

- Sincerity
- Excitement
- Competence
- Sophistication
- Ruggdness
Thank you for listening to me...