

Consumer attitude towards etihad airways

[Environment](#), [Air](#)



Attitudes play a pivotal role in influencing a person's behavior. The study of attitudes is the key to understanding consumer's behavior towards a particular product or brand. Thus, this case study examines consumers' attitudes towards the two leading UAE Airline companies: the Etihad Airways and Emirates airlines.

It has to identify how attitude influenced consumer behavior towards Emirates Airlines and Etihad Airways. Wherein, it discusses the different attributes of both airlines by which consumer attitude attest to be of priority.

INTRODUCTION

This case study will focus on examination of consumer attitude towards the two leading airline companies in United Arab Emirates: Etihad Airways and Emirates airlines. Thus, this research has a significant impact on how the consumer decision as to how their attitude would be towards the different services of both airlines. As such services rendered by both aviation companies, consumers certainly decide how both companies act toward and how consumers attitude towards them consequently.

PURPOSE OF THE STUDY

The principle of the revision is to give an explanation the consumer attitude towards Etihad Airways and Emirates Airlines through their services/ attributes offered. The research will present the different or some selected variables as the aviation companies' attributes. In which the consumer would follow up to what company they might be based on online advertisement through websites and based on their personal post experience. Moreover, it will help the consumer towards decision-making based on the attitude

towards both companies and for the travel agent to develop their marketing plans intended for the growth as well as development of their production.

ABOUT EMIRATES AIRLINES AND ETIHAD AIRWAYS

UAE two carriers are amongst 10 global airlines that have created a group called Aviation Alliance, the principal objective of which is to finish the “Home Country” statute, which was arranged to throughout the Organization for Economic Co-operation and Development (OECD) (Gale, 2010) is the essential core of this case study; the Emirates airlines and Etihad Airways.

Born as the global airline at the United Arab Emirates over twenty years ago, Emirates Airline has been recognized many times for the quality of their in-flight cuisine, the breadth of the in-flight entertainment, and the quality of their overall services. Emirates has gone forward into a worldwide significant travel along with tourism multinational. It has known globally for their dedication to the uppermost principles of distinction in every aspects of their business. It is not only seeing policy as a support but as a critical in maintaining their identity and their competitiveness. Recently, flying over 100 destinations in 60 countries around the world the network is expanding constantly. Moreover, with their continuing rapid growth and motivated to offer the finest service in the industry within the same time is the secret of Emirate’s success (www.emirates.com).

With their award winning, global cabin crew moreover one of the youngest, most up to date fleets which are flying in the skies, it provides the most comfortable, relaxing environment for the travels. With more choices and higher quality, their in-flight show options will remain one occupied on an

end. In addition, complimentary driver; driven cars are there for their First Class as well as Business Class passengers in many of the cities they serve. Special services and treatment help take the hassle out of travel for passengers and children, from booking to the arrival. Thus, whether such child is up and about 16 years old also travelling unaccompanied, or even sixteen months old also travelling in one's lap, their young passengers receive the utmost care and treatment. Comfortable and stylish, their fleet has been applauded through industry insiders moreover passengers the same. As they use one of the youngest fleets worldwide. In addition, regular upgrades mean we will continue to maintain their passengers with a preferred flight experience ([www. emirates. com](http://www.emirates.com)).

On the other hand, Etihad Airways has in just beneath seven years formed itself the same as the world's foremost airline ([www. etihadairways. com](http://www.etihadairways.com)). Set up Royal (Amiri) order during July 2003, Etihad began commercial operations within November 2003 moreover have moved out to turn into the fastest rising airline into the record of business aviation. Its main function is the international air transportation of passengers, which also apply Etihad Holidays, Etihad Crystal Cargo and a global contact center company as part of their business status. Furthermore, Abu Dhabi – the capital of U. A. E., is its hub; in which it seeks to consider the best of Arabian hospitality “cultured, considerate, kind and generous” on top of improving the standing of Abu Dhabi. Additionally, as of October 2010, Etihad's fleets of 56 airplane-activated close up 1, 000 flights for each week, servicing a worldwide set of connections of 66 destinations within 43 countries and have 26 code-share

agreements in place, building the airline's global network (www.etihadairways.com).

Etihad Airways has different products/ services offering as a “ brand”. Like, they are offering three gust travel classes; Diamond first Class, as well Pearl Business Class in addition to Coral Economy Class. It is flying on a brand new aircraft with the latest in-flight amusement systems, the optimum dining along with unimpeachable service. Stay entertained on the flight with E-BOX, the on-demand entertainment system, while enjoying the latest movies, TV shows, music and interactive games. One can recharge the laptop or mobile phone, or identify the individual devices to the system. Younger guests/ young flyers have also an enjoyable experience through Etihad moreover is continually addition the modest touches to create flying unforgettable experience in favor of the entire family. In addition, unique service offered for unaccompanied minors, if the child is between 5 and 11 years old inclusively and travelling alone, they treated differently. Thus, after checking-in, the child is their responsibility. Finally, in the lead landing, they will be initiated to an Etihad land host, who will accompany them through airport immigration to arrivals and give them over to the parent or guardian. At the airport, the warm welcome begins long before the trip takes off moreover lasts for an extended time later than one must landed. Terminal one of Abu Dhabi International Airport has an excellent facilities situated next to Etihad Terminal 3. While Abu Dhabi International Airport Etihad's Terminal 3 is a premier benefit for their guests, as enjoying a recent, spacious and luxurious station at the same time. Connecting passengers from Abu Dhabi International Airport is also one of the Etihad's services.

Guests moving involving flights at Abu Dhabi Airport may get the advantage of the facilities in mutually Terminals 1 as well as 3. As if one is picking up a visitor from the airport. It will find it easy to track down the guests. An extended service from its official hub to the other airports, serving more than 60 destinations international Etihad Airways spans the world. At the airport, or any other leading airports they can supply you a stroller to help you through the airport, and for the Diamond First and Pearl Business, their latest Family Room at Abu Dhabi supply soft toys, besides relaxed seating, along with books, games as well as qualified nannies. In addition, of course, there are always plenty of Etihad staffs to provide a caring hand. Moreover at Abu Dhabi Airport, they offer a designated UM (unaccompanied minors) lounge. While waiting for Etihad flight needs not be an irritating understanding, thus, they offer departure lounge facilities to their Diamond first and Pearl Business Guests at all the destinations they operate from, so stay a while and relax. Etihad chauffeurs, their premium limousine service, create a distinctive door-to-door experience for their Diamond First Class and Pearl Class guests. It has one of the most modern fleet in the world. Their all-new fleet gives one the world's most modern flight deck moreover represents the eventual in performance, as well operational competence, along with extended cabin space in addition to enlarged flying field. For other services, as such baggage information, they have put together all the information one may need in order to develop a trip. However, if lost luggage has been declared and have already informed the Etihad of the lost baggage they can easily follow it through their world tracer services. (www. etihadairways.com)

Since both two airlines posses its own characteristics and different products/ services are recommended as such will serve as the list of variable or attributes in evaluating the two airlines in the extent to which they believe both “ brands” posses through rank these attributes.

REVIEW OF THE RELATED LITERATURE

AIR TRANSPORTATION

Travelling by air is probably the most respected transportation innovation in the twentieth century, which has enabled the transportation of passengers in the shortest time and has boosted the demand for long-haul trips. In such fact, there is no part of the world has now more than 24 hours flying time from any other part (Copper et al, 2008). As a result, air transport plays an integral role in the way of life. It signifies the fastest manner to send most kinds of cargo over extended distances, in which passengers along with cargo may be transported through air either over frequently programmed paths or even on charters which are routing particularly designed for a grouping of travelers or even exacting consignment. Actually, air transport industry is one of the most excellent prototypes of the prospect world where every human action will be incorporated together with administrations, as well companies along with contractors (<http://pagebox.net/airtransport.html>). Thus, it is being the most modern and quickest mode of transport that has been gaining popularity and among the diverse styles of transport; along with air transport has experienced the greatest development.

Moreover, air transportation has managed in the past few decades to gain an extremely significant share of the transportation market, especially for the movements over 500 km (Copper et al, 2008). Thus, air transport in United Arab Emirates.

DEMOGRAPHIC AND PSYCHOGRAPHIC VARIABLES

Demographic information as cited by Albo (2009) is the type of material that might be categorized along with labeled commencing a statistical standpoint. Furthermore, it is the average or even distinctive characteristics of the people who purchase products or services. These characteristics consist of age, status, income, education, besides type of occupation, as well region of the country, or else household size. Things like race, gender, religion, also can include the age of the children, the status of the home ownership, one's home value, etc. Albo emphasized that demographic information consists of the facts and nothing else.

On the other hand, Albo (2009) defines psycho-graphic information as opposed to demographic information, which is not quantifiable with numbers. It characterizes how the target market considers, what they desire, how they carry out their day-to-day livings, what is necessary to them and how they make purchasing decisions. Further, it includes people's lifestyle and behavior. However, they like to have vacation with the kinds of interest they might have. This includes the values they hold, beside how they behave. Additionally, it includes personality type; introvert or extrovert, high / low ego drive, independent, compulsive, gregarious, and group worker (Copper et al, 2008).

Thus, getting such information is a decisive factor in conducting research survey to those people who have bought the products or services that were being offered by the company. This is such to hone this information to fit the marketing needs. Also, necessitate recognizing together demographics as well as psychographics in order to promote in addition to sell the product

effectively. Furthermore, in order to match the consumer's characteristics of the media to choose with the characteristics of the desired purchasers. Thus, such an act might cause for losing precious dollars on wasted advertising and marketing will be avoided.

ATTITUDES

Attitudes are related to motivation are presumed to facilitate social behavior, can exist in relation to any object, and can be changed; however, of interest to marketing communications is how attitudes to places and services can be influenced (McCabe, 2009). Hence, attitude is affected, as it has been understood as a learned predisposition that projects positive or even negative attitudes permanently toward several objects worldwide. These are the tangible and intangible objects on the way to which one can form an attitude are called attitude objects. In consequence, attitudes influence the way we think, behave, and are therefore crucial for the marketers who evaluate them to recognize how a consumer acts. In addition, have certain characteristics.

On the other hand, what is a consumer behavior? One "official" definition for consumer behavior according to Perner (2010) is the study of individuals. Groups, or organizations and the process they exercise to select, as well protected, utilize, and arrange of products, besides services, as well experiences, or even ideas, in order to assure requests along with the affects that these progressions encompass on the consumer as well as society." In which in some useful points consumer behavior involves services and ideas. This is as well as tangible products with the involvement of use and disposal

of the products. Further, it is such study of how they are purchased. On the other hand, such product, this is frequently used of considerable interest to the marketer. This is because they might persuade how a product is superlative positioned or even how we may support amplified consumption.

The formation of consumer attitudes according to Gogia (2010) is strongly influenced by personal experience, the influence of the family and friends, direct marketing and mass media. However, they are shaped, as we develop, based on the atmosphere in which we develop. On the other hand, attitudes may either be of high or even low degree along with the strength depends on the power of the conviction with which the person believes in them. Thus, how are these demographic and psycho graphic variable influence consumers' behaviors, where the researchers are concerned? Gogia (2010) presented a list on high each variable influenced consumer's attitudes:

Further to that discussions, recognizing the significance of direct experience, whereas marketers often try to inspire test of new-fangled products. This is done through present cents-off coupons or smooth free samples. On the other hand, if product pleased the needs of the consumer, it will put up a positive attitude, moreover will move up sale.

Direct and experience the principal means through which attitudes towards goods in addition to services are shaped id all the way through the consumer's direct understanding whereas annoying in addition to evaluating them.

Influence of family and friends: as we have been exposed to others, particularly family, as well close friends, in addition to accepted individuals, we shape attitudes that pressure the life. The family is extremely valuable source of pressure in the configuration of attitudes, for it is the family that makes available us through several of the essential values furthermore a broad variety of values.

Direct marketing: marketers are gradually more using extremely focused direct marketing programs toward targeting little consumer's niches through products as well as services that vigorous their interests in addition to lifestyles.

Commencing the marketing position of vision this is based on the require fulfillment of a buying behavior. McCabe (2010) presented Solomon's outline of the four main functions that attitude performs:

Utilitarian - related to basic principles of pleasure and pain; positive attitudes are formed towards products which provide a pleasurable experience in which consumers buy products to fulfill their necessitate, take pleasure in a little benefit, obtain several further features and receive after sales service. If they it as for each of their prospects, they extend a positive attitude towards that product. However, if not than a negative attitude is developed. Marketers usually stress and emphasize the positive phases of their products to shape a positive attitude.

Value-expressive- attitudes which are related to identity and an individual's value. These attitudes form a significant strand of research on lifestyle which

looks at how consumers' activities, interests and opinions express their values/ identities as people. Hence, the importance of values in the life cannot be over emphasized. We learn it through the upbringing and training. Therefore, such value system puts off or even gives confidence the buyers to purchase assured products associated to smoking, as well drugs, besides environment, even health, wildlife, ethics.

Ego-defensive – attitudes that are formed to protect a person against external threats or internal feelings. So, we are all concerned about self-esteem and ego and always to attempt to secure lookout those. Moreover, products associated to improving the character or even self-esteem is the target of such a kind of attitude.

Knowledge function – attitudes which are formed in response to the need for structure and meaning, as such as a man is still inquiring, curious, looking for knowledge. Furthermore, he gains innovative information as well as thoughtful about the products as well as services which assist in creating, as well modifying, along with changing the attitude towards it.

McCabe (2010) stressed the importance to understand these functions, since if the marketer knows which functions the product/ service serves or put another way how the product benefits the consumer. Wherein, they can create messages which highlight these benefits.

Since consumer behavior is the revision of when, how, why also where people do or even do not purchase, it involves the psychological process that consumers bear in distinguishing requests, also discovery ways to resolve

these requirements, besides making purchase decisions, as well interpret information, along with make plans, in addition to implement these plans.

Perner (2010) emphasized that consumer attitudes are a composite of consumer's beliefs, feelings about, along with behavioral intentions headed for some object; inside the situation of marketing, frequently in a brand. As such these components are out looked jointly as they are extremely interdependent also together correspond to forces that persuade how the consumer will act in response toward the object.

This research is trying to find out how Emirates Airlines and Etihad Airways provide their products in services in terms of punctuality, services by flight, in-flight experiences, young flyers, the fleet and the cabin features.

Moreover, if the company began to collect, consolidate and analyze the customers' information in order to understand their needs, most likely they could turn into a more profitable company. With the above-mentioned features and services of which the consumers' key concerns would be structured and prioritized, the company is already putting the customers' forefront. The realization of a customer-oriented business and enhancing customers' value resulted for a successfully more profitable airline.

METHODOLOGY

This research paper will use a set of the questionnaire as a survey into two. One set of a questionnaire require the personal information with demographic and psycho graphic variables that would probably affect the consumers' attitude. Although other form will use a rating scale, which rates

some attributes from “ poor” to “ excellent”. Both are a closed-end questions category.

The researcher will use the Fishbein method of attitude measurement through examining how attitude influences the consumer’s behavior towards the two leading U. A. E. airlines in terms of their products or services offered.

*Excellent – 5 *Very Good – 4 *Good – 3 * Fair – 2 *Poor – 1

ATTRIBUTES

EMIRATES AIRLINES

ETIHAD AIRWAYS

Cabin Feature

5

4

In-flight Experience

3

5

Young Flyers

3

3

Chauffeur – drive

2

3

Baggage Delivery

4

1

Services by Flight

3

4

Airport Facilities

5

5

ATTRIBUTES

IMPORTANCE

RATING

ETIHAD

AIRWAYS

EMIRATES

AIRLINES

Cabin feature

5

5

25

4

20

In-flight experience

5

3

15

5

25

Young Flyers

5

3

15

3

15

Chauffeur – Drive

5

2

10

3

15

Baggage Delivery

5

4

20

2

10

Services by flight

5

3

15

4

20

Airport Facilities

5

5

25

5

25

Total

125

130

Conclusion:

The airline industry is an enormous market as there are more than 900 airlines' companies worldwide with the total of exceeding of 22, 000 planes, though it has a moderate growth rates as it is in its mature stage of life cycle.

For any new approach the airline industry is considered to be unattractive, because the demand is low, the competition is fierce and the running costs are increasing.

In conclusion, there is no precise and abstract business in the market that is superior to something else. Therefore, it might not be said that prime company is always a more attractive company arrangement than monopoly market, which is not allowed by law. Therefore, each company at the same market system has its own strengths as well as weaknesses along with such benefits community to an assured point.

Additionally, government regulates usually put into force to keep implementation of national firms at a said economy and to get rid of such obstacles which might impediment, these firms to perform their duties. Therefore, the capacity of national companies like Emirates Airlines or even Etihad Airways is an added value to the whole economy of the country as well as to its consumers. However, business shareholders of such firms may experience conflict with their own benefits and the nation needs. As a result, when there are firms are achieving companies that have the potential to be converted into respectable effective results.