



***The Influence of Marketing Mix Elements for Airlines on
Passengers' Purchasing Decision-Making***
*"A Comparison Study Between Traditional Airlines & Low-Cost
Carriers"*

By

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Abstract

For the time being, in order to recognize the airline business model, it is necessary to investigate how the aviation industry has evolved since the airline deregulation act of 1978. The liberalization of air transport industry in the US by 1978 and then in the early 1990s in the Eu, that was resulted in having the LCCs, has led to significant changes in the global air transport sector. The success of LCCs, and their acquisition of a large market share in the air transport sector are due to the fact that such firms rely mostly on providing the air transport services with a competitive price for passengers. Although the LCCs have led to lower the airfares, they are unable to maintain the Loyalty of their passengers. Otherwise, there are factors affecting passengers' purchasing decision-making, the most important of which are service quality, flight safety, flight schedule, in-flight services, price, promotion, perceived value for money, and on-time arrival and departure.

This study aims at investigating the influence of marketing mix elements (4Ps) for airlines on passengers' purchasing decision-making. A questionnaire was used to conduct this study. A sample of 600 travelers participated in the study. The findings indicated that there is a significant positive relationship between the three elements of marketing mix, which are product, promotion and place, and passengers' purchasing decision-making. Additionally, the results showed that there is a significant negative relationship between price and passengers' purchasing decision-making. The results also revealed that the product is generally the most important element of the marketing mix affecting the passengers' purchasing decision-making. In Contrast, the price is considered the most important criterion for the LCCs.

Key Words: Low-Cost Carriers (LCCs), Full Service Carriers

(FSCs), 4Ps, Purchasing Decision, Frequent Flyer Programs (FFPs),
Global Distribution Systems (GDSs).