

Marketing Strategies for Airlines Based on Younger Rejuvenation

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Abstract: With the rapid development of national economy and science and technology, China's aviation industry has also been greatly developed. But the competition between the transport industry is increasingly fierce. High-speed rail, which is convenient, fast, affordable, has been favored by more and more young people, which poses a certain degree of threat to Airlines. Young generation is the main force of consumption in the new economic era, and Airlines should pay more attention to how to win the trust and favor of the younger. Under the condition of passenger rejuvenation, this paper will give some innovative marketing strategies for Airlines to attract more young passengers and to promote the stable and sustainable development of younger Airlines.

In the development of today's society, the consumption capacity of the younger generations of tourists is becoming stronger and stronger, and the requirements of safety, convenience, affordability of transportation vehicles are also upgraded. The rapid growth of leisure tourism and outbound tourism brought by the upgrading of consumption has also brought great opportunities for the development of air passenger transport. According to relevant information, the trend of younger Airlines has gradually become apparent. In the face of young passengers who are the main force of consumption, Airlines gradually shifted their focus to attract young passengers' attention. Airlines need to innovate marketing strategies according to the preferences and needs of modern young passengers to improve the airlines' preference for young passengers and to increase the appeal to young passengers.

1. The irreversibility of Airline Passengers Rejuvenation

In the past ten years, the consumption level of Chinese residents has continued to rise, which has greatly stimulated the development of leisure tourism in China, and the number of outbound tourists is also continuously increasing. The increase of people's consumption level has stimulated the growth of domestic and foreign tourists, which has increased the great demand for air passenger transportation, and the passenger volume of China Airlines has also been increased by a certain extent. Relevant data show that in July-September 2017, passenger traffic volume of China Southern Airlines is about 33.26 million, which has a larger growth compared with the same period. According to the information of various air passengers, young passengers are mainly young passengers, and the proportion of them is becoming higher and higher, which has become an irreversible trend. The aviation young passengers group is mainly concentrated between the ages of 18 and 35, most of whom are college students or office workers. College students are younger, with more interested in new things and more free time and energy. They are a huge consumer group, but their source of consumption is not independent enough. Working people pursue fashion, convenience, and have a stable income. They are more rational in terms of consumption than college students. They dare to spend money, but pay more attention to the value of money. Although the group of young passenger at this stage is very large, the choice of aviation is more rational and economical. With such a situation that the trend of younger passengers is irreversible, Airlines need to innovate marketing strategies to grasp the changing needs of younger passenger groups, and to obtain more choices for passengers. Therefore, Airlines should emphasize that how to win the favor of young passenger group consumers, and how to make them to become frequent airline passengers, and to cultivate their loyalty to a certain Airline.

2. Marketing strategies for Airlines to keep frequent passengers

2.1 Integral monetization for Airlines membership

In the past, Vice President of a certain aviation business department mentioned that young passengers are only interested in new things. It is difficult to cultivate their loyalty. If Airlines want to keep their frequent passengers, they must let young passengers be beneficial when flying for the first time, instead of accumulating 10 times to get a free ticket. In the traditional aviation marketing, it is often in the form of such points to grasp the psychology of passengers. Passengers can obtain the airline's membership and other benefits according to the cumulative amount of points. In such an information era, if Airlines still use the cumulative form of points, they are unable to retain passengers, let alone the cultivation of loyal passengers. On the one hand, it takes a relatively long time to accumulate the points. It is easy to choose other airlines without feeling the benefits that Airlines bring to themselves. On the other hand, other competitors have been improving their marketing strategies to cater to young passengers' choices. And the rapid development of high-speed rail today makes it more difficult for Airlines to cultivate younger frequent passengers. So if Airlines want to retain the younger group of passengers, they can put the rights and interests of frequent travelers ahead. When passengers choose the Airline at the first time, they will feel the benefits and interests of frequent passengers. With the role of consumer psychology, they will choose the same Airline at the second time. After that, the Airline can monetize the points in the old form. In other words, the points that passengers get at each flight can be replaced part of the price of the ticket when they choose the same airline the next time. By monetizing the points, passengers have the potential willingness to choose the same airline for the next time. And they will experience the rights and interests every time after that, catering to the consumption psychology of more young passengers and their characteristics of trying new things.

2.2 Providing personalized service for frequent passengers with use of big data

With the development of the social era, what people pursue is no longer blindly conforming to the masses. People has been the constant pursuit of freshness and stimulation, so the trend of personalized service in the service industry is also deepening. However, in the case of personalized service is very common, there is a need for targeted, unique personalized services. Therefore, Airlines can take advantage of today's well-developed large data technologies to provide personalized services for frequent passengers. For example, Airlines can provide different levels of service according to the price of the seats. They can also add message function according to the passengers ordering tickets on-line. They will make the greatest effort to meet the needs of passengers, and to create a comfortable and satisfactory flight environment for them before taking off. Besides, with the function of big data, Airlines can know the interest, social, emotional, birthday of passengers in advance, and provide surprises for passengers on the plane without affecting other passengers to improve the passengers' preference for airlines. Or cooperating with other service industries in flight destinations, such as food restaurant discount coupons, movie tickets, beauty coupons and so on. After considering the different economic capacity of passengers, they can provide different levels of discount coupons by referring to the seats and fares of passengers. In addition, airline flights will be affected by uncertainties such as the weather, which will delay the flight. If it is more than 24 hours before the flight departure, they can apologize to passengers by phone or SMS. When passengers are stranded in the airport, they can provide recreational entertainment projects to distract the attention of passengers to slow down their anxiety. The marketing strategy that provide personalized service for passengers by understanding the personal information of passengers with the use of large data is also in line with the characteristics of modern younger passengers pursuing individuality. Airlines should not only introduce personalized services to passengers, but also deepen the concept of personalized services into the actual actions of each airline staff, so that passengers can truly feel their sincere service, and to better enhance the loyalty of young passengers to the Airline.

2.3 Flexible balance of the peak redemption season

For the service industry, the existence of off-peak season is a common thing, and it is necessary to deal with the off-peak season of different marketing strategies to better grasp the flow of people. At present, China's Airlines basically have a system of points redemption. But most Airlines have the same exchange rate for the off-season or the peak season, which will lead to imbalance between the off-season and the peak season. Airlines need to consider changing standards for point redemption and set a flexible point redemption standard to better balance the redemption season. In the off-season, the points can be converted slightly lower conversion standards, while in the peak season, the points can be improved. By this way, the role of consumer psychology can be used to coordinate the passengers in the off-season, and to alleviate the excess of the seating rate in the peak season, and to improve the seating rate in the off-season. The exchange of points cannot always be a set of standards that are constant. At least two sets of different standards are required to flexibly response to the needs of visitors during off-peak season. Airlines actively cater to the consumer psychology of young passengers, and choose airline seat in a more affordable period of time to balance the passenger volume in the off-season. It is also possible to make use of this exchange standard to increase the chances and enthusiasm of young passengers to choose airlines.

3. Conclusion

In summary, in the face of younger passengers, Airlines need to clearly understand and grasp the needs and consumption psychology of modern young passengers. From the perspective of young passengers, a practical personalized services that young passengers can truly feel should be developed. What's more, Airlines should let passengers feel the rights and interests of passengers in the first time to improve passengers' satisfaction and trust of the airline and their choices of choosing the same airline next time. Therefore, Airlines need to change and optimize the marketing model according to the needs of young passengers in order to win the favor and trust of young passengers in the context of the younger passengers.

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