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AIRLINERS.NET

# MARKETING MIX IN AIRLINES INDUSTRY

## **Services are Deeds, Processes, and Performances....**

*Services are distinguished from products mainly because they are generally produced at the same time as they are consumed, and cannot be stored away or taken. An enhanced marketing mix needs to be deployed.*

*Its Not About Simply Reaching Out to Customers With the Right Service.  
But, Its Also About Creating That Right Desire to Possess The Service.*

# RAINBOW OF SERVICE MARKETING MIX

**PRODUCT**

**PRICE**

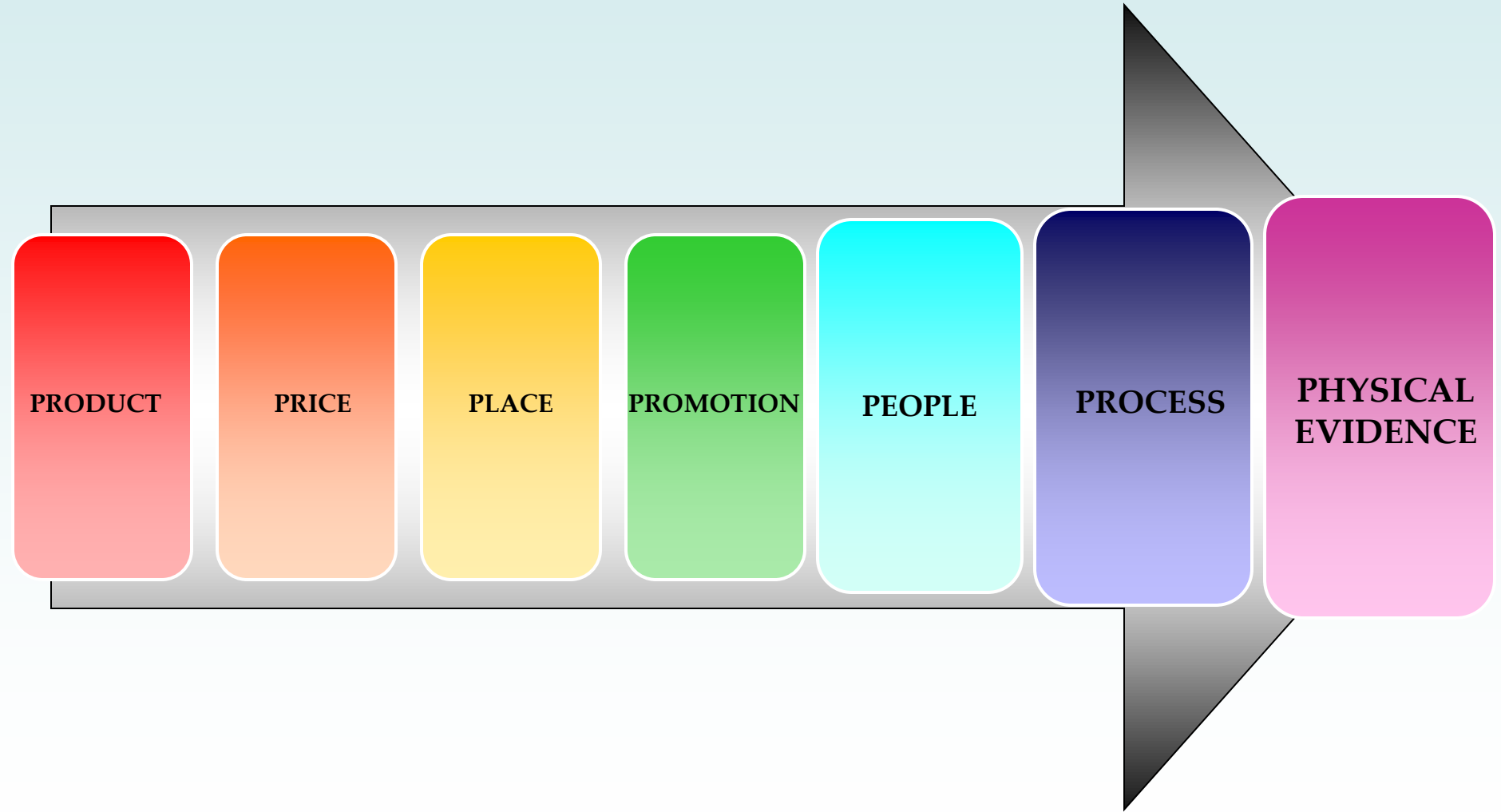
**PLACE**

**PROMOTION**

**PEOPLE**

**PROCESS**

**PHYSICAL  
EVIDENCE**



# 4P's OF MARKETING MIX



## PRODUCT

- Design.
- Quality.
- Range.
- Brand Name.
- Features.



## PLACE

- Distribution Channels.
- Methods of Distribution.
- Coverage.
- Location.



## PRICE

- List Price.
- Discounts.
- Commissions.
- Surcharges.
- Extras.



## PROMOTION

- Advertising.
- Sales Promotion.
- Salesmanship.
- Publicity.

# PRODUCT MIX

## Giving a Feel For The “Product” Inside a Service Wrapper .

- Consumers are demanding not products, or features of products but the benefits they will be offered.
- The airline product includes of two types of services:
  1. On the Ground Services.
  2. In-Flight Services.

# PRICE MIX

```
graph TD; PM[PRICE MIX] --- P1[Premium Pricing]; PM --- P2[Value For Money Pricing]; PM --- P3[Cheap Value Pricing]; PM --- P4[Low-Cost Pricing]; PM --- P5[APEX Fares];
```

**Premium  
Pricing**

**Value For  
Money  
Pricing**

**Cheap  
Value  
Pricing**

**Low-Cost  
Pricing**

**APEX  
Fares**



## PLACE MIX

- Online 24-hour reservation Systems.
- Consolidation.
- Tour Operator/ Travel Agent.
- Affiliated with companies.



# PROMOTION MIX

**Advertising**

Airlines Advertisement Needs to Keep in Mind the Image of Country, The Scenic Beauty, Tourist Attractions, Rich Cultural Heritages or Which Would Attract Number of Tourists.

**Publicity**

**Sales promotion**

**Word of mouth**



# PROMOTION MIX

**Advertising**

**Publicity**

**Sales promotion**

**Word of mouth**

The PRO, Receptionist, Travel Agents, Media People Are Very Important People in Publicizing The Business.

# PROMOTION MIX

**Advertising**

**Publicity**

**Sales promotion**

**Word of mouth**

The Travel Agents, Tour Operators, Frontline Staffs Contribute a Lot to The Promotion of Airlines Business.

# PROMOTION MIX

Advertising

Publicity

Sales promotion

Word of mouth

‘Customer Loyalty Ladder’ .

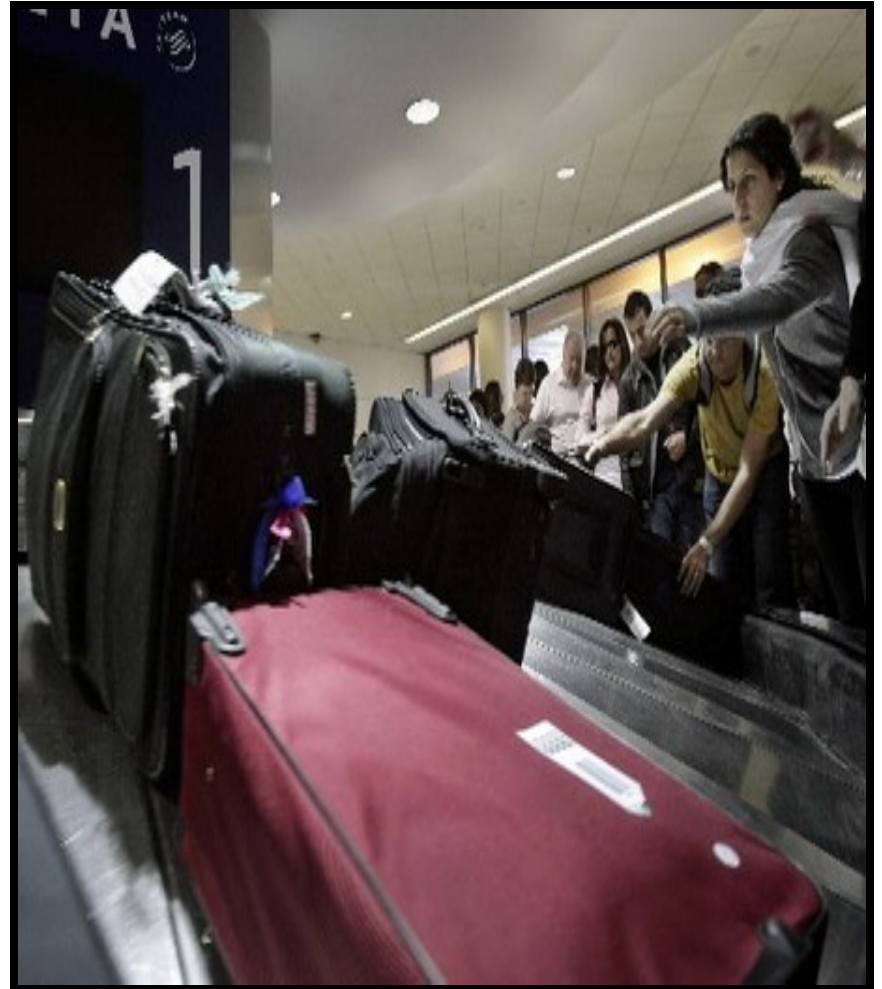
## PEOPLE MIX

- Competence.
- Reliability.
- caring Attitude.
- Responsiveness.
- Initiative.
- Problem Solving Ability.
- Goodwill.



# PROCESS MIX

- Reservation.
- Flight Information.
- Facilities at The Airport.
- Baggage Handling.
- Meal Service.
- Flight Entertainment.
- Deliver Quality Service.



# PHYSICAL EVIDENCE

- **On the ground:**

- Booking offices or ticket counters.
- Paperwork.
- Brand Logo.
- Tickets.

- **In-flight:**

- Aircraft.
- Seating Configuration.
- Good Inner-exterior.
- Cleanliness.
- Uniforms.
- Ambience.
- Baggage.
- Labels or Tag.





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