

BRAND EQUITY MANAGEMENT IN THE AIRLINE INDUSTRY

Eren SEZGEN



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This study is produced from a doctoral thesis at Cranfield University under the supervision of Prof. Keith J. Mason and Dr. Rober Mayer in February 2020.

ISBN

978-625-8037-38-8

Book Title

Brand Equity Management In The Airline Industry

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Publishing Coordinator

Yasin DİLMEN

Page and Cover Design

Typesetting and Cover Design by Akademisyen

Publisher Certificate Number

47518

Printing and Binding

Vadi Printingpress

Bisac Code

BUS081000

DOI

XXXXXXX

GENERAL DISTRIBUTION

Akademisyen Kitapevi A.Ş.

Halk Sokak 5 / A

Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

www.akademisyen.com

PREFACE

A brand is a feature that distinguishes one product or service from another. Having a strong brand can therefore provide competitive advantages to airlines which is key in today's highly competitive environment to achieve sustainable growth and profit. One of the critical aspects of strategic brand management is the assessment of the health of the brand. Therefore, the brand equity concept introduced in the 1980s that, in general, represents added value derived from customer perceptions of the brand versus the product/service itself, enables researchers and marketers to evaluate and understand brand successes and failures. However, there is little agreement in the literature on the concept, its measurement, or its key dimensions. Having reliable measures is one of the prerequisites in management since it is difficult to manage something without measuring it appropriately. The purpose of this study is to examine available studies and theories about brand equity and its measurement in general and in the airline industry to guide airline marketing executives and academics about the existing approach.



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