BRAND EQUITY MANAGEMENT IN THE AIRLINE INDUSTRY

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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.

CONTENTS

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