

The image of emirates airline & customer perception

**First Author : Duangkamon Klaypen, student , International college,Suansunandha Ratchaphat University, Nakhonpratom , Thailand*

E-Mail: duangkamonab@hotmail.com

***Second Author : Aj.Benjapol Worasuwanarak , International college, Suansunandha Ratchaphat University, Nakhonpratom , Thailand*

E-mail : benjapol.wo@ssru.ac.th

Abstract

The image of each airline may be different, which sometimes I think in each airline will use the word service as well, but why do customers look at a different image. Although the culture of each airline may be the difference and the service must be good as well. Emirates airline has a luxury that is different from other full-service airlines, how and why customer looks at a service of Emirates airline better than other airlines. In order to know whether or not this airline service is the best. If I have to do research on this topic, we will know the worthiness of choosing to use the service in each airline and we may be aware of the same services as the Emirates in other airlines.

Keywords: airline , customer , different , emirates , image , service

Introduction

Emirates is an airline based in Dubai, United Arab Emirates. The airline is a subsidiary of The Emirates Group, which is wholly owned by the government of Dubai's Investment Corporation of Dubai. It is the largest airline in the Middle East, operating over 3,600 flights per week from its hub at Dubai International Airport, to more than 150 cities in 80 countries across six continents. Cargo activities are undertaken by Emirates SkyCargo.

Emirates introduced a new First Class cabin for its Boeing 777-300ER fleet on 12 November 2017 and first flight to Brussels and Geneva on 1 December 2017. The new First Class cabin is configured with six suites on a 1-1-1 layout. The middle suites come with virtual windows that project live feed from the outside of the aircraft on real time. Both the middle suites are equipped with 3 virtual windows which are high definition LCD screens which relay real time image using the HD cameras on either side of the aircraft. Amenities include 2 minibars placed on either side of the entertainment screen, a 13inch tablet with a front camera to communicate with the cabin crew and to order room service. A panel to control the lighting and temperature

inside the suite. Emirates has also introduced a new seat in collaboration with Mercedes-Benz, which feature a new zero-gravity position. The suites are expected to resemble "a private bedroom on a luxury yacht".

There is little research examining specific affective interpretations of parental control across ethnic groups, especially among Asian American youth.

We have conducted this research in response to the use of the first-class service of passengers, which this research may change the viewpoint of the passengers or may bring knowledge of what passengers should know to bring benefits to readers.

Ultimately, this research may allow us to see the differences in service of first class airlines and the image from the passenger's perspective.

Literature Review

Brand image related to the perception of customer about brand, as it is the decoding process of brand identity. Kapferer (2008) has developed the following communication model, which not only shown the communication process, but also further shown the relationship between brand identity and brand image.

In additional, according to Dobni & Zinkhan (1990), customers will not perceive the Brand image as the same way as each of them will understand the message based on their life experiences and their human traits. Kapferer (2008) also emphasized the important of being carefully in building the brand image, as it is impossible to affect the image; that already stayed in the customer's mind. In that case, it is rarely chance to change the customer's perception about brands. In contrast, Faircloth et al (2001). Argued that it is completely a way to effect on the brand image since the association between brand and customers can be improved to influence that image.

Research methodology

1. To find the value of using the first class service in the airline.
2. To explore the image of the emirates airline still the way the passengers look?

This year, 335 airlines were included in the survey and more than 20 million respondents were counted in the final results, which measured multiple parameters like service attentiveness, staff language skills, and meal service efficiency.

For 2018, the World's Best First Class was also voted the World's Best Airline, as Singapore Airlines took home both awards. Singapore Airlines has distinguished itself recently by focusing on customer service and investing in a newer, more modern fleet of aircraft. It made headlines last month when it announced plans to re-launch the world's longest flight, a trip from Newark,

New Jersey to Singapore later this year and The Emirates airline is in 5th for the best first class. What I Don't Love About Emirates' New First Class this is a topic of customer I think it's a some comment make a First class of emirates is in 5 " The bathrooms are small , It's not ideal for couples , The seat slides to the side , Storage space is somewhat limited , Bad headphones & not-great pajamas.

Not all first class airline cabins are made the same. There are many cool first class cabins out there, but the airlines with the best first class features and benefits are always trying to up their games. When it comes to luxury travel, airlines can't afford to sleep on the newest, most innovative features. After all, first-class customers can easily patronize a different airline with better amenities.

Conclusion

From finding and exploring, customers have an opinion that they will travel with Emirates Airlines more than Singapore Airlines, despite the fact that in Skytrax, it has already been rated that Singapore Airlines is 1st the first class airline in the world. And the opinions of customers is, he looked at the image since the airline started didn't really look at the service inside Which the image of this airline is luxury, fabulous, expensive , the most famous airline .

From many surveys, I found that passengers were disappointed with the service of this airline. It is because the image of the airline that looks good makes passengers highly expectant to using the service. As mentioned above, every airline has different services, unique, but components such as the crew, the decoration of a cabin with gold represents luxury the earliest reputation of plane passengers and that is part of making passengers look at this airline as the best airline.

Discussion and Recommendation

I think the results of this research are satisfactory because they can find more or fewer answers and can be used as a new concept for passengers as well.

Regardless, however, the image of the airline that is built is always instilled in the minds of passengers.

References

- Thanh, T. H., & Thanh, T. H. (n.d.). EMIRATES AIRLINE CASE STUDY REPORT: Brand Identity, Image, and Personality. Retrieved February 25, 2019.
- Emirates (airline). (2019, February 20). Retrieved February 25, 2019.
- What First Class Looks Like on Different Airlines. (n.d.). Retrieved February 25, 2019.
- Pascus, B. (2018, July 24). These 10 airlines have the most luxurious first-class cabins in the world. Retrieved February 27, 2019.
- Review: Emirates A380 First Class Los Angeles to Dubai. Retrieved February 27, 2019 (2018, July 24).
- These 10 airlines have the most luxurious first-class cabins in the world. Retrieved February 27, 2019.
- Instragram/giftrkhinyo
- Ben, Ben, Ben, Ben, Ben, Ben, . . . Ben. (2018, January 09). What I Don't Love About Emirates' New First Class. Retrieved from <https://onemileatatime.com/emirates-new-first-class-downside>

