

## **Brand Personality Comparison of the Low Cost Airlines And Full Service Airlines: Turkish Airlines – Pegasus Airlines Analysis**

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### **Extensive Summary**

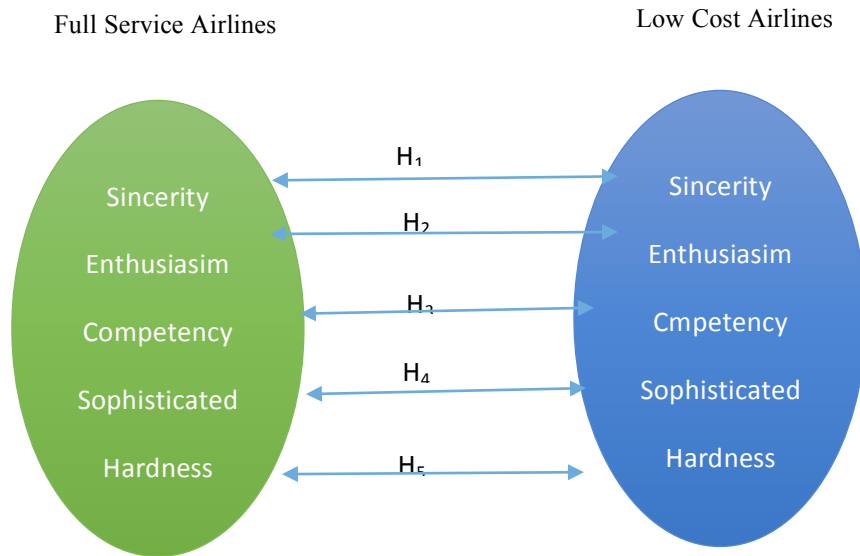
#### **Introduction**

Another way of classification the Airlines in service as Commercial Passenger Airlines at present, is their competitive rivalry. One of the frequent models of these is the Traditional Airlines and Low Cost Airlines. Differentiation within the business models is generally expected to be coherent with brand management strategies. Therefore, the aim of this study is to verify the significant difference of these airlines in the way of brand personalities which also differ by their competitive strategies. At present, airlines are nearly overidentified with their brands. As instant, once considering Rynair, it is easily speculate what type of airline is to travel at, type of the service, expectations and anticipated policies. Likewise, mentioning Lufthansa, has an easy outcome of the way of considering the perception within the consumers, impression and expectations out the previous experiences, as well as the service delivery of the airline and politics that followed. In fact, having been representing an important brand of their own catagogies, either Lufthansa or Rynair, are clearly distinguished by the consumers. It is also utmost important that of these airlines that their brand personalities compatible the competitive strategies within the brand stability. For consumers lay human-specific peronalities on the brands, if the company is achineved success by the brand, that might be expressed as the success is on the brand character. As consumer, linkes up the brand with product or service, and emphatize with the brand, the brand gains meaning and value on the consumer. Eventually, as a result,passengers make desicions and choises to purchase by the effect of brand character which is identified by consumer themselves. Brand character comes up by consumers as a result of transmission of the specifications to different brands, which help distinguish various

brands. Because, the specifications of the product may not be enough to build up a strong brand within the target market. To be brief, brand character is aimed at finding the answer for the question “if the brand was an individual, how it would have turned out” It is obvious that in the most of the surveys on brand characteristics Aaker is mostly used as the scale. It is well-known that brand characteristics have positive impact on brand assessments, while in the mean time, the concept of brand characteristics make contribution on creating good quality and strong brand connections.

### Design and Method

The related research model has been shown in Figure 1.



**Figure 1 Proposed Model**

#### The model hypothesis are:

- 1- There is no statistically significant difference in terms of brand personality's sincerity dimension between THY and Pegasus Airlines,
- 2- There is no statistically significant difference in terms of brand personality's enthusiasm dimension between THY and Pegasus Airlines,
- 3- There is no statistically significant difference in terms of brand personality's competency dimension between THY and Pegasus Airlines
- 4- There is no statistically significant difference in terms of brand personality's sophisticated dimension between THY and Pegasus Airlines

- 5- There is no statistically significant difference in terms of brand personality's hardnes dimension between THY and Pegasus Airlines

The research was conducted in İstanbul Sabiha Gökçen Airport. The survey performed the passengers who are at least two times flew in a year by Turkish Airlines and Pegasus Airlines. In the study, Aaker's brand personality scale which consist of 42 questions in a 5 dimensions is used. Survey performed with 540 passengers and 500 of them accepted in the framework %95 confidence interval.

### Findings and Discussions

The scale was firstly subjected to factor and reliability analysis in terms of making it suitable for use by both airlines. As a result of the factor and reliability analysis, scales are ready for usage in five dimensions by omitting 22 questions from full service airlines and 19 questions omitting from low cost airlines.

The concerning H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>5</sub> hypothesis are rejected as a result of dependent "t" Test which is shown in Table 1. Therefore it was found that there is statistically significant difference interms of brand personality and its dimesnion between Full Servies Airlines and Low Cost Airlines.

**Table 1 Dependent "t" Test Results**

Hypothesis	n	Correlation	Average	Standard Error	t	p
H <sub>1</sub>	500	0,06	,31	,87	8,07	0,00
		Sincerity				
H <sub>2</sub>	500	0,04	,60	1,03	13,1	0,00
		Enthusiasim				
H <sub>3</sub>	500	0,56	0,45	1,12	8,97	0,00
		Competency				
H <sub>4</sub>	500	0,03	0,55	1,36	9,1	0,00
		Sophsiticated				
H <sub>5</sub>	500	0,14	0,70	0,62	25,38	0,00
		Hardness				

On the other hand, average values of brand personality' dimensions of Turkish Airlines were higher than Pegasus Airlines. It can be said that, the competitve bussiness model of THY is different than Pegasus, such as providing comfort, luxury and differentiated service for its passenger thereby this result has expected. A s a general

evaluation, the majority of flight experience on both Turkish Airlines and Pegasus Airlines is based on young, highly educated, middle-income, mostly married, middle-age group passengers; the difference between the full service provider airline company and the low-cost airline company's perception of brand personality characteristics. At this point, we can say that the dimensions of brand personality traits are higher in the average than low cost firms in terms of full service provider airlines, customer satisfaction, loyalty is much more in the foreground, and comfort and differentiation in products and services are more important. It is known that people tend to prefer brands that fit their own personality. Thus, the expected service level and the actual service level are closer. As seen in this study, the airline that offers full service as a business model and the low cost airline company are perceived differently in terms of brand personality traits. In this perspective, it can be said that airline competitive business models and brand personality traits are compatible. In addition, all of the Aker's 42 personality traits were not represented in both business models in terms of passengers, and some of them were not perceived as meaningful. It should also sought whether the non-existent features really need to be or not on that mark. It will be useful to compare the results of similar studies with different brand scales in the literature in the future.