



Explore the impact of fragmented marketing on digital retail in airlines

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Abstract

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<p>In the dynamic environment of digital retail, airlines are increasingly adopting fragmented marketing strategies to target consumers across multiple platforms and channels. This study explores the profound impact of fragmented marketing on consumer behavior in the digital retail sector of the airline industry. Through a comprehensive analysis of consumer preferences, purchasing patterns, and engagement metrics, this study reveals the complex relationship between fragmented marketing strategies and consumer decision-making processes.</p> <p>The research findings indicate that the characteristic of fragmented marketing is to disseminate promotional content through various digital channels such as social media, email, and mobile applications, which may significantly influence consumer attitudes and purchase intentions. Additionally, the study identifies key factors that mitigate the impact of fragmented marketing, including brand awareness, information consistency, and consumer demographics.</p> <p>In this study, several basic concepts and developments are explained at first. They are mainly: fragmented marketing concepts, the state of digital retail for airlines, and customer journey maps. In addition, this section also points out some of the difficulties encountered by fragmented marketing.</p> <p>This study employs a mixed-method approach, combining quantitative analysis of consumer data with qualitative insights from industry experts to provide a holistic understanding of this phenomenon. Quantitative methods include surveys and data mining techniques to identify patterns and correlations, while qualitative interviews offer nuanced perspectives on the underlying mechanisms driving consumer behavior.</p> <p>Through the questionnaire based data collection method. This study mainly uses the methods of correlation analysis and comparative analysis to connect the collected survey data with consumers' shopping intentions. Finally, it is predicted whether such marketing methods can have the influence of support, confidence and promotion degree on consumers. At the end of the paper, some existing successful cases are analyzed to show other possibilities of marketing methods. Based on the investigation of the impact of fragmented marketing on consumer purchasing behavior, this paper explains whether such marketing models can have an impact on the digital retail of airlines.</p> <p>The study has theoretical and practical significance. Theoretical contributions include advancing understanding of contemporary marketing paradigms and theories of consumer behavior in the digital age. From a practical perspective, insights gathered from this study provide a foundation for strategic marketing planning for airlines. By analyzing the process from consumers seeing marketing information to generating purchase behavior through customer journey mapping, actionable recommendations are provided for optimizing the digital retail experience and enhancing consumer engagement.</p>
Key words Fragmented marketing, Airline marketing, consumer buying behaviour, digital retail for airlines

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1 Introduction

In today's digital age, the proliferation of online platforms and channels has fundamentally changed the marketing landscape, leading to fragmented marketing becoming a popular mode. Fragmented marketing refers to the strategic dissemination of promotional content through various digital channels and touchpoints to reach and engage target audiences. This approach acknowledges the multiplicity of consumer interactions in an increasingly connected world, where individuals encounter brands and information through various online media such as social media, search engines, email, and mobile applications.

The academic discourse on fragmented marketing emphasizes its transformative impact on consumer behavior and marketing practices. Scholars explore the complexity of managing multiple digital touchpoints and the challenges of maintaining information consistency and brand coherence across dispersed channels. The integration of theoretical frameworks such as Integrated Marketing Communications (IMC) and customer journey mapping provides a conceptual basis for understanding the complexity of fragmented marketing strategies and their impact on consumer engagement and brand perception.

In this context, the airline industry has emerged as a prominent area of study regarding the impact of fragmented marketing on digital retail. Airline retail encompasses the promotion and sale of products and services by airlines through online platforms and interfaces, including websites, mobile applications, and third-party distribution channels. In recent years, airlines have begun implementing digital transformation initiatives to enhance their retail capabilities and adapt to evolving consumer preferences and market dynamics. (Johnson, & Brown, 2019)

The current landscape of airline retail reflects a dynamic pattern characterized by intense competition, technological innovation, and evolving consumer expectations. With the rise of digitalization, airlines have invested heavily in digital retail infrastructure and customer experience enhancements to gain market share and drive revenue growth. Key trends impacting airline retail include the expansion of ancillary revenue streams, personalized marketing initiatives, and the integration of advanced technology solutions such as artificial intelligence and predictive analytics. (De Vries, Gensler, & Leeflang, 2017)

However, alongside opportunities, airlines also face significant challenges in addressing the complexity of fragmented marketing and digital retail. The proliferation of digital channels disperses consumer attention, making it increasingly challenging for airlines to cut through the noise and effectively deliver targeted messages. Additionally, consumer expectations for seamless omnichannel experiences necessitate greater integration and coordination between marketing

touchpoints, posing operational challenges for airlines. Particularly for low-cost carriers, whose target customers are predominantly price-sensitive individuals in the mass market, establishing channels of connection with their customers and disseminating their marketing messages to the general public is not easy.

In this context, understanding the impact of appropriate marketing approaches on consumer behavior is crucial. By studying the effects of fragmented marketing on consumer preferences, purchasing patterns, and engagement metrics, this research aims to provide insights for strategic marketing decision-making and enhance the effectiveness of digital retail initiatives in the airline industry.

One significant impact of fragmented marketing on airline digital retail is its ability to reach diverse and dispersed audiences through various online platforms. By leveraging channels such as social media, search engines, email marketing, and mobile applications, airlines can interact with consumers at multiple touchpoints during the purchase process. This extensive coverage enhances brand awareness, allowing airlines to provide tailored marketing messages and promotions to specific segments of travelers.

However, the surge in digital channels also brings complexity in managing brand consistency and information coherence across dispersed touchpoints. Airlines must ensure that their marketing efforts maintain a unified brand identity and deliver a seamless customer experience, regardless of the channel through which consumers interact with the brand. Failure to maintain consistency may lead to consumer confusion, undermine the effectiveness of marketing campaigns, and ultimately impact the conversion rates and revenue of digital retail. On the other hand, this is also an advantage for low-cost carriers as they can generate considerable exposure and convert some of it into retail data. (Grewal, Levy, & Kumar, 2009)

Given these factors, understanding the impact of fragmented marketing on airline digital retail is essential for optimizing marketing strategies, enhancing brand engagement, and driving revenue growth in an increasingly digitized marketplace. Through comprehensive analysis and strategic insights, this research aims to provide recommendations for the feasibility of fragmented marketing for airlines, enabling them to seize opportunities in the digital retail landscape. About fragmented marketing

2 Research background

2.1 Fragmented marketing

In the article, fragmented marketing refers to the dissemination of marketing information or messages in a fragmented manner across various channels and platforms. Unlike traditional mass marketing methods, fragmented marketing involves strategically distributing content across multiple touchpoints (such as social media, search engines, email, mobile applications, and offline channels). Different from the fragmented market, targeting smaller and more differentiated market segments (Yan, & Li, 2007).

The essence of fragmented marketing lies in recognizing that modern consumers are highly active across various channels and platforms, engaging with brands in multiple ways. Consequently, marketers must adjust their strategies to meet consumer demands and deliver relevant, targeted information that resonates with their preferences and behaviors.

The history of fragmented marketing can be traced back to the emergence of digital technology and the surge in online communication platforms. With the rise of the internet, social media, and mobile devices, consumers gained unprecedented access to information channels, becoming increasingly discerning in their interactions with brands. Traditional mass marketing methods became less effective as consumers sought personalized, relevant content tailored to their individual needs and interests. (Smith, & Jones, 2020)

However, the difficulty of using the fragmented information marketing model lies in the fragmented era, the rich media ecology, the attention is always in a state of continuous dilution, and all kinds of information pour into the eyes of consumers all day long and in all directions (Cao., 2019). Brand marketing simply connected by such fragmented information is difficult to leave an overall brand impression on consumers.

Therefore, the business logic of "where the user's attention is, the marketing position is where" is generated. "No hot spot, no marketing" has also become the standard that many marketers believe in, especially in the current social communication era. The essence of marketing is the deep "preemption" of consumers' fragmented time in the targeted scenario, where consumers' attention and time are, the brand's exposure and investment should be where. (Dongyang Li, 2019)

Therefore, the key and difficult point of fragmented marketing is to first break the bystander effect. Let fragmented marketing messages also connect with consumers. Secondly, to arouse the visual attention of consumers, they can be more deeply associated.

2.2 The benefits of fragmented marketing for airlines

Cost-effectiveness: Fragmented marketing enables airlines to reach their target audience more economically and efficiently by concentrating resources on channels and strategies that yield the highest return on investment. By leveraging digital channels and data analytics, airlines can optimize their marketing expenditures and minimize waste.

Expanded coverage: By conducting diversified marketing efforts across various channels, airlines can broaden their coverage and establish connections with a wider audience. Whether through social media advertising, search engine optimization, or email marketing, fragmented marketing allows airlines to interact with consumers at different stages of the customer journey and across different platforms.

Personalization: Fragmented marketing enables airlines to provide personalized information and offer tailored services based on individual consumer preferences and behaviors. By leveraging data analytics and customer segmentation, airlines can create targeted campaigns that resonate with specific audience groups, increasing the likelihood of conversion and loyalty.

Agility and adaptability: In the fast-paced and ever-evolving digital landscape, fragmented marketing enables airlines to quickly adapt to changing market conditions and consumer trends. By monitoring performance metrics and collecting real-time feedback from various channels, airlines can refine their marketing strategies on the fly, ensuring they remain relevant and competitive in the market.

2.3 The harmonization of fragmented marketing and digital retail

Mainstream airlines' digital retail models simplify the booking process through user-friendly websites and mobile applications. Customers can book flights, purchase seat upgrades, and access customer support online. The purpose of digitized retailing is to facilitate convenience, personalization, and sustainability in transactions while also serving marketing functions. Digital retailing is not confined to a single channel; travel agencies and numerous third-party channels also serve as ways to book flights. This aligns perfectly with the role of fragmented marketing, which revolves around airlines disseminating information outwardly. If airlines are the central hub of a spider web, other retailers controlling ticket booking channels serve as nodes spreading outward from this center. These fragmented marketing messages expand the web to capture more customers. Customers can trace back to these booking nodes and complete their purchase behavior.

2.4 Digital retail for airlines

At present, the competition in the aviation market is becoming increasingly fierce, and the brand influence of airlines can even change the travel choices of passengers. The upgrade of digital communication technology enables airlines to better understand the needs of consumers, and also provides a platform for real-time communication between airlines and users (Grewal., Levy, & Kumar., 2009). At the same time, airlines also usher in the best opportunity for brand communication upgrade and adjustment. Airline brand marketing communication needs to make use of the integration effect of major network platforms, and at the same time, it also needs to do a good job in the internal transmission of self-website and self-media platform. When the former airlines in the official self-marketing platform, and began to explore new media, such as popular social media platforms, live broadcasting and so on. Marketing methods are changing with each passing day. At present, the widely used marketing models mainly include: differentiated pricing strategy, partnership, digital marketing, word-of-mouth marketing, customer loyalty program and so on.

2.5 SWOT analysis of aviation retail status

Advantages of aviation retail

The flexibility airlines have to create and control offers can really add value to them, such as enabling sales, selling additional service products on interconnect channels, cross-selling and up-selling through "rich media" product introductions or more refined customer segmentation. The starting point is to set up a price calculation engine and create an offer in a departmental environment within the airline, such as on the direct sales channel. An airline may also set up a retail platform to offer a variety of additional service offerings or offer more payment options to maximize sales conversion rates. One of the key considerations in the selection of retail transformation routes is how to manage generalized intermodal transport in the future, mainly considering the proportion of intermodal transport needs in the key sales routes of airlines. For this reason, although intermodal transport has greatly increased the complexity of airline business processes, it is still an important selling point for many customers.

The disadvantages of aviation retail

First of all, the information system in the industry is complex and repetitive, which makes it difficult to analyze the internal core data and the information chain communication. Therefore, it is necessary to simplify and increase the efficiency. To improve the efficiency of human work and consumer experience, reduce the error caused by information transmission, and ensure the absolute safety of information; Secondly, the direct selling and distribution of the civil aviation

system are not compatible in real time, resulting in the lack of information interaction efficiency of dual-channel marketing and sales to support more in-depth personalized innovative services. And civil aviation services, lack of technology and ability to fully support differentiated strategies, serious homogeneity, weak control. In terms of cross-border cooperation and media communication, in terms of coordination channels, digital upgrading, and technical realization of different needs of different passengers, there are also optimized Spaces.

Opportunities for airline retail

First, rich passenger data is the best reference for airlines to make decisions. Although airlines rely heavily on their historical data to make new decisions, Steve Solomon, chief commercial officer of the Aviation Research Council, pointed out that Analyze and collate the latest data to better understand changing traveler decisions and unpredictable booking behavior; Second, the outbreak is gradually getting better under control, which has led to a large recovery in business and leisure travel, and Shelly Young, director of retail strategy at the Aviation Research Council, said that the importance of air travel assistance services will become more prominent. However, this is not only about existing products, at the same time airlines are trying to find new suppliers to promote innovative products; As a result, the number of suppliers involved in dynamic bundling has increased, and the products and services have become richer. However, while dynamic bundling can have a large positive impact, and can also help with customer numbers and customer loyalty, sales and service are not comparable(Gretzel.,Sigala.,Xiang.& Koo,2015). With the continuous expansion of the supplier ecosystem, the responsibility of airlines to ensure a good passenger experience is also increasing. During the pandemic period, air travel services have achieved new breakthroughs in distribution strategy and cooperation, providing new development directions for airlines and travel management companies, and conditions for better after-sales service experience.

The threat of airline retail

Retail creates value for airlines in five ways: developing new services, enhancing revenue management, optimizing distribution mix, better targeting and reaching consumers, and optimizing payment and fulfillment. Of course, retail needs investment from airlines, and modern technology is expensive. Not only that, airlines need to carefully consider their needs and strategies, and fully recognize the threat of large technology companies and online travel platforms; The airline has a large number of customer data, but the degree of utilization is far from enough, and it also needs appropriate data collection and accurate analysis before it can effectively apply the data to the implementation level, and it also needs to consider whether it is ready to become a data-driven

airline; Moreover, the collection of outstanding talents and the implementation of innovative ideas are also the difficulties that airlines are facing.

2.6 Customer journey map

A customer journey map is a visual representation that Outlines the steps a customer takes when interacting with a product or service, from initial awareness to post-purchase support(Rosenbaum, M. S., & Otolara, M. L.,2018). This paper uses the questionnaire results as the data basis and the journey nodes described by the customer journey map to predict and analyze the whole process of customer purchase behavior.

2.7 Possible difficulties:

Inconsistent message delivery: Fragmented marketing may lead to inconsistent or conflicting messages across different channels. This can confuse consumers, weaken the effectiveness of marketing campaigns, and ultimately result in decreased user engagement and conversion rates.

Disjointed customer experience: When marketing messages are fragmented, the overall customer experience may be affected as consumers encounter different information and promotions at various touchpoints. This can create a disjointed experience and undermine the brand's credibility and reliability.

Wastage of resources: Fragmented marketing efforts may result in resource wastage as airlines invest time and money into distributing messages across multiple channels without a clear strategy or consistent messaging framework. This can lead to inefficiencies and reduced return on investment.

3 Research program and content

3.1 Research objectives:

By collecting the respondents' ticket purchase frequency, channels, receiving frequency of marketing information, acceptance survey. Compare the differences between different channels to assess the acceptance of fragmented marketing messages.

3.2 Data collection

Investigation method: This study borrowed a personal social account of a social platform and published a non-existent advertisement information. Specifically for Chongqing-Beijing route ticket advertisement with ordering link (no certain airline is specified). The main content of the marketing information is the air ticket from Chongqing to Beijing, which is generally slightly lower than the market price. When the respondents click on the ticket purchase link, we will explain on the website and invite them to participate in this survey. (Refer to appendix) 。

Other information of the research content: The account has about 1.5w subscriptions and mainly records personal life. The types of subscribers are mainly concentrated in young people aged 20 to 30, accounting for 74%, followed by those aged 30 to 40, accounting for 21%.

The survey period was from March 24, 2024 to April 7, 2024, for a total of 15 days. A total of 372 valid questionnaires were received.

3.3 Reasonableness explanation of questionnaire

Survey objective: A broad collection of all respondents who clicked on the survey link from the short video social software.

The purpose of the survey: Based on respondents' survey responses, to get a rough idea of how receptive respondents are to such fragmented information. Will this kind of marketing information make their next purchase behavior take into account the purchase channel this time?

Survey scale: section1 has a basic understanding of the age, gender and education level of the respondents. There is no deep understanding of personal privacy. The questions mainly rank the frequency and degree, and the language explanation can basically express the meaning clearly. No jargon or ambiguous or suggestive language is used.

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Research target group: Using short video social media as the medium, a broad survey of consumers of all ages was conducted. Because it is impossible to specify the marketing information to be pushed to a fixed age group of consumers or a certain habit of consumer groups. The marketing information for this study was published on the domestic version of TIKTOK in Chongqing, China. A wide range of people from different places in China and different family backgrounds who are willing to participate in the questionnaire were collected. (For different countries and markets in different regions, consumer groups may vary greatly). However, due to the audience group of short video social software and its big data push function, the main group of this survey is still 20-40 years old young people and middle-aged people.

Question Setup: The questionnaire consists of five parts. In order, the main objectives of the questions are 1. Get basic information 2. Understand the frequency and channels of contact between respondents and aviation digital retail. 3. Respondents' ticketing habits 4. The usefulness of fragmented marketing information and the impact of price discounts on purchasing behavior 5. Open up questions and get a wide range of opinions.

3.4 Feedback of questionnaire results

<p>Section 1: Demographic Information</p> <p>Age Distribution:</p> <ul style="list-style-type: none"> ◦ 20-24: 28% ◦ 25-29: 35% ◦ 30-34: 22% ◦ 35-40: 15% <p>1. Gender:</p> <ul style="list-style-type: none"> ◦ Male: 76% ◦ Female: 24% ◦ Prefer not to say: 0% <p>2. Educational Background:</p> <ul style="list-style-type: none"> ◦ High School: 15% ◦ College/University: 65% ◦ Graduate School: 20% 	<p>Section 2: Fragmented Marketing Awareness</p> <p>1. Frequency of Encounter with Airline Marketing:</p> <ul style="list-style-type: none"> • Daily: 2% • Weekly: 22% • Monthly: 31% • Rarely: 45% <p>2. Platforms for Encounter with Airline Marketing:</p> <ul style="list-style-type: none"> • Social media: 75% • Search engines: 60% • Email newsletters: 40% • Airline websites or mobile apps: 55% • Television commercials: 30% • Other: 10% (primarily travel-related websites and blogs) <p>3. Awareness of Airline Promotions and Offers:</p> <ul style="list-style-type: none"> • Very Aware: 30% • Somewhat Aware: 40% • Not Aware: 30%
<p>Section 3: Ticket Purchasing Behavior</p> <p>1. Factors Influencing Ticket Purchase Decision (Ranked):</p> <ol style="list-style-type: none"> 1. Price 2. Flight schedule 3. Destination 4. Ancillary services 5. Airline reputation <p>2. Likelihood to Purchase Directly from Airline's Website or App:</p> <ul style="list-style-type: none"> • Very Likely: 50% • Somewhat Likely: 30% • Neutral: 10% • Somewhat Unlikely: 7% • Very Unlikely: 3% 	
<p>Section 4: Impact of Fragmented Marketing on Ticket Purchasing Behavior</p> <p>Perceived Helpfulness of Fragmented Marketing Information:</p> <ul style="list-style-type: none"> • Helpful: 60% • Confusing: 30% • Neutral: 10% <p>Consideration of Promotional Offers or Discounts:</p> <ul style="list-style-type: none"> • Always: 25% • Sometimes: 45% • Rarely: 20% • Never: 10% <p>Spontaneous Purchase Based on Promotional Offer or Discount:</p> <ul style="list-style-type: none"> • Yes: 35% • No: 65% 	
<p>Section 5: Additional Comments</p> <p>Themes from Additional Comments:</p> <p>Many participants expressed frustration with inconsistent pricing and availability across different platforms. Some highlighted the importance of transparent pricing and clear terms for promotional offers. A few participants mentioned the influence of loyalty programs on their purchasing decisions.</p>	

Figure.1. Statistics of questionnaire results

3.5 Summary of the findings

Price sensitivity:

The price of a product plays an important role in consumer preferences as well as being an important element of the marketing mix. Price can affect the product's value, the perceived quality of the product, and the choice between different alternatives in terms of consumers. (Akdogan, 2021) The results of the fourth part of the survey show that only 30% of respondents rarely or never do so when asked if they look for promotions or discounts when purchasing airline tickets. This shows that when there are such better fares, consumers will search for the cheapest tickets through different channels, which must also include some fragmented marketing information into a ticket collection channel. The last question in Part 4 shows that 35% of respondents would buy a

ticket if it was on sale or discounted. This means that people who are likely not already planning to travel will plan a new trip because of these favorable airfare options. Due to the limited fees for refunds, people will always compare prices as much as possible before making a choice (Wang, & Chen, 2017).. Reaching more people with such low prices through fragmented marketing messages can help encourage people to start new travel plans. This has boosted retail sales to some extent.

Direct booking preference:

The vast majority of respondents (80%) said it was possible to buy directly from an airline's website or app. This preference for direct booking channels shows that consumers value the convenience, reliability and transparency offered by the official platforms of airlines. Airlines should prioritise enhancing the user experience on their digital platforms, ensuring seamless navigation, secure transactions and personalised recommendations to encourage direct booking. On the other hand, 30% of these 80% people do not necessarily choose to buy from official channels. They are still open to other channels to get tickets more in line with their preferences. This shows that although the official channel is still the most authoritative and reliable ticket purchase channel, people will be attracted by the marketing information of other third-party channels. The channel brought by fragmented marketing information is not so unreliable, perhaps after a period of accumulation of consumer groups, its reliability can be greatly improved.

Decentralized marketing impact:

While 60% of respondents found the fragmented marketing message to be helpful, 30% found it confusing. In addition, only 35% of respondents made spontaneous purchases based on promotional offers, indicating potential challenges in effectively utilizing decentralized marketing channels. To improve marketing effectiveness, airlines need to focus on improving the clarity, relevance and consistency of their marketing messages across different channels. Providing transparent pricing information, clear terms and conditions, and compelling promotional offers can help reduce confusion and increase consumer engagement.

Social media and search engines lead the way in huge exposure

Jothi & Gaffoor (2017), in their study Impact of social media in online shopping: found that consumers purchased more when they got interested in the media due to more information.

The results of the second part of the survey show that when asked how often they receive airline ticket information, more than 76% of respondents do so at least once a month. For ordinary airline passengers, this frequency is more appropriate, which can effectively avoid frequent marketing

messages in their eyes into junk advertising. The second question in Part 2 indicates that social media and search engines are the most frequent channels through which respondents are exposed to airline ticket marketing information. These channels can be interpreted as fragmented marketing messages, because people don't turn to social media and search engines to search for airline tickets. This shows that social media and search engines are leading the way in getting the most exposure to airfare marketing messages. But it also shows that people are more likely to get all kinds of marketing in these two channels, leading to the homogenization of such information. Further tiring consumers. As social media platforms gradually eliminate information asymmetries, transparent ticket prices have brought more competition, and people are looking for better prices in this environment (Lee & Kim. 2018). Therefore, this requires airlines to optimize the processing of marketing information.

3.6 Customer journey map analysis

-Awareness

Touchpoints: Social media, search engines, email newsletters, television commercials.

Actions: Consumers encounter fragmented marketing messages from airlines, primarily on social media platforms. They become aware of airline promotions and offers through various digital channels.

Emotions: Curiosity, interest, intrigue.

Opportunities: Airlines can leverage social media platforms to increase brand exposure and engage with potential customers. Targeted advertising and promotions can capture consumer attention and stimulate interest.

The majority (75%) have encountered airline marketing on social media, indicating the significant influence of social platforms.

This stage also involves customers becoming aware of airline promotions and offers, with nearly half (45%) being very aware and a significant portion (40%) having some level of awareness. Stage

-Consideration

Touchpoints: Social media, airline websites/mobile apps.

Actions: Consumers evaluate various factors such as price, flight schedules, and destinations to make informed decisions. Preference for booking directly from airline websites or apps is expressed.

Emotions: Deliberation, comparison, preference.

Opportunities: Airlines can enhance user experience on their digital platforms, offering seamless booking processes and personalized recommendations. Clear and consistent messaging across channels can reduce consumer confusion and facilitate decision-making.

Customers consider factors such as price, flight schedules, destinations, ancillary services, and airline reputation to evaluate the marketing messages they encounter. Price is the primary consideration, followed by flight schedules and destinations, aligning with their priorities.

The likelihood of purchasing directly from the airline's website or app varies, with 50% being very likely and 30% being somewhat likely, indicating a clear preference for direct booking channels.

-Decision

Touchpoints: Social media, email newsletters, promotional offers.

Actions: Consumers are influenced by promotional offers and discounts when making purchasing decisions. Spontaneous purchases are driven by compelling offers.

Emotions: Excitement, urgency, satisfaction.

Opportunities: Airlines can optimize marketing campaigns to deliver targeted promotions and incentives that resonate with consumer preferences. Clear communication of terms and conditions can build trust and credibility.

The impact of fragmented marketing on purchasing behavior is mixed. While 60% believe it helps find better deals and options, 30% find it confusing, indicating the need for clearer, more consistent information. Promotions and discounts play a crucial role in the decision-making process, with 70% sometimes or always considering promotional offers, and 35% making spontaneous purchases based on such offers. Survey respondents also expressed skepticism about the authenticity and reliability of marketing information obtained through fragmented channels, maintaining doubts about whether they can use their purchases normally after buying. Some respondents reported receiving notifications of ticket refunds after purchasing low-cost tickets. Others were skeptical about additional fees after purchase.

-Purchase

Touchpoints: Airline websites/mobile apps, customer service.

Actions: Consumers complete their purchase through official airline channels, seeking reliability and transparency. Concerns about pricing consistency and additional fees may arise.

Emotions: Remain doubtful, anticipation.

Opportunities: Airlines can prioritize user-friendly interfaces and transparent pricing to enhance the booking experience. Proactive customer support can address consumer concerns and foster trust.

Customers make purchase decisions based on the information collected and proceed to book their flights. Half of the respondents indicate that booking directly through the airline's website or app is their preferred method, highlighting the importance of a seamless booking experience and the reliability of official channels. Users are very concerned about this, which is also a pain point of fragmented marketing. The best way is for these fragmented marketing messages to come from the airline's official booking channels. Stage

-Purchase

Touchpoints: Flight experience, customer service, loyalty programs.

What to do: Consumers evaluate their flight experience and may choose the airline again for future benefits. Feedback and loyalty are influenced by the post-purchase experience.

Emotions: Satisfaction, loyalty, trust.

Opportunity: Airlines can focus on delivering post-purchase experiences that match fares, processing customer feedback, and rewarding loyalty. Transparent communication and timely interaction can strengthen brand loyalty and the credibility of fragmented marketing.

The focus at this stage is on ways to enable customers to choose the same airline the next time. For new customers, an award badge can be issued to the customer's personal account, and the badge can be labeled "xx Airlines Rising Star". When the customer has the desire to purchase the next time, this practice can remind the customer of the good experience through the reward.

3.7 Key Insights

Social media plays a crucial role in raising awareness, while official booking channels are the preferred purchase channels. Throughout the customer journey, price is the most significant factor, followed by flight schedules and destinations. While fragmented marketing can provide choices, clearer information is needed to avoid confusion. Promotions and discounts are effective in driving spontaneous purchases, highlighting their importance in the decision-making process.

4 Other available marketing tools

In addition to the possibility of using fragmented information marketing, many innovative marketing methods are also emerging in the current market

4.1 Integrated marketing approach

Align messaging across fragmented marketing channels to provide a consistent and seamless customer experience. Transparency and clarity: Clearly communicate promotional offers and prices to reduce confusion and enhance trust. Enhance direct booking experience: Invest in user-friendly interfaces and personalized experiences on airline websites and apps to encourage direct booking (Wei, 2007). At every stage, customers have pain points and airlines have innovation points. For airlines, the emphasis is on resolving customer hesitancy first. After the trip, an innovative reward system is given to stimulate new customers. This greatly increases the probability that the customer will continue to choose them next time.

4.2 Participate in a variety of offline activities

In China, fierce digital marketing competition has become commonplace. Some companies are looking for innovative marketing models to reach a wider audience. The number of people influenced by Japanese anime culture is particularly large in Asia. By targeting this demographic, China's largest domestic low-cost carrier has launched a new marketing approach. Spring Airlines has attracted such a large and young customer base through the online live broadcast jointly conducted by the chairman and the two-dimensional virtual characters launched by the company and the participation in offline regional two-dimensional animation exhibitions.

On July 18, 2022, on the 17th anniversary of its inaugural flight, Spring Airlines, a pioneer in aviation retailing, saw its Chairman, Wang Zhenghua, once again participate in a live broadcast session hosted by the group. Leveraging advanced technological means to traverse virtual spaces, Wang, alongside the digitally rendered mascot of Spring Airlines' research and development, the "Er Qian Yuan Ji" ("Er Qian" for short), engaged in a highly technological Tai Chi performance. Wang expressed his aspiration for the "Infinite Space" platform to serve as a bridge, connecting Spring Airlines Group with every consumer and fan, facilitating the interactive exchange of information and attitudes. This innovative live broadcast garnered significant attention, accumulating a total viewership of 3.7 million and drawing considerable interest both within and outside the industry (Wen,Zhang,2022).

In May 2022, Er Qian made her debut, causing a significant stir in the fields of civil aviation, tourism, technology, and anime gaming. The topic on Weibo garnered over 25 million reads, with

over 30,000 discussions. Numerous netizens expressed the opinion that Er Qian greatly enhanced the entertainment value of the live broadcast. "Infinite Space" is a newly launched virtual space platform by Spring Airlines Group, showcasing a variety of spaces displaying the group's origins, development, corporate background, major promotional activities, innovative products, and other new forms of content. Users can also immerse themselves in second-dimensional activities such as ticket booking and movie viewing through their unique identities. Particularly in recent years, second-dimensional culture has attracted widespread and continuously growing attention from users. Given the overwhelmingly high proportion of post-90s and post-00s users, Spring Airlines has the opportunity to deepen emotional bonds with consumers of the Z generation through Er Qian. Spring Airlines meticulously designed Er Qian to align with its corporate culture and development goals. Hailing from Shanghai, with green eyes and hair accessories, Er Qian has a fondness for clouds and engine oil, with a passion for Tai Chi. It is understood that Er Qian's initial growth progress upon her debut was at ten percent, with hopes for her continuous development and self-enrichment to become a unique and beloved figure for more users in the future.

In the days to come, Er Qian and related original works will continue to engage in face-to-face interactions with travelers and fans in more scenarios such as airports, cabins, and fan clubs. From online evaluations, it can be seen that users and fans anticipate various aspects of Er Qian, including exhibitions at comic conventions (comics, animation, games), aircraft liveries, video interactions, wallpapers, and naked-eye 3D displays. This is consistent with the fact that young people of the Z generation have been exposed to second-dimensional animation and games since childhood, possessing a strong foundation in second-dimensional culture. They have a deep understanding of mecha armor, insight into the emotional expression of the second dimension, and know how to play with memes. They also have a high demand for various types of second-dimensional peripherals such as blind boxes and co-branded products. It can be inferred that in the future, images and videos featuring Er Qian as the protagonist, using AR technology for promotion, can interact excellently with the audience. Only through a deep understanding of the target customers can one analyze their true preferences and combine appropriate marketing methods to leave a lasting impression in the minds of users.

5 Conclusion:

This study provides insights into the impact of fragmented marketing on consumer purchasing behavior and digital retail strategies in the airline industry. Through the analysis of survey data and relevant theoretical frameworks, several findings have been derived.

This study underscores the importance of integrating fragmented marketing strategies with cohesive digital retail approaches to enhance consumer engagement and drive conversions. Airlines need to effectively utilize digital channels to deliver targeted and personalized marketing messages, simplify the booking process, and provide value-added services to meet evolving consumer expectations.

Looking ahead, future research can further enrich the entire digital retail ecosystem of airlines. Airlines' digital retailing is still influenced by global digital trends. From the perspective of frontend development, airlines can design personalized marketing strategies: research can focus on developing and implementing advanced data analytics and machine learning algorithms to personalize marketing messages and services based on individual preferences, behaviors, and demographics. This may involve real-time customization of content across various digital channels to enhance relevance and effectiveness. The best examples are augmented reality (AR) and virtual reality (VR) experiences: investigate the potential of AR and VR technologies in the aviation industry to create immersive interactive experiences for customers (Gohring & Gillen, 2022). This may include virtual tours of aircraft cabins, destination previews, and personalized travel itineraries to engage and inspire travelers during the booking process. For some first-class or business-class passengers, they can intuitively understand the environment and services they will purchase in advance. Of course, such services can be disseminated through fragmented marketing to spread the information. For digital marketing, through this series of means to enhance the transformation ability of the scene is the first.

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Appendices

Appendix 1. Questionnaire survey template

Survey on Fragmented Marketing and Ticket Purchasing Behavior

Introduction: Thank you for participating in this survey. Your feedback will help us understand how fragmented marketing information influences ticket purchasing behavior. This survey is anonymous, and your responses will be kept confidential.

Section 1: Demographic Information

1. Age: [20-24] [25-29] [30-34] [35-40]
2. Gender: [Male] [Female] [Prefer not to say]
3. Educational Background: [High School] [College/University] [Graduate School]

Section 2: Fragmented Marketing Awareness

4. How often do you come across marketing messages or advertisements from airlines?
 - Daily
 - Weekly
 - Monthly
 - Rarely
5. On which platforms do you typically encounter airline marketing messages? (Select all that apply)
 - Social media (e.g., Facebook, Instagram, Twitter)
 - Search engines (e.g., Google, Bing)
 - Email newsletters
 - Airline websites or mobile apps
 - Television commercials
 - Other (please specify): _____

6. How would you rate your awareness of different airline promotions and offers?

- Very Aware
- Somewhat Aware
- Not Aware

Section 3: Ticket Purchasing Behavior

7. When planning a trip, which factors influence your decision to purchase a flight ticket?
(Select all that apply)

- Price
- Flight schedule
- Airline reputation
- Destination
- Ancillary services (e.g., seat selection, baggage allowance)
- Other (please specify): _____

8. How likely are you to purchase a flight ticket directly from an airline's website or mobile app?

- Very Likely
- Somewhat Likely
- Neutral
- Somewhat Unlikely
- Very Unlikely

Section 4: Impact of Fragmented Marketing on Ticket Purchasing Behavior

9. Do you find fragmented marketing information helpful in making decisions about purchasing airline tickets?

- Yes, it helps me find better deals and options.

- No, it confuses me and makes the decision-making process more difficult.
- Neutral

10. How often do you consider promotional offers or discounts advertised by airlines when booking a flight ticket?

- Always
- Sometimes
- Rarely
- Never

11. Have you ever made a spontaneous purchase of an airline ticket based on a promotional offer or discount?

- Yes
- No

Section 5: Additional Comments

12. Is there anything else you would like to share about how fragmented marketing information influences your ticket purchasing behavior? (Open-ended)

Conclusion: Thank you for taking the time to complete this survey. Your feedback is valuable to us. If you have any further comments or questions, please feel free to contact us.