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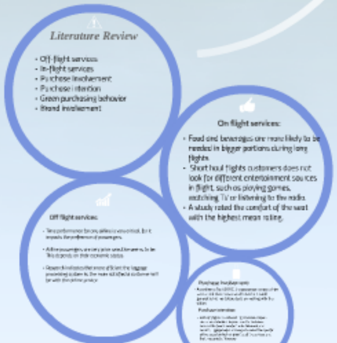
Introduction
About Emirates Airlines
Purpose of study
Vision & Mission

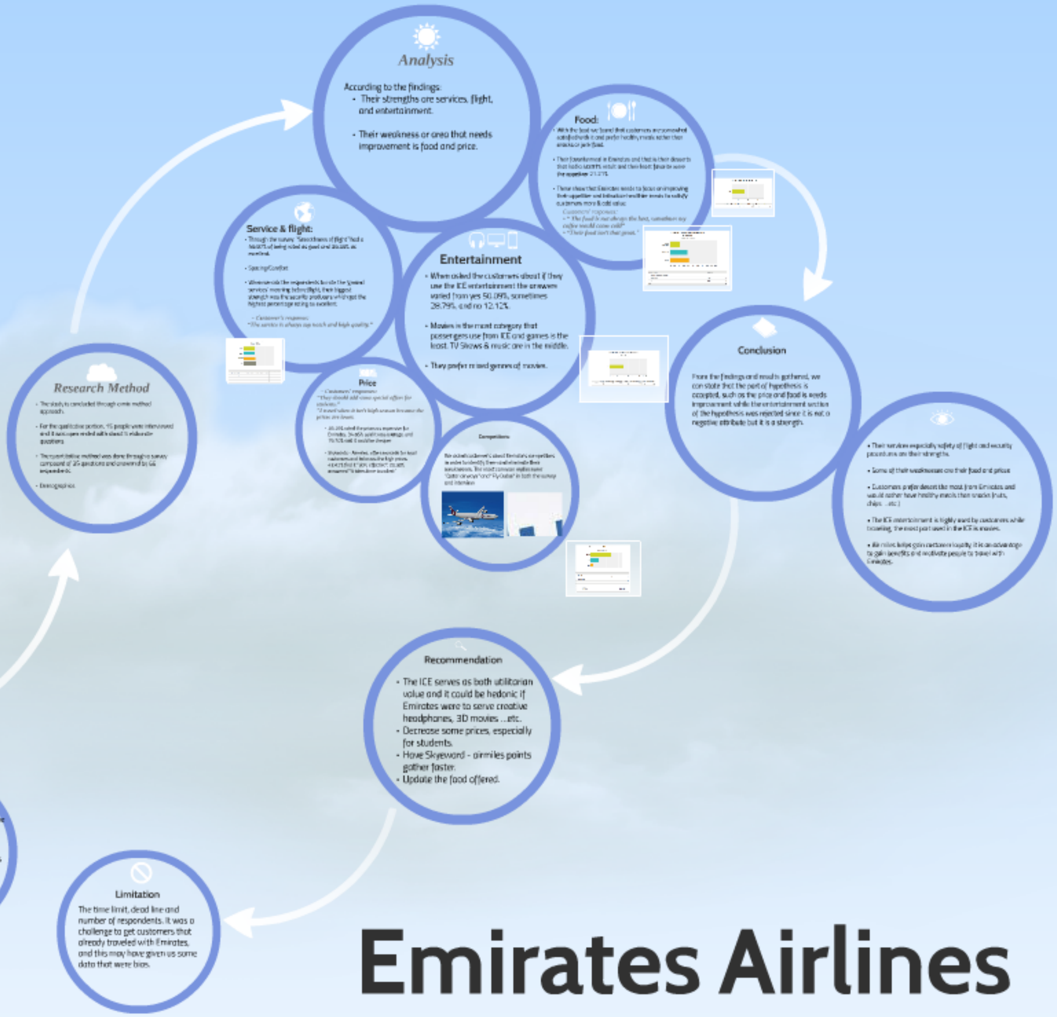


Literature Review

- Off-flight services
- In-flight services
- Purchase involvement
- Purchase intention
- Green purchasing behavior
- Brand involvement

On flight services:

- Food and beverages are more likely to be needed in bigger portions during long flights.
- Short haul flights customers does not look for different entertainment sources in flight, such as playing games, watching TV or listening to the radio.
- A study rated the comfort of the seat with the highest mean rating.



Analysis

According to the findings:
- Their strengths are services, flight, and entertainment.
- Their weakness or area that needs improvement is food and price.

Entertainment

- When asked the customers about if they use the ICE entertainment the answers varied from yes 50.09%, sometimes 28.79%, and no 12.12%.
- Movies is the most category that passengers use from ICE and games is the least. TV Shows & music are in the middle.
- They prefer mixed genres of movies.

Conclusion

From the findings and results gathered, we can state that the part of hypothesis is accepted, such as the price and food is needs improvement while the entertainment section of the hypothesis was rejected since it is not a negative attribute but it is a strength.

Recommendation

- The ICE serves as both utilitarian value and it could be hedonic if Emirates were to serve creative headphones, 3D movies ...etc.
- Decrease some prices, especially for students.
- Have Skyward - airmiles points gather faster.
- Update the food offered.

Limitation

The time limit, dead line and number of respondents. It was a challenge to get customers that already traveled with Emirates, and this may have given us some data that were bias.

Emirates Airlines

by Lara, Marny, and Hossain

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Introduction

Emirates airlines managed to rank as one of the highest in the airline industry.

About Emirates Airlines

- Most admired & innovative airlines around the world.
- Spread the warmth of hospitality.
- Aviation, travel, tourism, and leisure industries.
- [illegible] employees, 160 nationalities
- 142 destinations in 78 countries across the six continents

Purpose of study

- The purpose of our study is to find the relationship between Emirates airlines' services and how it affects a consumer's decision to travel with it, such as the entertainment section (ICE), food and beverages, cabin atmosphere, prices and the air miles.
- Our hypothesis is that if Emirates' decreases their main negative attributes then their customer satisfaction would increase.

Vision & Mission

- Use fewer resources
- Create a healthy globe
- Decrease pollution
- One of the most eco-efficient fleets

Literature Review

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Off flight services:

- Time performance for any airline is very critical, for it impacts the preference of passengers.
- Airline passengers are very price sensitive. [illegible] This depends on their economic status.
- Research indicates that more efficient the luggage [illegible]

Purchase Involvement:

[illegible]

Purchase intention:

[illegible]

Research Method

- The study is conducted through a mix method approach.
- For the qualitative portion, 15 people were interviewed and it was open ended with about 15 elaborate questions.
- The quantitative method was done through a survey composed of 25 questions and answered by 66 respondents.
- Demographics.

Analysis

According to the findings:

- Their strengths are services, flight, and entertainment.
- Their weakness or area that needs improvement is food and price.

Service & flight:

- Through the survey "Smoothness of flight" had a 56.06% of being rated as good and 28.78% as excellent.
- Spacing/Comfort
- When we ask the respondents to rate the "ground services" meaning before flight, their biggest strength was the security producers which got the highest percentage rating to excellent.

- Customer's responses:
"The service is always top notch and high quality."

Entertainment

- When asked the customers about if they use the ICE entertainment the answers varied from yes 59.09%, sometimes 28.79%, and no 12.12%.
- Movies in the most category that passengers use from ICE and games is the least. TV Shows & music are in the middle.
- They prefer mixed genres of movies.

Food:

- With the food we found that customers are somewhat satisfied with it and prefer healthy meals rather than snacks or junk food.
- Their favorite meal in Emirates and that is their desserts that had a [illegible] result and their least favorite were the appetizer 21.21%.
- These show that Emirates needs to focus on improving their appetizer and introduce healthier meals to satisfy customers more & add value.

Customers' responses:
- "The food is not always the best, sometimes my coffee would come cold"
- "Their food isn't that great."

Price

- Customers' responses:
"They should add some special offers for students."
"I travel when it isn't high season because the prices are lower."

- [illegible] rated the prices as expensive for Emirates, 34.85% said it was average and [illegible] said it could be cheaper.
- Skywards - Airmiles, offers rewards for loyal customers and balances the high prices. [illegible]

Competitors

We asked customer's about Emirate's competitors in order to identify their similarities & their weaknesses. The most common replies were "Qatar airways" and "FlyDubai" in both the survey and interview.

Conclusion

From the findings and results gathered, we can state that the part of hypothesis is accepted, such as the price and food is needs improvement while the entertainment section of the hypothesis was rejected since it is not a negative attribute but it is a strength.

- Their services especially safety of flight and security procedures are their strengths.
- Some of their weaknesses are their food and prices.
- Customers prefer desert the most from Emirates and would rather have healthy meals than snacks (nuts, chips ...etc.)
- The ICE entertainment is highly used by customers while traveling, the most part used in the ICE is movies.
- Air miles helps gain customers loyalty it is an advantage to gain benefits and motivate people to travel with Emirates.

Recommendation

- The ICE serves as both utilitarian value and it could be hedonic if Emirates were to serve creative headphones, 3D movies ...etc.
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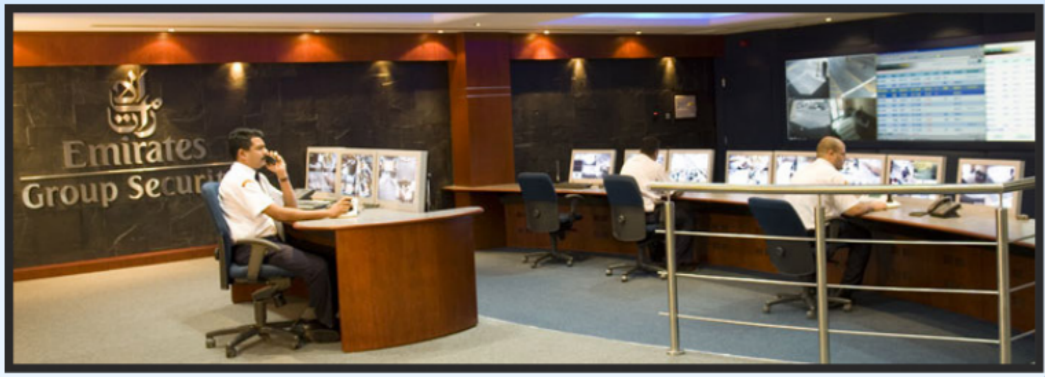
- 62,000 employees, 160 nationalities
- 142 destinations in 78 countries across the six continents



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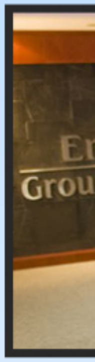

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- Airline passengers are very price sensitive seems to be. This depends on their economic status.
- Research indicates that more efficient the luggage processing system is, the more satisfied a customer will be with the airline service.

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