



The Impact of PR as a Communication Tool of U.K. Budget Airlines

By Matthias Schimmel

GRIN Verlag. Paperback. Condition: New. 104 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Masters Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 0, Edinburgh Napier University, language: English, abstract: The main purpose of this dissertation is to investigate how Public Relations are currently used as a communication tool within the UK budget airline industry, and how the student segment in the UK corresponds to these measures. To gain a holistic understanding of the topic, facts on the UK air transport market are introduced briefly, with a special regard to the two leading budget airlines, Ryanair and EasyJet. Furthermore, the importance of PR for the airline industry is addressed and the research aims defined. To provide the theoretical background for the conducted research, chapter two focuses on scientific theory, highlighting the areas of Public Relations, Consumer Behaviour and Budget Airlines in particular. By choosing the deductive research approach, nine hypotheses could be developed to contribute to the overall aims and build a basis for the primary research. The latter is an online survey, using the convenient sampling method among the student body of Edinburgh Napier University. Results of the...



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