

Analysis of Brand International Marketing Strategy of Air Macau

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Abstract: As the passenger flow of Air Macau international routes increases year by year, its international development has important background significance. However, the brand awareness and market share of Air Macau in the international market are relatively low, so it is necessary to develop an effective brand international marketing strategy. Based on data and market research, this analysis summary proposes strategies such as expanding route network, strengthening brand promotion, providing personalized service, strengthening brand image building, strengthening staff training and strengthening partnership, in order to enhance the brand recognition and market share of Air Macau. According to the data, by 2023, Air Macau will have 750,000 passengers on routes. The implementation of these strategies will help Air Macau gain a competitive edge in the international market and achieve sustainable brand internationalization.

Keywords: brand awareness, international airline network, personalized service, brand image building

1. Introduction

With the continuous advancement of globalization, the importance of enterprise brand internationalization has become increasingly prominent [1-2]. As an airline based in Macau, Air Macau has realized the strategic importance of brand internationalization, and has actively taken measures to expand its influence and market share in the international market [3-4]. Brand internationalization can not only help enterprises achieve growth and profit targets, but also enhance corporate image and reputation, and attract more international passengers and partners [5].

In recent years, many scholars and experts have studied the international marketing strategy analysis of Air Macau brand. Among them, the empirical study of the brand internationalization strategy of Air Macau aims to explore the effect of the company's internationalization strategy to gain market share and improve brand awareness. Mei L uses both qualitative and quantitative research methods, including market research, questionnaires and in-depth interviews. The results show that the brand internationalization strategy of Air Macau has succeeded to a certain extent. By expanding its route network, increasing marketing and providing excellent customer service, the company has successfully increased brand awareness and attracted more overseas travelers [6]. As a local airline, the pursuit of international development is one of its strategic objectives. Liu X analyzed the effectiveness of Air Macau's brand internationalization strategy. He found that Air Macau has achieved certain success by actively developing international routes, strengthening cooperation with international airlines, and improving service level and brand image. Its brand internationalization strategy has a significant effect on enhancing awareness, expanding market share and increasing the number of passengers. However, there are also some challenges and problems, such as fierce competition, high costs, and insufficient brand recognition [7]. Zhang Y analyzed the brand internationalization strategy of Air Macau from the perspective of service quality and found that Air Macau focused on improving service quality in the brand internationalization strategy and improved passenger experience through a number of measures, including providing convenient online booking system, comfortable cabin environment and friendly flight attendant services. These measures provide passengers with a comfortable and convenient travel experience and enhance the brand recognition and competitiveness of Air Macau [8].

This paper will conduct an in-depth analysis of the brand internationalization marketing strategy of Air Macau in order to reveal the key factors for its success in the international market. First, it will discuss the current market and competitive environment of Air Macau, and analyze the necessity and

opportunity of its brand internationalization. Then, it will focus on the brand internationalization strategy already adopted by Air Macau, including product positioning, market positioning and promotion strategies. Finally, the effectiveness and potential problems of these strategies will be evaluated, and some suggestions will be made to further promote the international development of Air Macau.

2. Methods for the analysis of brand international marketing strategies of Air Macau

2.1 International aviation market

As an airline, the success of Air Macau's brand internationalization strategy depends on its in-depth understanding and accurate grasp of the international aviation market [9-10]. At present, the global aviation market shows a steady growth trend, and the increasing demand of passengers provides broad development opportunities for airlines. According to the International Air Transport Association (IATA), global air passenger traffic has continued to grow in recent years and is expected to maintain good growth in the coming years. In such a market environment, Air Macau should focus on carrying out effective brand promotion and marketing activities on international routes [11-12].

2.2 Competitors of Air Macau

In the international aviation market, Air Macau is facing fierce competition. Major competitors include other airlines, low-cost carriers on specific routes, and global airline alliances. These competitors not only have high competitive strength in route coverage, but also show certain competitive advantages in service quality, price positioning, marketing strategy and so on. When formulating the brand internationalization strategy, Air Macau needs to carefully study the market positioning, service characteristics and customer groups of its competitors, so as to identify the differentiation advantages between itself and its competitors [13-14].

2.3 Influence of market and competitive environment on brand internationalization

The market and competitive environment have an important impact on the brand internationalization strategy of Air Macau. First of all, the market characteristics and consumption habits of different countries and regions put forward different requirements for brand promotion and positioning, and Air Macau needs to accurately position itself according to the culture, folklore and needs of the target market. Secondly, the competitors' brand activities and marketing strategies have also shaped the market atmosphere and customer expectations to a certain extent. Air Macau needs to adjust and optimize its brand promotion strategies in time to cope with market competition. In addition, performance in aspects such as flight safety, on-time flight rate and customer service will also have a direct impact on brand image and reputation, and Air Macau needs to maintain high standards in these aspects and constantly improve them [15].

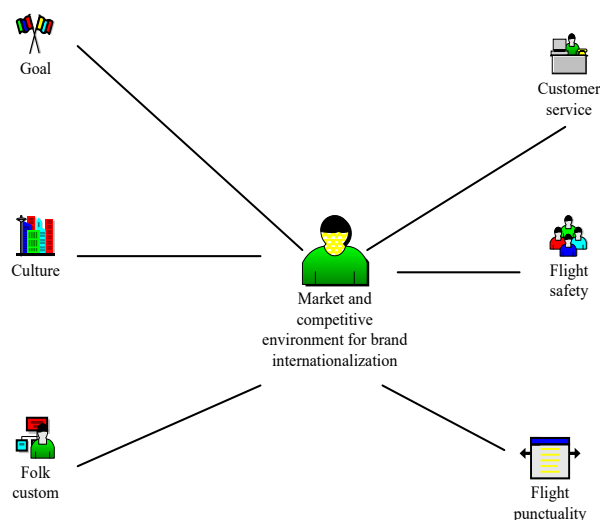


Figure 1: Flow chart of market and competitive environment on brand internationalization

In the brand internationalization strategy of Air Macau, it is necessary to deeply understand the development trend of the international aviation market, the advantages and disadvantages of competitors, and the impact of the market and competitive environment on brand promotion. Only by accurately grasping these factors can Air Macau formulate an international brand marketing strategy that is in line with market demand and has competitive advantages, and further consolidate and expand its position in the international market. As shown in Figure 1.

3. Experiment on the analysis of brand international marketing strategy of Air Macau

3.1 Air Macau brand international marketing strategy purpose

The purpose of this experiment is to analyze the brand internationalization marketing strategy of Air Macau in order to understand the challenges and opportunities faced by the company in expanding the international market. By evaluating and analyzing the advantages and disadvantages of brand international marketing strategy, we can provide targeted suggestions for Air Macau to help it achieve success in the international market.

3.2 Results of international marketing strategy of Air Macau brand

The brand international marketing strategy of Air Macau is successful. However, despite growing market share and operating income, there is still room for further improvement. Air Macau can further strengthen cooperation and promotion with the local market to increase brand recognition and influence. In addition, the company can also improve its competitiveness by optimizing its pricing strategy and improving its service quality, thus further increasing its operating income. The brand internationalization marketing strategy of Air Macau has achieved obvious results in the international market. Through in-depth knowledge of the target market, the development of customized marketing strategies and cooperation with local partners, Air Macau has successfully expanded its international market share and revenue. However, there are some potential challenges that require the attention of Air Macau. First, with the increasing competition in the international market, other airlines are also actively expanding their market share. Air Macau needs to keep an eye on the dynamics of its competitors and adjust its strategies flexibly to stay competitive.

Secondly, consumer demand and cultural differences in different countries and regions are also challenges that Air Macau needs to face. Brand internationalization should take into account the preferences and habits of local consumers in order to develop targeted marketing strategies. This requires the company to have cross-cultural communication skills and flexibility to ensure the consistency and recognition of the brand image in different markets. In addition, there are some potential risks in international market expansion, such as political stability, differences in laws and regulations, and exchange rate fluctuations. Air Macau needs to establish sound risk management measures to reduce the impact of these risks on its business.

4. Analysis results and discussion of brand international marketing strategy of Air Macau

4.1 Current status of international marketing strategy of Air Macau brand

As a major air service provider in Macau, Air Macau faces both opportunities and challenges in international market expansion. At present, the coverage of Air Macau in the international route network is relatively low, and its brand awareness and market share are low compared with well-known international airlines. In the highly competitive global aviation market, Air Macau needs to develop effective international brand marketing strategies to improve brand recognition, market share and competitiveness.

4.2 Verification results of Air Macau's brand international marketing strategy

In order to verify the effectiveness of the brand international marketing strategy of Air Macau, a market survey was conducted. It provides strong support, indicating that Air Macau should increase its investment in the development and marketing of international routes to further expand its international market share.

4.3 Air Macau brand international marketing strategy

Based on the current situation and verification results, the following strategies are proposed to further promote the international brand marketing of Air Macau:

1) Macao's aviation industry should expand the international route network: Invest in opening more international routes to increase passenger traffic. This will help increase Air Macau's visibility and visibility in the international market.

2) Macao's aviation industry should strengthen brand promotion: Through cooperation with internationally renowned airlines, jointly carry out marketing activities to improve brand awareness and image. In addition, we use social media platforms and digital marketing tools to actively promote Air Macau's services and features to attract more international passengers to choose Air Macau.

3) Macao's aviation industry should provide personalized services: understand the culture and needs of different international destinations, and provide personalized services to travelers. For example, providing multilingual services and customizing food and beverage options for specific countries or regions to enhance customer satisfaction and loyalty.

4) Macao's aviation industry should strengthen brand image building: Create a brand image of sustainable development and social responsibility through the development of environmentally friendly aircraft and the implementation of green aviation operation concepts. This helps attract more environmentally conscious passengers to choose Air Macau.

5) Macao's aviation industry should strengthen staff training: Cultivate professional, reliable and efficient staff and provide quality customer service. As the representatives of the Air Macau brand, the service quality of the employees has a direct impact on the brand perception and recognition of passengers. Through regular training and incentive mechanism, stimulate employees' passion for work and service, improve passenger experience and reputation.

6) Macao's aviation industry should strengthen partnership: Establish close cooperation with partners such as international airline alliances and travel agencies to jointly carry out marketing and sales activities. This will expand Air Macau's market penetration and increase its international market share.

To sum up, in terms of international brand marketing, Air Macau can improve its brand recognition and market share by expanding its route network, strengthening brand promotion, providing personalized services, building a good brand image, strengthening staff training and strengthening partnerships. These strategies will help Air Macau compete more effectively with its competitors in the international market and achieve sustainable development.

5. Conclusion

The brand internationalization marketing strategy of Air Macau has achieved obvious results in the international market. Through in-depth knowledge of the target market, the development of customized marketing strategies and cooperation with local partners, Air Macau has successfully expanded its international market share and revenue. However, there is still a need for continuous attention and effort in the face of competitors, cultural differences and risks. Therefore, it is suggested that Air Macau continue to optimize its brand image and service quality, strengthen market research and promotion strategies, and continuously enhance its international competitiveness, so as to achieve better performance and long-term sustainable development in the international market.

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