

An Analysis of Branding Construction of Aviation Service Management

Ze Ling ChangJiang Sun Peng Ren

Beijing Institute of Technology, ZhuHai 518000, China

ABSTRACT. *With the development of world economic integration, the competition in the aviation industry has become more and more fierce. The creation of an aviation service management brand can not only enhance the competitiveness of aviation companies, but also strengthen the service management model of aviation enterprises, thereby promoting the continuous development of aviation enterprises. To this end, this paper focuses on the analysis of aviation service management in branded construction, discusses the significance of branding construction on the development of aviation enterprises, and proposes the research on aviation service management strategy of branding construction.*

Keywords: *construction; branding; aviation service management*

1. Introduction

With the rapid development of information technology, customs choose to use more vehicles when they travel, and aircraft has become the first choice for people to travel as a safe and fast transportation tool. However, the development of social economy has become more and more demanding for aviation enterprises. At the same time, the competition among major aviation companies has become increasingly fierce. Under this background, aviation companies can only continue to improve service quality and create their own service brands. The locality can enhance its own competitiveness, and then it can promote the continuous development of China's aviation enterprises[1].

2. Overview of Aviation Service Management in Brand Construction

2.1 The Connotation of Aviation Service Management in Brand Construction

Under certain circumstances, a brand can be understood as a kind of intangible asset of reputation, enabling consumers to identify the services and goods of the company according to the brand. The brand is also a powerful guarantee for the service and quality of the enterprise. A good brand can enhance the competitiveness of the company in the market, which is conducive to the development of the market

and the continuous development of the company. Branded construction of aviation enterprises Service management represents a number of management levels of aviation companies, such as ground services, sales services, flight services, etc., which is a symbol of the distinctiveness of aviation companies. However, the branding of aviation companies is not formed overnight. It is a long-term process, which requires the efforts of all employees of aviation companies. The brand service of aviation companies is guided by consumer needs and guaranteed by high-quality service mode to meet the needs of consumers for aviation services, and thus promote the continuous development of aviation enterprises[2].

2.2 The Key to Aviation Service Management in Brand Construction

According to relevant research, consumers generally consider the quality of goods before purchasing goods, and after the purchase, they are willing to carry out anti-counterfeiting certification according to the characteristics of the goods. At the same time, before the purchase, the information of the relevant brand will be inquired, and the corresponding comparison and screening will be carried out, and then the goods to be purchased will be decided. The above is a tangible commodity, and the service commodity is intangible, and it is easy to be deformed in the process of implementation. At the same time, consumers cannot distinguish the authenticity of the commodity before purchasing, so branding can provide consumers with Authenticity basis. Service branding construction is consumer perception and evaluation of products. For aviation enterprises, market competition is customer competition. Therefore, aviation enterprises should build a branded service management model, improve the service quality of aviation enterprises, and enhance aviation enterprises. The popularity enables consumers to recognize the service management model of aviation companies, thereby enhancing the competitiveness of aviation companies in the field of peers.

2.3 The Form of Aviation Service Management in Brand Construction

In order to build a quality service brand, an aviation company needs to have an initial positioning for the service brand. After that, the company will transform the product into a brand, and improve the performance and reputation of the product according to the needs of consumers, and tap more potential customers. At the same time, in the construction of service products, aviation companies must establish a special identification procedure to enable consumers to identify service brands according to this procedure. In addition, if aviation companies want to achieve high-quality services, they should also properly explain the products, let consumers understand the goods, select the products, and obtain the consumer's recognition of the product brands.

Besides, aviation companies adopt effective publicity measures to better enhance the visibility and trust of service brands. Advertisements based on traditional service brands are mostly advertised. The propaganda model mainly explains the performance of the service to consumers, which in turn can induce consumers to

purchase. With the development of information technology, the mode of product promotion has been broadened, and a new propaganda path has been opened up for aviation companies to build service brands. However, publicity is of course important, but the performance of the product itself is also a top priority. Therefore, in the construction of service brands, aviation companies should adopt the integration of the two, and strengthen the promotion of the product brand while continuously improving the service. Strengthen the management of aviation enterprise service models.

3. The Significance of Brand Building to the Development of Aviation Enterprises

First, improve the economic efficiency of aviation companies. The creation of service brands by aviation companies can enhance the economic benefits of aviation enterprises and promote the long-term development of civil aviation in China. With the continuous development of the social economy, people's living standards are gradually improving. At the same time of solving the problem of food and clothing, they begin to pursue material enjoyment and spiritual enrichment. In addition to paying attention to their own safety and speed, they gradually The service level puts forward higher requirements, especially in the flight, people pay more attention to the service quality of aviation workers and the service quality of aviation enterprises. The high-quality service brand can not only make consumers recognize aviation companies, but also improve them. Economic benefits of aviation enterprises[3].

On the contrary, low service quality can not only achieve certain economic benefits for aviation enterprises, but also make consumers resent the aviation enterprises, which is not conducive to the long-term development of aviation enterprises. Second, improve the overall image of aviation companies. Optimizing aviation business services Brands can enhance the image of aviation companies. Good aviation corporate image is the best means to promote enterprises, and is of great significance to promote the long-term development of aviation enterprises. The good image of aviation enterprises comes from high-quality services and brands. Only by the needs of consumers, we constantly improve service quality and improve. Only by enhancing the competitiveness of aviation companies can their aviation brands become invincible in the market competition.

4. Branding Construction of Aviation Service Management Strategy

4.1 Aviation Service Brand Creation Target

Aviation companies must create their own service goals, clarify specific service content, and lay the foundation for the internal assessment of aviation enterprises. In the creation of brand goals, we must build long-term and short-term goals based on the current status quo. The long-term service brand goal is to solve the ultimate goal

for aviation companies. The short-term service brand goal is to solve urgent problems for consumers and achieve the integration of the two. Achieve the creation of aviation service brand goals. The specific implementation of the goal should be implemented on each employee, and in the specific content, it should be consumer-oriented and meet the service needs of consumers. In addition, we should also refine the content of aviation service brands, use big data construction, understand the basic situation of consumers, build a consumer database, and classify consumers to achieve personalized brand service models, such as when consumers celebrate their birthdays. Provide consumers with the necessary services. At the same time, employees should be regularly trained to clarify their service concepts and corporate culture, enhance their sense of responsibility, and motivate employees through a survey of consumer satisfaction and rewards and punishments, thereby improving the quality of aviation service brands[4].

4.2 Aviation Service Brand Management Measures

First of all, aviation companies should strengthen service brand awareness, implement advanced service management concepts, and improve service quality. Employees of aviation companies should be consumer-oriented in the service, provide consumers with a personalized, all-round service model, and then build an excellent service brand image. And by constructing a service information system, determining the service brand positioning, strengthening the aviation enterprise service management model, stimulating the enthusiasm of employees, and thus enhancing the vitality of the aviation enterprise service brand. Secondly, aviation enterprises should also implement a quality management system. In the aviation enterprise service management system, the quality of service management should be strengthened and the reputation of service brands should be enhanced. This requires a sound and efficient management mechanism, responsibility system, and credit supervision mechanism for aviation enterprises. In order to improve the aviation enterprise service management system. Third, to strengthen the propaganda of aviation enterprise service brands, aviation companies can use new media technologies to promote service brands, enhance the visibility of aviation companies, and tap potential customers to achieve the effectiveness of service brand creation. Finally, strengthening the main service brand and taking care of the Asian service brand, for the aviation enterprise, although creating a unified service brand can reduce the design and promotion costs, if a service brand is wrong, it will affect the overall service reputation, so To strengthen the construction of the Asian service brand, the Asian service brand can be sold with the popularity of the main service brand, which is a supplement to the aviation business owner service brand.

4.3 Multi-path delivery brand value elements

In the new era, the value of aerospace enterprise service brands can be spread from the perspectives of customer service practices, product service delivery, and aircraft interior design, in the form of hearing, vision, and touch. From the ticket

ordering, inquiries, consumer pre-boarding services, seating arrangements, catering, entertainment facilities, complaint handling, etc. to provide brand services to consumers, to achieve multi-channel promotion of aviation service brand value model, so that consumers experience Recognized the aviation service management model, which in turn enhances the brand awareness of aviation service management. At the same time, in addition to product innovation, the value of aviation service brands needs to be more reflected in words and symbols. Using text, conformity and graphics to build their own service brands, so that consumers can pass graphics, conformity, The text selects the aviation service brand, and at the same time builds the use of conformity, text and graphics to reflect its own service brand, which can enhance the competitiveness of aviation enterprises in the market. In addition, aviation service management should stand at the perspective of consumers, focus on the various service points touched by consumers, enhance the consumer perspective through the design of propaganda systems, accessories, and cabin supplies, so that consumers can enjoy the service and know the place. Experience the brand of service. By improving the three-dimensional environment design in the aviation lounge, office and cabin environment, the visual benefits of consumers will be enhanced, and an aviation service atmosphere will be created for consumers to enjoy the beauty brought by aviation services in this atmosphere. Consumers provide imaginative space, bring consumers a diversified aviation service experience model, enhance the value of aviation services in the minds of consumers, and thus can make up for the shortcomings in the aviation service process and enhance the aviation service management model.

5. Conclusion

In summary, the brand can be understood as an intangible asset of a reputation under certain circumstances, enabling consumers to identify the services and goods of the company according to the brand. The brand is also a powerful guarantee for the service and quality of the enterprise. Therefore, aviation enterprises should strengthen service branding, enhance consumer recognition and trust, enhance the visibility of aviation enterprise service management, promote the overall image of aviation enterprises, enable consumers to come here, experience this service management model, and then promote China. The continuous development of aviation companies.

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