

Highlighting the Factors that Influence the Behavior of Consumers in Air Transport in Romania

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Abstract: The aerial sport has experienced a vast development generated by economic growth, the needs of fast transport, tourism, as well as the involvement of Romania in international freight transport. At the same time, this is added to the specific characteristics of air transport, which, together with the characteristics of other modes of transport, is gaining increasing importance for particular transport objects. Air transport in Romania has reached historic highs in recent years, through the number of domestic and international flights, and the number of passengers exceeded 2 million in 2018. The transport companies that operate in and from Romania aim to attract passengers with increasingly tempting offers and most often at competitive prices with traditional transport. In order to be able to create a strategy that is as competitive as possible for Romanian passengers, the airline companies aim to identify the elements that define the behavior of the Romanian consumers. This article aims to highlight the most important factors that influence the purchase of the air transport service, at the level of Romania, as well as their financial valence.

Key-Words: air transport, Romania, consumer influence, complaints

1 Introduction

In general, the behavior is a set of external reactions by which the individual responds to stimuli. From a psychological point of view, behavior designates what is objectively observable in the individual's global reaction, regardless of what he or she declares, his or her psychological thoughts and attitudes. From a sociological point of view, the behavior is the activity of the subject up in a given social situation. American psychologist Harold Leavitt says that three are the essential elements that define human behavior: the stimulus that represents the cause; the need that is the desire that can be fulfilled; the goal that is its purpose. As the needs multiply exponentially, due to the technical-scientific progress leading to the invention of others, and the satisfied need leads to the appearance of others, obviously the behavior of the individual also changes. (P. Mălcome te coordinate. - Marketing Dictionary - Ed. Junimea - Iasi 1979 p.72).

Identifying the way consumers are influenced is one of the critical advantages of companies' activity. In order to increase market share, an entity must be continuously innovative, have the capacity to understand the recent consumption trends and to meet the new consumer wishes. Taking into account the impact of social, cultural, political, and economic factors, contemporary society manifests behaviors, ideas, feelings, reasoning, and processes for analyzing information and making increasingly sophisticated and personalized decisions. On the one hand, given the considerable diversification of the offer, the final beneficiaries of the tenders get to benefit from extensive possibilities of choice. At the same time, increasing purchasing power, while raising the level of education and culture, gives consumers the opportunity to meet more needs, more complex, and higher quality.

Marketing approaches the notion of consumer behavior both in the narrow and in the broad sense, but most specialists are placed with its definition between the two extremes. Thus, narrow consumer behavior reflects the habit of people in case consumption of goods and services and broad it covers all end-user behavior d s tangible and intangible.

Based on the analysis of the purchasing behavior of the passengers, the operators of the airline companies must take into account:

- consumer reaction to the marketing strategy of the company, which has an impact on its success in the market;
- the marketing mix of the company, which must satisfy the consumers;
- the possibility to predict how consumers will respond to the company's strategies;
- the high cost of this research, the difficulty of carrying it out, and the risk of obtaining incorrect information.

Research in the field of consumer behavior shows that the way in which the consumer responds to numerous stimuli can be structured into four types of behavior (MW Pride, OC Ferrell - "Marketing - concepts and strategies," 7th Houghton Mifflin Company, Boston 1991) :

- the behavior of the routine answers, which the consumer practices frequently, for the purchase of the articles with low cost and of current consumption, for which does not spend too much time and effort to select a brand or product;
- making the decision at the limit, when buying an occasional product, for which it needs a moderate amount of time to look for information and to deliberate;
- making an extensive decision when buying expensive non-family products, so it involves a complicated decision. Several criteria are used to evaluate the possible alternatives, which requires a longer time;
- impulsive buying behavior, driven by a consistent and robust incentive to buy something immediately. For some individuals, buying behavior is dominant, although it often causes emotional conflict.

In his extensive analysis of consumer behavior, Ph. Kotler (Ph. Kotler, G. Armstrong, p.334-348) starts from the analysis of the factors that influence it, grouped into:

- cultural factors - represented by culture, subculture and social class;
- social factors - which include: reference groups, family, roles, and statuses;
- personal factors - which refers to age and stage of the life cycle, occupation, lifestyle, economic circumstances, personality, and self-opinion;
- psychological factors - designated by motivation, perception, learning, beliefs, and attitudes.

Particularly interesting in the approach I seemed classification of I. Cătoi (I. Cătoi, N. Teodorescu - "Consumer Behavior Theory and Practice" - Ed. Economica, Bucharest 1997 p.25-45), who believes the buying behavior is influenced by two types of variables: directly observable and deduced by the inferential type research. Dubois and Jolibert (p.83-193), group the factors that influence consumer behavior as follows: individual factors, including personality, cognitive style, lifestyle and perceived risk, respectively environmental factors, which refers to factors socio-demographic (family life cycle, social classes), reference groups, family, economic environment.

As a result, it classifies the factors influencing consumer behavior as follows: direct influences exert, demographic factors, factors specific to the marketing mix, situational factors, such as time pressure, the importance of the purchase, the occasion with which the purchase is made.

We find that often, buying a product does not determine the same type of behavior when making the decision. In some cases, individuals are engaged in making an extensive decision the first time they buy a particular type of product, but a limit decision is sufficient when they buy the product a second time. If, in a routine purchase, the brand, until then favorite does not satisfy it, will make a decision at the limit or an extension, to move to a new brand.

2. Factors that influence the behavior of passengers

As with any market, the aerospace industry and the market are diverse, multi-dimensional spaces. They are by no means partitioned and cannot easily be classified into distinct segments. Part of the problem with defining segments is that the market can be stratified or defined in so many ways. We can identify segments based on the size of the aircraft, such as airlines, shuttle, business aircraft, and general aviation aircraft. Alternatively, we can divide the market into two broad categories of civilian products and military products, or by the technological nature of the products, such as aircraft, propulsion systems, structural components, hydraulic systems, and flying vehicles. We can divide the market into products destined for outer space and products that operate in the atmosphere of the earth. The elections are endless. One of the problems with any arbitrary classification system is that the significant delimitations between categories tend to be ambiguous and

that many products fit into several categories. Clear examples are that many types of equipment are used for both military and civilian aircraft and that some equipment is used for both space and conventional aerospace applications.

The most visible aerospace segment is the civil passenger aircraft category. As the data show, this segment is relatively more important in Europe, where the decline of military spending during the Cold War was pronounced. In the United States, where high levels of defense spending have persisted, and exports of military aircraft are aggressively promoted, the value of military aircraft production continues to outpace civil aircraft production.

Demand for civilian transport aircraft, which comes from economic wealth and geographical factors, continues to grow. The largest market remains North America, where the expansive territory is combined with a large, relatively affluent population, creating a strong demand for air travel. The second-largest market is Europe, where large populations of wealthy consumers favor the development of airlines. The third-largest market, significantly smaller than the two leaders, but overgrowing, is Asia air travel has historically been limited by the relatively low available income of populations outside Japan. Air travel has increased rapidly with the rapid development of the region. Airbus and Boeing anticipate that Asia's wealth is growing, combined with Asia's vast populations and geographies, and will create a stable future market for commercial aircraft sales.

In Romania, with the liberalization of the air transport market since the 1990s, a number of operators have pursued market shares. Until the 1990s, the market was predisposed to a single local operator, which had state capital, and at that time, owned a monopoly. At the level of 2019, in Romania, there are companies with both private capital and also financed from the state budget through the Ministry of Transport, which together managed to carry over 21 million passengers.

Types of transport	Types of operations	Measure units	Years		
			2016	2017	2018
Comercial air transport	Passagers	No.of persons	16398045	20221814	21815809
-	Goods	Tones	40130	44983	48520
-	Aircraft movements	No.	162652	186665	194940

Table 1. Values of air transport in Romania

As in any field, in order to carry out current marketing analysis, a theoretical marketing analysis must first be performed. Second, consider those factors in this environment that should be considered by airlines. Third, to discuss the specific impact that each of these issues should have on properly designed marketing policies.

A number of determining factors are found in the procurement process. For the passengers in Romania, the most important landmarks when making a purchase are: the price of a ticket, the duration of the flight, the amount of luggage transported, the airport of destination, and the services offered onboard.

3. Research methodology

In this article, quantitative research has been carried out, in which the order according to the degree of influence of the reasons that are decisive when forming the decision to purchase air transport services in Romania was sought. The purpose of the research was to identify the most important attributes that determine the decision to purchase the air transport services offered by one operator to the detriment of another, and from objectives we can note the realization of a classification of the factors of influence according to the perceived value of the consumers towards them, identification of internal and external factors (both endogenous and exogenous in nature), as well as identification of the existing correlations (if any) between the socio-demographic characteristics of the consumers and their choices vis-à-vis air transport services in Romania. The research instrument used was the questionnaire (consisting of 22 questions, of which one filter question, 2 close dichotomous questions, five multihotomic closed questions, 2 compound questions, five structured questions on likert and semantic differential scales and seven identification questions and classification). The questionnaire was completed on Otopeni Airport, for 120 respondents.

One of the questions found in the questionnaire related to the elements that the Romanians consider relevant for the purchase of a plane ticket. Out of these elements, a number of five aspects were considered relevant, as follows.

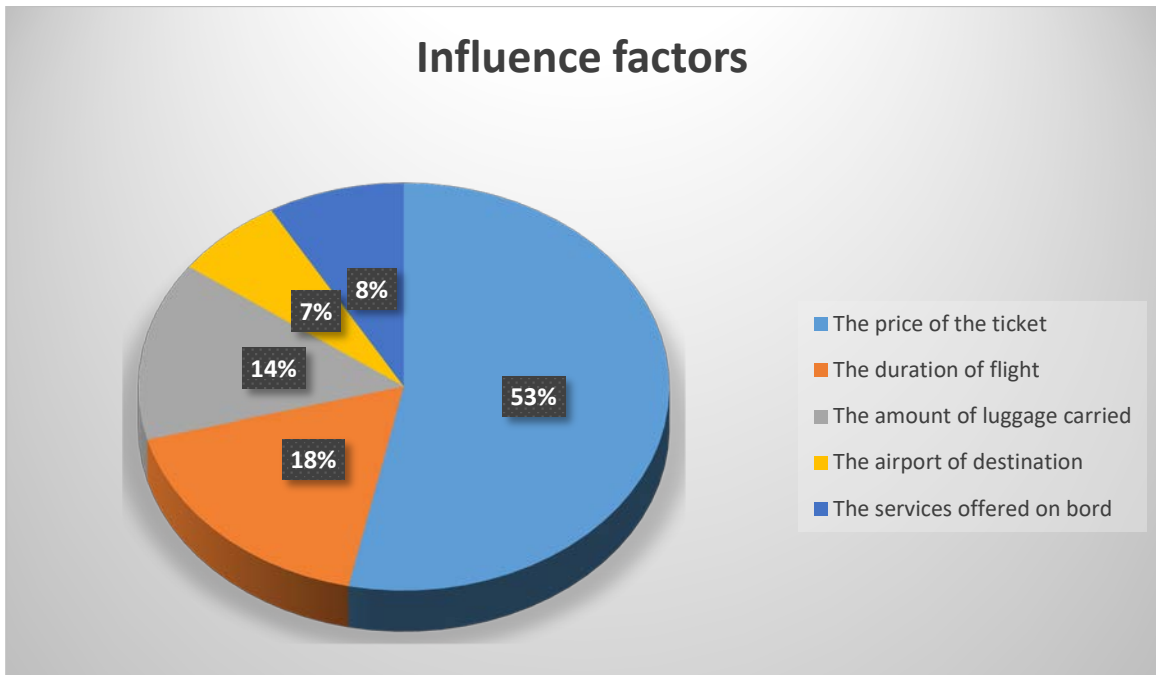


Fig.1. Influence factors

It can be noticed that the price is the most critical element that guides a choice in the case of air transport services. This price in recent years has suffered successive decreases and is considered by specialists as one of the elements that made a decisive contribution to the growth of this transport row. Issues such as luggage transport policy and flight time brought together approximately 30% of respondents. It can be seen how these not-so-important items gained notoriety, especially after individual companies changed certain policies (for example, luggage transport).

Another question from the surveyor sought to highlight the importance of the price in the final purchase. It can be seen how air transport services are guided by two major options when analyzing the price, ie, low-cost transport services and line transport services, which have a varied cost, significantly higher than the competition direct, but also offering more services, as well as greater diversity.

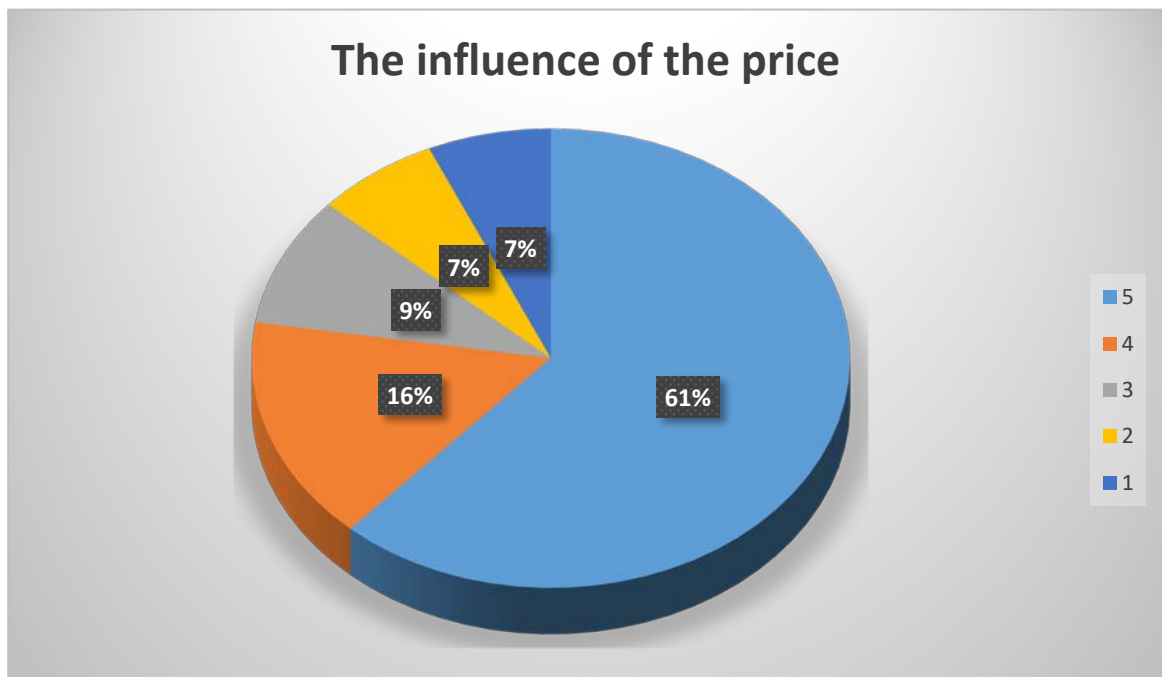


Fig.2 The influence of price

It is noted that over 60% of the respondents consider that the price largely influences a purchase. This wave a is core can be wide, and rising values of air transport services discounted found globally. The other respondents were of the opinion that the price could not represent such an important element, preferring to purchase the services of line or business transport.

4. Conclusion

Consumer behavior is an extremely important element for all entities in the market, and the Romanian air transport services market is no exception. The fact that our country follows the global trend of the rise of the air transport services reinforces the idea that the operators in the field have analyzed and applied the main wishes of the passengers, creating services with a fair value for money. Toto, we can note vidențiem importance is the price of service transport, whether considering transport services Air low-cost air transportation or line.

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