

An Investigation Of The Impact Of Gender And Class Of Passengers On Their Awareness Of Frequent Flyer Programs

A great sum of extrapolation has been assumed by the scholars of academic disciplines as well as scholars of religious background for loyalty. In generality faithfulness or devotion to a broad range of things is what loyalty signifies. While most psychologists, sociologists, scholars of religions, political economists and scholars of business and marketing and especially political theorists agree with the general definition for loyalty, few opposing individuals with different academic and religious backgrounds argue that loyalty is strictly interpersonal. The majority of scholars agree that this born with us sense of moral attachment to a person, a brand, a place or an organization may require some type of reward for cementing the relation or interrelation between loyal individual with person or things. To meet this scholarly taught a well organized, with many incentives gathered under an umbrella by the general name of frequent flyer program (FFP) via the air line companies was wisely put together. Since the impact of FFP was significant in busting loyalty for the initiator of the idea (Western Airline) it soon was adapted with the majority of airline companies. FFP is a service offered by many airlines to reward passenger's loyalty. Typically, airline customers enrolled in the program accumulate points corresponding to the distance flown on that airline. Accrued points (also known as frequent flyer miles) can be redeemed for free air travel, other goods or services or for increased benefits, such as airport lounge access or priority bookings. The primary method of obtaining points in a frequent flyer program is to fly with the associated airline. With the introduction of airline alliances and code-share flights, frequent flyer programs are often extended to allow benefits to be used across partner airlines. Many programs also allow points to be obtained not just through flying, but by staying at participating hotels, or renting a vehicle from a participating company (IATA strategy & partnership 2008). Other methods include credit cards that offer points for charges made to the card, and systems which allow restaurant diners to earn miles by eating at participating restaurants.

The impact of any well thought program such as the FFP depends on the correct decimation of information about its provided free of charge services for both genders and classes of passenger. To test the hypothesis a study was carried out to find if the information about equal availability of the FFP for both genders and class of passengers were truly provided.