



How Budget Airlines in India leverage on Online Marketing to increase the Competitiveness: A Study

Srinivas Rao Yemula

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Master's Thesis from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction, University of Sunderland (Management Development Institute of Singapore.), course: Masters in Business Administration., language: English, abstract: Online marketing techniques have become the popular trend that helps organization to promote products and services globally. Budget airlines industry in India can leverage on the online marketing in order to increase the competitiveness in the market as most of the people choose to fly budget airlines. This research paper identifies and analyses various online marketing techniques and factors that contribute to the success of online marketing.

Both primary and secondary data gathering techniques are used in this research study. The primary instruments for this research study is questionnaires with the sample sizes 381 of working adults and students of Indian community in India and overseas. The secondary sources used for this study are books, newspapers, magazines, journals, articles, and previous research papers. Both qualitative and quantitative research methods are used to analyse the data. IBM SPSS version 22 application software is used to analyse the data and generate the graphical output in pie chart diagram.

From the research study, the researcher has found several success factors that play an important role in the successful execution of online marketing campaign such as quality content of the website, regular updates of the social media website, blogging on the popular blogs website to increase the website traffic, online video marketing, email marketing and paid search marketing. Lastly, there are six critical success factors identified in this research study.

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