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| Nota di contenuto | Communication in the U.K. Budget Airline Industry; Acknowledgements; Table of Content; Table of Figures; Table of Abbreviations; Abstract; 1. Introduction; 1.1 The UK Air Transport Market; 1.2 PR in the Airline Industry; 1.3 Research Aims; 2. Literature Review; 2.1 Public Relations; 2.2 Consumer Behaviour; 2.3 Budget Airlines; 3. Methodology; 3.1 Research Approach and Hypotheses; 3.2 Research Method; 3.3 Sample Structure; 3.4 Analysis; 3.5 Limitations; 4. Findings & Discussion; 4.1 Respondent Profile; 4.2 Findings; 4.3 Summary of Findings; 5. Conclusion & Research Implications; Appendices 1. Survey Screenshots 2. Invitation E-Mail and Survey Start Page; 3. Statistical Analysis; References |
| Sommario/riassunto | The main purpose of this study is to investigate how Public Relations are currently used as a communication tool within the UK budget airline industry, and how the student segment in the UK corresponds to these measures. To gain a holistic understanding of the topic, facts on the UK air transport market are introduced briefly, with a special regard to the two leading budget airlines, Ryanair and EasyJet. Furthermore, the importance of PR for the airline industry is assessed by the conducted field research. Auszug aus dem Text Text Sample: Chapter 3.2, Research Method:< |