

The customers' perception of Wizz Air, the largest low – fare low – cost airline in Central Eastern Europe



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1. INTRODUCTION

1.1. Background

"First come first win"

When talking about traveling we are thinking about transportation such as busses, cars, undergrounds, planes. One hundred years ago these vehicles did not exist or were undeveloped. It is widely known that some years before the most common means of traveling in Europe was the train. At the time it was considered to be fast enough and fairly inexpensive means of traveling. Now, however, in the time of rapid change and the need of speedy traveling the transportation plays a fundamental role not only in business but also in the personal life. The classical old business proverb "time is money" is more true than ever before. Rather than spending hours on traveling people desire to use their time more usefully and beneficially which makes many choose the airways as it is the fastest way of traveling.

Developing the infrastructure and transportation is one of the main agenda of the EU Commission. Every business starts from transportation, as both people and the goods need moving from one place to another. It can be argued that Europe is mainly a full up marketplace; but not the non-EU member countries and especially the new-EU member ones. Managers' aim is to find always new ways and new opportunities to create something innovative in the market.

When discussing innovation, always, the first company entering the new market has bigger chance to remain the leader than the next new comers. There is of course and "if", the innovator has the ability and knowledge how to maintain his position. The same situation is when a new "player" wants to enter a market place. Sooner or later there will appear the competitors. If the company has enough resources and all the conditions, then the first mover will be able to face the competitors in a successful way.

The world of business life is an easily changing part, where companies have to keep their eyes open. First they have to accept the business life is full of changes and they have to follow them. Companies always have to keep in their mind how market segmentation can

be important for their company's future. This study will flash on the importance of it and demonstrate how it is important nowadays when companies have strong competitors and just by one wrong step can open strategic window for others. Firms have to recognize the time when they have to find a new segment of their market and get new customers. Company has to know the exact segments and customers in them to satisfy their consumers in more efficient way than the competitors. The company must always bear in mind the paramount importance the consumer behaviour plays.

Turning to definite the consumer behaviour, there are many marketers who deal with the question of consumer behaviour. It can be defined several ways.

According to Kotler (2002) consumer buying behaviour refers to the buying behaviour of final consumers – individuals and households that buy goods and services for personal consumption.

According to Peter, Olson and Grunert (1999 p.7), consumer behaviour can be defined as the “dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives”.

According to Paul Fifield (1998) good marketing strategy will inevitably spring, not from doing what we are necessary good at, but from doing what our customers want us to do, from supplying the goods and services that companies' customers actually want from the companies. This means that an understanding of the customer (their needs, wants and motivations) is the most important ingredients of any marketing strategy. Unfortunately no one really understands what makes customers behave the way they do. Books are used to describe past customer behaviour, but unfortunately, we are interested in how the company is being able to predict customer behaviour in the future.

Consumer behaviour studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

As many company try to discover their customer behaviours and perception, Wizz Air, as leader in Central – Eastern European low fare – low cost airline market has to keep on their eyes on each an every changes that can influence their customers' behaviour.

Afterwards in practical way this study focuses on consumer behaviours, especially in one of the low fare low cost company's case: Wizz Air.

1.2. Purpose of the study

In the low fare low cost airline market there is a strong competition. Firms are trying to make their services better adapted to customers' needs. This study is focused on how customers behave under the pressure of wide choice. The aim of this study is to get knowledge about the perception of the Wizz Air low fare low cost airline company's customers. So the purpose of the study is to analyze what consumers are thinking about the company. Briefly companies must be customer oriented, focus on their services which satisfy their new and regular consumers' needs.

1.3. Research limitation

Although there are many factors influencing consumer behaviour, this study will emphasize on services and not pay attention to pricing, promotion, distribution or strategy of the company. This project is not supposed to outline in details the factors influencing or impressing the customers but rather to present the perception the customers of Wizz Air Company have. Then briefly mentioning segmentation, more particularly summarizing how the company segments its market, followed by how pricing and service offerings persuade consumer decisions.

2. METHODOLOGY

This study is going to emphasize on consumer behaviour in order to get know how company deal with it. The subject to this analysis will be the Hungarian company Wizz Air, and basing on open questionnaire this study will focus on the customer perception of this airline company.

2.1. Method

In this project the population is the air line company, more detailed the sample of this work is the Wizz Air Company.

To get more knowledge about customers of Wizz Air it is crucial to prepare research. Research can be defined several ways, according to Peter M. Chisnall in his book, Strategic Business Marketing (1995):

According to the American Marketing Association (Done, 7 September 1993) in 1961 defined research as “The systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services”.

According to the British Institute of Management (Lorenz, 10 November 1993) followed closely the AMA’s definition: “The objective gathering, recording and analyzing of all facts about problems relating to the transfer and sales of goods and services from producer to consumer or user”.

According to Malhotra (2006), there are two broad types of data that can be collected; these are qualitative research and quantitative research.

- **Qualitative research** – generally used for exploratory purposes - small number of respondents - not generalized to the whole population - statistical significance and confidence not calculated - examples include focus groups, in-depth interviews, and projective techniques

- **Quantitative research** – generally used to draw conclusions - tests a specific hypothesis - uses random sampling techniques so as to infer from the sample to the population - involves a large number of respondents - examples include surveys and questionnaires

According to Cook and Reichardt (1979) qualitative research is phenomenological, inductive, subjective, process oriented and explanatory and in such research goal is to understand actor's view. Due to these advantages in this study there will be used qualitative research. (<http://don.ratcliffs.net/qual/1.htm>)

Of course every method has strengths and weaknesses, advantages and disadvantages. This study is emphasizing only qualitative research and characteristic of it.

According to Don Ratcliff there are strengths and weaknesses of qualitative research:

Strengths of Qualitative Research

- Depth and detail - may not get as much depth in a standardized questionnaire
- Openness - can generate new theories and recognize phenomena ignored by most or all previous researchers and literature
- Helps people see the world view of those studies - *their* categories, rather than imposing categories; simulates their experience of the world
- Attempts to avoid pre-judgments - goal is to try to capture what is happening without being judgmental; present people on their own terms, try to represent them from their perspectives so reader can see their views, always imperfectly achieved - it is a quest.

Weaknesses of Qualitative Research

- Fewer people studied usually
- Less easily generalized as a result
- Difficult to aggregate data and make systematic comparisons
- Dependent upon researcher's personal attributes and skills
- Participation in setting can always change the social situation (although not participating can always change the social situation as well)

Table 1. Strengths and weaknesses of qualitative research

(<http://don.ratcliffs.net/qual/1.htm>)

2.2. Type of research

According to Paul Fifield (1998), research officially applies to research into markets. In other words their size, compositions, buyer's needs and wants and so forth. Research on the other hand covers research into the organization's marketing activities and how it attempts to address its markets.

To classify the research, it can distinguish two main types of them:

- **First - Exploratory research (bibliographic)**
- **Second - Descriptive research**

This study is based on exploratory research (bibliographic / literature searches) that involve reviewing all readily available materials.

These materials can include:

- internal company information
- relevant trade publications
- newspapers, magazines
- annual reports
- company literature
- on-line data bases
- and any other published materials

It is a very inexpensive method of gathering information, although it often does not provide timely information. Literature searches over the web are the fastest.

First - Exploratory research (bibliographic) is using focus groups (typically in consumer markets) or one-to-one depth interviews (the norm in business markets). Briefly it can be defined as collecting information in an unstructured and informal way. For example, in this case, the owner of the airline company may regularly fly with competing airlines in

order to gather information about service selections, prices and quality. (Hill, Brierly and MacDougall, 1999)

2.3. Population and sample

According to Peter M. Chisnall (1995), sampling methodology is the foundation of an effective research design: it deserves special attention. Basically, a sample is a microcosm of the population or universe from which it is drawn, and can only be accepted as accurate within certain limits. (Lloyd, 1988)

Sample should be representative in order that valid conclusions may be made about their populations – otherwise the whole research process is unsatisfactory and the resultant data are very unreliable. Sampling offers many benefits: it saves time, money and effort – data are available far more readily and at much lower cost than from a census or complete list.

Segment of population selected from research represent the population as a whole. In principle sampling it is simple. Most organisations have a large population of customers, but to get an accurate customer satisfaction measure result it is not necessary to survey all of them; enough to use only a relatively small sample, provided that sample is representative of the larger population.

According Hill, Brierly and MacDougall (1999), the starting point in sample size is not how many customers are in the population, but how many individuals. Even so, some organizations will have much larger populations than others, but this will not affect the number of customers they need to survey for a reliable sample.

According Hill, Brierly and MacDougall (1999), there are two main types of samples:

- probability
- non-probability.

This study is based on convenience sampling, which is in non-probability group.

Convenience sampling

This is the simplest form of non-probability sample. It is quite quick, easy and cheap, but as representative as other sampling.

This is the method of choosing items arbitrarily and in an unstructured manner from the frame. Though almost impossible to treat rigorously, it is the method most commonly employed in many practical situations. (Hill, Brierly, MacDougall, 1999)

In this case study the sample is the Wizz Air company and their customers. Narrowly the analysis will focus on the Wizz Air company and their customers' perception. The reason to chose this airline company is that the company originate from Hungary and one of the main stage is in Poland like the autors of this work. Futhermore Wizz Air is not an old company and quilkly became leader in their market. In this project the case study will be about Wizz Air company.

2.4. Instrument / technique to collect data

This study will base on secondary data, to analysis there will be used utterances of Wizz Air customers in the public internet forums. Furthermore actual reports and articles about perception of the airline company will be examined.

According to Peter M. Chisnall (1995), secondary data are those results from existing information which may be available from internal records or from externally published sources.

This analysis should give the real answers about consumers, and provide knowledge about their perception and opinion about the Wizz Air airline company.

This study will use questionnaires to colleting data.

Questionnaire

According to Peter M. Chisnall (1995 p. 139), questionnaires are widely used in surveys of all kinds; they can be administered by telephone or mail, or through personal interviewing. "The type of questionnaire obviously depends on the method of survey, and this will be dependent on the nature of the problem being investigated, the kind of population and sampled, and the sample size." (Mishan, 1972)

The questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

Questionnaires may be highly structured, with a series of formal questions designed to attract answers of limited response; or unstructured, where formal questions are replaced by a freer style of investigation – an interviewer encourages conversation to develop, guiding it skillfully by means of an “interviewing guide” or checklist of the main topics of enquire. Generally, questionnaires are hybrid or semi-structured. Some flexibility in the overall design of questionnaires is desirable, but it is vital to keep firmly in mind the purpose of questionnaires: to attract valid and reliable information about defined areas of investigation.

Although unstructured questionnaire are frequently used in industrial surveys, it is important to realize that place particularly demands from interviews to ensure that free responses are adequately recorded. Also, analysis of large numbers of these responses tends to present problems later in the research.

Questionnaire’s advantages over other types of surveys:

- cheap
- do not require as much effort as verbal or telephone surveys
- often has standardized answers that make it simple to compile data

However, such standardized answers may irritate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and answer to them.

As a type of survey, questionnaire has many problems relating to question construction that exist also in other types of opinion polls.

Furthermore in this study there are going to be used unstructured questionnaire for analyze the data about the perceptions of customers of Wizz Air airline.

The analysis guided by the following questions is going to give the answers concerning customer perception.

- ✚ **How did customers get information about the services of Wizz Air?**
- ✚ **Why did regular or irregular customers choose the services of Wizz Air, instead of other well-known, quite similar airline companies?**
- ✚ **What consumers like most in the services of Wizz Air?**
- ✚ **How the changing of the company services can effect on regular and potential consumers and in which direction they change their mind?**
- ✚ **What kind of factors can change the consumer decision to change the air line that they used before?**

Information category	Information /questions
Sources	Internet forums, magazines, newspapers
Preferences	How do the customers choose company? What do they like?
Customer behaviour / Customer decision	What kind of changes in the company can effect on customer? How customers react on these changes?

Table 2. Category and specific information of collected data

3. THEORETICAL FRAMEWORK

3.1 Services versus Goods

Services are difficult to define because they are very composed term. They pervade every aspect of our lives. The word can have many meanings – from personal service to service as a product.

Zeithaml and Bitner (1996 p.5) shortly define services as “deeds, processes, and performances”.

Lovelock, Vandermerwe and Lewis (1999) distinguished two approaches that show the essence of this term:

- A service is an act or performance offered by one party to another.
- Services are economic activities that create value and provide benefits for customers at specific times and places.

Grönroos in his book (1990 p.27) gathered suggestions of Lehtinen, Kotler, Bloom, and Gummesson and assembled to the following definition:

“A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solution to customer problems”.

In a marketing view, a service is the intangible identical of the good. Service furnishing can be defined as an economical action which has no results as belongings of anything or anybody. This feature creates differentiates between goods and services.

To differentiate between goods and services help the service-goods continuum with wide range from tangible-dominant to intangible-dominant. Most of the products are between being pure commodity good and pure service. The categories in the continuum are not separated from each other.

According to Grönroos (1990) there are eight most frequent characteristics of services and physical goods.

Psychical goods	Services
<ul style="list-style-type: none"> - Tangible - Homogenous (Standardized) - Production and distribution separated from consumption - A thing - Core value produced in factory - Customers do not (normally) participate in the production process - Can be kept in stock - Transfer to ownership 	<ul style="list-style-type: none"> - Intangible - Heterogeneous - Production and distribution and consumption simultaneous process - An activity or process - Core value produced in buyer-seller interactions - Customers participate in production - Cannot be kept in stock - No transfer to ownership

Table 3. Differences between services and physical goods (Grönroos 1990, 9.28)

For this study the most important difference between goods and services is customer involvement in the production process. Customers very often actively take part in creating the service product. They can cooperate with service personnel or serve themselves. That is why for company is very important to educate its consumers, to make them more aware.

Consumers are also a part of the product they receive. It is very important that they take part in the service delivery process. They can interact with other people and are more likely to have influence on decision of other customers. (Lovelock, Vandermerwe, Lewis, 1999)

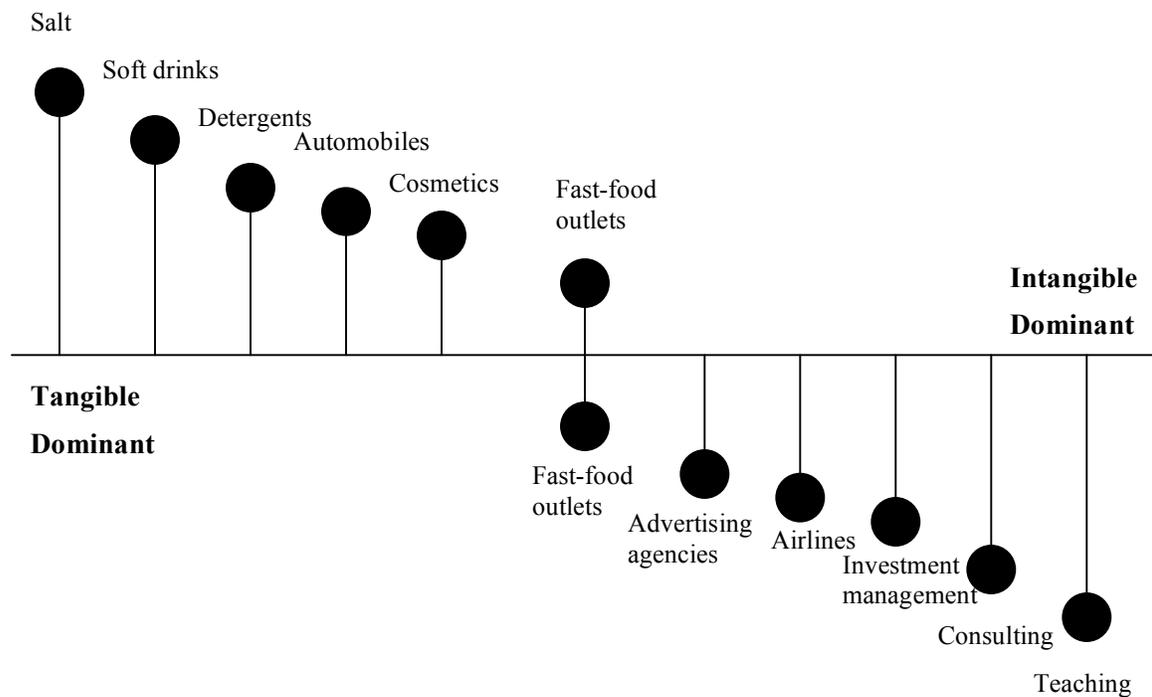


Figure 1. Dominance of pure service versus pure good (Zeithaml, Bitner, 1996 p. 7)

3.2. Service

Determinants of service quality

To produce a good quality service is one of the ways of being success in long-run in the service market.

Zeithaml and Bitner (1996 p.118) define 5 main dimensions of quality:

Reliability – “Delivering on promises”

Responsiveness – “Being willing to help”

Assurance – “Inspiring trust and confidence”

Empathy – “Treating Customers as individuals”

Tangibles – “Representing the service physically”

Doyle (2002), however, distinguished 10 determinant of service quality:

- Reliability - “How consistent and dependable is the service?”
- Access - “Is the service easily accessible and delivered with little waiting?”
- Credibility - “Can customer trust the company?”

- Security - “Is the service free from risk and danger?”
- Knowledge - “Does the company make every effort to understand the needs of the consumers?”
- Responsiveness - “How willing are employees to provide service?”
- Competence - “Does staff have the knowledge and skills required to give good service?”
- Courtesy - “Are staff polite and considerate to consumer?”
- Communication - “Does the company clearly explain its service?”
- Tangibles - “Does the appearance of the personnel, the facility and other tangible evidence of the service project and image of high quality?”

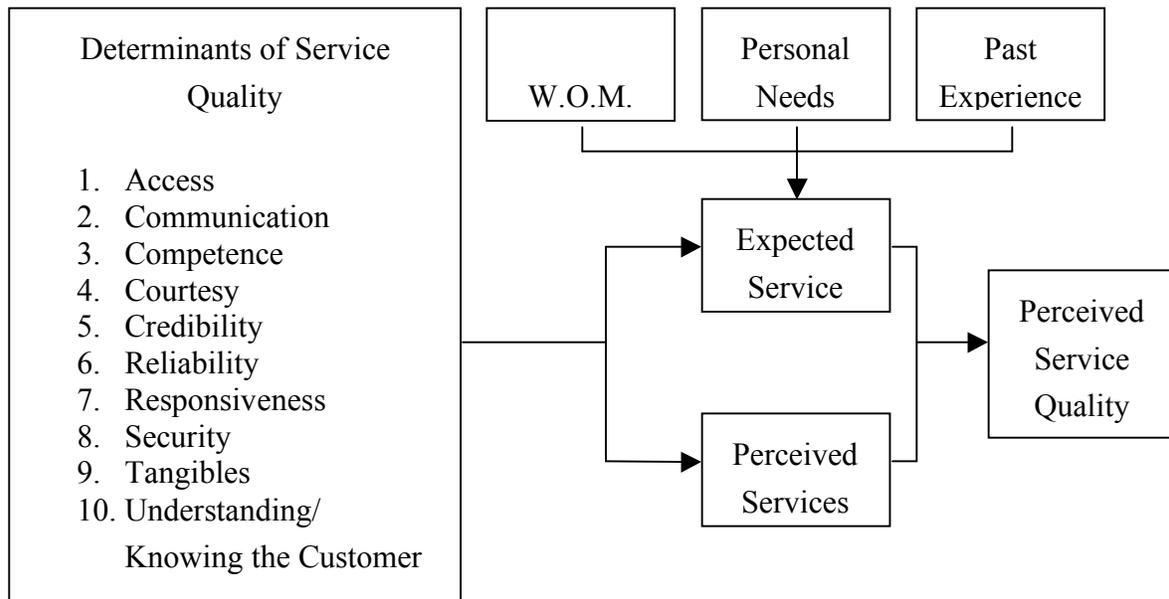


Figure 2. Determinants of perceived service quality (P.Doyle, 2002 p.348)

3.3. Services and RM

Nowadays most of the companies bring customer-led into prominence. That means the company focuses on clients demands. The main aim to satisfy the customers' needs as high level as possible. For the company it should also be very important to create long-term and cost-effective relationship with consumers which can be beneficial for both

parties. Different producer has different degrees of customer contact to handing their services. During the production of service process we can say the provider and client create the value of the service together.

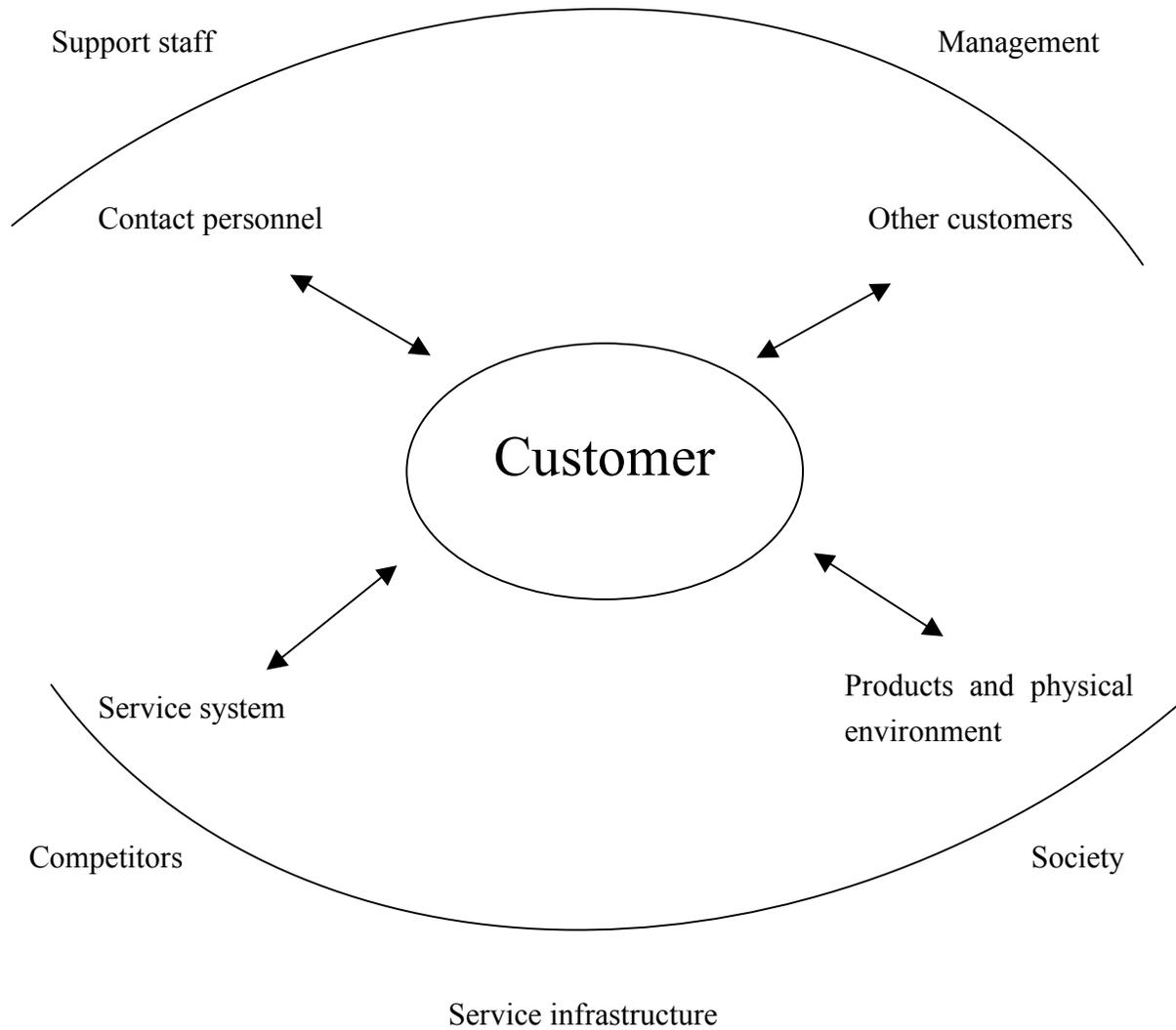


Figure 3. Interactive service production and marketing from the customer perspective (Gummesson, 1993 p. 106-108)

3.4. Marketing mix

The **marketing mix** is generally accepted as the use and specification of the 4 P's describing the strategic position of a product in the marketplace. (as originally defined and popularized by Philip Kotler in his Marketing Management book (2002))

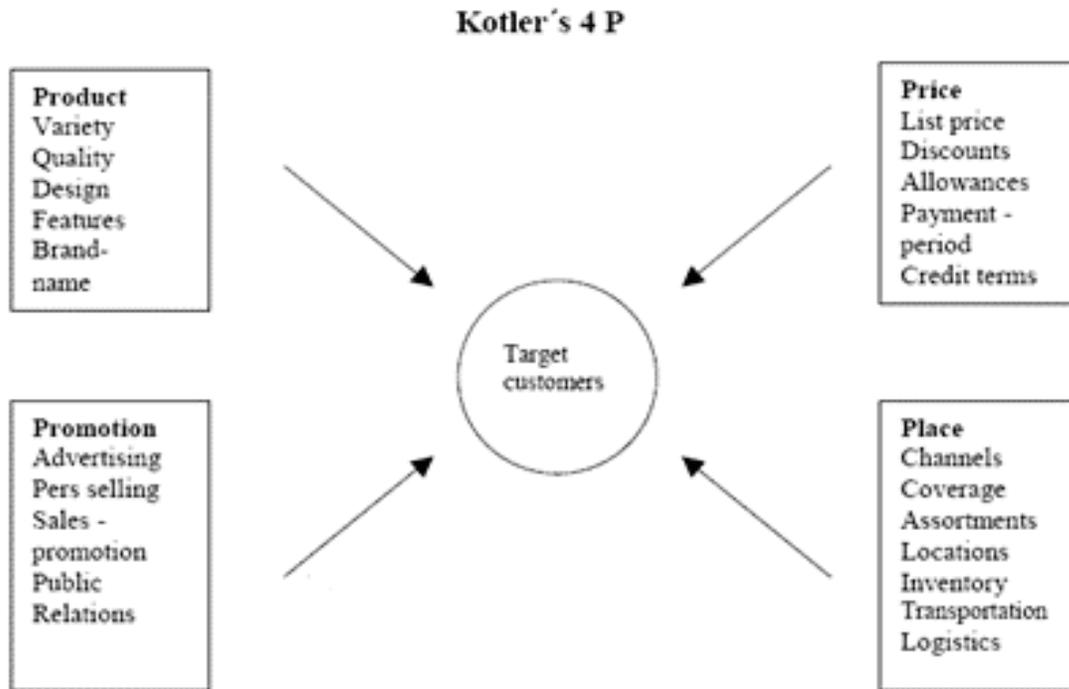


Figure 4. 4Ps by Kotler (Kotler, Armstrong, Saunders, Wong, 2002)

In our case, when the production is special, it is service, companies have to calculate with the unique nature of this.

3.5. Market segmentation

Market segmentation

The importance of segmentation is that if you can determine your potential market this is half success, because you can find easier the best way to reach potential consumers. To know the potential customers is just one step. Company has to know deeper the individuals of their potential market.

(<http://www.quickmba.com/marketing/market-segmentation/>)

A market comprises customer who has similar needs, but they are not homogeneous. They can differ in the benefits and quality they expect, the quantities they want to buy, the amount of money they can or are willing to pay. Therefore it is valid for the company to divide market into segments and target one or more of them with specifically prepared offer. A market segment is group of consumers within a market with particular traits that influence marketing strategy. (Dibb, Simkim, Pride, Ferrell, 1994)

A market segment should be:

- measurable
- accessible by communication and distribution channels
- different in its response to a marketing mix
- durable (not changing too quickly)
- substantial enough to be profitable

Markets may be segmented by many ways. It is crucial for the company to understand which different product requirements are the most suitable. Customers depending on their needs and means, have a choice between a generic serviceable product, and upgraded product with more features. Marketers who know these needs and their targets have bigger chances to design superior marketing mix for them.

(<http://www.quickmba.com/marketing/market-segmentation/>)

The most common customer characteristics used in market segmentation, supported by Doyle, are:

- Geographic
 - part of the world, region of the country (local climate, terrain, natural resources, population destiny)
 - urban or rural
- Demographic
 - age, sex, family
 - race, religion nationality
 - education, occupation, income
- Psychographic

- social class
- personality type
- lifestyle
- motives
- Behavioural
 - product usage (light, medium, heavy user)
 - brand loyalty (non, medium, heavy)
 - type of user (e.g. everyday, special occasion, etc)

(Doyle, 2002)

Segmentation in a service

It is more than just defining products in relation to markets; it is also connected and influence on the totality of the services mix. Nowadays it is even more important than ever before because markets are more and more fragmented.

The real segmentation need to fulfill some specific criteria. Therefore taking a position is extremely important. A company has to be absolutely accurate about the market and what it is offering to that specific market. But it is not so easy for a company to use segmentation in services. The segmentation then must be powerful enough to overcome rules of conventional marketing. (Irons, 1996)

3.6. Consumer behaviour

Following Dibb, Simkim, Pride and Ferrell (1994) buying behaviour can be defined as the decision process and acts of purchasing and making use of products. Consumer buying behaviour is linked with decisions made by the final consumers videlicet people who buy products and services for personal or household consumption, and not for business purposes.

It also should analyze consumer buying behaviour throughout several factors.

- Buyers' reactions to a company's marketing strategy have a great impact on its success.

- The marketing concept emphasizes that a company should create a marketing mix that satisfies customers. Therefore it needs to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies when they will understand factors that influence buying behaviour.

Nowadays when the companies are growing in size and trying to reach as many as possible consumers they are simultaneously losing direct contact with their consumers. To understand consumers better they need to turn to consumer researches. The company has to understand:

- why is the reason of consumers' purchases
- what factors influence consumer' purchases
- the changing factors in the society

(Dibb, Simkim, Pride, Ferrell, 1994 p.99)

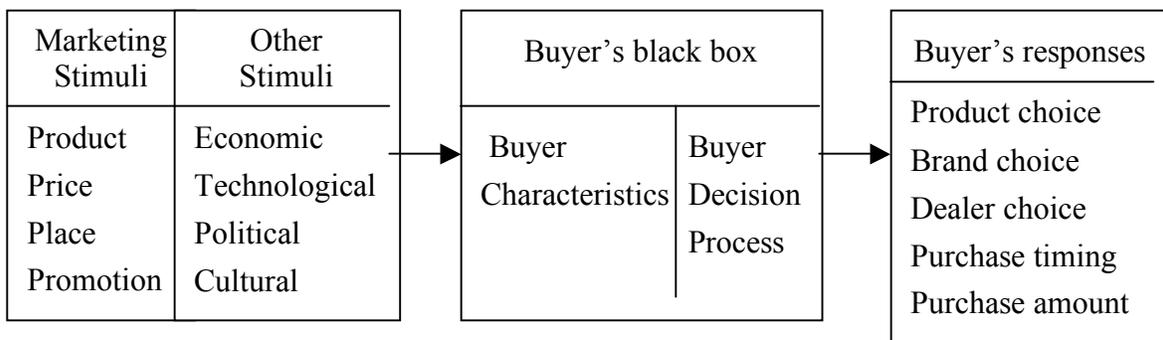


Figure 5. Model of the buyer behaviour (Kotler, Armstrong, Saunders, Wong, 1996 p.270)

The key question the marketers have to answer is how their consumers to different marketing stimuli the company may apply. The marketers need to understand how the stimuli (marketing like product, price, place, promotion and other) are changed into responses inside the buyer's black box.

Similarly like with market segmentation there are some characteristics that the company has to take into consideration. Most of them are beyond control of the company but they have major influence on the consumers' purchases.

There can be distinguished four main factors:

- Cultural. They have the widest and biggest influence on customer behaviour. The consumers' decisions about purchase and how they respond to communications are strongly affected by consumers' culture, subculture and social class and also by nationality, race or location.
- Social. Buying decisions are also influenced by social factors, such as reference groups (people with whom one interacts like friends or co-workers), family, social role and status.
- Personal. On attitudes and behaviour influence have also individual characteristics, such as age, life-cycle stage, occupation, income, personality, and life style.
- Psychological. These factors have principal influence on buying decision process. Kotler (2002) distinguished four psychological factors: motivation, perception, learning and beliefs and attitudes.

Changes

Betson (1995) underline dependence firm and its consumers. When the company does some internal changes it can influence on the consumers who are involved in the company. The consumer behaviour also has to be changed. Modification in the visible part of the services may affect on the consumers' decision-making and purchasing process and often it will lead to alter their behaviour.

Types of buying behaviour

There are plenty different types of buying decisions the consumer has to make. According to what the consumer wants to buy his/her behaviour will differ. Process of buying a car or house will be different than buying a book. The more infrequent, completed and expensive the purchase is the more information need to be analyzed and more participants will take part in this decision.

Kotler, Armstrong, Saunders and Wong (1996) assume that consumer buying behaviour

is based on the degree of involvement and the degree of differences among brands.

On these bases he distinguishes four types of buying behaviour:

1. Complex buying behaviour
2. Variety-seeking buying behaviour
3. Dissonance-reducing buying behaviour
4. Habitual buying behaviour

However we, hereinafter, will base on Doyle's (2002) assumption. He considers that consumer buying behaviour is based on:

- degree of involvement
- degree of consumer rationality

Using these two criteria he distinguishes six types of buying behaviour.

		RATIONALITY	
		High (thinking)	Low (feeling)
DEGREE OF INVOLVEMENT	High	Extensive problem solving	Image
	Medium	Limited problem solving	Sensual
	Low	Routine	Impulse

Figure 6. Six types of buying behaviour (Doyle, 2002 p. 249)

- Extensive problem solving. High involvement and rationality is required for infrequent, expensive and risky decisions. The consumer needs to search for information to make rational choice.
- Limited problem solving. Buyer is familiar with product therefore is not likely to look for more information.
- Routine problem solving. For frequent purchases. It requests a little consideration. The buying decision is based on successful previous experiences.
- Image decisions. These decisions are high on involvement but low on rationality. They are usually connected with buying products that reflect consumers' status or personality.
- Sensual decisions. The base for these buying decisions is rather desire for enjoyment than rational valuation of the product or service value or features.
- Impulse decisions. These are decisions that require low involvement and rationality. Usually it is purchase on impulse; the decision is made in the moment the consumer notices the product.

Depending on what type of consumer the company wants to reach it has to use different marketing stimuli and strategy. It has to properly select 4ps: product, price, place and promotion.

- (Doyle, 2002; Dibb, Simkim, Pride, Ferrell, 1994; Kotler, Armstrong, Saunders, Wong, 2002; <http://www.udel.edu/alex/chapt6.html#contents>)

Customer perceptions of service

For a company it is very important to understand the criteria that consumers use to estimate services. But marketers have to always also keep in mind that consumers' expectations are dynamic and may change over time.

Zeithaml and Bitner (1996) mentioned four primary factors that influence customer perceptions of service:

- Service encounters (“Moments of truth”) – The strongest impression of services occurs in the service encounter, when the consumer interacts with the service company. With such encounter consumer gets a picture, specimen of the company's service quality. It influence on customer's overall satisfaction and willingness to do business with this firm again.

- Evidence of service – Because services are intangible, consumer searches for evidence of services in each contact with the company. The major categories of evidences sought are: people, process and physical evidence.
- Image – Moreover the consumer perceptions can be influenced by the image or reputation of the company.
- Price – The price of the service can also seriously influence perception of quality, satisfaction and value.

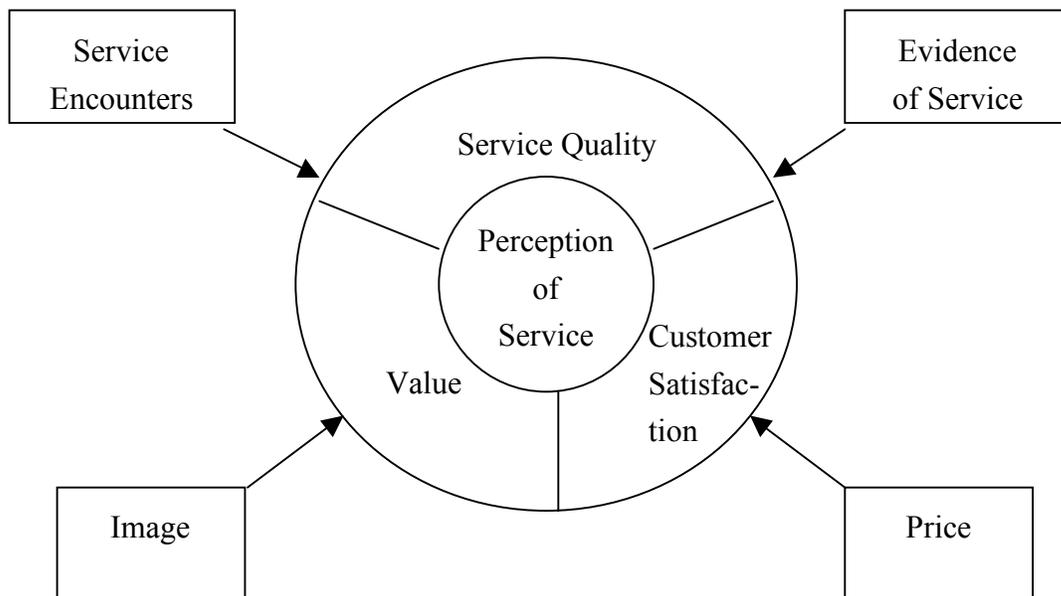


Figure 7. Factors influencing customer perceptions of service (Zeithaml, Bitner, 1996 p.104)

4. ANALIZIS AND EMPIRICAL DATA

4.1. Short history of Wizz Air

In 2003 six people with a wide range of experience and airline expertise started up the activity of Wizz Air. The Company's Chief Executive Officer is Jòzsef Vàradi.

The airline carried almost 1.4 million passengers in the first year of existing. In April 2007 the amount of passengers that used services offered by Wizz Air, crossed six million. At the moment they are the largest low fare airline in Central and Eastern Europe.

The name of this company is strongly illustrative and it shows the whole concept of Wizz Air. Wizz originates from the word wizard, we all know the meaning of this word. Wizz Air arrived to this fairly empty market like a magic. There was demand on this not penetrated market place, this service was awaited by plenty of customers and Wizz Air took the chance to satisfy them. The logo of Wizz Air is something similar to a thunder-clap; Wizz Air arrived very fast to the market. The idea came in June of 2003 and in three month it was already a registered company and ready to fly. Wizz Air is like a thunderstorm, it refers to the "sky war" what is going on lately; airline companies are fighting strongly for customers. (www.wizzair.com)

4.2. Aims of Wizz Air

Peter Drucker (1957) has identified 8 corporate objectives:

- Marketing standing
- Innovation
- Productivity
- Physical and financial resources
- Profitability
- Manager performance and development
- Worker performance and attitude
- Public responsibility

Main aims of the Wizz Air:

- Price leader
- Affordable flying
- New travel experience
- Latest technology
- Outstanding service
- Increasing market share

One of the success of Wizz Air is that they keep updating their service with innovations like: new priority boarding offers to the passenger to be the first on the board in order to choose from a bigger variety of seats; travel insurance - it is designed by AIG and the customer can apply for this option during the ticket purchasing on internet; fee for the second checked-in baggage; Wizz Air Plus as a financial advantage, bank account with bonus for vacation.

4.3. Wizz Air Service

All the companies are trying to create newer and newer customers' needs and to satisfy them at the highest level. "The standard of quality for services provided to the public shall be: Customer service equal to the best in business. For the purposes of this order, 'customer' shall mean an individual or entity who is directly served by a department or agency. 'Best in business' shall mean the highest quality of service delivered to customers by private organizations providing a comparable or analogous service." (Myers, 1999 p.5)

Wizz Air is a value oriented airline, focusing on innovation. József Váradi, Chief Executive Officer, won in 2007 on the 30th of January the price of the 'Brave Innovator' on the Ernst & Young and he claims that they were at the right place at the right time.

Although there are a lot of low-fare low-cost airline companies, Wizz Air is doing something different. Wizz Air's objective according to József Váradi "is to offer travelers of other means, such as car, bus or rail, an easy and affordable alternative. We want all travelers to be Wizz Air travelers. Wizz Air is the airline brand that provides a friendly, enthusiastic, straight forward, easy and affordable choice of flights to popular European

destination”.

Simple Service Model of Wizz Air

- Ticket less travel
- Cost and time efficient secondary airports
- Single class all leather seat configuration
- No seat assignment
- Catering on demand for extra payment

(www.wizzair.com)

According to Payne (1992 p.124) “A product is an overall concept of objects or processes which provide some value to customer; goods and services are subcategories which describe two types of product. In fact customers are not buying goods or services – they are really buying specific benefits and value from the total offering. We term this total offering to customer ‘the offer’; it represents those benefits that customers derive from the purchase of goods and services”.

Wizz Air tickets are cheap, but it does not mean that the service has less quality. The high quality is proved by their cooperation with the Lufthansa technical staff and also the Swedish SAS Technical Services. Wizz Air uses 6 Airbus A320 airplanes, empowered with the latest technology, its average life of the machines are 2 years. Within 3-5 years Wizz Air wants to more than double the number of the airplane they own, till 25-30.

“Low fare does not have to mean a compromise or the basics of air travel comfort of safety. At Wizz Air we only use new and modern aircrafts” – said József Váradi.

It has to be enumerated all the services which are offered by Wizz Air. With the variable services they can satisfy more and more customer needs.

Customer travel services offered by Wizz Air:

- 1) From the starting page of Wizz Air customers can access to 21.000 discount hotels all over the world, sightseeing tours and travel guides etc.
- 2) Wizz Air offers the possibility to rent a car in more than 94 countries and 10.000 locations.
- 3) Airport transfer, transfer from the airport to the center of the city.
- 4) *Wizz Air Travel Insurance* provides the following coverage:
 - Baggage insurance
 - Baggage delay
 - Flight delay
 - Assistance, evacuation, medical expenses
 - Trip interruption
 - Personal accident
 - Cancellation or change of trip
- 5) Passengers can purchase the right to be called the first on the board
- 6) Activity break, offers possible activities, wellness, art, cinema, concerts etc where the passenger can participate on their journey
- 7) Wizz Air offers information about investment possibility of European countries.
- 8) Wizz Air through Knight International offers select properties on a self-catering basis ideal for a holiday rental.
- 9) Airport parking
- 10) Fly and bus
- 11) City cards
- 12) Taxi
- 13) Weekend in Poland
- 14) Hostel
- 15) Destination guides

Other services offered by Wizz Air besides booking ticket and the ones listed below are also: the chance to change booking, Wizz Plus, where customers can input in a Wizz Air account a sum of money which has a certain growth, depending on the size of the sum. There is a possibility to register on Wizz Air web page, and it has to be mention also the

group reservation. All these services are coordinated by 400 of people. The Wizz Air staff members are from all Europe - Hungary, UK, Poland, France, Holland, Germany and Norway.

According to József Váradi “Wizz Air did the hard work of searching for the best deals. Just relax, and browse the wide range of services offered by our carefully selected travel specialist partners, and see how easy, quick and convenient it will be to organize the rest of your trip.”

So obviously, Wizz Air is more than flying. It developed all the needs and facilities which are related to travel.

Moreover customers can meet with the magazine of Wizz Air:

“Welcome to Wizzit magazine” stands at the front page of the magazine. For a tourist what is the main goal? To find out what are the most interesting and main points of the city or place which he/she is going to visit. That is why Wizz Air created their own in-flight magazine, in which they relate advices for traveling and present potential places for a good holiday, describing the characteristics of different countries or cities, tourist points. Wizz Air has a virtual magazine, but also passengers can spend their time in a very useful and entertaining way by reading the Wizz Air magazine on the board. These magazines can be found at each of the 180 seats.

4.4. Hub Strategy

“The hub system has allowed the major airlines to delineate their core markets geographically, limiting direct competition. (...) operates one or more hubs from which their operations radiate. Because the hub airlines will offer the most choices of flights from the hub city, flyers will most likely find a flight that fits their time schedule by flying on the airline that has hub at their city of origin or destination city.” (Daly, 2002 p.72)

In Wizz Air case, the hub city is obviously Budapest, the most choices can be found starting from the capital of Hungary. The advantage of this strategy is first of all cost-efficient and also reduces the competitive damage. The benefit to limitation the number

and the destination of flights in a schedule are good for the company because it is protect them from the deficit.

4.5. Competitors

Although at the moment Wizz Air seems to be the only low-fare low-cost airline in the Central and Eastern Europe it is worthy to mention also its competitors. These are signal alarms for them to be aware and to protect their market. The market in this region is getting more and more challenging for investors. For the hard competition it is a very good example when “Wizz Air offers free tickets to stranded passengers of Sky Europe”. Sky Europe cancelled the flight on the first of March in 2007 until 25 of March between Bucharest and Budapest. “This is another example of an airline breaking its promise to passengers, while at the same time Wizz Air continues to demonstrate its commitment to the Romanian market by offering a free ride to stranded passengers.” – said József Váradi, Chief Executive Officer of Wizz Air.

On 10th of August in 2004, a very well known Hungarian economical journal relates that Easy Jet is trying also to introduce 15 routs from Budapest. This company decreased its tickets prices with 6.7%. In 2004 in Budapest Ferihegy Airport appeared beside Easy Jet, Air Berlin and Sky Europe. Snowflake, the subsidiary of SAS introduced already in April, the same year, Budapest – Stockholm route. Germanwings began in May from Budapest to Köln. The next enter is planed to be done by the British Ryanair.

(<http://www.piac-profit.hu/?r=5277>)

4.6. Customers

The most important participants of Wizz Air are the customers.

Who are the customers of Wizz Air?

The effective customers are all ages, genders, all kind of professions people. Still there has to be defined the target group. Wizz Air target group are especially young people and those who cannot afford more expensive way of flying, and those who are working abroad and want to go to their home country quite often so they can easily afford it.

Wizz Air wants to illustrate and highlight their image and focus group when they

awarded a young polish man living in Stockholm, who was the fifth million passenger of Wizz Air. He received a voucher for unlimited travel for a year on the entire Wizz Air network. The picture about him with the stewardesses next to him has a clear message to everybody. From another perspective, the target group is passengers with not a high income. This kind of category of inhabitants can be found very easily in the eastern countries. (www.wizzair.com)

Customer behaviour includes four concepts: customer need, expectation, satisfaction and perception say Frank M Gryna (2000). Parasuraman (1988 Sept-Oct p.73) says something similar “when we are talking about customer behaviour we reach the issue of customer expectation, perception, service quality and delivery and expected service.”

Relating to delivery it is not accepted for an airline company to cancel its flight announcing a few days before or maybe even one day, and beside this without any explanation. This is one of companies’ “delivery” issues.

4.7. Forum analyzing

4.7.1. Wizz Air customer needs

Customer needs according to Frank M. Gryna, (2000 p.316) “are the basic desire for survival and well-being”, but the psychology of each individual considers the product or service on offer in relation to their own culture, attitude, previous learning, and personal perception.

This might be an explanation why some passengers are content with the basic service during an airline travel and why some complains. A low - fare low - cost airline offers guarantee first of all the basic services connected to flying.

These are some consumers’ opinions that can be found on internet forums:

“I know that you pay for what you get in life but Wizz Air takes some beating for customer service and is possibly the worst budget airline I have ever flown” J.Mosalski related on 6th September of 2006, “Occasionally I have to use Wizz Air but it is as a last

resort.”

“As dull and dirty respectively, as ever, but I guess that's the price you pay for the paying the Wizz Air price!” said Simon Summers in 2006 15th of March.

The content passengers say, “Aircraft were relatively new, clean and tidy. Staff was very efficient and courteous. Excellent value for money”. (Malcolm Hayes, 19 Feb. 2007.)

“I have just returned from a wonderful weekend break in Warsaw-flying both ways with Wizz Air. All round-clean, comfortable planes, on time, very courteous staff. I look forward to my next flight with Wizz Air”, Jeff Powell, 2007/Februar 1.

In this part of the study the customer opinions are extracted from the Hungarian, Polish and international forums are analyzed.

The observations are the majority of the passengers are content with Wizz Air service. Of course there are complains also, but this will be discussed later on.

Wizz Air has a good timing; the flights are fairly punctual. When there are delays, those are much shorter then the ones from the competitors. Almost all the passengers said “Wizz Air is in time!” For an airline company maybe is the most basic and important requirement.

Wizz Air passed the test, fulfilled the requirement according to Doyle, in the “Determinants of Service Quality” and also to Frank M. Gryna (2000). The dimensions of quality are: tangibles, reliability, responsiveness, assurance and empathy. Responsiveness means exactly “providing timely service” (F.M. Gryna). It has to be mentioned that the timing system was not so developed at the beginning. There were observations that flights were delaying more often at the very beginning when they started the business in 2003-2004. Obviously the technical part was improved during the two years. Wizz Air was facing the situation how they can improve their service quality performance. There are several ways of solving it. One of the most important is the benchmarking; “in order to evaluate service quality it is important to establish a firm’s performance relative to its competitors (....) striving the best of the best” (Payne, 1992 p.223). Wizz Air has to compare his service quality always with the most efficient competitor and set the competitor service level as a standard. For example Wizz Air a good benchmarking competitor can be the Ryan Air, which has a bigger experience in the

airline industry. There are several reports from Wizz Air, when they announce for example about new aircrafts provision and when Wizz Air inform the customers that the technical service is taken cared by the Lufthansa group. All these are only a few assurances that the technique is a safety one.

4.7.2. Process analyzing

Afterwards it is very important that Wizz Air understands all the factors which influence the customer perception, this means according to Payne (1992 p.227) “identification of all of the points of contact between the customer and the service provider”.

The sense of this concept in the case of airline service is: Wizz Air has to follow up all the moments on which a passenger passes through like:

- Customer calls the airline for information,
- Customer books the flight with the airline representative. Wizz Air does not have any agencies; there is only one in Budapest. They save money for maintaining offices. Instead of offices customers can very easily order tickets via internet, and also call the call-centers.
- Customer arrives at airport counter. The strong pink and white company color can be very easily observed and remembered.
- Customer waits in line. There were some complains that there has been crowded. But this differs to one airport to another.
- Ticket agent invites customer to the counter. There are facilities for families, and there can be bought a pre-boarding service also, included in the ticket price.
- Ticket agent process payment and issues ticket.
- Customer goes looking for the departure gate.
- Gate agent welcomes customer to the flight, validates boarding pass.
- Customer waits in departure lounge for flight to depart.
- Boarding agent takes customer’s ticket and invites customer on board.
- Customer board’s airplane is greeted by flight attendant.
- Customer looks for his/her assigned seat.
- Customer looks for a place to stow carry-on luggage
- Customer takes his/her seat. Etc

This way of analyzing in detail all the movements enables to the management to have a clearer overview on their service offer. They can detect much easier if something is wrong organized.

The next positive perception of the customers is that the staff is very kind, friendly and courteous. The base of this idea can be recognized in Payne's book (1992 p.163), "the importance of attracting, motivating and training quality employees by developing jobs to satisfy individual needs". Internal marketing aim is to create professional and well prepared staff for the customers. For example the stewardesses at Wizz Air are very kind, welcoming and gracious. According to Judd (1987 p.241-7) the personnel can be categorized by the frequency they interact with customers, for example a stewardess should be very cautious and well prepared, "they are typically heavily involved with conventional marketing activities", "they should be well trained, prepared and motivated to serve the customers on a day-to-day basis in a responsive manner." Even the pilot is talking very friendly, sometimes even tone the speech to the customer with a bit of humor. When passengers get on and off the board the crew welcomes or say good bye to them. This gives to the company a very good image. The stewardesses are coming once or twice to the passengers and ask them if they need anything or want a coffer etc. If somebody does not check the seat belt, they are not irritated, ask polite to check their belt.

In the end of the flight, it not just a simple good bye, but with wish a pleasant stay in the destination, and welcome them again to Wizz Air.

These are only few examples of content passengers, which support the statements above:

"Luton - Ljubljana return: flights were on time, aircraft was in excellent condition, and cabin crew friendly and efficient" by Hugh Colton, 11 December 2006

"Dortmund to Katowice return. First time on Wizzair and nothing but praise for them. Check in was quick, cabin crew were friendly and efficient." by M Talbot, 9 January 2007.

Briefly collection of the pro's and con's of customers of Wizz Air.

PLUS	MINUS
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<ul style="list-style-type: none"> • In time – even before arrival time • Big variety of flights • Friendly stuff • New aircrafts, elegant seats • Comfortable • “Excellent value for money” • Safety • Quick • Cheerful • Good food • Do not cheat • Tidy • Beautiful, young stewardesses; good English • It is not very usual painting • Good information from the pilot • Good attitude to children • Good webpage 	<ul style="list-style-type: none"> • Check-in issue • Priority service • Not good food • Old aircrafts • Small delays • Queue issue • Airport is to far from the Centrum • Have to pay for the second baggage • Not good hours of flight • No insurance fro resignation • Expensive catering • Out of date magazine • Do not give bills • Small place between the chairs
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Table 4. Customer’s opinions

This table about customer’s opinions is very descriptive and explicative. Some people consider that the services of Wizz Air are “excellent value for money”. A charter can not have the same quality than a regular airplane. Some people realize and accept this and some of them do not. Those who are not, is possible that they will not become a regular passenger of Wizz Air.

The opinions like “I like everything but not the way to get to airport”, this is a totally content passenger about all the service. The airport is not the case the Wizz Air is responsible. Of course Wizz Air can choose for example on which airport in London should land. In this case the company will choose the cheapest way as it is a charter flight. Wizz Air planes often lands on big airports like the regular airplanes as well. There are some passengers who do not see any difference between Wizz Air and other charters, “The same airline like other e.g. SkyEurope, Easyjet, Ryanair”; other are content but do

not think that Wizz Air offers the highest quality, “good but not the best” they can be still gained by the Wizz Air. Of course there are also totally satisfied passengers, who can say “for me you are the best”.

“Customer satisfaction is very important, customer loyalty is even more so because it has a more direct effect on the bottom line”, very often companies fail because they spend their time on achieving new customers rather than to maintain the old ones. (Myers, 1999 p. 202)

Like in this example, when a passenger recommend the Wizz Air services to other potential customers that is the top result of management. This means that the company should not concern too much on the new and new customer, better to spend time on enhancing its services.

“Will use Wizz Air again, recommended to all.” by M Talbot/ 9.01.2007

Companies should invest the intention to gain the customers who are likely to switch to another airline company, who are willing to recommend the company to other and also they should be interested to find out the passengers opinion about the competitors. According to James H. Myers (1999 p. 203) the “secure customer” is: “very satisfied”, “definitely would recommend” and “definitely would return”.

H. Myers (1999 p.206) suggests to all companies to “conduct its own investigation into the relationship between satisfaction and loyalty”. The same idea is sustained by Payne (1992 p.230), “customer retention improvement of just a few percentage points can have a dramatic impact on improvement of profitability”. Finally this idea is also supported by Frank M. Gryna, (2000 p.106) “a satisfied customer will buy from our company but also from our competitors; a loyal customer will buy primarily from our company.” So if a passenger is satisfied does not give any guarantee that he / she will use again Wizz Air services.

	LOW	HIGH
LOW	1. Failures	2. Forced loyalty
HIGH	3. Defectors	4. Successes

Table 5. Customer satisfaction (Schnaars, 1998 p. 204)

1. Sometimes consumers are satisfied and remain loyalty to the firm's offerings. (See last customer Jeff Powell)
2. At other times, consumers are satisfied but defect to another firm when given the chance. Satisfaction is high but the strategic benefits of customers' loyalty to the seller are not realized. (See Malcolm Hayes)
3. Still other consumers would defect if they could, but some loyalty promotion program such as frequent flyer miles forces them to remain loyal. They are stuck with the firm even though they are not completely satisfied with its products and services. (See J. Mosalski)
4. Finally, there are consumers who are neither satisfied nor loyal to the firm's offerings. (Schnaars, 1998 p. 204)

4.7.3. Results of the analysis of the forums

After the analysis the open international internet forums statements about customers' opinions were created. Basing on these opinions in this study the answers for the following questions were developed.

How did customers get information about the services of Wizz Air?

The most common source to gather information is checking the advertisement and promotions of the company.

To illustrate in a very good way what kinds of advertising or sales promotion Wizz Air adopts:

“The promotion element of the service marketing mix forms a vital role in helping communicate the positioning of the service to customers (...) Promotion mix include the following elements: advertising, personal selling, sales promotion, public relations, word of mouth, direct mail”. (Payne, 1992 p. 150)

Sales promotion includes for example organizing different competitions for customers, wining products or services which are very favorable for the passengers.

Company has to use all kind of way of communication to introduce itself in the market and show their appearance there. In the last year Wizz Air did it with power and reached more customer then other competitors in their market.

One of the ways of forwarding Wizz Air message to the customers is the internet. The Wizz Air webpage (www.wizzair.com) was even praised by several passengers about the structure of it and about the available information. The perspicuous and easy usable homepage is also one advantage, which can raise the success of the company, because those who interested about information can choose between 12 European languages.

Other tools of conveying information about the firm is the billboards and posters placed all around the destination cities.

People can see advertisement in accessible places such as airports, travel

agencies, tourist offices where Wizz Air can reach their potential customers. Furthermore the information about the offerings of the company are available in specialist webpage connected to travel, in magazines, and other web pages as pop up windows.

Finally to comment one of the most effective and common way of transferring information from people to people is to use the power of mouth. It is a hardly controlled power, because for spreading out the bad opinions about the company is as fast and efficient as the positive opinion transfer. To rebuild the trust of the customers is a long and expensive process for the company.

✚ Why did regular or irregular customers choose the services of Wizz Air, instead of other well-known, quite similar airline companies?

To give the proper answer of this, it has to be connected with brand loyalty. Who is already loyal to one company is harder to alter them to another company. Regular customer can change the company for instance if another company has same features but more destination places that can be chosen. In case of irregular customer is harder, they can easier change the company even if they have no serious reason for it.

Now the low - fare low - cost airline companies have quite similar ticket prices, but Wizz Air operates with Promo – tickets. That means the ticket is free and the taxes are lower than in other tickets.

✚ What consumers like most in the services of Wizz Air?

Without any compare with other airline company we can state that the most common opinions about the services are general opinion from the customers.

To summarize the three most important features of being the low – fare low – cost airline company and be successful in the market need to be cheap, punctual and have courteous staff. Briefly it means to assure excellent value for money to satisfy all customers.

Here just mentioned the other most commons need connected to flying:

- In time – even before arrival time, according to customers:
 - “Luton-Ljubljana return. Both flights on time. Aircraft were relatively new, clean and tidy. Staff was very efficient and courteous.” - by Malcolm Hayes, 19 February 2007
 - “Flights both ways left pretty much on time” - by Colin Martyr, 2 November 2006
- According to some customers about the crew: friendly staff “13 May 2007, Crew friendly and helpful”; “staff are friendly and professional.” - by Richard Dunning, 12 October 2006
- New aircrafts, elegant seats:
 - “Aircraft clean and impressively new-looking.” - by Colin Martyr, 2 November 2006
 - “I found both clean and at least adequately served with refreshment facilities”
 - “it was very nice ... airplane - one of the first that the airline got, clean and in good condition” - by Gabec, 08 Lut, 2007 20:58
- Comfortable
 - “Check in excellent at Luton, flights on time, clean, comfortable seats with recline. Good first time experience.” - by Lee Melbourn, 13 May 2007, London - Bucharest.
- “Excellent value for money”
 - “Excellent value for money.” - by Malcolm Hayes, 19 February 2007,
- Safety
 - Jan Kowalski (2006-10-03/20:37:41) said: “I was satisfied because they take care primarily about my safety”
- Quick
 - “Wizzair took me to Poland quick” - by Janne Petersson, 29 January 2007,
 - “The whole process of checking in and boarding was very quick” - by Louise Smith, 1 July 2006

- Cheap

“Cheap and cheerful and on time both ends.” - by Tim Crookston, 22 November 2006, Luton-Sofia-Luton.

Based on opinions of the forums confirm that most of the customer are satisfied with the company and the services that they offer.

How the changing of the company services can effect on regular and potential consumers and in which direction they change their mind?

If the company is not satisfying the customers needs as good as they expect, or regular customers are disappointed, even regular customers can choose another company with same features but better conditions or better quality.

At low - fare low - cost company can raise the customer sensitiveness by different factors.

When the company raises their ticket prices the customer definitely will check what competitors offer similar quality for more affordable price.

Companies always have to renew their offerings and overtake their competitors and customers with wider destinations. To be enough big and powerful is good to win against competitors. Customers definitely chose the company which offers more choice in the homogenous market.

One of the big mistakes that airline companies can perpetrate is that when they cancel one flight or just delay some time, and there is no excuse or explanation. Customers cannot plan their travel and it can generate additional costs for them. Such companies can lose reliability and probably market share as well. Wizz Air recognized that they have to be careful with this sensitive topic. When the competitor Sky Europe cancelled their flight for a while that time Wizz Air took the chance and offered for the unlucky passengers a free ticket only just paid taxes. With this step the Wizz Air gain new customers and could raise its market share in this market.

Another disadvantage can be around the additional fees. Target customers of the company generally not dispose with high salary so even small added fees, such as paying fees or luggage fees, can effect on their decisions. To avoid this risk of some loyal customer, better to be clear around fees, and detailed all added fees. If the company does not take attention of this small detail, they can easily lose clients and market share as well.

To find new consumers is not easy but the promotions used by the company can catch new customers. Wizz Air took ability and uses this part of the marketing mix and offered promotion like free travel with Wizz Air.

✚ What kind of factors can change the consumer decision to change the air line that they used before?

This question closely connected to the consumer preferences. Every person has different preferences. The case of Wizz Air as a low - cost low - fare airline company the factors are connected to:

- safety
- price
- quick

First of all people think about the security. Health is wealth, and all people preferences like this. Nobody will travel with a company which is not safety enough and technically disabled. So in the first step the Wizz Air passed and as customers said the feeling of safety is the most important.

According to the price, people are easily impressionable. To travel with low – cost low – fare company is generally cheap, so people choice to travel by such company because of the price preferences. If the price will increase rapidly, customers will not be loyal anymore because they cannot afford it. Wizz Air became market leader because of competitive prices.

Nowadays people are under the pressure of time, everybody has to run and be fast in this rushing world. Wizz Air offers a quick way of traveling, which was state

by several customers on the forums.

Furthermore, in a marketing view the most determined factor is the behaviour of the crew. People with kindness can reach and maintain the good relationship with customers, more than with any other factors. In business life marketer has to “sell” its image first and after the product. This behaviour is typical for all kind of businesses. The Wizz Air customers mentioned several times how the crew of the company behave and care with their customer in the best way as they can. To give politeness and courteous for customers it will assure the result in the near future. Satisfied customers will come and enjoy the travel with Wizz Air again.

5. CONCLUSION

In the last part of this study will conclude the customers' perception of Wizz Air, which is based on empirical and analyzing studies from the open international internet forums of regular and non regular customers' opinion of Wizz Air Company. In the previous part there was discussed about the customers' opinion in the practical view. Before to get deeper knowledge about the specific issues of the target group of Wizz Air, it was just mention general statements about perceptions of customers. It is widely known to satisfy the customers and maintain the good relation with them is one of the main goals of all companies. Wizz Air realized that the sensitiveness of their customers and got know that is relatively high. The company has to be careful in all part of their services to satisfy their customers; otherwise they can lose more than one customer. Just to remember the power of month, it was argued before. To get wide knowledge about Wizz Air customers' perspective were analyzed from open forums and magazines, where people can write all kind of opinion, sometimes without any control. Everybody knows about the power of words, and people are able to believe in each other and unfortunately the negative opinions are fairly stronger than the good once.

In practical life there was checked how Wizz Air tries to satisfy their customers in the maximum level as they can do. There is an article in the webpage of Wizz Air about how they enhanced their services.

In the forums can faced some really disappointed opinion about the company and about their services. To examine these opinions more detailed it can realized they were written before 2006. The reason is that, Wizz Air realized the sensitiveness of their customers and they decided to apply the positive changes in their services.

In the beginning of January in 2007 Wizz Air enhances its services:

- The new priority boarding option offers the customer the opportunity to be one of the first on board and have the greatest choice of seats.
- Wizz Air's practice of giving priority boarding to passengers with small children and to disabled passengers remains unchanged.
- The other enhancement is the option of purchasing travel insurance within the booking.
- Both priority boarding and the insurance package services are available already.
- At the same time Wizz Air is introducing new measures that helps increase the efficiency of the check-in process. In addition, by introducing a fee for the second checked-in baggage, the passenger will continue to pay only for services that he or she needs.
- Wizz Air is committed to further service enhancements enabling passengers to personalize their booking choosing the services they need and paying only for those.

(www.wizzair.com)

Those changes mentioned above were a good step and even perceptible the result through the customers' opinion in the international forum.

Although these services are not the best that people can expect, compare with other low fare – low cost companies these are nice offerings.

Even if the target group of Wizz Air is not so wide they try to satisfy all the users in the best way and to build the loyalty of them. It is not enough to be cheap in this case, because other can be cheap or even cheaper but Wizz Air operates with emotionally. The opinions how nice and friendly are the staff of the company, are mentioned several times.

In such a market, where company can get easy competitors they have to be familiar with their customers. Furthermore the best opinions those were mentions several times as well: to travel with Wizz Air is a good value for the money.

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