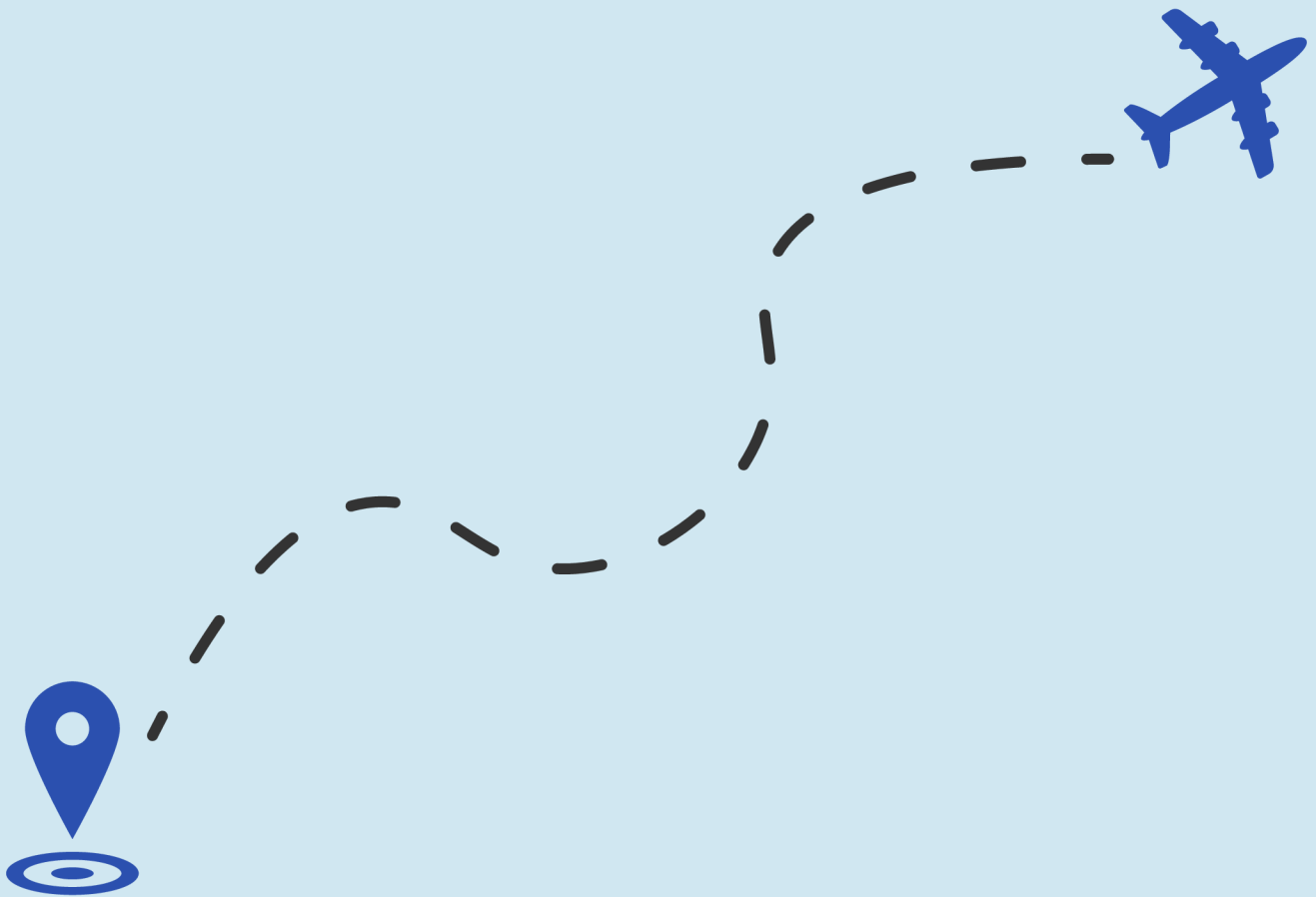


United Airlines Primary Research Report

Social Butterflies | ADVT 340R



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About Us

Welcome to Social Butterflies, where creativity takes flight and your brand's success soars. We specialize in crafting innovative advertising solutions tailored to elevate your company's presence in the digital landscape. At Social Butterflies, we recognize the challenges businesses face in navigating the complexities of advertising amidst their daily operations. That's why we're here to offer our expertise and dedicated support, allowing you to focus on what you do best while we handle the rest.

With a seasoned team of advertisers, we're committed to putting your objectives at the forefront, ensuring every campaign aligns seamlessly with your brand vision. Our research-driven approach empowers us to uncover insights that drive results, optimizing your strategies for maximum impact. Partner with Social Butterflies, and let's embark on a journey to unlock the full potential of your brand, together.

Research Objectives

The goals we highlight in this report include

- Analyze how flying fits into young adults' lives
- Possibility of Flying with United
- Whether young adults believe COVID has affected their flying habits
- To assess the impact of frequent flier programs and loyalty rewards on customers' decision-making processes
- Assess customer satisfaction levels with United Airlines services and amenities
- Analyze operational efficiency
- Analyze fuel efficiency
- Analyze customer satisfaction on crew management

Method

Survey Design and Development

The survey was created using an extensive procedure, with the primary goal of gathering insights into various elements of traveling behaviors, consumer satisfaction with United Airlines, the influence of COVID-19 on travel preferences, and environmental concerns among young individuals. To go deeper into each subject, each aim was converted into a series of structured questions that progressed from broad to particular. The poll was designed to address broad topics initially, such as general flying habits and preferences, before delving into more particular problems like satisfaction with United Airlines' services and the importance of environmental sustainability. Questions were written to be straightforward and unambiguous to provide trustworthy data for analysis. To obtain a wide range of data, we used a variety of question formats such as Likert scales, multiple choice, and open-ended replies.

Recruitment and Sampling Method

The survey participants were recruited using a non-probability convenience sampling approach. We focused on young adults, using social media platforms and word-of-mouth as primary distribution methods. The poll was performed over a two-week period.

Survey and Response Analysis

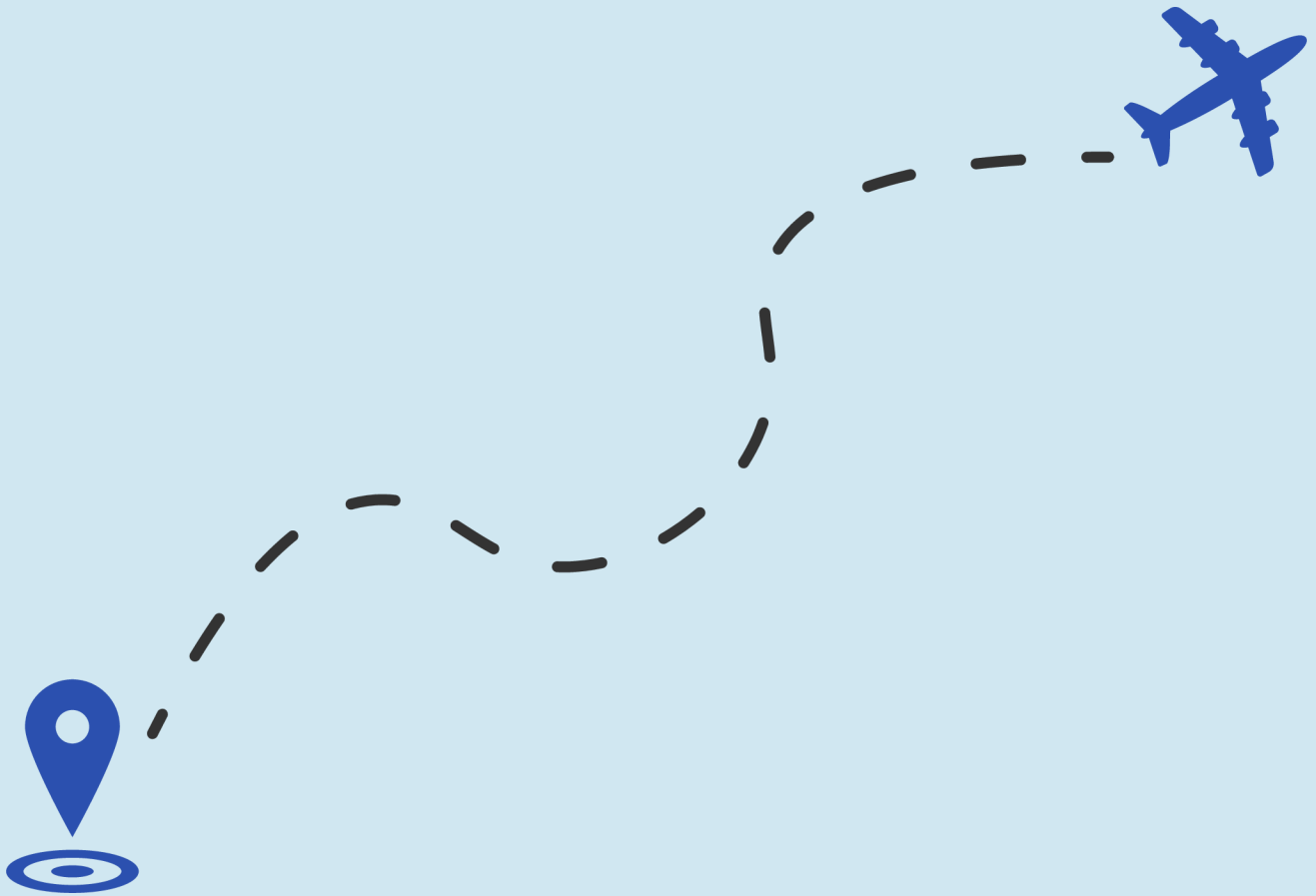
39 survey responses were collected during the course of the study. All participants satisfied the initial screening criteria, which targeted people aged 18 to 24 with flying experience. It also guaranteed that the data obtained was relevant to the study's aims. Throughout the survey process, each response was checked for completeness and magnitude, and thankfully, no surveys had to be rejected. Thus, a total of 39 surveys were evaluated, giving a strong foundation for understanding the preferences and behaviors of young adult flyers.

Method

Demographics of the Sample	% of Qualified Respondents
Gender	Results
<ul style="list-style-type: none"> • Male • Female 	<ul style="list-style-type: none"> • 17.9% • 82.1%
Age	Results
<ul style="list-style-type: none"> • 18-24 years old • Over 24 years old 	<ul style="list-style-type: none"> • 94.9% • 5.1%
Educational Status	Results
<ul style="list-style-type: none"> • In College • Not In College 	<ul style="list-style-type: none"> • 84.6% • 15.4%
Are you a part time or full time employee?	Results
<ul style="list-style-type: none"> • Part-time • Full-time • Not employed 	<ul style="list-style-type: none"> • 61.5% • 7.7% • 30.8%
Flying experience with United	Results
<ul style="list-style-type: none"> • Yes • No 	<ul style="list-style-type: none"> • 74.4% • 25.6%

Quantitative Research

Objectives 1-8



Results & Discussion

Objective 1

Analyzing how flying fits into young adults' lives

Chart 1: How important cost is to young adults when flying

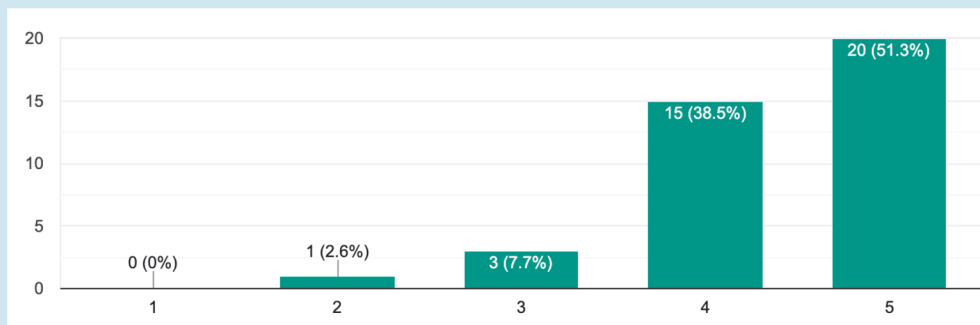


Chart 2: How important safety is to young adults when flying

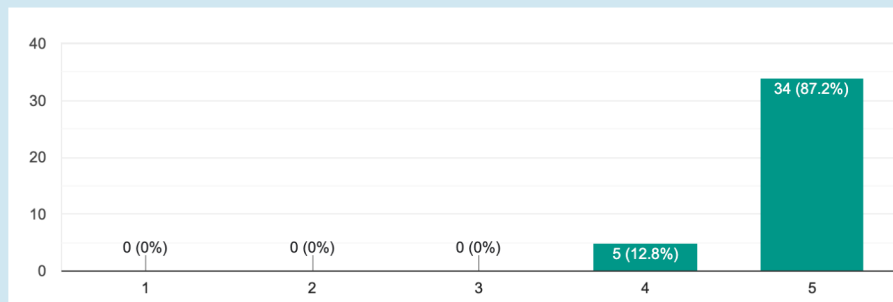


Chart 3: Amount of time spent on domestic flight experiences

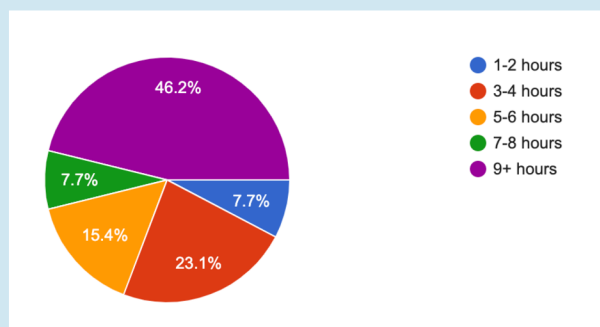


Chart 4: Sum of amount of times young adults are likely to fly in a year

Row Labels	Sum of How many times are you likely to fly (round trip) within a year?
0	0
1	7
2	4
3	30
4	36
5	25
7+	0
Grand Total	102

Results & Discussion

Objective 1

Key Findings

Out of the options provided, cost and safety were proven the most important to respondents with approximately 90% choosing that cost was important or extremely important to their travel experience and 87% choosing that safety was extremely important to their travel experience. Also, most respondents were more neutral about flight amenities, saying that they weren't as important as safety or cost. Additionally, almost 50% of respondents fly 9+ hours on average per year, which is higher than anticipated. Finally, the respondent's sum number of flights in the past year was approximately 102.

The Big Picture

The importance of these factors on young adults' flying habits shows what they're willing to give and take when it comes to their flying experience. For example, if United Airlines had been reported to have consistent safety issues with aircraft over a period of time, young adults would be less likely to choose United to fly with, because they prioritize safety so highly. The same goes for cost, where it is widely known that many young adults have tight budgets.

Value to United Airlines

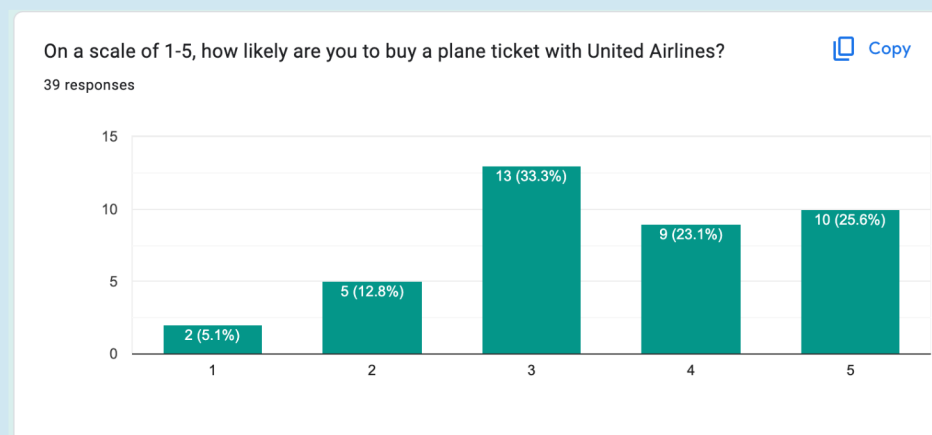
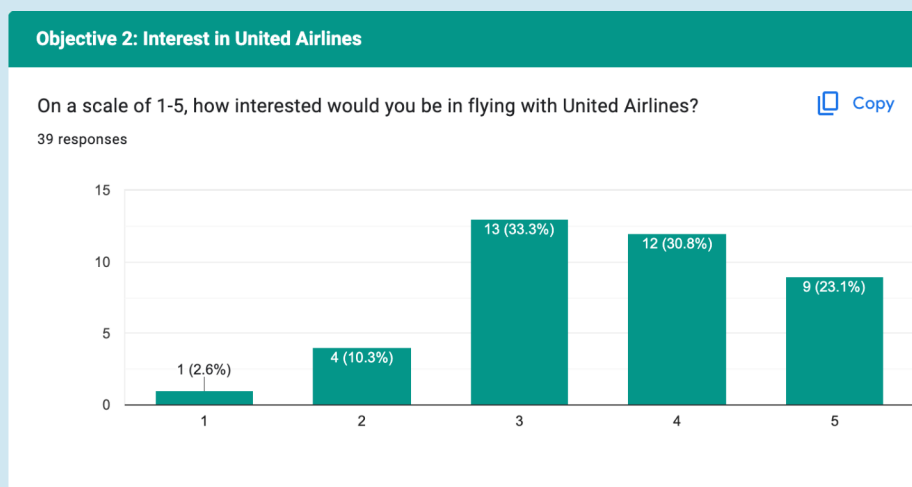
For United Airlines, this data helps them decide where to spend the most time when it comes to initiatives and advancements. To target young adults, United should continue to prioritize the safety and cost of their flights. Additionally, knowing that most young adults are more neutral about amenities when it comes to flights, it would be smart for them to find a brand new amenity or idea to provide in-flight for customers. This would increase their opinion on importance for amenities and have more reliability towards United if they could receive service that wasn't provided anywhere else.

Results & Discussion

Objective 2

Analyzing young adults' possibility of flying with United Airlines

For young adults, they are open-minded about flying with United Airlines.



Average of On a scale of 1-5, how interested would you be in flying with United Airlines?						Column Labels	
Row Labels						1	2
Female						2	3
Male						4	5
Grand Total						3.641025641	

Results & Discussion

Objective 2

Key Findings

- The data shown from our survey shows that the respondents are open to flying with United Airlines. (23.1% are extremely interested, 30.8% are very interested, 33.3% are moderately interested, 10.3% are slightly interested and 5.1% are not at all interested.)
- A lot of the male and female respondents had the same feelings towards flying United Airlines. All of the numbers were the same except for the first question, “On a scale of 1-5. how interested would you be in flying with United Airlines, where the females had responded saying they were not open compared to the males.
- The females had an average of 3.625 with their interest in flying with United and the males had an average of 3.714 which also emphasizes that the males are slightly more interested than the females.

Big Picture Findings

- The importance and potential impact of our results show that there is mixed interest among individuals men and women who are open to flying with United. For the most part, all of the individuals were somewhat open to extremely open to flying which shows United that there is room for improvement to gain the attention of their target audience.
- Further research that may help is to get more responses from the target audience and opening the survey up to the entire University to get more respondents reactions to being open to flying with United.

Value to United Airlines

- For United Airlines, finding out if their target audience is even open to flying with them is important because young adults represent the future of air travel and demand so building brand loyalty and long-term experiences can translate to long-term revenue. If young adults value United it will lead to them being more likely to choose it over its competitors leading to an increase in market share.
- Young adults have a lot of social influence so if they have positive experiences with United they can share through social media which can further influence choices of family and friends.

Results & Discussion

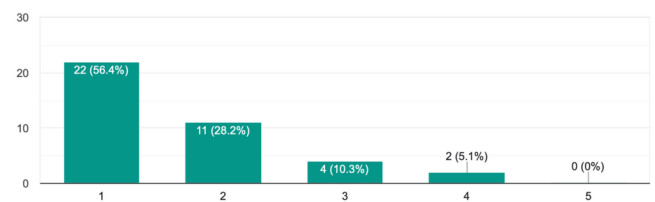
Objective 3

Analyzing whether young adults believe COVID-19 has affected young adults flying habits

Objective 3: Effect of COVID-19 on Flying Habits

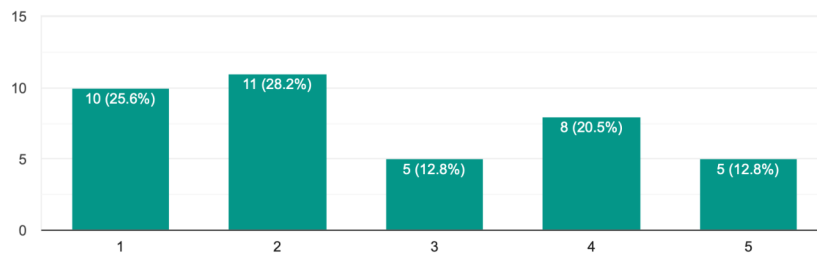
On a scale of 1-5, how much more sensitive have you become to flying since the onset of COVID-19? [Copy](#)

39 responses



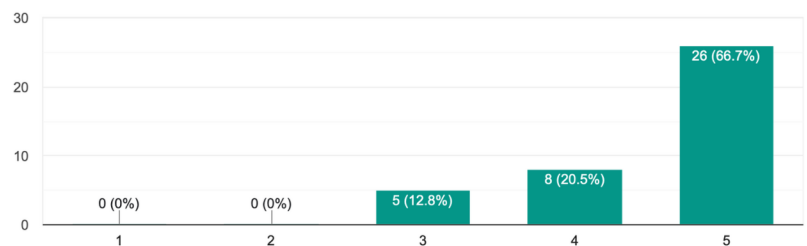
On a scale of 1-5, how likely are you to travel by plane at the beginning of the pandemic? [Copy](#)

39 responses



On a scale of 1-5, how likely are you to travel by plane post COVID-19? [Copy](#)

39 responses



Average of On a scale of 1-5, how likely are you to travel by plane at the beginning of the pandemic?						Column Labels	
Row Labels						1	2
Female						1	2
Male						3	4
Grand Total						5	Grand Total
						1	2
						3	4
						5	Grand Total
						2.666666667	

Results & Discussion

Objective 3

Key Findings

- The data from our survey shows that the respondents had mixed feelings about traveling by plane during the beginning of the pandemic, a lot of them still prefer to travel by plane and have not become that much more sensitive to flying on the onset of COVID-19.
- The respondents showed mixed feelings towards flying by plane during the beginning of the pandemic (12.8% were very likely, 20.5% were moderately likely, 12.8% were neither likely nor unlikely, 28.2% were somewhat likely and 25.6% were not likely.)
- Post COVID-19 had a lot more success showing that all respondents chose a 3-5 for likeliness to travel post COVID. (12.8% responded that they were neither likely nor likely, 20.5% responded that they were moderately likely, and 66.7% were extremely likely.)

Big Picture Findings

- The importance and potential impact of understanding young adults' feelings towards flying specifically around COVID can help United prepare for if there ever were to be another worldwide issue they need to tailor to.
- Further research might include an open response or separate question as to asking how specifically COVID affected their travel by plane or what might of influenced them to being open to travel during this time.

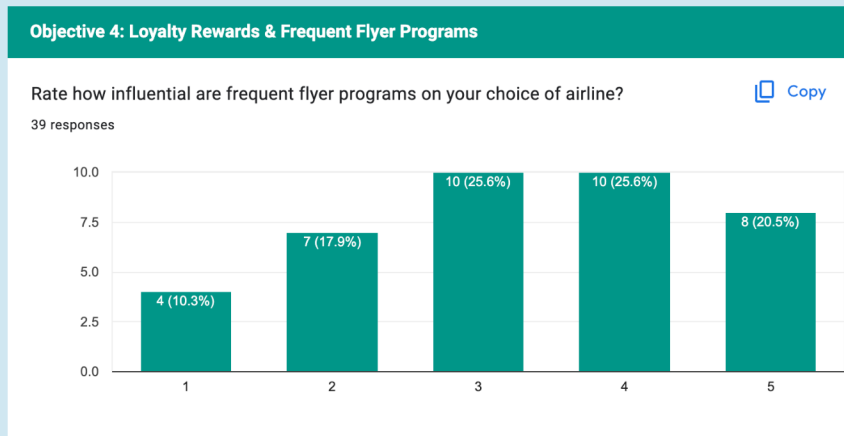
Value to United Airlines

- For United Airlines, finding out if their target audience has made any changes from COVID-19 can help United understand forecast demand, revenue management, safety protocols, and marketing positioning. It allows United to reflect because young adults represent a significant portion of United's customer base. Monitoring their travel behavior during COVID to tailor to pricing strategies, promotions, and incentives to stimulate demand. Ensuring the safety and well-being of customers with cleaning procedures can influence travel preferences. Understanding the young adults' needs and concerns can change the brand's marketing position and differentiate itself from competitors.

Results & Discussion

Objective 4

Analyzing the impact of frequent flier programs and loyalty rewards on customers' decision-making processes



Results & Discussion

Objective 4

Key Findings

- The data suggests a moderate to high valuation of frequent flyer programs among the respondents. Approximately 73.1% rated the influence of frequent flyer programs as 3 or higher on their choice of airline. Similarly, 71.8% are likely or very likely to choose an airline based on the presence of loyalty rewards.
- The fact that a significant majority values these programs indicates a strong preference for rewards and recognition of frequent travel, which can be a key factor in choosing airlines for regular travelers.

The Big Picture

- The importance and potential impact of loyalty programs on customer choice underscores the necessity for United Airlines to either introduce or enhance existing frequent flyer programs. Given the competitive nature of the airline industry, a well-structured loyalty program could be a decisive factor for many travelers, particularly among young adults who show a preference for ongoing rewards.
- Further research might include a deeper dive into what specific aspects of loyalty programs are most appealing to travelers, such as upgrade options, additional baggage allowances, or perhaps exclusive airport lounge access.

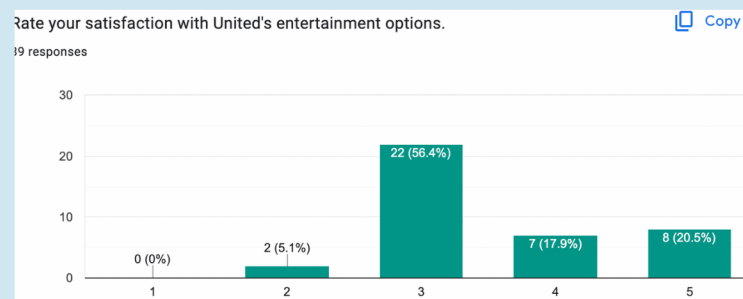
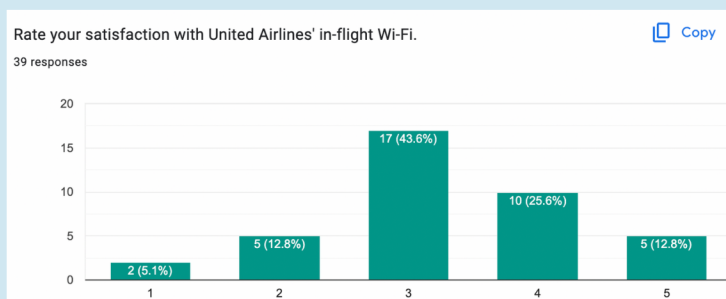
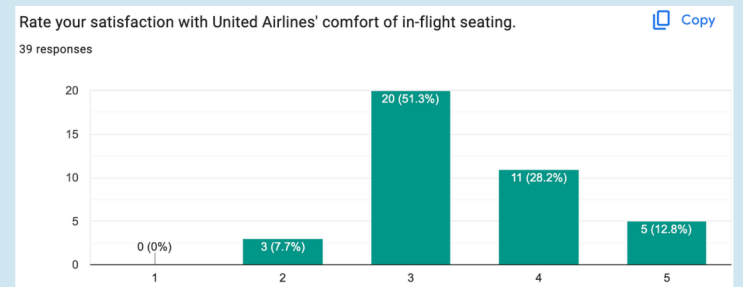
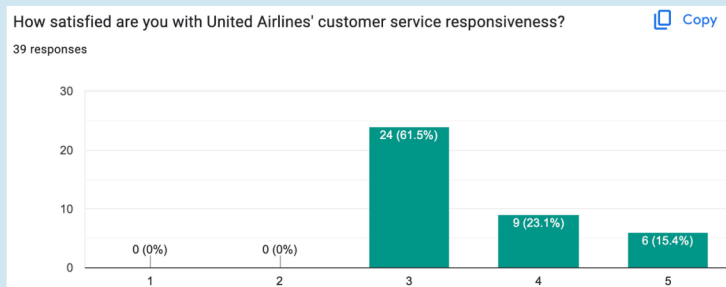
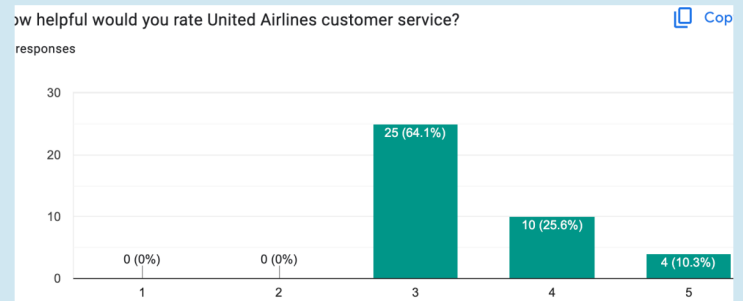
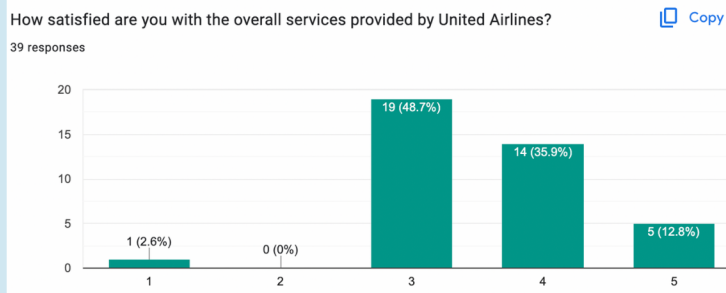
Value to United Airlines

- For United Airlines, the emphasis on loyalty rewards and frequent flyer programs is a clear indication that strengthening their offerings in this area could enhance customer retention and attract a loyal customer base. With a significant portion of the survey respondents showing a propensity to select airlines based on these benefits, United Airlines should consider evaluating and possibly revamping its MileagePlus program to better meet the desires of young travelers. Enhancing the perceived value of these programs could potentially convert occasional flyers into loyal customers.

Results & Discussion

Objective 5

Analyzing customer satisfaction levels with United Airlines' service and amenities



Results & Discussion

Objective 5

Key Findings

- Most respondents express a moderate to high level of satisfaction with United Airlines, with 48.7% rating their satisfaction as neutral and 48.7% as satisfied or very satisfied. Only a small fraction (2.6%) are very dissatisfied.
- High satisfaction ratings in specific areas like in-flight entertainment and timeliness suggest key strengths in United's service delivery.

The Big Picture

- These findings indicate that while overall satisfaction is generally positive, there is room for improvement to shift neutral perceptions to more positive ones. This could potentially be achieved by focusing on enhancing areas that received lower satisfaction scores, such as comfort of in-flight seating and Wi-Fi capabilities.
- A broader study might include direct comparisons with competitors to identify specific areas where United Airlines can improve or innovate beyond industry standards.

Value to United Airlines

- United Airlines should find value in the positive reception of its core services but also in the critical feedback that highlights areas for improvement. Enhancing customer service responsiveness, both in-flight and on the ground, could serve as an effective strategy for improving overall customer satisfaction and building loyalty among young adult flyers, a key demographic as indicated by the survey.

Results & Discussion

Objective 6

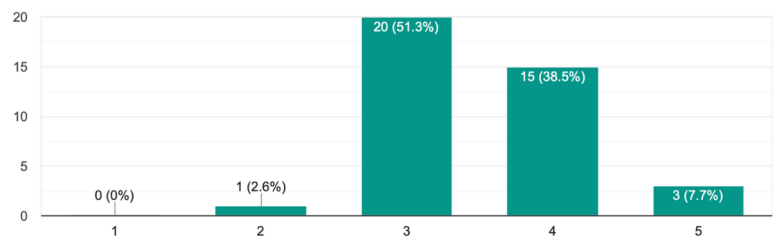
Analyzing operational efficiency

Objective 6: Analyzing Operational Efficiency

Rate your satisfaction with the timeliness of United Airlines flights.

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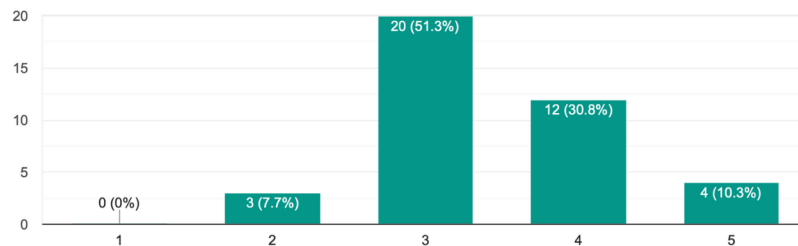
39 responses



Rate your satisfaction with the reliability of United Airlines flights.

[Copy](#)

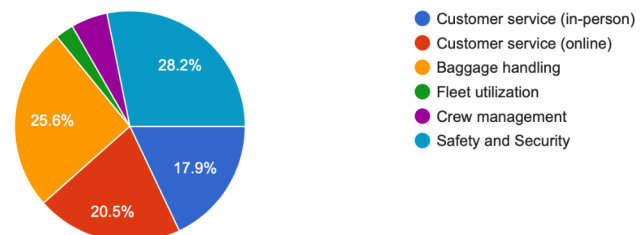
39 responses



Please identify the area for operational improvement you believe is the most important.

[Copy](#)

39 responses



Average of Rate your satisfaction with the reliability of United Airlines flights.					Column Labels
Row Labels	2	3	4	5	Grand Total
Female					3.5625
Male					2.857142857
Grand Total					3.435897436

Results & Discussion

Objective 6

Key Findings

- According to chart 1, most respondents expressed their satisfaction with United Airlines to be fairly good. We can see in the first graph there are a lot of responses ranked 3-5 regarding the timelines of United Airlines. (2.6% were moderately dissatisfied, 51.3% were neither satisfied nor dissatisfied, 38.5% were very satisfied and 7.7% were extremely satisfied.
- According to Chart 2, the respondents had a good feeling about their overall satisfaction with the reliability of United Airlines. (7.7% were moderately dissatisfied, 51.3% were neither satisfied nor dissatisfied, 30.8% were moderately satisfied and 10.3% were very satisfied.

Big Picture Findings

- What we can take away from this is that there are not a lot of bad reactions towards United but also not a lot of great ones. This leaves room for improvement so United can improve young adults.
- This data helps the objective by understanding how their customers feel towards their operation efficiency which expresses that there are a lot of customers which shows that United has room for improvement in their timeliness and reliability. We gain an understanding of that there is room for improvement that can lead to overall customer satisfaction.

Value to United Airlines

- The value this has to United Airlines is understanding its customers' feelings towards their operation efficiency directly impacts customer satisfaction, brand reputation, competitive positioning, and much more. If customers have had frustrating experiences with United they would be less likely to fly with them again in the future.

Results & Discussion

Objective 7

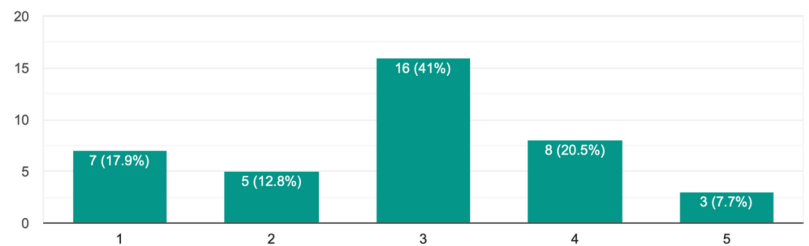
Analyzing United Airlines' fuel efficiency

Objective 7: Analyzing Environmental Components of Flying

How important is environmental sustainability to you when choosing an airline?

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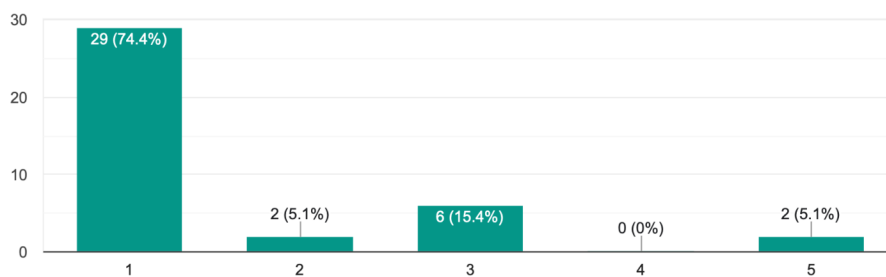
39 responses



Are you aware of United Airlines' efforts to reduce fuel consumption and emissions?

[Copy](#)

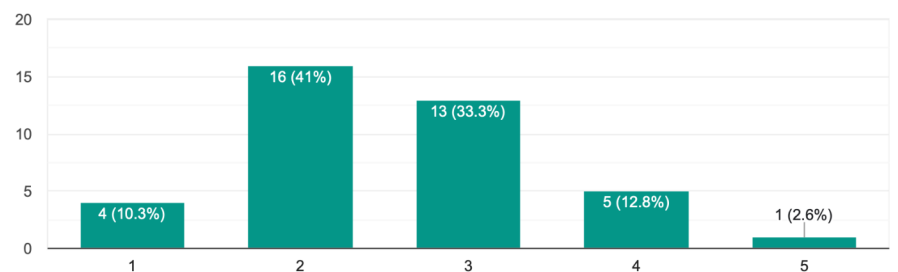
39 responses



How effective do you think airlines' fuel reduction initiatives are?

[Copy](#)

39 responses



Results & Discussion

Objective 7

Average of How important is environmental sustainability to you when choosing an airline?					
Row Labels	Column Labels				
	1	2	3	4	5
Female	1	2	3	4	5
Male	1	2	3	4	5
Grand Total	1	2	3	4	5

Count of Are you aware of United Airlines' efforts to reduce fuel consumption and emissions?					
Row Labels	Column Labels				
	1	2	3	5	Grand Total
Female	24	2	4	2	32
Male	5	2			7
Grand Total	29	2	6	2	39

Key Findings

- According to Chart 1, the respondents had mixed feelings about how important environmental sustainability is when choosing an airline, (17.9% not important at all, 12.8% slightly important, 41% moderately important, 20.5% very important, and 7.7% extremely important.
- According to Chart 2, not a lot of the respondents were aware of United's efforts to reduce fuel consumption and emissions. (74.5% were not aware at all, 5.1% were not aware, 15.4% were somewhat aware and 5.1% were very aware.

Big Picture Findings

- Seeing how young adults view fuel consumption and are aware of the facts as to how United handles its fuel can be a learning point. We were able to see that not many adults are aware of United's efforts towards it and there were mixed feelings as to how important environmental sustainability is.

Value to United Airlines

- By understanding the young adults' view United can change its marketing to ways they are benefiting the environment and reducing its fuel consumption leading to their being more awareness. The company changes its marketing to let the audience know facts about its efforts.

Results & Discussion

Objective 8

Analyzing customer satisfaction on crew management

Chart 1

How satisfied are you with the professionalism and competence of United Airlines flight crew members?

 Copy

39 responses

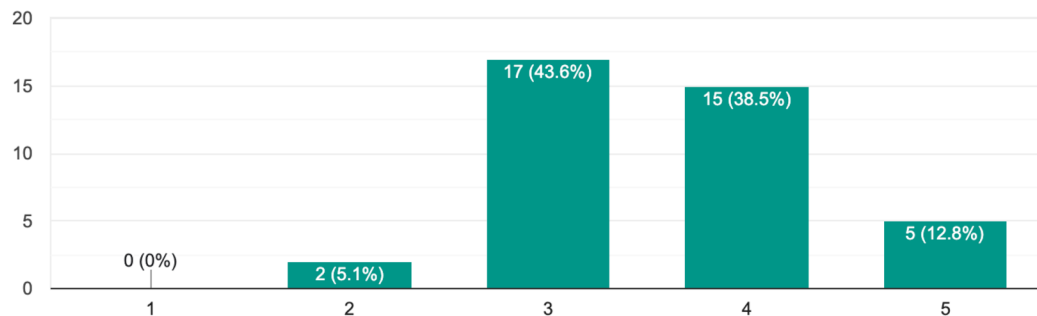
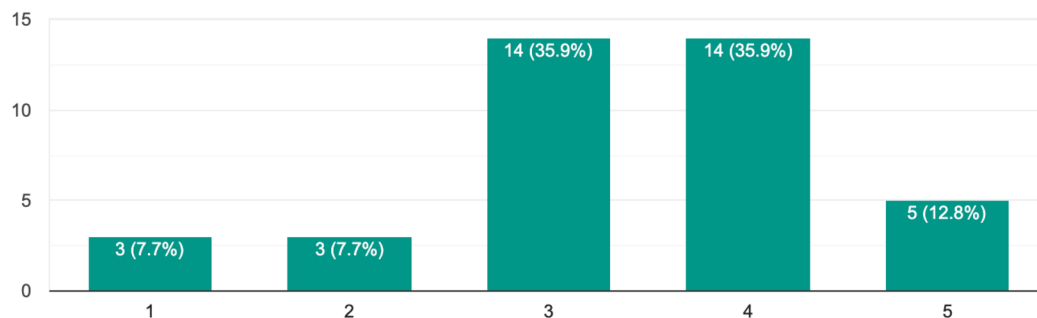


Chart 2

Do you feel that United Airlines adequately invests in training and development programs for its flight crew?

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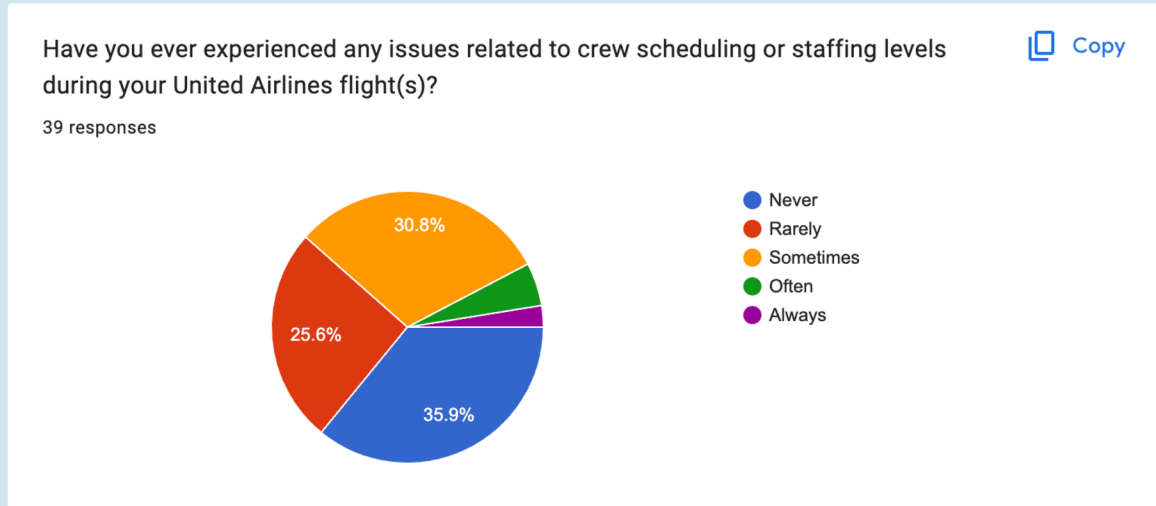
39 responses



Results & Discussion

Objective 8

Chart 3



Key Findings

According to *Chart 1*, it is found that the majority of respondents perceive United Airline's crew management favorably or with a sense of neutrality. When asked about their satisfaction regarding the professionalism and competence of the crew management, 43.6% expressed a neutral stance, while 38.5% reported being somewhat satisfied. Furthermore, 12.8% indicated being very satisfied, whereas 5.1% expressed some degree of dissatisfaction.

In *Chart 2*, the question of whether United adequately invests in its crew management was asked, and the responses varied, with a sizable portion indicating agreement or neutrality. Specifically, 35.9% held a neutral view, while an equal percentage leaned toward agreement. However, 7.7% disagreed, 7.7% somewhat disagreed, and 12.8% concurred.

Later, as shown in *Chart 3*, respondents were asked about any encounters with issues related to crew management or staffing levels. A significant portion, 35.9%, claimed to have never experienced such issues. However, 30.8% reported sometimes, and 25.6% stated rarely. Few respondents claimed frequent or constant experiences of these issues.

Results & Discussion

Objective 8

Big Picture Findings


This data provides valuable insights into customer satisfaction regarding crew management. By examining respondents' perceptions of United Airline's crew management, including their satisfaction levels, beliefs about investment adequacy, and experiences with related issues, we gain a comprehensive understanding of customer sentiments. This analysis allows us to identify areas of strength and areas for improvement.

Value to United Airlines


Several key pieces of information stand out as crucial insights for United Airlines. Firstly, the breakdown of customer satisfaction levels regarding crew management provides insights into areas requiring attention. Understanding the percentage of respondents who are satisfied, neutral, or dissatisfied, along with their specific reasons, can guide United Airlines in improving their crew management practices to enhance overall satisfaction.

Additionally, the data regarding perceptions of investment adequacy in crew management and experiences with issues informs United Airlines about the effectiveness of its current strategies and practices. Recognizing where customers see room for improvement allows United Airlines to update its crew management processes. Ultimately, understanding this information allows United Airlines to create stronger customer relationships, drive loyalty, and maintain a competitive edge in the airline industry.

Recommendation 1



Upgrade amenities and entertainment options on flights to enhance the overall passenger experience.




Updating in-flight services to accommodate customer satisfaction is crucial for United Airlines to enhance the passenger experience. Updating amenities such as in-flight WiFi, enhanced entertainment selections, and seating comfort can significantly improve customer satisfaction. By prioritizing customer satisfaction in its in-flight services, United Airlines can guarantee itself as a preferred choice among travelers.

Recommendation 2


Enhance the MileagePlus loyalty program to offer more benefits and rewards for frequent flyers.

Enhancing the MileagePlus loyalty program to offer more benefits and rewards for frequent flyers is a strategic move for United Airlines. United's target audience, Gen-Z, focuses more on the price of tickets and perks, rather than other benefits. By enhancing this program, it could draw more attention to the younger generation. By continuously evolving and improving the MileagePlus program, United Airlines can reinforce its commitment to rewarding customer loyalty and gain the attention of Gen-Z.

Recommendation 3



Implement measures to improve flight punctuality, such as optimizing scheduling and minimizing delays due to maintenance or crew issues.



Implementing measures to improve flight punctuality is crucial for United Airlines to enhance customer satisfaction and operational efficiency. By enhancing scheduling practices and minimizing delays connected to maintenance or crew issues, United can elevate its reliability and reputation as a punctual airline. Prioritizing punctuality and implementing measures to minimize delays will allow United to deliver a superior travel experience and strengthen its position as a preferred airline.

Recommendation 4

Enhance training for staff to improve customer interactions, focusing on empathy and problem-solving skills.

Enhancing training for staff to improve customer interactions is significant for United Airlines to elevate the overall passenger experience. By prioritizing empathy in customer interactions, United can create a more welcoming and supportive environment for passengers. Additionally, by investing in the training and development of its staff, United Airlines can separate itself as a customer-oriented airline committed to delivering exceptional service.

Recommendation 5

Improve environmental sustainability, such as reducing fuel emissions.

Improving environmental sustainability, particularly by reducing fuel emissions, is a way for United Airlines to demonstrate responsibility. Optimizing flight routes, improving air traffic management, and adopting sustainable aviation fuels can promote greener air travel practices. By prioritizing environmental sustainability and implementing targeted measures to reduce fuel emissions, United Airlines can inspire positive change toward a more sustainable future.

**Thank you
for choosing
Social Butterflies
Ad Agency!**

