

A Fuzzy MCDM Approach for Evaluating Corporate Image and Reputation in the Airline Market

Mei-Ling Chuang*

Department of Transportation and Communication,

Taoyuan Country, Taiwan

E-mail: mooichuang@hotmail.com

Wei-Mao Chen

Department of Air Transportation,

Kainan University,

No. 1 Kainan Road Luzhu,

Taoyuan County 338, Taiwan

E-mail: m96127004@ms.knu.edu.tw

James J.H. Liou

Department of Air Transportation,

Kainan University,

No. 1 Kainan Road Luzhu,

Taoyuan County 338, Taiwan

E-mail: jhliou@mail.knu.edu.tw

ABSTRACT

In today's highly competitive airline market, having a preferable corporate image is acknowledged as having a positive impact customer loyalty. Corporate image is a powerful way to differentiate a company from its competitors and to stimulate purchasing. In the past, corporate image was a vague concept, difficult to measure quantitatively. Here we propose a fuzzy Multi Criteria Decision Making (MCDM) model which can quantify corporate image and reputation, thus making it easier for management to fully comprehend the relative position of their company in the overall market, and helping them to make informed judgments for the formation of marketing strategies. A study of international airlines serving Taiwan is conducted for verification. Two factors, safety record and service, emerge as critical in the air transport market, while marketing incentives seem to have little attraction for customers.

Keywords: corporate image; fuzzy integral; factor analysis; Analytical Hierarchy Process; AHP; Multiple Criteria Decision-Making; MCDM.

* Corresponding author