



EXAMINING THE RELATIONSHIP BETWEEN AIRLINE MARKETING COMMUNICATIONS AND DESTINATION BRANDING ON SOCIAL DEMOGRAPHIC GROUPS

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Abstract. *Objective* – to investigate the role of airline marketing communications in shaping brand perception and destination branding across different age groups and to identify which communication tools and channels are most effective for each segment. *Methods* – a consumer survey of 169 airline service users was conducted to collect empirical data on customer attitudes and preferences and communication channels usage; one-factor analysis of variance (ANOVA) was applied to test six hypotheses and identify statistically significant differences in marketing communication effectiveness across five age groups. The hypothesis was formulated based on theoretical and practical evidence highlighting the importance of age as a determinant of communication channel selection and message perception. *Results* - confirmed that age-related differences in consumer behavior significantly affect the impact of promotional channels and communication strategies used by airlines. Younger and older consumers respond differently to specific communication tools, which has important implications for strategic marketing planning. *Conclusions* – age-based segmentation provides a pragmatic and effective basis for differentiating airline marketing communication strategies; airlines are recommended to prioritize digital marketplaces and loyalty programs for younger passengers while directing website-based communication toward older cohorts, and to align promotional product offerings with age-specific preferences to enhance brand recognition and destination branding outcomes.

Keywords: marketing communications, branding, airline promotion, ANOVA, age group, airlines.

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Introduction

A strong and effectively communicated place identity can attract tourists and investors, thereby fostering economic growth, enhancing well-being, and increasing regional wealth (Cleave et al., 2016; Gnoth, 1998, 2007). Consequently, policymakers are encouraged to develop place branding and destination branding strategies that support positive attitudes toward locations among diverse stakeholder groups (Anholt, 2006). The tourism and hospitality sectors, in particular, demonstrate a strong interest in branding initiatives, especially in highly competitive environments where destinations compete for tourist revenues (Truong et al., 2018).

Eshuis and Ripoll González (2025) conceptualize place branding through three co-existing theoretical approaches: (1) place brands as symbolic constructs, such as logos, slogans, and visual identities; (2) place brands as cognitive associations embedded in stakeholders' perceptions; and (3) place brands as multi-sensory embodied experiences. From this perspective, destination branding seeks to create attractive images for tourists, target potential visitors, facilitate destination recognition, and provide meaningful information that shapes expectations (Seraphin et al., 2018). Effective destination branding, therefore, requires coherence between strategic management, marketing communications, and consumer experience. The success of a destination brand depends not only on symbolic elements but also on the consistency between promoted images and tourists lived experiences (Turgambekova & Agybetova, 2020). This integrated understanding provides a theoretical foundation for examining how marketing communications, particularly those employed by airlines, interact with destination branding to influence tourist perceptions and behaviors across different socio-demographic groups.

In this context, regional or national airlines serving a destination can play a pivotal role in supporting destination brands and establishing emotional connections with tourists. Airlines often invest substantial resources in developing strong brand identities, which can be leveraged through airline-destination co-branding initiatives to enhance tourism development and contribute to national economic outcomes (Al Saed et al., 2020).

Neuromarketing approaches offer valuable insights into these processes by capturing unconscious emotional reactions and enabling objective assessment of how advertising elements influence attention, memory, and emotional arousal. This is particularly relevant for airline marketing communications, as airlines act as intermediaries of destination experiences and can strengthen destination branding through emotionally engaging advertising tailored to different social and demographic groups (Kazybayeva et al., 2021).

From an airline marketing perspective, destination brand equity and airline brand equity are strategically interconnected, as airlines frequently operate as primary symbolic and experiential gateways to destinations. National and flagship carriers, such as Air Astana, function not only as transportation providers but also as brand ambassadors, shaping tourists' cognitive, affective, and behavioral responses to the destination. Drawing on destination branding literature, destination brand equity has been shown to enhance tourists' trust, perceived quality, and emotional attachment, which in turn strengthens both destination loyalty and loyalty toward associated local and national brands (Behboodi et al., 2024; Dedeoğlu et al., 2019). When airlines align closely with destination brands, these equity effects may transfer to the airline through co-branding mechanisms, reinforcing airline brand loyalty via destination brand loyalty as a mediating pathway.

Empirical evidence further indicates that destination brand loyalty partially mediates the relationship between brand equity and loyalty outcomes, with stronger indirect effects observed among younger tourists and repeat visitors (Elalfy et al., 2025). Applied to airline-destination co-branding, this suggests that airline marketing communications promoting national culture, heritage, and place identity, such as Air Astana's emphasis on Kazakh hospitality, landscapes, and a modern national image, can amplify destination brand equity and, consequently, airline brand loyalty. Moreover, the moderating roles of age and number of visits imply that airline and destination co-branding strategies are likely to be particularly effective when targeting younger, internationally mobile, and frequently travelling passengers, for whom destination meaning and brand symbolism play a more prominent role in loyalty formation.

The article explores and evaluates the impact of customer age groups on airline marketing communication choices and considers destination branding and airline promotion, based on a case study of Air Astana, a major airline of Kazakhstan.

Literature Review

In the contemporary business environment, effective communication is a critical prerequisite for organizational competitiveness and long-term success. Over time, business communication practices have evolved substantially, with marketing communications emerging as one of the most influential forms. Marketing communications focus on promoting products and services to target audiences and play a central role in achieving organizational and strategic objectives. One of the earliest definitions of marketing communications was proposed by Lambin and Schuiling, who described it as “a set of signals emanating from a firm to various audiences, including customers, salespeople, suppliers, shareholders, governing bodies, and staff” (2012, p. 624). While comprehensive, this definition is general in nature and does not explicitly reflect the specific objectives of marketing communications.

A more goal-oriented definition was later offered by Kotler, who defined marketing communications as “how firms try to inform, persuade, and remind consumers, directly or indirectly, about their products and brands” (2014, p. 191). From this perspective, marketing communications support the sales process of any enterprise, including airlines. Within the classical framework, the marketing communications mix includes advertising, public relations, direct marketing, and sales promotion. Although the primary objective of marketing communications is to promote goods and services, feedback from consumers represents an essential component of the communication process.

The selection of marketing communications tools is influenced by a wide range of factors, including the size and characteristics of the target market, the potential impact of communication media (such as perception, transfer, and memorization), message complexity, media coverage and penetration, cost efficiency, speed of communication, organizational feasibility, feedback mechanisms, and creative flexibility (Belch & Belch, 2024). However, this approach largely overlooks the role of socio-demographic characteristics, particularly age, in shaping preferences for communication tools. As generations change, consumer preferences for products, services, and communication channels evolve accordingly.

Similarly, Capon and Hulbert (2008) identify several determinants influencing the choice of marketing communications, including audience type, audience size, alignment between communication objectives and promotional tools, cost considerations, media characteristics, and scheduling. They further suggest that communication tool selection can be guided by generalized criteria such as targeting precision, message volume, duration of communication impact, situational context, timing flexibility, competitive isolation, and adaptability. While these frameworks acknowledge structural and strategic factors, they provide limited insight into how socio-demographic differences, particularly age, affect communication effectiveness.

Against this background, the present study aims to examine the extent to which age groups influence the choice of aviation services, the effectiveness of marketing communication tools in driving sales, and the relationship between consumer age and preferred communication channels. Like other industries, the aviation market develops in stages, with the initial stage emphasizing consumer awareness and information provision. Airlines, therefore, face the challenge of designing a marketing communications mix that effectively reaches both existing and potential customers.

At the same time, transformations in the information environment have altered not only communication channels but also consumer behavior itself. Traditional models such as the consumer funnel have become increasingly difficult to apply in highly digitalized and fragmented media landscapes, where it is no longer feasible to control or predict all touchpoints influencing purchase decisions. Instead, consumer behavior is increasingly explained through the Consumer Decision Journey model, which reflects the non-linear, dynamic nature of decision-making processes. Importantly, decision journeys vary across consumer groups, underscoring the need to consider age-related differences when developing communication strategies.

The close integration between tourism destinations and air transport systems further highlights the strategic importance of airline and airport service quality, which has been shown to enhance destination competitiveness, improve visitor experiences, and support recovery processes following crises (Fathani et al., 2023; Putera et al., 2025). In this context, airline marketing communications play a dual role, influencing both airline brand perceptions and destination image formation.

Ducoffe (1996) emphasizes that advertising value is closely linked to consumer behavior and is ultimately determined by the relationship between advertising content and consumer characteristics. From a behavioral perspective, consumer types are often associated with socio-demographic attributes, including age. Consequently, the

informativeness of marketing communications plays a crucial role in providing relevant and useful information that supports consumer evaluation and decision-making (Belch & Belch, 2024; Fill & Turnbull, 2023; Kotler et al., 2021).

However, when organizations target broad and heterogeneous audiences, a standardized advertising approach may negatively affect information perception among certain consumer groups. In such cases, differentiation of communication content, tools, and channels becomes necessary. Prior research supports the argument that aligning communication channels and content with socio-demographic characteristics enhances consumer engagement and information relevance (Luo, 2002).

Despite this, the differentiation of information sources across age groups has received limited attention in existing theoretical literature. While many studies emphasize personalized advertising, such approaches are not universally applicable, particularly for companies pursuing differentiated marketing strategies and serving multiple consumer segments (Kotler, 2014). Under these conditions, age-based segmentation represents one of the most accessible and effective methods for tailoring marketing communications. Differentiating communication tools and messages by age group enables organizations to deliver information at the right time and through the most appropriate channels, thereby increasing the overall effectiveness of marketing communications and the promotion of goods and services.

Research methods

During the study, a single-factor analysis of variance (ANOVA) was done to identify the airline's critical marketing communications tools and their influence on the country's brand. ANOVA is used to compare the mathematical expectations of several groups (Hirotzu, 2017). A one-factor ANOVA is an analysis of variance that uses completely randomised plans (Ross & Willson, 2017).

The ANOVA results for all six hypotheses, including SS, df, MS, F-statistics, p-values, and critical F-values, are presented in Table 2.

Participant selection for this study on airline marketing communications tools needs to follow strict requirements and cannot be randomized (Bell et al., 2022). As a result, for this specific group, a non-probability purposive sampling strategy was chosen (Cohen et al., 2023). The purpose of this type of sampling is to obtain detailed information from participants and explore the phenomenon in greater depth (Creswell & Plano Clark, 2017).

The survey instrument comprised 15 structured questions covering airline selection criteria, additional service preferences, promotional product evaluation, information channel usage, and sales promotion preferences. Data were collected through an online questionnaire distributed to airline service users in Kazakhstan. Responses of 169 respondents were recorded on nominal and ordinal scales and subsequently coded into contingency tables for statistical analysis. The research questions were formulated to identify whether age-based differences in consumer behavior produce statistically significant variation in marketing communication preferences across five demographic segments.

Building on the theoretical framework established in the literature review, this study proposes that the effectiveness of airline marketing communications is contingent on the demographic characteristics of the target audience - specifically, consumer age. To test this proposition empirically, six null hypotheses were formulated, each addressing a distinct dimension of airline-related consumer behavior: airline selection criteria, additional service preferences, promotional product choices, information source usage, sales promotion method preferences, and in-flight promotional product evaluation. Confirmation of the alternative hypotheses would provide evidence that age-based segmentation is a statistically significant basis for differentiating marketing communication strategies in the airline industry.

To empirically examine this proposition, a series of null hypotheses were tested using ANOVA. These hypotheses assess whether respondents' age groups influence various aspects of airline-related decision-making and marketing communication effectiveness. The following null hypotheses were tested:

Hypothesis 1. - respondent's age group does not influence the choice of criteria when selecting an airline;
- respondent's age group significantly influences the choice of criteria when selecting an airline.

Hypothesis 2. - the age group of the respondent does not influence the choice of additional services and additional goods of airlines; - the respondent's age group significantly influences the choice of additional services and additional goods of airlines.

Hypothesis 3. - respondent's age group does not influence the choice of promotional products provided by the airline; - respondent's age group significantly influences the choice of promotional products provided by the airline.

Hypothesis 4. - the age group of the respondent does not influence the choice of sources of information about the airline and flights; - the respondent's age group significantly influences the choice of sources of information about the airline and flights.

Hypothesis 5. - respondent's age group does not influence the choice of sales promotion methods for airlines; - respondent's age group has a significant influence on the choice of sales promotion methods for airlines.

Hypothesis 6. - respondent's age group does not influence the evaluation and choice of promotional products from Air Astana when flying; - respondent's age group significantly influences the evaluation and choice of promotional products from Air Astana when flying.

Based on the collected and processed data, a one-factor analysis of variance (ANOVA) with automated calculations was conducted.

Each null hypothesis is accepted when $F_{calc} < F_{crit}$ and $P_{calc} > P_{value.crit}$, and rejected otherwise.

Results and Discussions

Table 1 presents population dynamics by age group from 2020 to 2025. During this period, the total population of Kazakhstan increased steadily from 19.5 million to 20.8 million. Growth was observed across most age cohorts, particularly among individuals aged 0–14 years, whose population rose from 5.7 million to 6.1 million, and those aged 55 years and above, increasing from 3.4 million to 3.8 million. In contrast, the population aged 25–34 years declined gradually over the period, from 3.1 million in 2020 to 2.7 million in 2025.

Table 1 – Population of Kazakhstan by age group, 2020–2025 (million)

	2020	2021	2022	2023	2024	2025
Total population	19,5	19,7	20,0	20,3	20,6	20,8
0-14 Years	5,7	5,8	5,9	6,0	6,0	6,1
15-24 Years	2,5	2,5	2,6	2,7	2,8	2,9
25-34 Years	3,1	3,1	3,0	2,9	2,8	2,7
35-44 Years	2,7	2,7	2,8	2,9	2,9	3,0
45-54 Years	2,2	2,2	2,2	2,2	2,3	2,3
55+ Years	3,4	3,4	3,5	3,6	3,7	3,8

Note: Data are adapted from Statista (2026).

The observed growth in the 55+ age cohort alongside the expansion of younger populations suggests increasing heterogeneity in passenger needs, reinforcing the importance of age-based segmentation in airline service design and communication strategies.

To analyze variance, the authors developed a survey with several open-ended and multiple-choice questions. Figure 1 illustrates the distribution of responses from 169 respondents regarding flight frequency.

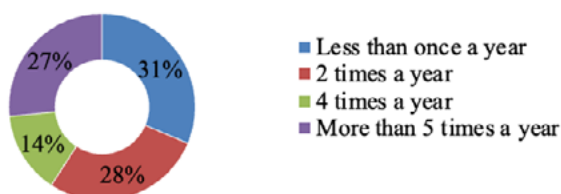


Figure 1 – Distribution of respondents' answers to the question "How often do you fly?"

Note: The figure is based on the authors' own survey results.

The sample showed a relatively even spread of flight frequency: 31% fly less than once a year, 28% twice a year, 27% more than five times a year, and 14% four times a year, indicating that both infrequent and frequent flyers are represented.

In order to analyze hypotheses H1:H6, the collected data were grouped into contingency tables, based on which a one-factor analysis of variance (ANOVA) was conducted.

Testing of Hypothesis H1. – the age group of the respondent does not influence the choice of criteria for selecting an airline; – the respondent's age group significantly influences the airline selection criteria. The ANOVA results for H₁ are presented in Table 2.

Table 2 – ANOVA Results for Hypotheses H₁–H₆

Hypothesis	Source of variation	SS	df	MS	F	P-Value	F critical
H ₁ – Airline Selection Criteria	Between groups	2103.9	7	300.5571	3.789531	0.004206	2.118842
	Within groups	2538	32	79.3125			
	Total	4641.9	39				
H ₂ – Additional Services	Between groups	131.7333	11	11.97576	2.167558	0.032612	1.856853
	Within groups	265.2	48	5.525			
	Total	396.9333	59				
H ₃ – Promotional Products	Between groups	832.24	4	208.06	8.937285	0.000262	2.563027
	Within groups	465.6	20	23.28			
	Total	1297.84	24				
H ₄ – Information Sources	Between groups	1364.571	6	227.4286	3.998995	0.005145	2.226504
	Within groups	1592.4	28	56.87143			
	Total	2956.971	34				
H ₅ – Sales Promotion Methods	Between groups	2151.84	4	537.96	5.277222	0.004558	2.563027
	Within groups	2038.8	20	101.94			
	Total	4190.64	24				
H ₆ – Air Astana Promo Products	Between groups	1604.4	8	200.55	3.888302	0.002162	2.033576
	Within groups	1856.8	36	51.57778			
	Total	3461.2	44				

Note: Data are based on the authors' own calculations.

Table 2 consolidates the one-factor ANOVA results for all six tested hypotheses, presenting the between-groups and within-groups variance decomposition alongside the F-statistic, p-value, and critical F-value for each hypothesis. For all six hypotheses, the calculated F-statistic exceeds the critical value and the p-value falls below the 0.05 significance threshold, leading to rejection of the corresponding null hypotheses. Specifically, H₁ (F_{calc} =

3.79 > Fcrit = 2.12; p = 0.004) confirms that age group significantly influences airline selection criteria; H₂ (Fcalc = 2.17 > Fcrit = 1.86; p = 0.033) confirms its influence on the choice of additional services; H₃ (Fcalc = 8.94 > Fcrit = 2.56; p < 0.001) confirms its influence on promotional product preferences — the strongest effect observed across all hypotheses; H₄ (Fcalc = 4.00 > Fcrit = 2.23; p = 0.005) confirms its influence on information source selection; H₅ (Fcalc = 5.28 > Fcrit = 2.56; p = 0.005) confirms its influence on sales promotion method preferences; and H₆ (Fcalc = 3.89 > Fcrit = 2.03; p = 0.002) confirms its influence on the evaluation and choice of Air Astana in-flight promotional products. Taken together, these results provide statistically significant evidence that consumer age is a meaningful determinant across all dimensions of airline marketing communication effectiveness examined in this study.

As shown in Table 2, price was the dominant airline selection criterion, cited by 28% of respondents, followed by comfort (21%) and flight duration (12%). Airline image and reputation ranked jointly fourth at 11% each, while meals on board (9%), promotions and offers (7%), and in-flight entertainment (2%) were the least influential factors. Notably, younger respondents (16–25) placed the highest absolute weight on price and comfort, whereas older cohorts showed relatively greater concern for reputation and image, reinforcing the age-based differentiation observed across the study.

Testing of Hypothesis H2. – The age group of the respondent does not influence the choice of additional services and additional goods of airlines; – the age group of the respondent has a significant impact on the choice of additional services and additional products of airlines. The corresponding ANOVA results for H₂ are presented in Table 2.

Analysis of additional service preferences revealed that respondents across all age groups selected the following criteria in descending order of importance: transportation of children, infants and unaccompanied children -10%, insurance and app - 9%, express mail and special meals – 7%, gift cards and animal transportation – 4%, equipment for passengers with reduced mobility and trucking – 3%, transportation of special equipment and purchase of branded goods (promotional products) - 2% and assistance to passengers with visual and hearing impairments - 1%.

Testing of Hypothesis H3. – The age group of the respondent does not influence the choice of promotional products provided by the airline; – The respondent's age group significantly impacts the choice of promotional products provided by the airline. Based on the above data, the ANOVA results for H₃ are presented in Table 2.

Personal care items were the most frequently preferred promotional products across all age groups, accounting for 51% of total responses. This was followed by cosmetic bags (21%), stationery (16%), and skincare cosmetics (9%). Only 3% of respondents indicated a preference for other promotional products. The dominance of personal care items may reflect their universal usability and relevance across age groups, making them a low-risk and high-value promotional option for airlines.

Testing of Hypothesis H4. – The age group of the respondent does not influence the choice of sources of information about airlines and flights; – the respondent's age group significantly impacts the choice of sources of information about airlines and flights. The ANOVA results for H₄ are presented in Table 2.

The aviation industry has experienced a significant shift toward digital channels for service distribution. Online ticket sales grew steadily from 69% in 2020 to 78% in 2025, while offline channels declined correspondingly from 31% to 22% (Statista, 2026).

Table 3 – Convergence of the factors: Age group / Ways of obtaining information about the company and flights

Age group	Kaspi travel	Airline website	Aviasales	Aviata	Tickets.kz	Chocotravel	Other
16-25	36	31	28	20	5	3	2
26-35	18	18	10	12	6	2	4
36-45	23	15	5	14	3	2	4
46-55	8	11	3	5	4	2	0
56+	5	8	1	7	0	0	1
Total	90	83	47	58	18	9	11
Total, %	28%	26%	15%	18%	6%	3%	3%

Note: Data are based on the authors' own survey results.

The survey data further revealed distinct preferences among respondents regarding information sources for airline services and flight bookings. The most frequently utilized platforms were Kaspi Travel (28%), followed by airline websites (26%), Aviata (18%), Aviasales (15%), Tickets.kz (6%), Chocotravel (3%), and other channels (3%).

The digitalization trend noted above and the platform preference data in Table 3 together suggest that age-differentiated marketing strategies must prioritize digital channels while recognizing platform-specific preferences among different demographic segments.

Testing of Hypothesis H5. – The age group of the respondent does not influence the choice of sales promotion methods for airlines; – The respondent's age group significantly impacts the choice of sales promotion methods for airlines. Based on the survey data, the ANOVA results for H₅ are presented in Table 2.

Results show that the respondents generally consider the use of the following methods to promote airline ticket sales, in descending order: discounts – 35%, bonus program – 28%, availability of age-based rates (youth, pension) – 26%, group rates – 10% and other – 1%.

Testing of Hypothesis H6. – The age group of the respondent has no effect on the evaluation and choice of promotional products from Air Astana on the flight; – age group of the respondent significantly impacts the evaluation and choice of promotional products from Air Astana on the flight. The ANOVA results for H₆ are presented in Table 2.

It can be concluded that respondents, in general, would like to get the following products from Air Astana when flying in descending order: case for a suitcase – 23%, thermos – 18%, shopper bag – 15%, water bottle – 14%, diary – 12%, t-shirt – 8%, mug – 5%, cap – 5% and other – 1%.

As a result of the study, the authors rejected with 93% probability the null hypothesis H0: The choice of the most effective communication tools based on marketing research will not affect the sales of airline tickets. An alternative hypothesis, H1, was accepted: The choice of the most effective communication tools based on marketing research will increase ticket sales.

Based on the research conducted, the most attractive marketing communication tools for different segments by age have been identified.

Table 4 – Assessment of the degree of impact and choice of marketing communications tools in the passenger air transportation market

Elements of marketing communications	Nature of impact	Age groups	Tools for different age categories
Advertisement			
Advertisement	Provides information to consumers	16-45 years old	Marketplaces, company website
		Over 50 years	Airline website
Promotional products	Builds awareness and loyalty among consumers	16-25 years old	Shopper bag, Water bottle, Thermos, Case for suitcase
		26-55 years old	Thermos, Case for suitcase
		Over 56 years	Shopper bag, Water bottle, Thermos, Case for suitcase
Sales promotion			
Sales promotion tools	Forms an incentive to buy	16-25 years old	Discounts, age tariffs, bonus programs
		26-55 years old	Discounts, bonus programs
		Over 46 years	Discounts

Use of additional services	Transportation of children, infants and unaccompanied children	16-25 years old	Special meals, Gift cards
	Transportation of children, infants and unaccompanied children	26-55 years old	Transportation of children, infants and unaccompanied children Insurance
	Transportation of children, infants and unaccompanied children	Over 46 years	Insurance

Note: Data are based on the authors' own survey results.

Due to the fact that it has been proven that for each age group it is necessary to choose marketing communication tools individually, it is advisable to take this factor into account when promoting the airline's services. The main argument in favour of choosing the most effective tool is the orientation to the characteristics and needs of the target audience. In general, it is observed that the younger generation uses a variety of marketing communication tools more. The older generation uses a more limited set of marketing communication methods in the air transportation market.

Conclusions

This study examined the influence of consumer age on the selection and effectiveness of airline marketing communications tools. Through ANOVA analysis, age emerged as a statistically significant determinant of communication channel preferences and promotional tool responsiveness across six tested hypotheses. The investigation encompassed multiple dimensions: airline selection criteria, advertising channels, sales promotion methods, and additional service preferences.

The findings revealed distinct age-based patterns in marketing communication effectiveness. Respondents aged 16-35 demonstrated the highest engagement with promotional stimuli, particularly favoring discount programs and loyalty initiatives. Information-seeking behavior analysis indicated that Kaspi Travel and airline websites constituted the primary channels for flight information across all age cohorts, though younger consumers exhibited greater utilization of diverse digital platforms. A clear inverse relationship emerged between consumer age and marketing communication tool diversification, with younger segments engaging with substantially more channels than older demographics.

These results underscore the necessity of developing comprehensive additional service portfolios and implementing robust loyalty programs to enhance airline brand recognition and operational efficiency. The application of differentiated marketing communications strategies enables airlines to optimize resource allocation and improve campaign effectiveness across demographic segments.

The study acknowledges several limitations. The random sampling for respondents and the restricted scope of demographic variables examined may limit generalizability. Future research employing larger, more representative samples and incorporating additional psychographic and behavioral variables would strengthen theoretical understanding and practical applicability.

Nevertheless, this research validates differentiated marketing strategy application to promotional activities within the airline industry. For large-scale airline operators serving heterogeneous target audiences, personalized marketing approaches prove logistically challenging. This study demonstrates that age-based segmentation provides a pragmatic and effective alternative, enabling strategic communication channel prioritization aligned with demographic characteristics. Airlines can leverage these insights to optimize marketing investments and enhance customer engagement through targeted, age-appropriate communication strategies.

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Conflict of interest

The authors declare no conflicts of interest.

Authors' contribution

A.M. Kazybayeva made a substantial intellectual contribution to the study by developing the research design and analytical framework, conducting the primary data analysis and interpretation of the results, and preparing the initial draft of the manuscript.

M.S. Duchshanova contributed significantly to the empirical stage of the research, including data collection and preprocessing, participated in data analysis, and was involved in drafting and editing sections of the manuscript related to the empirical findings.

M.R. Smykova contributed to the conceptualization of the study, provided scientific supervision throughout all stages of the research, critically reviewed and revised the manuscript for important intellectual content, and ensured the theoretical and methodological coherence of the work.

All authors reviewed and approved the final version of the manuscript for publication and agreed to be responsible for all aspects of the work, including the accuracy and integrity of the data, as well as the proper resolution of any issues related to the validity of the research.

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Авиакомпаниялардың маркетингтік коммуникациялары мен бағыттардың брендинг әлеуеттік-демографиялық топтарға байланысын зерттеу

Аңдатпа. Мақсаты - авиакомпаниялардың маркетингтік коммуникацияларының брендті қабылдауға және әртүрлі жас топтарындағы дестинация брендингіне әсерін зерттеу, сондай-ақ әр сегмент үшін ең тиімді коммуникациялық құралдар мен арналарды анықтау. Әдістері – тұтынушылардың көзқарастары, қалаулары және коммуникациялық арналарды пайдалануы туралы эмпирикалық деректер жинау мақсатында 169 авиасервис тұтынушысы арасында сауалнама жүргізілді; бес жас тобындағы маркетингтік коммуникациялар тиімділігінің статистикалық тұрғыдан мәнді айырмашылықтарын анықтау және алты гипотезаны тексеру үшін біржақты дисперсиялық талдау (ANOVA) қолданылды. Гипотеза коммуникациялық арналарды таңдауда және хабарламаларды қабылдауда жас факторының маңыздылығын көрсететін теориялық және практикалық деректер негізінде тұжырымдалды. Нәтижелері – тұтынушылық мінез-құлықтағы жасқа байланысты айырмашылықтар авиакомпаниялар қолданатын ілгерілету арналары мен коммуникациялық стратегиялардың тиімділігіне елеулі әсер ететіні расталды. Жас және егде жастағы тұтынушылар нақты коммуникациялық құралдарға әртүрлі жауап береді, бұл стратегиялық маркетингтік жоспарлау үшін маңызды мәнге ие. Қорытындылары – жас негізіндегі сегментация авиакомпаниялардың маркетингтік коммуникациялар стратегияларын саралауға арналған прагматикалық және тиімді негіз болып табылады; авиакомпанияларға жас жолаушылар үшін цифрлық маркетингтік жоспарлар мен адалдық бағдарламаларына басымдық беру, үлкен жастағы аудиторияға арналған коммуникацияны сайт арқылы жүзеге асыру, сондай-ақ бренд танымалдылығын арттыру және дестинация брендингі нәтижелеріне қол жеткізу үшін жарнамалық өнімдер ассортиментін жас ерекшеліктеріне сәйкес келтіру ұсынылады.

Түйін сөздер: маркетингтік коммуникациялар, бренд, авиакомпанияларды ілгерілету, ANOVA, жас топтары, авиакомпаниялар.

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Изучение взаимосвязи между маркетинговыми коммуникациями авиакомпаний и брендингом мест назначения для социально-демографических групп

Аннотация. Цель - изучить роль маркетинговых коммуникаций авиакомпаний в формировании восприятия бренда и брендинга дестинации в различных возрастных группах, а также определить наиболее эффективные инструменты и каналы коммуникации для каждого сегмента. Методы – проведён потребительский опрос 169 пользователей авиационных услуг с целью сбора эмпирических данных об отношении клиентов, их предпочтениях и использовании коммуникационных каналов; применён однофакторный дисперсионный анализ (ANOVA) для проверки шести гипотез и выявления статистически значимых различий в эффективности маркетинговых коммуникаций в пяти возрастных группах. Гипотеза сформулирована на основе теоретических и практических данных, подчёркивающих важность возраста как детерминанта выбора канала коммуникации и восприятия сообщений. Результаты – подтверждено, что возрастные различия в поведении потребителей существенно влияют на эффективность каналов продвижения и коммуникационных стратегий авиакомпаний. Молодые и пожилые потребители по-разному реагируют на конкретные инструменты коммуникации, что имеет важное значение для стратегического маркетингового планирования. Выводы – возрастная сегментация обеспечивает прагматичную и эффективную основу для дифференциации стратегий маркетинговых коммуникаций авиакомпаний; авиакомпаниям рекомендуется отдавать приоритет цифровым маркетинг-плейсам и программам лояльности для молодых пассажиров, направляя коммуникацию через веб-сайт на более старшие возрастные группы, а также согласовывать ассортимент рекламной продукции с возрастными предпочтениями в целях повышения узнаваемости бренда и достижения результатов в области брендинга дестинации.

Ключевые слова: маркетинговые коммуникации, брендинг, продвижение авиакомпаний, ANOVA, возрастные группы, авиакомпании.

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