

Airlines surveillance-based marketing strategies perceived by consumers

Student Name: Lotte Christiena Stroosma

Student Number: 709385

Supervisor: Selma Toktas

Master Media Studies - Digitalisation, Surveillance & Societies

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master's Thesis

June 2024

Word Count: 16258

ABSTRACT

This thesis investigates how consumers perceive surveillance-based marketing strategies employed by airline companies. Focusing on the relationship between consumer surveillance, loyalty programs, and marketing strategies. Airlines and other businesses increasingly rely on consumer data to personalize marketing efforts and target individuals with tailored advertisements. However, concerns about privacy and data security have prompted an examination of these practices and raised questions about their ethical implications. The research problem addressed in this study is the growing use of surveillance-based marketing strategies by airline companies and the impact on consumer perceptions. The main research question guiding this study is: How do consumers perceive airlines using surveillance-based marketing strategies to target them? To address this question, a qualitative research approach is employed, consisting of a thematic analysis of data obtained from the websites of five airline companies' websites and ten interviews with consumers. The analysis focused on open, axial, and selective coding to identify patterns and themes related to consumer surveillance, marketing strategies, and data privacy. The findings reveal that consumers are generally aware of the use of surveillance-based marketing by airline companies but they show varying levels of concern about privacy and data security. While some consumers accept targeted advertising as a trade-off for personalized services, others express scepticism and distrust towards companies' data practices. Factors influencing consumer perceptions include transparency, trust, perceived benefits, and ethical considerations. The study highlights the need for greater transparency and accountability in data collection and use, as well as the importance of ethical marketing practices in maintaining consumer trust. It also highlights the complex relationship between consumer perceptions, marketing strategies, and ethical considerations in the digital era. In conclusion, this research contributes to the understanding of how consumers perceive surveillance-based marketing strategies in the airline industry and provides insights for airline companies and policymakers to navigate through the ethical and privacy implications of data-driven marketing practices. It emphasizes the importance of finding a balance between personalized marketing efforts and consumer privacy rights. Lastly, it calls for greater attention to ethical considerations in marketing strategies.

KEYWORDS: *Airline companies, Consumer surveillance, Data surveillance, Loyalty programs, Marketing strategies*

Table of Contents

ABSTRACT	2
1. Introduction	4
2. Theoretical Framework	8
2.1 Data Surveillance	8
2.2 Privacy Perceptions	11
2.3 Marketing Strategies	12
2.4 Consumer Surveillance	14
3. Methods	17
3.1 Research Design	17
3.2 Sampling Process	19
3.3 Operationalization	21
3.4 Data Collection	24
3.5 Data Analysis	25
4. Results	27
4.1 Results Interviews & Content Analysis	27
4.2 Results and Theory	28
4.3 Interviews & Content Analysis	30
4.4 Concluding Results	35
5. Conclusion	37
References	40
Appendix A	43
The Interview Guide	43
Appendix B	47
Coding framework interviews	47
Codebook content analysis	49
Appendix C	51
Consent papers	51

1. Introduction

The advancement of digital technologies has transformed the marketing landscape in recent years, particularly within the airline industry. This transformation is characterized by the rise of surveillance-based marketing, a strategy that involves the systematic collection, analysis, and utilization of consumer data to deliver personalized marketing messages and offers. Airlines want to utilize extensive data, ranging from browsing history and purchase behaviour to demographic information, to enhance customer engagement and loyalty. This thesis delves into the complex dynamics of surveillance-based marketing in the airline industry, focusing on consumer perceptions and the broader implications of these practices. Are consumers aware of this transformation or does it simply not take their attention? With society becoming more digitally driven, the utilization of consumer data has become an interesting starting point for marketing strategies across various industries, including the airline sector. With the development of technology and the fast-growing industry of online platforms, airlines have access to huge amounts of consumer data. Particularly due to their loyalty programs, they have access to information ranging from travel preferences and purchasing behaviours to demographic information and social media interactions. This wealth of data presents both opportunities and challenges for airlines working on enhancing their marketing efforts and engaging with consumers more effectively. The question arises, how do the consumers perceive these new surveillance-based marketing strategies?

Despite its strategic advantages, there is limited understanding of how consumers perceive these surveillance-based marketing practices. This research addresses this gap by exploring consumer perceptions and the broader implications of these practices within the airline industry. The primary purpose of this study is to investigate how consumers perceive airlines using surveillance-based marketing strategies to target them. This involves examining their attitudes toward data privacy, autonomy, and the power dynamics related to data-driven marketing strategies. To achieve this, the study employs qualitative methods, including interviews and content analysis.

The scientific significance of this topic stems from several factors. Firstly, it intersects with various academic disciplines such as marketing, consumer behaviour, data science, and privacy law. The academic literature extensively focuses on and explores the technical capabilities and strategic benefits of surveillance-based marketing. Research has demonstrated its effectiveness in enhancing targeting accuracy, optimizing marketing resources, and ultimately driving sales and customer satisfaction. For instance, studies by Chen et al. (2020), and Smith and Kumar (2020) have shown that personalized marketing can significantly increase consumer engagement and conversion rates.

Another dilemma that has arisen as a result of the loyalty systems used by airline companies, is an increase in the amount of flights booked. The loyalty programs aim to give clients discounts by saving them points and to keep them invested by sending you weekly e-mails for example. The points can be traded for a discount and extra promotion deals via email are sent. As a result, it can be more seductive to book a flight. This leads to more customer data being analysed, making it more enticing for customers to book flights. With the complaints about flying and engine emissions, you can argue that the loyalty programs do not consider certain climate issues. However, despite these insights, there is a notable gap in the literature regarding the consumer perspective on surveillance-based marketing. Existing studies primarily focus on the effectiveness of these strategies from a business standpoint, often ignoring the critical aspect of consumer attitudes and privacy concerns. This gap is particularly relevant as consumers become increasingly aware of how their data is collected and utilized. Consumers are raising important questions about consent, transparency, and trust. By exploring consumer perceptions, this research aims to provide a better understanding of surveillance-based marketing.

The rationale for this study is found in the increasing importance of consumer data in shaping marketing strategies within the airline industry. Airlines operate in a highly competitive environment where differentiation and customer engagement are important for success. Understanding how airlines employ consumer data, is essential for understanding the dynamics of these marketing practices in the airline sector. This research area shows its societal importance, as digital privacy becomes a growing concern for everybody. Understanding how surveillance-based marketing impacts consumer trust and behaviour is crucial. The ethical implications of extensive data collection and targeted advertising are significant, due to the issues of digital privacy rights. Furthermore, consent and the balance of power between companies or corporations and individuals are substantial. Consumers' awareness and attitudes towards these practices can influence regulatory policies and the development of ethical guidelines for data usage in marketing.

This research thus, contributes to the ongoing discourse on digital privacy and ethical marketing by providing empirical insights into consumer perceptions of surveillance-based marketing in the airline industry. Through qualitative methods such as interviews and content analysis, this study provides a detailed exploration of consumers' experiences, concerns, and behaviours in response to these new marketing practices. The findings will offer an understanding of how consumers deal with data privacy and personalized marketing complexities. Contributing to the development of more ethical and effective marketing strategies in the airline industry.

Ultimately, this research seeks to better the academic discourse on digital marketing and privacy, offering valuable insights for other future scholars in this field. In general, this research aims to unpack the relationship between personal data-based surveillance, marketing strategies, and consumer perceptions within the airline industry. The central research question for this study is: How do consumers perceive airlines that use surveillance-based marketing strategies to target them?

To address this question, it is essential to investigate the concept of surveillance capitalism, as elaborated by Zuboff (2019). Surveillance capitalism entails the extensive monitoring and collection of personal data for economic purposes. Examples are target advertising and product customization. Understanding consumers' perceptions of surveillance-based marketing necessitates an examination of their attitudes towards data privacy, autonomy, and the power dynamics inherent in data-driven strategies. To explore the main research question, sub-research questions are developed. The three sub-questions are: How is personal data-based consumer surveillance constructed as a business model? How does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? Lastly, what are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand?

Privacy perceptions play a role in shaping consumer responses to personalized marketing efforts. Drawing further upon Nissenbaum (2004) concept of contextual integrity, the second question seeks to explore how individuals' expectations regarding the contextual norms and purposes of data usage affect their willingness to engage with marketing strategies. It also entails an overview of the ethical considerations surrounding data collection and usage within the airline industry. Marketing strategies adopted by airlines encompass a lot of different approaches, ranging from direct booking services to loyalty programs and innovative promotional initiatives. By integrating insights from Alexa et al. (1996) and Chiu et al. (2016), the third question aims to explore the factors that shape consumer behaviour within the airline industry. Additionally, it explores its impact on marketing strategies and consumer preferences. Furthermore, the concept of personalized marketing, entails marketing specifically targeted to you as an individual. This is based on the information a company has collected about you. This can include advertisements, emails, or offers that are customized based on your previous purchases, search history, or other personal data. Privacy concerns in general refer to the concerns people have about how their data is collected, stored, and used by companies. This can include fears of data breaches, misuse of information, or lack of control over personal data. Another concept is the decision-making process. This is the way we as humans make decisions about purchasing products or services. In the context of this research, it is seen as how marketing and advertisements influence your choices when booking flights or other airline services. Lastly, brand loyalty refers to the extent to which you are inclined to repeatedly purchase services or products from the same airline, often due to positive experiences or satisfaction with their service.

With these research questions, the aim is to focus more on finding the perspective of the consumers rather than the perspective of the airline companies. As they are the ones to make a change and use their voice if necessary, regarding consumer surveillance and data surveillance. With the first sub-questions, the goal is to include a small airline perspective in the findings and to go into detail about the different key concepts related to this topic. These sub-questions will contribute to finding answers to the main research question.

The research methods used are interviews and content analysis. The research took a qualitative approach. Structured interviews are conducted with consumers to gain detailed insights into their perceptions, experiences, and attitudes regarding surveillance-based marketing strategies employed by airlines. Open-ended questions allow participants to express their opinions freely, providing qualitative data for analysis.

Content analysis involves analysing the marketing materials, privacy policies, and other relevant content on airline websites to understand how airlines utilize consumer data and implement surveillance-based marketing strategies. For the participant selection consumers with varying levels of experience with airline marketing, travel frequency, and comfort with data privacy are selected. The sample includes both frequent and infrequent travellers to capture diverse perspectives. The sampling techniques used are snowball sampling to access a broader network of relevant individuals, while the use of purposive sampling in this research ensures the selection of participants who can provide important insights into the research topic. Theoretical concepts such as surveillance-based marketing, privacy concerns, purchasing behaviour, and brand loyalty are operationalized into interview questions. Operationalization involves going from abstract concepts into measurable variables to guide the data collection and analysis. Thematic analysis is employed to identify, analyse, and report patterns or themes within the interview transcripts and content analysis data. This approach allows for a systematic exploration of consumer perceptions and experiences.

Overall, the research method is designed to provide a comprehensive understanding of consumer perceptions of surveillance-based marketing in the airline industry through qualitative data collection and analysis techniques. The implications of these findings are twofold. For the airline industry, they underscore the importance of developing ethical marketing strategies that prioritize consumer trust and data security. For consumers, the research emphasizes the growing need for awareness and advocacy regarding digital privacy rights. By providing empirical insights into consumer perceptions, this study contributes to the ongoing discourse on digital privacy and ethical marketing. It offers valuable recommendations for airlines to refine their marketing practices and for policymakers to consider when developing regulations on data usage.

In the following chapters, this thesis will delve deeper into how consumers perceive airlines that use surveillance-based marketing strategies to target them. Chapter two provides a comprehensive review of the relevant literature and establishes the theoretical framework upon which this study is built. Chapter three presents the methodological approach that is used, detailing the research design, data collection methods, and sampling processes. Subsequently, Chapter four will present the findings of the study. The findings will be critically analysed and discussed concerning the research questions and theoretical framework. Finally, Chapter five will draw conclusions, summarize key findings, discuss their implications, and suggest ideas for future research. This structured approach works as a guide to provide a thorough exploration of the research topic and contribute to the existing knowledge within this research field.

2. Theoretical Framework

The theoretical chapter of this research delves into the concepts that form the foundation of this research and the framework that will guide the study. This chapter begins by exploring the evolution of data surveillance through the years. After this, the concept of privacy perception is highlighted, followed by marketing strategies. Concluding this theoretical framework by delving into the complex phenomenon of consumer surveillance. By integrating these theoretical perspectives, this chapter provides a comprehensive understanding of how airlines collect consumer data to enhance marketing efforts, while also addressing the broader societal and ethical concerns that arise from these practices. To answer the research question and my sub-questions, this section guides as a theoretical base that is needed to understand how consumers perceive surveillance-based marketing strategies targeted to them.

2.1 Data Surveillance

Surveillance capitalism is a new form of capitalism that relies on the extensive monitoring and collection of personal data for economic goals. In surveillance capitalism, companies extract behavioural data from individuals through various digital platforms and devices. By analysing this data to predict and influence behaviours, they are aiming for better marketing strategies. This is also used for targeted advertising, product customization, and other commercial purposes (Zuboff, 2019, p.12). The theory of surveillance capitalism highlights the shift towards data-driven surveillance practices and the implications for privacy, autonomy, and democratic values in the digital age. The power dynamics between businesses and consumers, and the need for regulatory frameworks to protect individuals' privacy rights is something Zuboff is seeking attention for. Surveillance capitalism has led to debates on the impact of personalized marketing strategies based on surveillance data, consumer perceptions, behaviours, and interactions with brands or companies. Conclusions are that researchers and policymakers need to have a better idea of the implications of data-driven strategies on consumer trust, privacy concerns, and the broader societal implications of surveillance capitalism within the airline industry (Zuboff, 2019, p.15). Data surveillance is one of the most commonly used methods by companies when deliberately changing or influencing a person's behaviour through various methods, techniques or interventions. In the context of surveillance capitalism, behavioural modification involves using data and digital technologies to manipulate and shape people's behaviours in ways that serve the interests of companies or organizations (Zuboff, 2019, p.18). This can include targeted advertising, personalized recommendations, and other strategies aimed at influencing consumer behaviour and decision-making. The ability to influence consumer behaviour and decision-making processes gives these corporations control over individuals' actions and preferences. Zuboff also warns of resistance and collective action against these practices. Understanding the power dynamics of surveillance capitalism is causing resistance from the consumers. This can lead to collective action against

exploitative practices. Collective action can include empowering individuals to reclaim control over their data and ask for greater transparency and accountability (Zuboff, 2019, p.12).

In the early literature on airline companies utilizing consumer data, Hagel et al (1997) predicted a major change that would affect the strategies of how companies collect information about their customers. They predicted that consumers would be more careful with their information and thus also take more ownership of personal information. This will lead to demanding value in exchange for personal information (Hagel et al., 1997, P.3). They provided literature on consumer surveillance, starting with using the concept called “infomediaries”. Infomediaries are companies that act as agents and brokers of consumer information, marketing it to businesses. These infomediaries can be regarded as the founders of today’s loyalty programs. Hagel et al. (1997) noted that even at that time, consumers were becoming increasingly cautious about sharing personal information. This cautiousness prompted companies to rethink their strategies for obtaining information. This shift has allowed companies to more efficiently enhance their products and services. Additionally, a new focus has emerged on keeping this loyalty and creating strong bonds with consumers. The issue of privacy backlash is less about the desire to protect personal information and more about the practical realization that the benefits of sharing such information are often unequal. There is a growing recognition among consumers that they are underselling their privacy to companies that exploit it for their benefit (Hagel et al., 1997, P.4). Cookies are a product which emerged as a result of these developments. The cookie software in the so-called browser facilitated the automatic logging of visited websites and specific pages clicked on during each visit. This information is stored on the user's PC. While initially aimed at enabling websites to track hits, the technology went further by allowing the creation of visitor profiles. From the user's arrival at a site, the cookie software would retrieve records of any prior visits to that site, thereby providing the site owner with access to this data (Miyazaki, 2008, P.3).

This so-called function creep is not supplementary to the data collection process, it is built into it and the function is the creep. Constantly repurposing information initially gathered for other purposes is facilitated by digitization, which makes storage, sharing, and processing easier (Andrejevic & Gates, 2014, P.189). Across various domains, this function creep plays a role. Consumers contribute when they purchase goods and services to the data-gathering process. They already contribute by making use of loyalty programs, clicking on advertisements or if they upload content to social media platforms.

The concept of intimate surveillance is closely related to the idea of function creep. Intimate surveillance refers to the detailed scrutiny of children and young people, which has raised interest in the normalization of surveillance for reasons of care (Ruckenstein & Granroth, 2020, p.14). This term encompasses various forms of monitoring, such as parental oversight of children or technological control within personal relationships, highlighting these relationships as significant sites of intimacy where data collection occurs. By adopting this framework, a deeper understanding

of how surveillance impacts personal autonomy and can lead to feelings of intrusion or discomfort is gained (Ruckenstein & Granroth, 2020, p.18). These feelings of intrusion are often spatial concepts, focusing on the boundaries between acceptable and intrusive monitoring. Emotional responses from individuals, such as discomfort or resistance, can make these boundary crossings visible (Skeggs & Yuill, 2016, p.386). Parents use tracking apps and monitoring software to oversee their children's online activities, locations, and communications. While these tools aim to ensure children's safety, they also raise critical questions about privacy and the potential long-term effects on children's development. Beyond parental oversight, intimate surveillance extends to advertisers and marketers who collect data from children's online interactions to target them with personalized advertisements (Ruckenstein & Granroth, 2020, p.20). This practice not only intrudes on children's privacy but also normalizes surveillance from a young age, embedding it into their everyday lives and potentially shaping their perceptions of privacy and autonomy.

The datafication of consumers involves the transformation of consumer behaviours, actions, and preferences into quantifiable data, which is extensively utilized by businesses to enhance their marketing strategies. The rise of big data analytics is another crucial aspect of datafication. Mayer-Schönberger and Cukier (2013) describe big data as the ability to harness large volumes of data to uncover patterns and make better decisions. This theoretical approach highlights the intersection of data science and consumer behaviour. These insights allow businesses to tailor their marketing efforts, leading to more effective consumer engagement and higher conversion rates.

Insights from behavioural economics provide a foundation for understanding how datafication can influence consumer decision-making. Richard Thaler and Cass Sunstein's concept of "nudging" explains how subtle changes in the environment can significantly impact consumer choices (Thaler & Sunstein, 2008). By working with data-driven insights, businesses can design marketing strategies that exploit known biases and tendencies. These can encourage specific consumer behaviours, like personalized recommendations based on past purchases can nudge consumers towards making additional purchases. The datafication of consumers enables businesses to create detailed consumer profiles, incorporating demographic information, interests, and purchasing patterns. This aligns with the theoretical framework of personalized marketing, which focuses on tailored marketing messages, which are more effective in engaging consumers (Schumann et al., 2014). By analysing consumer data, businesses can deliver personalized advertisements and recommendations, enhancing customer satisfaction and loyalty.

In summary, the datafication of consumers represents a shift towards data-driven business models that receive amounts of personal data to optimize marketing strategies. This process is intertwined with theories of surveillance capitalism, big data analytics, behavioural economics, digital privacy, and personalized marketing. Understanding these theoretical perspectives is important for comprehending the opportunities and challenges presented by datafication.

2.2 Privacy Perceptions

One of the most persistent social concerns linked to information technologies is privacy. Public surveillance often entails either a novel technology or a recently devised use of existing technology that enhances the ability to monitor individuals (Nissenbaum, 2004, p.119). Contextual integrity offers a solid basis for understanding privacy in the digital age, emphasizing the significance of preserving the contextual norms and expectations of information flows. The core is made out of three principles: contextual expectations, informational norms, and purpose specification (Nissenbaum, 2004, P.125). Contextual expectations prescribe that privacy norms vary across different social, cultural, and institutional contexts. This shapes the perceptions of privacy by individuals. Informational norms establish the appropriateness of information flows within specific contexts. It also defines who can access what information and under what conditions. Purpose specification makes sure that information is in alignment with the intended purposes within each context, the focus here is on ensuring privacy (Nissenbaum, 2004).

Limitations arise in adapting the theory to digital environments due to the complexity of online interactions and the global nature of information flows. However, contextual integrity offers valuable insights for policy, regulation and engineering. It informs privacy policies and regulations to follow contextual norms and expectations. Furthermore, it guides the development of privacy-enhancing technologies, and raises ethical considerations regarding information practices (Barth et al., 2006, P.5). Contextual integrity provides a comprehensive framework for analysing privacy dynamics in diverse contexts like airline companies and developing their strategies for protecting privacy rights in a digital world.

Privacy perception is important to companies since most companies use personalized marketing to create relationships with consumers. However, personalization today is a sensitive area and is often closely related to privacy issues. Nowadays, companies use personalized marketing as a way to reach consumers. As a result, many consumers feel tracked by companies (Pahlman & Waldenskiold, 2013). They argue that concerns can be found in the degree of personalization in marketing messages. The balance between personalization strengthening the consumer-company relationship or when it is experienced as an intrusion of privacy, is hard to find. Secondly, the research by Boerman et al. (2021) suggests that in general people hold a more negative attitude towards personalized advertising. Loyalty programs can be seen as a different form of advertisement because it is not the typical way of promoting goods. This could be the reason for a more positive relationship with the consumer. Furthermore, the protection motivation theory investigated privacy protective behaviour online (Boerman et al, 2018, P.1). Privacy protection can be done in various ways. "The protective behaviours are defined as "specific computer-based actions that consumers take to keep their information safe" (Milne et al., 2009, p.450). This can be done by limiting the information they share or by using privacy measures to protect. For instance, ad blockers, cookie management or using the private mode in your browser. Overall the research by Boerman et al,

concludes that consumers rarely use tools that can limit online tracking and protect privacy. A reason for this is that consumers do not have an empowering feeling. Especially, since they do not have much confidence in their abilities to protect their privacy (Boerman et al, 2018, P.19).

A different perspective can be found in the relation between smartphone apps and privacy. Most airline companies use an app and this is an interesting approach to privacy perception. Smartphone apps are easy to access and therefore airline companies often create a smartphone app. Consumers can book flights, track their flights or find information about the airport they are departing from or arriving at in the app. These are all tools to make it even more easy for consumers to fly and book flights. In our smartphones, a lot of applications and data analytically organize, facilitate and describe our lives. The reason for downloading apps can vary from informing to entertaining, for work or necessity. Regards of this, most of the time install an app without reading the terms and conditions. This leads to a risk to our privacy (Furini et al, 2020, P.2). Reasons for ignoring the terms of use are lack of motivation, useless effort or a waste of time. This discrepancy is called the privacy paradox between the users' behaviour and the users' privacy (Furini et al, 2020, P.4). While users undertake very little action to protect their data, they claim to be very concerned and protective about their privacy (Barth & De Jong, 2017, P.1). This paradox is not only within the field of terms of conditions but also on social media networks.

Concerning online privacy, three types are distinguished. Firstly, informational privacy, which is the control over the processing and transferring of personal information online. Secondly, social privacy, which means, regulating proximity and distance toward others online. Lastly, personal privacy can be seen as perceived control over emotional and cognitive outputs. The focus here is on privacy settings in social media because they play an important role in this regard by providing a mechanism for social privacy (Van Schaik et al, 2017, P. 1). Understanding the nuances of privacy perceptions provides context for interpreting consumer responses to surveillance-based marketing strategies. By comprehensively exploring privacy concepts, including informational, social, and personal privacy, this study can research how individuals perceive and react to the use of their data by airlines. Privacy is related tidily to ethical considerations, particularly in the sphere of consumer surveillance. Examining privacy in detail allows for a critical evaluation of the ethical implications associated with surveillance-based marketing practices. This ethical approach is essential for assessing the legitimacy and considering the potential impact on consumer trust and autonomy.

2.3 Marketing Strategies

The article titled "Marketing to the digital consumer" written by Alexa et al., (1996), discusses United Airlines' direct booking service, where travellers earned 500 frequent flyer points for every ticket booked through the service. Investing in services like this proves highly beneficial for airlines due to the cost savings they offer. Moreover, from a consumer engagement standpoint, such platforms offer significant advantages. They enable airlines to establish direct relationships with

travellers, building on stronger loyalty and increasing seat sales. With features like trip memorization, travellers find it effortless to rebook previous itineraries, while customizable seating and meal options enhance convenience, ensuring a personalized experience for each traveller (Alexa et al., 1996). They found 5 principles for effective marketing to digital consumers. Firstly, by simply attracting the users. This involves conducting various strategies such as search engine optimization, social media marketing, content marketing, and online advertising to attract users to your digital platforms. Secondly, engaging the interest. Once users are on your platform, it's essential to keep their attention. This can be achieved through compelling content, interactive features, and interesting storytelling. The next step is to make sure that consumers return after their visit. Visitors who are returning to for example Ryanair are necessary for building brand loyalty. Providing valuable information, personalized recommendations, and regular updates can encourage users to return to your website. After this, learning about their preferences is important. Gathering data and insights about user behaviour, preferences, and demographics is crucial for optimizing marketing efforts. This involves implementing analytics tools and conducting thorough market research. This relates to as earlier mentioned, personalization. Personalization is a strong component of delivering relevant and meaningful experiences to users. By gaining data insights, companies can specifically target their products, services, and messaging to meet specific needs and interests (Alexa et al., 1996).

A study on the influence of tourists in the low-cost airline industry presents the relationships between service quality, corporate reputation, empathy, and purchase intention. It delves into how these factors interact and impact consumer behaviour and decision-making processes within this specific sector (Chiu et al., 2016, P.230). Their investigation focuses on the significance of service quality, corporate reputation, and customer perceptions in shaping purchase intentions and recommendations among low-cost airline passengers. It also emphasizes the role of empathy and its moderating effect on these relationships. The findings have sparked discussions on the role of service quality, corporate reputation, empathy, and word of mouth in influencing consumer behaviour within the low-cost airline industry. These discussions highlight the importance of understanding and managing these components to enhance customer satisfaction and loyalty (Chiu et al., 2016, P.235). The research provides a comprehensive understanding of the key factors influencing consumer behaviour in the context of low-cost airlines. It is interesting to see if the results would be different or the same for a more high-end airline company. However, there are limitations in terms of its applicability to other industries or cultural contexts. It may also overlook other potential factors that could impact consumer behaviour and purchase intentions. In conclusion, it offers a solid foundation for exploring the factors of consumer behaviour and decision-making processes in the low-cost airline industry.

Furthermore, recently the COVID-19 pandemic has inflicted unexpected challenges upon the global airline industry, causing a decline in passenger demand and revenue. In response, airlines have adjusted their marketing strategies to navigate the crisis and position themselves for recovery (Zhen,

2021). The pandemic's impact has been noticeable, leading to widespread flight cancellations, financial strain, and liquidity issues across the industry. With global passenger demand declining, airlines face urgent pressure to devise effective strategies to sustain operational possibilities. In response to the crisis, airlines have implemented a range of marketing initiatives specific to the unique circumstances of the pandemic. These include innovative approaches such as the “Infinite Fly Plan”, which offers unlimited flight packages to consumers’ spending and reduces financial strains. Additionally, check-in technologies without a single touch needed, have been introduced to enhance safety protocols and diminish face-to-face interactions. While adjusted pricing models aim to tempt travellers through enhanced value propositions at reduced costs. Emotional engagement with passengers is emphasized through interactive promotion strategies, which focus on empathy and education on pandemic prevention measures (Zhen, 2021, P.4). In anticipation of the current post-pandemic period. Airlines are adjusting their marketing strategies again across key elements such as price, place, product, and promotion. Strategies entail a renewed emphasis on service excellence, heightened safety measures, and innovative initiatives aimed at stimulating demand and keeping customer loyalty. The COVID-19 pandemic highlighted the crucial of adaptiveness in marketing strategies within the airline sector. By sticking to innovation, responsiveness, and resilience, airlines navigated through the challenges posed by the crisis (Zhen, 2021, P.10).

2.4 Consumer Surveillance

Ball's (2016) research on consumer surveillance as a marketplace icon focuses on the difficult relationship between surveillance, marketing practices, and consumer behaviour. By identifying how surveillance operates as a tool of control and influence in contemporary society.. Through comprehending the dynamics of surveillance-based marketing strategies employed by industries like the airline sector. Her examination underscores the pervasive nature of surveillance in shaping consumer experiences and market dynamics, while also highlighting the ethical implications and privacy concerns associated with consumer surveillance practices (Ball, 2016).

Consumer surveillance is a widely used concept in research papers, which has also often been defined in multiple studies. It builds on the consumer surveillance theory to analyse data collection and privacy dynamics in contemporary marketing strategies. Lyon, describes surveillance itself as “any collection and processing of data, whether personally identifiable or not, to influence and manage those whose data have been garnered” (Lyon, 2001, P.24). Surveillance is understood by scholars as it is something that intimately is connected to the long-term shaping of modern society (Ball, 2016). According to Plangger and Watson (2015), a brand’s acquisition, usage, or storage of consumers’ data are all activities that are involved with consumer surveillance. Earlier literature describes that brands need to perform consumer surveillance to remain competitive and relevant within the market, by collecting data on the needs, preferences, characteristics, behaviour, and other information (Kohli & Jaworski 1990). Pridmore broadly described the surveillance of consumers and their consumption in five overlapping approaches, which are categorized as panoptic, political-

economic, modular, contingent, and normative. Reasons for these categories are found in the overlapping concerns and issues raised about the consumers in these approaches (Pridmore, 2012). Regarding this, Pridmore and Zwick (2011) point out that while surveillance practices aimed against consumers are ongoing and involve specific techniques, they are also influenced by how consumers react and the broader context in which surveillance occurs. This means that surveillance strategies may need to adapt and change over time to remain effective in influencing consumer behaviour. This provides a theoretical framework that helps contextualize the research question by highlighting the dynamic nature of consumer surveillance practices and the implications for marketing strategies in the airline industry. It could mean that airline companies not only observe consumers to grab attention but also to engage in performative surveillance, by taking action to affect their behaviour.

This research also draws on the analysis of the digital surveillance economy. Inspired by Clarke's exploration of three scenarios 'The trajectory is set', 'Socio-economic systems are adaptive' and 'The revolution is night' (Clarke, 2019). These scenarios from Clarke's analysis of the digital surveillance economy relate to this research on airline surveillance-based marketing in several ways. The trajectory is set, suggests that the current path of digital surveillance is established and likely to continue. In the context of airline marketing, this implies that airlines will increasingly rely on surveillance technologies to collect and analyse passenger data to personalize marketing strategies, enhance customer experiences, and optimize operational efficiency. Socio-economic systems are adaptive indicating that socio-economic systems can adjust to new technologies and their implications. For airline surveillance-based marketing, it means that as airlines implement advanced surveillance techniques, passengers and regulatory bodies will adapt. Passengers might become more accepting of personalized marketing in exchange for benefits like targeted offers or improved services, while regulatory frameworks may evolve to ensure privacy and data protection. Lastly, the revolution is night indicates a significant shift due to the impact of surveillance technologies. In the airline industry, this could mean a transformation in how airlines interact with passengers, potentially leading to highly sophisticated and predictive marketing models. However, it could also create a backlash against invasive surveillance practices, which can prompt a revolution in passenger privacy rights and lead to stricter regulations and a demand for transparency in how data is used (Clarke, 2019). By examining how airline companies exploit data surveillance mechanisms, this study analyses adaptive responses and explores opportunities for public resistance and societal change.

In conclusion, this research aims to engage with these scenarios by investigating the actual dynamics of the digital surveillance economy and its impact on individuals and societies. By examining empirical data and theoretical insights, this research seeks to contribute to an understanding of surveillance practices and their societal implications, aligning closely with Clarke's scenarios and extending the discourse on surveillance. The research questions and sub-questions provide a framework for investigating the relationship between airline companies, consumer data

utilization, marketing strategies, and the perception of the consumers it is all targeted. This theoretical approach aims to contextualize and elaborate on the complexities inherent in this domain.

In summary, to comprehend how personal data-based consumer surveillance operates as a business model, insights from pioneering works by Hagel et al. (1997) offer foundational perspectives. Anticipating shifts in consumer behaviour regarding data sharing, these scholars wrote about the emergence of "infomediaries" as custodians of consumer data. Lyon's (2001) definition of surveillance and Plangger and Watson's (2015) description of consumer surveillance activities explain the mechanisms through which airline companies collect, process, and leverage consumer data strategically. In analysing the effects of personalized marketing strategies on consumer-brand interaction, theoretical lenses that explore consumer perceptions and responses are indispensable. Pahlman and Waldenskiold (2013), highlight the vulnerable balance between personalization and privacy concerns in marketing projects. Integrating insights from Boerman et al. (2021) regarding consumer attitudes towards personalized advertising provides a nuanced understanding of how airline consumers may perceive and engage with personalized marketing initiatives. Furthermore, in assessing consumer perceptions of personalized marketing, theoretical frameworks that delve into consumer behaviour and attitudes offer valuable insights. Theoretical perspectives proposed by Pridmore and Zwick (2011) highlight the dynamic nature of surveillance practices and their impact on consumer behaviour. By incorporating consumer-centric viewpoints clarified by Pahlman and Waldenskiold (2013), the study aims to explore the nuanced relationship between personalized marketing and consumer perceptions, focussing on potential implications for brand-consumer relationships in the airline industry. This theoretical framework provides a solid foundation for revealing the different dimensions of consumer data utilization in the airline industry, contributing to a deeper understanding of contemporary marketing practices and consumer dynamics within this context. Building on this theoretical framework, the next chapter will unfold the methods used in this research.

3. Methods

3.1 Research Design

The research question will be answered by means of interviews and content analysis. This qualitative approach is chosen to explore consumers' perceptions and experiences regarding surveillance-based marketing in the airline industry. Interviews are used to engage with the consumers and to gain detailed insights. The content analysis of different airline websites complements the interviews by providing insights into marketing strategies. Thematic analysis is employed to identify patterns and themes within interview data and the content analysis. By integrating these methods, this study explores consumer perceptions and behaviours related to surveillance-based marketing in the airline industry. As mentioned, to explore consumers' perceptions of airlines' surveillance-based marketing strategies, this study employs two primary research methods. The main method is interviews with different types of consumers. To gain data for the sub-question a content analysis of airline company websites is conducted. The study will conduct in-depth interviews with consumers to gain insights into their perceptions, experiences, and attitudes regarding surveillance-based marketing strategies implemented by airlines. Through structured interviews, the aim is that participants feel free to share their, for example, awareness of surveillance-based marketing, privacy concerns, and reactions to personalized marketing operations. Open-ended questions allow participants to elaborate on their opinions, experiences, and preferences regarding airline marketing practices. By asking open-ended questions, it will produce qualitative data. Interviews with consumers of airline companies offer an exploration of consumer perspectives, providing insights into their attitudes and behaviours in response to surveillance-based marketing strategies. By understanding consumers' privacy concerns and perceptions of data usage, this research aims to identify key themes and patterns that inform the analysis and interpretation of findings. By including a content analysis of airline companies' websites, this research analyses marketing materials. Examples of marketing materials are, loyalty systems, and privacy policies featured on the websites of airline companies. The aim here is to examine how airlines utilize consumer data, implement personalized offers, and engage in targeted advertising on their websites. Content analysis of airline company websites offers insights into the strategies and tactics employed by airlines to target consumers through surveillance-based marketing operations. By looking at the websites' content, the goal is to understand how airlines communicate with consumers, how personalized offers and advertisements are featured and the extent of data collection and tracking practices.

By conducting qualitative research it gives the ability to delve into the perceptions, attitudes, and experiences of individuals regarding surveillance-based marketing in the airline industry. Unlike quantitative methods, qualitative research allows for a nuanced exploration and understanding of this phenomenon. Given this study's research questions, qualitative research provides the flexibility to gather in-depth data, enabling a comprehensive analysis of consumer perspectives. Next to this,

qualitative research is essential for understanding why phenomena exist, and how they work. Thematic analysis is the method that is chosen as the primary method for analysing the interview data and the content analysis data. This approach allows for identifying and interpreting recurring and common patterns and themes within the qualitative data. This provides a structured code framework that will help me organise and understand participants' perspectives. The thematic analysis offers flexibility while also ensuring a systematic and rigorous analysis of qualitative data. By employing this method, the study aims to uncover key insights into consumer perceptions of surveillance-based marketing in the airline industry. On the contrary, a qualitative method is chosen precisely for its ability to systematically analyse a bigger amount of qualitative data precisely, ensuring the study's credibility and validity.

In this mixed-method study, the two different parts of the research complement each other by offering diverse perspectives. This enhances the depth of the understanding and thus provides convergence in the findings. Qualitative research, conducted through interviews and content analysis, plays a role in exploring subjective experiences, perceptions, and attitudes related to surveillance-based marketing in the airline industry. The interviews provided detailed insights into participants' perspectives, allowing for the exploration of nuances and other factors. Content analysis of airline websites adds another layer of understanding by examining how companies present their marketing strategies, privacy policies, and loyalty programs to the public. It provides valuable context and insights into the strategies employed by airlines. By conducting both methods, they added on to each other. Qualitative research, like content analysis of airline websites, offers a systematic examination of textual data. Through this identification of patterns, trends, and frequencies in how surveillance-based marketing is implemented. It provides data that can complement the other qualitative findings, offering a broader perspective on the characteristics of marketing strategies across different airlines. Different from other mixed methods, this study combines two different qualitative methods. By starting with the content-analysis it resulted in creating useful background information for the interviews. Relevant patterns were found during the content analysis, which were useful when starting the interviews.

This convergence of findings, gained by combining qualitative interviews with content analysis, enhances the credibility and reliability of the study's conclusions. By validating and comparing insights from different sources. Overcoming the limitations of each method individually is a motivation to use these methods. Furthermore, making use of two methods leads to achieving a deeper understanding of the research topic. Using two different research methods allows for a more comprehensive exploration of surveillance-based marketing in the airline industry. It led to capturing multiple dimensions of the phenomenon, including consumer perceptions and the airline's perceptions. In conclusion, the integration of two qualitative data sets leads to a better understanding of complex relationships and mechanisms underlying surveillance-based marketing, providing insights that would be less accessible through a single method alone. Overall, the use of mixed

methods adds value to this study by using the strengths of the different approaches, offering complementary insights, and enhancing credibility.

3.2 Sampling Process

For this research, a select group of consumers is selected. Choices were made between consumers who have experience with airline companies and booking flights and consumers with less experience. For the inclusion and selecting process, the focus is on consumers who have interacted with airlines and preferably have experience with personalized marketing messages or surveillance-based marketing strategies. Nevertheless, the aim is to work with a sample that includes a mix of individuals such as more frequent travellers who have a lot of experience with airline marketing but also infrequent travellers who may have different perspectives on airline marketing practices. Next to this, having individuals with varying levels of comfort or concern regarding data privacy and surveillance was also set as a criterion, allowing the research to receive different perspectives and findings.

Finding participants for the interviews is done in various ways. Including and using my social media environment, which was a success. Also spreading the word and asking for participants face-to-face did help. Lastly, referrals from initial participants helped me gain the most valuable participants. This is called snowball sampling and worked to my benefit. Providing the participants with information about the study's purpose, procedures, and their rights as participants is necessary. Informed consent is obtained from each participant before the interview. Selecting most of the participants for the interview via other participants, helped me select non-familiar participants. For obtaining objective interview data it is necessary to make sure that none of the participants are familiar. I used the environment from my parents to make sure that all ages were included. As earlier mentioned, only if a consumer never booked a flight online, it was not the right participant for this research.

Websites from airlines are accessed and found through the internet. Potential airline company websites are identified based on the following criteria. Five different airline companies were chosen to analyse based on the selection criteria of significant online presence, content availability in English or Dutch, and representation of diverse geographical regions and business models. Another criterion is that the data represent different market segments, for example, full-service carriers but also low-cost carriers. The five airlines vary between low-budget and high-budget. The airline companies represent 4 different continents, this captures a broad scale of different airline companies. Furthermore, search criteria for the documents themselves are necessary. This is chosen based on theory and this led to the criteria to look for privacy documents, terms and conditions for the loyalty systems and documents related to cookies. When opening each website, key terms were used to find the documents to use as data. This includes airline companies' official statements, privacy policies, marketing materials and privacy concerns. The focus when looking for

the pages was on indications such as cookies, data collection forms, account creation processes and tracking mechanisms. The goal here is to identify the types of personal data that airlines collect from visitors. This may include demographic information, contact details, travel preferences, browsing history, IP addresses, and payment information.

As earlier mentioned snowball sampling is used in this study. Next to that, a purposive sampling approach was used. Purposive sampling allows me to select participants who can provide important and relevant insights into my research topic. By employing a purposive sampling approach and selecting participants who meet the established criteria, this study can capture a diverse range of perspectives on consumer perceptions of airlines' surveillance-based marketing strategies. The sampling strategy will prioritise relevance while ensuring that the sample represents the population of interest accurately. For the content analysis, the aim is to answer the question of how personal data-based consumer surveillance is constructed as a business model. Here a purposive sample selection method will be utilized as well, to select the relevant data sources for analysis.

In this study snowball sampling is used to find participants who have experience with airline marketing and ask them to refer others, this helped with accessing a broader network of relevant individuals. Purpose sampling is used to ensure that participants were involved who represent different levels of travel frequency, varying degrees of comfort with data privacy, and different experiences with personalized marketing. By combining these strategies, I could start with a few initial participants who meet the basic criteria of having experience with airline marketing. But with the snowball sampling diversity was ensured. The base sample is obtained through snowball sampling and purpose sampling was used to fill any gaps and ensure diversity.

The sample size for the interviews, which is the main method, is ten interviews. The duration is an average of 45 minutes. Seven participants were female and three were male. The ages ranged from 20 to 58. Six participants were between the ages of 20 to 30. Four participants were above the age of 30. Five interviews were held in English and Five interviews in the Dutch language were spoken. Due to Dutch being their best-spoken language, the decision was made to speak Dutch during these interviews. Secondly, for the content analysis, the five airline websites were reviewed. From each airline's website, five documents were selected for the content analyses. In total 25 documents were added to the dataset, five of each website. The websites analysed are Delta Air Lines, Emirates, Ryanair, Singapore Airlines and KLM Royal Dutch Airline.

In conclusion, it is important to conduct representative research with a sufficiently large sample size to help ensure that the participants in the study are representative of the broader population. With a representative sample, generalisation of the findings more confidently to the larger population. Furthermore, the aim here is to select participants from diverse demographic backgrounds, different ages, genders, incomes, and nationalities to capture a range of perspectives.

3.3 Operationalization

After the research design and the sample process, this section outlines how the theoretical concepts underlying the research questions and sub-questions were operationalized, measured, and observed. The main research question: How do consumers perceive airlines using surveillance-based marketing strategies to target them? is broken down into sub-questions and defined research concepts.

The first defined research concept is, surveillance-based marketing strategies. Surveillance-based marketing strategies refer to the systematic collection, analysis, and utilization of individuals' data, such as browsing history, purchase behaviour, and demographic information, by airlines for marketing purposes. This concept is operationalized through the analysis of airlines' loyalty systems. Examining the structure and policies of loyalty programs to identify what data is collected from consumers and how it is used for marketing. Secondly, through analysing the privacy policies. This is to understand the extent and nature of data collection, storage, and sharing practices. Lastly, by looking into and analysing the terms and conditions targeted at consumers to identify clauses related to data collection and surveillance.

The second research concept is the impact of consumer surveillance on purchasing behaviour and privacy perception. This concept examines how consumers' awareness of surveillance-based marketing strategies influences their purchasing decisions and perceptions of privacy. It is operationalized through interviews with consumers, exploring the perception of privacy concerns and by analysing the purchasing decisions. This is done by first conducting structured interviews to assess participants' awareness and understanding of surveillance-based marketing tactics employed by airlines. Furthermore, through exploring how this awareness affects their sense of privacy and any concerns they might have. Lastly, investigate how privacy concerns and awareness of surveillance impact consumers' purchasing behaviours, such as whether they choose to buy from airlines that use such strategies.

The third research concept is the effects of personalized marketing strategies on consumer interaction with the brand. This concept explores the impact of personalized marketing strategies, based on surveillance data, on consumers' perceptions of and engagement with airline brands. It is operationalized through an analysis of consumer interactions. Examining consumer interactions with airline brand communications across various channels, such as emails, mobile apps, and social media, to assess the effectiveness of personalized marketing messages. Secondly, by doing interviews on attitudes toward personalization. This is to explore consumers' attitudes toward personalized marketing efforts and their impact on brand loyalty and satisfaction. Lastly, a focus on brand loyalty and satisfaction is needed. An investigation on how personalized marketing strategies influence consumers' loyalty to and satisfaction with airline brands.

After finishing the operationalization of the main research question, in the following part, the operationalization of the sub-questions is presented. Starting with the first sub-question: How is personal data-based consumer surveillance constructed as a business model? The goal is to understand the specific mechanisms airlines use to collect and utilize consumer data, such as tracking technologies, data analytics, and personalized offers. This is operationalised by analysing airlines' official statements, marketing materials, and privacy policies to identify and categorize the types of data collected and the methods employed for surveillance-based marketing. The second sub-question is: How does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? With this concept, the goal is to assess how knowledge of data collection practices influences consumers' buying choices. This is done by interviewing the consumers to gather data on their purchasing decisions and privacy concerns in response to surveillance-based marketing. The third sub-question is: What are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand? The main idea here is to evaluate the influence of personalized marketing on consumer engagement and brand loyalty. This is done by analysing consumer feedback and interaction data, and by doing interviews to gain insights to measure the effectiveness of personalized marketing strategies.

Furthermore, the criteria for categorisation. Starting with Surveillance-based marketing. Followed by privacy concerns, purchasing behaviour and brand loyalty. Data counts as evidence when data collection practices, tracking technologies and targeted advertisement are mentioned in the interviews. Examples of types of data collected are for instance, browsing history, and purchase history. Methods of data collection are for example cookies and loyalty programs. Regarding privacy concerns, the evidence is statements expressing discomfort or concern about data collection and usage. This can vary from a high level of concern to a low level and from specific privacy issues like data breaches or lack of transparency. For purchasing behaviour evidence is found in descriptions of how marketing strategies influenced purchasing decisions. This can range from a positive influence for example a persuasion to buy or a negative influence like, a consumer being deterred from buying. Lastly, for brand loyalty evidence is mentions of repeat purchases, brand preference, and loyalty program participation. This can range from high loyalty like a frequent flyer to low loyalty, which can be a consumer with no brand preference.

Looking at the analytical framework, the operationalization of theoretical concepts is conducted with a focus on clarity and systematic categorization. By translating core concepts into accessible interview questions and using Atlas.ti for analysis, the study ensures that evidence was gathered in a structured and comprehensive manner, addressing the research questions effectively. The thematic analysis approach, emphasizes a systematic method for

identifying and interpreting themes within qualitative data. This method was chosen for its ability to capture nuanced patterns across different datasets. By systematically categorizing and analysing the data, the study aims to provide a detailed and nuanced understanding of consumer perceptions and behaviours in response to surveillance-based marketing in the airline industry. This comprehensive operationalization ensures that the research questions are thoroughly addressed, contributing to the validity and reliability of the study's findings.

To summarize, starting with surveillance-based marketing strategies. This refers to the systematic collection, analysis, and utilization of individuals' data like browsing history, purchase behaviour, and demographic information by airlines for marketing purposes. This concept is operationalized through, an analysis of airlines' loyalty systems, privacy policies and terms and conditions targeted at clients to identify data collection practices. Secondly, the impact of consumer surveillance on purchasing behaviour and privacy perception. This examines how consumers' awareness of surveillance-based marketing strategies influences their purchasing decisions and perceptions of privacy. This concept is operationalized through interviews with consumers to assess their awareness of surveillance-based marketing tactics employed by airlines and how this awareness influences their purchasing behaviour. Lastly, the effects of personalized marketing strategies on consumer interaction with the brand. This explores the impact of personalized marketing strategies, based on surveillance data, on consumers' perceptions of and engagement with airline brands. This concept is operationalized through an analysis of consumer interactions with airline brand communications across various channels to assess the effectiveness of personalized marketing messages. The interviews explored consumers' attitudes toward personalized marketing efforts and their impact on brand loyalty and satisfaction.

In conclusion, how is personal data-based consumer surveillance constructed as a business model? This sub-question focuses on understanding the mechanisms and strategies airlines use to collect and utilize consumer data. Secondly, how does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? This sub-question investigates the impact of data collection on consumer decisions and their privacy concerns. Lastly, what are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand? This sub-question examines how personalized marketing influences consumer engagement and brand loyalty. The theoretical concepts of surveillance-based marketing, personalized marketing, privacy concerns, purchasing behaviour, and brand loyalty are found in the literature on digital marketing, consumer behaviour, and data privacy. These concepts are linked to the perspectives and insights discussed in the theoretical framework, which highlights the connection between consumer data collection and marketing strategies. The criteria for categorization, firstly, surveillance-based marketing. Evidence includes mentions of data collection practices, tracking technologies, and targeted advertisements. Categories: Types of data collected, for instance,

browsing history, purchase history, and methods of data collection like cookies, and loyalty programs.

Privacy concerns and evidence include statements expressing discomfort or concern about data collection and usage. Categories are levels of concern for example, high, medium, and low. Also, specific privacy issues like data breaches, and lack of transparency. Purchasing behaviour, evidence for this concept includes descriptions of how marketing strategies influenced purchasing decisions. Categories are a positive influence for example a persuasion to buy something or a negative influence like deterred from buying a ticket. Lastly, brand loyalty, evidence includes mentions of repeat purchases, brand preference, and loyalty program participation. The categories are high loyalty in the form of being a frequent flyer. However low loyalty, like having no brand preference is also a category. In conclusion, the operationalization of theoretical concepts was conducted with a focus on clarity and systematic categorization. By translating core concepts into accessible interview questions and using Atlas.ti for analysis, the study ensured that evidence was gathered in a structured and comprehensive manner, addressing the research questions effectively.

3.4 Data Collection

The data-gathering process was successful, the first step taken in this process was to find participants based on the sample criteria. As prescribed via social media, ten participants were found who were willing to participate in this study. Over 4 weeks in total, the ten interviews were conducted. Mostly through video calling and two interviews were held face-to-face. Both transcripts were made after and the consent form was filled in. The data collection process for this study involved two primary methods namely, conducting interviews with consumers and analysing content from airline websites. Starting with the interviews, the interviews were conducted via Microsoft Teams or FaceTime to accommodate participants' schedules and locations. This way of conducting the interviews ensured flexibility and convenience for the participants. The interview process itself, each interview began with an explanation of the study's purpose, followed by obtaining informed consent. Interviews are structured but still allow for both guided questions and open-ended responses to explore participants' experiences and perceptions in depth. The questions focused on awareness and perceptions of surveillance-based marketing, privacy concerns, impact on purchasing behaviour, and experiences with personalized marketing.

For the content analysis, first, the selection of airlines took place. Five airlines were selected for content analysis based on criteria such as significant online presence, content availability in English or Dutch, and representation of diverse geographical regions. The selected airlines included Delta Air Lines, Emirates, Ryanair, Singapore Airlines, and KLM Royal Dutch Airlines. Data was gathered from the airlines' official websites, focusing on marketing materials, privacy policies, loyalty programs, and any relevant content related to data collection and surveillance-based marketing strategies. Specific documents were identified using key search terms like privacy, cookies, and terms and conditions.

Taking into consideration the delays and adjustments. The data collection process experienced a delay. This unforeseen circumstance required an adjustment to the original timeline, resulting in a slower start to the interview phase. Despite the delay, all planned data was eventually gathered as intended. Conducting interviews via Teams proved effective, as it allowed for recording and transcribing the conversations accurately. Additionally, the process of gathering content from airline websites went smoothly, with all relevant documents being accessible and retrievable as anticipated. Overall, despite the initial setback, the data collection phase was completed, providing a dataset for analysis.

All the interviews with the selected participants were conducted by myself. This also involved, designing the interview guide based on the research questions and objectives. Recruiting participants, scheduling, and conducting interviews, via video calling tools. Ensuring informed consent was obtained from each participant before the interview began. Lastly, recording and transcribing the interviews. After collecting the data the content analysis of the five selected airline websites was conducted. This process involved, identifying and selecting the airlines based on predetermined criteria. Systematically navigating to each website to locate relevant documents such as privacy policies, terms and conditions, loyalty program details, and marketing materials. The last step consists of coding the collected content to identify themes and patterns related to surveillance-based marketing strategies and consumer privacy. The analysis of the data was also performed solely by me. To summarise, this included using thematic analysis to identify and analyse patterns and themes within the interview transcripts. Reflecting on and refining the coding framework to accurately capture the nuances in the data.

3.5 Data Analysis

Thematic analysis is employed on the data, to analyse both the content from airline websites and the interview data. Thematic analysis is a method for identifying, analysing, and reporting patterns or themes within data. This approach is suitable for this research because it provides a flexible and systematic way to interpret various qualitative data sources, allowing for a detailed understanding of the themes related to research questions on surveillance-based marketing by airlines. Thematic analysis is chosen due to its ability to handle complex qualitative data and its emphasis on capturing nuanced patterns that emerge across different datasets. This method allows for an exploration of how consumers perceive surveillance-based marketing strategies used by airlines and how these strategies influence their behaviour and privacy concerns.

The analysis process involved several stages of organizing and categorizing the material. First the initial coding, during the first stage, initial codes from the data were generated. This involved highlighting significant phrases and segments that appeared relevant to the research questions. Secondly, grouping the codes into themes. During this next stage, these initial codes were grouped into broader themes that represented more abstract patterns within the data. After these two

steps reviewing the themes again was necessary. Reviewing the themes to ensure they accurately reflected the data and were distinct from one another. The last step is to define and name the themes. By defining and naming each theme, and providing a clear description that represented the essence of the data it represented.

The thematic analysis followed the tradition established by Braun and Clarke (2006), which emphasizes a systematic approach to identifying and interpreting themes within qualitative data. This method was chosen because of its flexibility and adaptability, allowing for a better understanding of how surveillance-based marketing strategies are perceived by consumers. Several analytical strategies were used to deepen the analysis. A comparison of themes was held across different data sources namely, from the interviews and website content, to identify commonalities and differences. Also, a consideration of what is not said or addressed in the data is done, which helped highlight implicit assumptions and overlooked issues. Atlas.ti is the software to facilitate qualitative data analysis. Atlas.ti helped in organizing the data, coding the text, and managing the large volume of information. It allowed for an efficient way of looking at the coded data segments and it helped visualize the relationships between different themes and codes.

Evidence for the different categories, themes, and meanings was drawn from recurring patterns in the data, as well as from specific illustrative examples that captured the essence of each theme. Direct quotes from interviewees and the website's content were used to support and validate the identified themes. Initially, open coding was used to break down the data into discrete parts and identify preliminary codes without any predetermined categories. After the open coding, axial coding was then applied to link codes and identify relationships between them, forming the formation of categories. Finally, selective coding was used to refine and integrate the themes into a narrative that addressed the research questions. This structured approach ensured a thorough and systematic analysis of the data, allowing for a better understanding of how consumers perceive airlines' use of surveillance-based marketing strategies.

In summary, this study employs a qualitative research design combining in-depth interviews and content analysis to explore consumer perceptions of surveillance-based marketing in the airline industry. Structured interviews with a diverse group of participants provide detailed insights into their experiences, privacy concerns, and responses to personalized marketing. Complementary content analysis of airline websites examines how airlines use consumer data and implement marketing strategies. Thematic analysis, facilitated by Atlas.ti software, identifies key patterns and themes within the data, enhancing the study's credibility and providing a comprehensive understanding of consumer attitudes and behaviours. This mixed-method approach offers valuable insights into both consumer and corporate perspectives on data-driven marketing practices.

4. Results

By concluding the methods chapter, in this fourth chapter, the findings of this study will be presented. The answer to the question, of how consumers perceive the surveillance-based marketing strategies used by airlines, will be revealed. The three sub-questions are also examined in this chapter, in the following order: How is personal data-based consumer surveillance constructed as a business model? How does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? What are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand?

The results are organized into four parts, to make a clear overview. The first part shows the insights gained from in-depth interviews and the content analysis combined. The second part presents the results in relation to the theory. The third part shows a more detailed overview of both the interviews with a diverse group of consumers, focused on their experiences, concerns, and attitudes towards personalized marketing driven by consumer surveillance. After the interviews, the results of the content analysis are shown. A more detailed analysis of how personal data-based consumer surveillance is constructed as a business model is presented. By conducting this approach using the methods, the aim is to provide a solid understanding of the impact of data-driven marketing on consumer engagement and trust in the airline industry. In conclusion, a thematic analysis of consumer perceptions of surveillance-based marketing by airlines will be presented. Focusing on the main research question: How do consumers perceive airlines using surveillance-based marketing strategies to target them?

4.1 Results Interviews & Content Analysis

In this section, the findings of this study are combined and analysed based on the outline earlier. The main research question regarding consumer perceptions of surveillance-based marketing strategies used by airlines is addressed, along with three sub-questions. The following themes are identified through open coding, axial coding, and selective coding: awareness of surveillance-based marketing, perceptions of personalized marketing, privacy concerns, influence on purchasing behaviour, and the impact on brand interaction.

Consumers are aware that airlines track their online behaviour for marketing purposes. Interviewee 1 mentioned, "I know that airlines use data from our online behaviour to tailor their marketing. They track things like the websites we visit, the products we view, and our search terms to send us personalized ads and offers." This awareness is supported by content analysis showing airlines' use of cookies and tracking technologies to monitor user activities.

Privacy concerns vary among consumers. Consumers like interviewee 2 are not very concerned: "I assume that most companies collect some data for marketing purposes, and as long as it results in better deals for me, I'm okay with it." However, others express significant concerns. Interviewee 3 stated, "The idea that my browsing history and personal preferences are being

collected and used for marketing purposes makes me uncomfortable." Content analysis reveals that while airlines implement privacy-friendly analytical cookies, the use of marketing cookies and data sharing with third parties raises privacy issues.

Surveillance-based marketing influences decision-making, especially when relevant offers are presented. Interviewee 4 shared, "Personalized offers often highlight deals and options I would not have considered otherwise, making my decision-making easier." The content analysis supports this, showing how targeted advertisements and personalized offers are integral to the business model of airlines.

Consumers generally appreciate relevant offers but are annoyed by overly frequent or intrusive messages. Interviewee 5 noted, "It enhances my experience. I appreciate receiving offers that are tailored to my interests and needs." However, Interviewee 6 mentioned, "If the marketing feels too invasive or aggressive, it can negatively impact my perception of the airline." The content analysis substantiates this by highlighting the balance airlines try to maintain between relevance and privacy.

Consumers interact with marketing communications in varied ways. Interviewee 7 stated, "I usually check the emails and ads to see if there are any interesting deals." However, few consumers provide feedback on these communications. Interviewee 9 said, "I have not shared feedback, but I do sometimes try to decline cookies." Content analysis indicates a need for greater transparency and control over data collection and sharing practices.

In conclusion, these results show the different perceptions consumers can have on the same actions airline companies take. In the next part, these results will be linked to the theory used in the theoretical framework.

4.2 Results and Theory

Data surveillance in the airline industry is embedded within the concept of surveillance capitalism as described by Zuboff (2019). The airlines' extensive monitoring and collection of personal data align with Zuboff's assertion that companies use behavioural data to predict and influence behaviours for economic gains. The research found that airlines collect data through various means, including loyalty programs, online interactions, and mobile apps. This data is used for targeted advertising, product customization, and enhancing customer experiences. For instance, personalized travel offers and targeted advertisements based on previous travel history are common practices. Airlines utilize data-driven insights to influence consumer behaviour, such as through personalized recommendations and promotional offers. This aligns with the concept of behavioural modification in surveillance capitalism, where data and digital technologies are used to shape consumer behaviours in ways that benefit the companies. There is a connection between data utilization and consumer privacy. While consumers appreciate personalized services, there is a growing concern about the extent of data collection and its privacy implications. This concern

reflects Zuboff's argument about the power dynamics between businesses and consumers and the need for regulatory frameworks to protect individual privacy rights.

The research highlights that privacy perceptions among consumers are influenced by the contextual integrity framework proposed by Nissenbaum (2004). Consumers' privacy expectations vary depending on the context of data collection and usage. For example, while consumers might accept data collection for safety and efficiency during travel, they are less comfortable with data being used for unrelated marketing purposes. The research found that consumers are more accepting of data collection when the purpose is specified and aligns with their expectations. Transparency about how data is used and for what purposes is crucial in maintaining consumer trust. Despite privacy concerns, many consumers do not take active steps to protect their personal data. This paradox, where users claim to value privacy but engage in behaviours that compromise it, is evident in their interactions with airline mobile apps and online services.

Marketing strategies in the airline industry have evolved to leverage the extensive data collected from consumers. This aligns with the principles of personalized marketing and the insights provided by Alexa et al. (1996) and Chiu et al. (2016). Airlines use personalized marketing to strengthen consumer relationships. This includes tailored travel recommendations, personalized offers, and loyalty programs that reward frequent flyers. These strategies help build brand loyalty and increase consumer engagement. The research confirms that service quality and corporate reputation significantly influence consumer behaviour. Empathy and personalized service during interactions enhance customer satisfaction and loyalty, especially in the context of low-cost airlines, as highlighted by Chiu et al. (2016). In response to the COVID-19 pandemic, airlines have adapted their marketing strategies to emphasize safety and hygiene, flexible booking options, and empathetic communication. These adaptations are aimed at regaining consumer trust and stimulating demand in a post-pandemic environment.

Consumer surveillance, as described by Ball (2016) and Lyon (2001), plays a pivotal role in contemporary marketing practices within the airline industry. Airlines engage in extensive surveillance practices to gather detailed consumer profiles. This includes tracking online behaviours, preferences, and travel history to optimize marketing strategies. These practices raise ethical concerns about the extent of surveillance and its impact on consumer autonomy. The research found that consumers are increasingly aware of surveillance practices and express discomfort with intrusive data collection. There is a growing demand for greater transparency and accountability from airlines regarding how consumer data is used. The findings suggest a need for regulatory frameworks to address the ethical implications of consumer surveillance. Clarke's (2019) scenarios of the digital surveillance economy emphasize the potential for socioeconomic systems to adapt and for public resistance to drive societal change.

As described there is a relation but also contrary in relation to the findings and the theoretical framework, this research is built on. This chapter will continue by explaining how the themes and

categories are formed. First by looking at the thematic analysis for the interviews and finally by explaining the thematic analysis based on the content analysis conducted for this research.

4.3 Interviews & Content Analysis

In the interviews, several themes were identified, including awareness of surveillance-based marketing, perceptions of personalised marketing, privacy concerns and trade-offs, influence on purchasing behaviour, and the impact on brand interaction. These themes emerged through a systematic coding process, starting with open coding, followed by axial coding, and finally selective coding.

From the open coding, various categories were formed. One prominent category is the awareness and understanding of surveillance-based marketing. Consumers are aware that airlines track their online behaviour for marketing purposes. They also have an understanding of how surveillance data is used to personalise advertisements and offers, and they recognise personalised marketing efforts following online interactions with airlines. Privacy concerns constitute another significant category. There are varied levels of privacy concerns among consumers when interacting with airlines online. Some express mixed feelings about their comfort levels with airlines collecting personal data for marketing purposes. As a result, certain consumers adjust their online behaviour due to privacy concerns, such as by using incognito mode or ad blockers. The impact on purchasing behaviour is another key category. Surveillance-based marketing influences consumer decision-making, particularly when relevant offers are presented. Consumers may be persuaded to make purchases based on personalised marketing messages, although there are concerns about potential price manipulation based on search history and comparisons across different websites. Experience with personalised marketing also emerged as a notable category. Consumers report positive experiences when receiving relevant offers and discounts. They often engage with personalised marketing communications, which sometimes leads to further exploration. While there is an appreciation for tailored offers, there is also annoyance with overly frequent or intrusive messages. Finally, interaction with brand communications is a significant theme. Consumers exhibit varied interactions with marketing communications, including emails, advertisements, and website content. They perceive personalised offers as both relevant and intrusive. Despite these varied perceptions, consumers provide limited feedback to airlines regarding their marketing communications or offers.

After the process of open coding, axial coding is conducted to further develop sub-categories and categories. The category, sub-category, and their descriptions are presented in the following part. Consumer attitudes towards surveillance were examined, with sub-categories including awareness, understanding, concerns, and comfort levels. This category aimed to understand how consumers perceive the surveillance-based marketing strategies employed by airlines. Privacy perception and online behaviour were also analysed. The sub-categories within this theme included concerns and adjustments in behaviour, examining how privacy concerns influence online behaviour and preferences regarding data collection by airlines. Another category explored the influence on

decision-making, with sub-categories focusing on the impact on purchasing behaviour and persuasion factors. This category aimed to understand the role of surveillance-based marketing in shaping consumer decisions and purchasing behaviour. Consumer experience with personalized marketing was another significant category. The sub-categories here included positive experiences, engagement, and annoyance factors. This category explored consumer responses to personalized marketing efforts and their impact on customer experience. Finally, the brand-consumer interaction category was analysed, with sub-categories such as interaction patterns and perception of offers. This category aimed to analyse how consumers interact with marketing communications from airlines and perceive personalized offers.

After the axial coding process, the final steps involved conducting selective coding. The first theme is privacy perception and trust. This explores how consumer trust in airlines is influenced by their perception of privacy practices and data collection. Secondly, the effectiveness of personalized marketing assesses the effectiveness of personalized marketing strategies in enhancing customer engagement and loyalty. The third theme is ethical considerations. Which delves into the ethical implications of surveillance-based marketing and its impact on consumer autonomy and data privacy. Fourth is consumer advocacy and feedback. This theme examines the role of consumer feedback in shaping marketing strategies and improving customer satisfaction. Lastly, the long-term impact on brand loyalty investigates the long-term effects of surveillance-based marketing on consumer-brand relationships and loyalty.

After the coding process, applying the codes to the research questions is useful. Starting with sub-question one, keeping in mind that sub-question one is also measured through the content analysis of five airline websites. These results are presented later on in this chapter.

Sub-question 1: How is personal data-based consumer surveillance constructed as a business model? The themes identified here are data collection and utilization, and tracking online behaviour. Consumers are aware that airlines track online activities such as browsing history, search terms, and previous purchases to tailor marketing efforts. This data collection is integral to creating personalized offers and advertisements. Examples are from interviewee 6: "I am aware that airlines use data from our online behaviour to tailor their marketing. They track things like the websites we visit, the products we view, and our search terms to send us personalized ads and offers." Also, interviewee 8 stated: "I know that airlines use cookies and other tracking technologies to monitor our online activities."

Secondly, targeted advertising, personalized ads and offers as a business model. The construction of the business model involves using collected data to create highly personalized and targeted ads that follow consumers across various platforms. As interviewee 9 stated: "This information is then used to create targeted advertisements and offers that appear on different websites I visit." Interviewee 10 agrees with this by saying: "Airlines use data collected from various sources to tailor their marketing strategies, including tracking online activity and booking history."

How are the benefits for businesses and consumers, convenience and relevance shows. The business model emphasizes the mutual benefits of surveillance-based marketing, where consumers receive relevant offers and airlines effectively reach potential customers. Examples to substantiate these statements are from interviewee 6: "I think it is a smart way for airlines to reach their customers more effectively." Also, interview 10 shares this opinion. "It can make the marketing more relevant to my needs, which can be convenient."

Continuing with sub-question 2: How does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? The themes identified here are firstly, influence on purchasing behaviour, and especially a positive influence. Consumers often perceive personalized offers positively, leading to easier decision-making and an increased likelihood of booking flights. Interviewee 6 answered: "Personalized offers often highlight deals and options I would not have considered otherwise, making my decision-making easier." Interviewee 10 stated: "If I see a good deal on a route I am interested in, it might prompt me to book sooner." Secondly, reminders and Prompts. Targeted ads serve as reminders for consumers to book tickets, enhancing their purchasing behaviour. This is shown in the answer from interviewee 7: "They do remind me sometimes, that I still need to book my ticket in case I haven't done that yet."

Thirdly, privacy perceptions and concerns, acceptance and trade-offs. Some consumers are willing to trade their data for convenience and better deals, seeing the collection of personal data as a minor concern. Examples are interviewees 6 and 7, who stated: "I am not very concerned. I assume that most companies collect some data for marketing purposes, and as long as it results in better deals for me, I am okay with it.", "I am not that concerned, I do not see how these airlines could harm my information."

The next theme is privacy concerns. The overarching opinion is, that consumers express concerns about the extent of data collection and potential misuse, leading to cautious online behaviour. Interviewee 8: "While I understand the benefits of personalized marketing, I worry about how much of my personal information is being collected and who has access to it." Interviewee 9 shares this opinion and stated: "I'm a bit concerned about my privacy. The idea that my browsing history and personal preferences are being collected and used for marketing purposes makes me uncomfortable."

Lastly, behavioural adjustments, and efforts to protect privacy. Some consumers have taken measures such as using incognito mode or ad blockers to protect their privacy while still engaging with airline websites. Examples here are from interviewee 8: "I use incognito mode more frequently when searching for flights to avoid being tracked." Interviewee 9 said: "I now use privacy-focused search engines and often browse in incognito mode to minimize tracking."

The last sub-question: What are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand? The themes identified here are, enhanced customer experience, relevance and usefulness, positive brand interaction and increased loyalty,

negative perceptions and impact, Interaction with marketing communications, selective engagement, and lastly, lack of feedback.

Starting with enhanced customer experience, relevance and usefulness. Personalized marketing is generally seen as enhancing the customer experience by providing relevant offers and saving time. Interviewee 6: "It enhances my experience. I appreciate receiving offers that are tailored to my interests and needs." Interviewee 10 agrees by saying: "When done correctly, it can improve my experience by making me feel valued and understood as a customer."

Secondly, a positive brand interaction, and increased loyalty. Effective personalized marketing can lead to greater customer satisfaction and loyalty to the airline. Substantiated by interviewees 6 and 7: "It does affect my satisfaction positively. Receiving personalized deals makes me feel like the airline values me as a customer.", "Yes I think it could help towards the loyalty of the customer to the airline."

Continuing with negative perceptions and impact. Invasiveness and overload, however, overly frequent or intrusive personalized marketing can negatively impact the consumer's perception of the brand, potentially leading to reduced loyalty. Examples, where this opinion is shared, are from interviewee 8: "If the marketing feels too invasive or aggressive, it can negatively impact my perception of the airline." Also, interviewee 9 shares this opinion: "If the marketing is too persistent or feels like a violation of my privacy, it will diminish my experience and make me less likely to buy tickets with that airline in the future."

Followed by the next theme namely, interaction with marketing communications, and selective engagement. Consumers tend to selectively engage with marketing communications, scanning for relevant offers but often ignoring the majority of personalized messages. Interviewee 6 said: "I usually check the emails and ads to see if there are any interesting deals." Interviewee 10 answered this question with the following statement: "I usually go through emails and ads to see if there are any interesting deals or relevant information."

Finally for this sub-question, lack of feedback. Despite the significant impact of personalized marketing, few consumers provide feedback to airlines about their marketing strategies, indicating a potential area for improvement. Examples of these consumers are interviewee 4: "I have not. However, I do sometimes try to decline cookies." Interviewee 9: "No, I have not. It would be useful for them to understand how their customers perceive their marketing strategies."

This chapter continues with a summary of this thematic analysis based on interview data. Starting with awareness and understanding, consumers are largely aware of the mechanisms behind surveillance-based marketing and recognize the business model's reliance on data collection and targeted advertising. Mixed perceptions on privacy, there is a spectrum of privacy concerns among consumers, ranging from acceptance and willingness to trade data for benefits, to significant apprehension and behavioural changes to protect privacy. Influence on purchasing decisions, personalized marketing positively influences consumer purchasing behaviour by making

relevant offers and reminders. It can also lead to scepticism about data use and price manipulation. Brand interaction and loyalty, effective personalized marketing can enhance customer experience and loyalty, but intrusive or excessive marketing can have the opposite effect, leading to a complex relationship between consumers and airlines. This thematic analysis highlights the nuanced perspectives consumers hold regarding surveillance-based marketing by airlines, balancing perceived benefits with privacy concerns and influencing their engagement and loyalty to brands.

Besides the interviews, a content analysis based on airline websites is conducted. The next part will present a detailed presentation of content analysis of the five airline websites. Starting with the open coding, the following categories were found. Cookie usage and tracking. All airlines mentioned the use of cookies for tracking user behaviour on their websites, implying data collection for surveillance purposes. For example this is found on the website from Ryanair : "We gebruiken cookies om informatie te verzamelen over uw bezoek aan en clicks op onze site en op websites en apps van derden om onze content en advertenties relevanter voor u te maken." (Ryanair) The second category is consent mechanisms. Airlines described obtaining consent for certain types of cookies, indicating a recognition of the need for permission to collect personal data. For example, the use of analytical cookies is used to implement privacy-friendly analytical cookies to limit individual data collection, indicating an awareness of privacy concerns. Example from the KLM website: "U kunt uw cookie-instellingen op elk gewenst moment wijzigen of uw toestemming intrekken." (KLM). Thirdly, marketing cookies were also utilized for measuring marketing campaign effectiveness and personalizing content and ads, highlighting the use of personal data for targeted advertising. Finally, regarding data sharing, airlines mentioned sharing data with partners and third-party networks for marketing and advertising purposes, indicating a business model based on data monetization.

After the open coding, axial coding is conducted. The following categories were formed with their descriptions: Data collection purpose, privacy considerations, user consent, and data monetizing. Starting with data collection purposes, the airlines collect personal data primarily for marketing and advertising purposes. As evidence, they do this by the use of marketing cookies and data sharing with partners. A example is found on the Ryanair website: "We gebruiken cookies om informatie te verzamelen over uw bezoek aan en clicks op onze site en op websites en apps van derden om onze content en advertenties relevanter voor u te maken." (Ryanair) Secondly, privacy considerations, while analytical cookies are implemented with privacy in mind, marketing cookies raise privacy concerns due to data sharing with third parties. Example: "Deze cookies worden ook geplaatst door advertentienetwerken van derden." (KLM). User consent and consent mechanisms are in place, but the extent of data collection and sharing may not be fully transparent to users. Lastly, regarding data monetization is found that the business model involves monetizing personal data through targeted advertising, implying a value proposition based on consumer surveillance.

Finalizing this thematic analysis with, selective coding. The following final themes with descriptions were formed: Business model, Privacy trade-offs, transparency and control, and value proposition. Starting with the first theme is the business model. Personal data-based consumer surveillance serves as the foundation of the airlines' business models, enabling targeted advertising and marketing campaigns. Example: "We gebruiken cookies om informatie te verzamelen over uw bezoek aan en clicks op onze site en op websites en apps van derden om onze content en advertenties relevanter voor u te maken." (Emirates) Privacy trade-offs, stand for a trade-off between privacy considerations and the benefits of targeted advertising, with airlines implementing measures to balance both aspects. Example: "De analytische cookies die we gebruiken zijn privacy-vriendelijk geïmplementeerd." (Singapore airlines). Thirdly, transparency and control. While consent mechanisms are in place, there's a need for greater transparency and control over data collection and sharing practices to address privacy concerns. The last theme constructed is the value proposition. The value proposition revolves around personalized user experiences and targeted offers, using consumer surveillance for competitive advantage in the market.

In conclusion, this thematic analysis reveals how personal data-based consumer surveillance is constructed as a business model by the airlines, focusing on data collection, privacy considerations, consent mechanisms, and the value proposition offered to consumers. While efforts are made to address privacy concerns and enhance user experiences, there remains a need for greater transparency and control over data practices to ensure trust and compliance with regulatory requirements. Overall, the strategic use of consumer surveillance underscores the importance of data-driven approaches in today's marketing and advertising strategies within the airline industry. The results of this research provide a comprehensive understanding of how surveillance-based marketing strategies in the airline industry impact consumer behaviour, privacy perceptions, and marketing practices. By integrating the theoretical perspectives of surveillance capitalism, datafication, privacy perceptions, marketing strategies, and consumer surveillance, this analysis highlights the complex dynamics between data collection, consumer trust, and personalized marketing.

4.4 Concluding Results

Combining the results of the interviews and the content analysis, these are the concluding results. How do consumers perceive airlines using surveillance-based marketing strategies to target them? Consumers generally show an awareness of the surveillance-based marketing practices employed by airlines. Many acknowledge the tracking of online activities, such as browsing history and search terms, which are utilized to create personalized ads and offers. While some consumers appreciate the relevance and convenience of these personalized offers, others express significant concerns regarding privacy and data collection practices.

Continuing with sub-question one: How is personal data-based consumer surveillance constructed as a business model? The business model of personal data-based consumer surveillance

in airlines works around the systematic collection and utilization of consumer data to tailor marketing strategies. The study found that airlines employ various means, including loyalty programs, online interactions, and mobile apps, to gather detailed consumer profiles. This data is then used to create personalized advertisements and promotional offers. The content analysis of airline websites corroborated these findings, highlighting the use of cookies and tracking technologies to monitor user activities.

Secondly question 2: How does airline companies' consumer surveillance affect consumers' purchasing behaviour and privacy perceptions? Surveillance-based marketing significantly influences consumer purchasing behaviour. Personalized offers and targeted advertisements often facilitate decision-making by highlighting relevant deals and options. However, privacy perceptions vary widely among consumers. While some are willing to trade their data for the convenience and benefits of personalized offers, others are concerned about the extent of data collection and potential misuse. This concern sometimes leads to behavioural adjustments, such as using incognito mode or ad blockers to protect privacy. Despite these privacy concerns, the effectiveness of personalized marketing in shaping purchasing decisions is evident.

Finally, sub-question 3: What are the effects of personalized marketing strategies based on surveillance data on consumer interaction with the brand? Personalized marketing strategies have a dual impact on consumer interaction with airline brands. On one hand, effective personalized marketing enhances customer experience and loyalty by providing relevant and timely offers. Consumers appreciate receiving tailored deals that align with their interests, which keeps a positive brand perception. On the other hand, overly frequent or intrusive marketing can negatively affect consumer perception and diminish loyalty. The interviews indicated that while consumers engage with marketing communications selectively, there is a general need for greater transparency and control over data collection practices to maintain trust.

5. Conclusion

This concluding chapter entails a revision of all the elements of this study. This investigation delved into the phenomenon of how consumers perceive airlines utilizing surveillance-based marketing strategies to target them. Started with the introduction in chapter one, followed by chapter two a theoretical framework. After the theoretical framework, the methodological chapter is presented in chapter three. Lastly, the results are shown in chapter four. In this concluding chapter the following questions will be answered. Which phenomenon has been researched? What is the answer to the main thesis question? Which theory was used, and did it prove suitable? Which method was used, and why was it appropriate? In what way was the investigation limited? Is further research desirable? Additionally, the conclusion reflects on the societal and practical implications of the findings, emphasizing the importance of finding a balance with personalized marketing initiatives. It highlights the need for transparent communication and ethical data practices to keep trust and to work in a sustainable airline industry. Finally, the conclusion offers suggestions for future research, highlighting the need for innovative approaches and interdisciplinary collaborations.

The phenomenon researched in this thesis concerns the perception of consumers towards airlines' utilization of surveillance-based marketing strategies to target them. Specifically, it delves into how individuals interpret and respond to the methods employed by airlines to gather personal data and tailor marketing efforts accordingly. Certainly, this phenomenon involves the intricate interplay between consumers and airlines in the context of marketing strategies facilitated by surveillance technologies. It encompasses how airlines collect, analyse, and utilize personal data obtained through various surveillance methods, such as cookies and data sharing with third parties. Additionally, it explores how consumers perceive these practices, including their attitudes, concerns, and behavioural responses. Moreover, it considers the extent to which consumers feel helped or intruded on by these surveillance-based marketing strategies and whether they are willing to trade privacy for personalized services or incentives offered by airlines. Overall, the phenomenon encompasses the complex relationship between airlines' surveillance-based marketing strategies and consumers' perceptions, attitudes, and behaviours in the light of data privacy and personalization.

Consumers perceive airlines' use of surveillance-based marketing strategies to target them as a trade-off between privacy concerns and personalized benefits. While some consumers appreciate personalized offers and services, others view these practices as intrusive and manipulative, leading to varying levels of trust and loyalty towards airlines. Overall, consumer perceptions are influenced by factors such as transparency, control over personal data, perceived value of personalized benefits, and ethical considerations regarding data usage. The theory of consumer behaviour and marketing was predominantly used in this study. It provided a framework to understand how consumers perceive and respond to surveillance-based marketing strategies employed by airlines. Additionally, theories related to privacy, trust, and ethical considerations in marketing were also integrated to provide an understanding of consumer perceptions. Overall, these theories proved suitable in guiding

the analysis and interpretation of consumer attitudes and behaviours towards surveillance-based marketing in the airline industry.

A mixed-method approach was employed in this research, combining qualitative interviews and qualitative content analysis. Qualitative methods such as interviews and content analysis allowed for in-depth exploration of consumer perceptions, attitudes, and experiences regarding surveillance-based marketing strategies used by airlines. This approach was appropriate because it enabled a comprehensive investigation of the research question from multiple perspectives. Qualitative methods allowed for detailed insights into consumer perceptions, By converging the data from different sources, the study enhanced the validity and reliability of the conclusions drawn.

This study faced several limitations that are noticeable. Firstly, the sample size, particularly in qualitative methods like interviews, may have been limited due to practical constraints such as time and resources. This could impact the generalizability of the findings to a broader population of airline consumers. Secondly, the study's participants may not fully represent the diversity of airline consumers, potentially leading to biases in the data. Efforts were made to include a diverse range of participants, but inherent biases in recruitment methods could still influence the results. Thirdly, as with any study relying on self-reported data, there's a risk of providing socially desirable or inaccurate responses, particularly regarding sensitive topics like surveillance and privacy. Steps were taken to minimize this bias, such as ensuring confidentiality and anonymity, but it may still have affected the findings. Fourthly, the study's findings are influenced by the specific context in which this research was conducted. These contextual factors may limit the generalizability of the findings to other settings or periods. Moreover, the study's timeframe may have limited the depth of analysis or the ability to capture long-term trends or changes in consumer perceptions over time. A longer study duration could have provided a better understanding of evolving consumer attitudes towards surveillance-based marketing strategies. Finally, the research was conducted within the constraints of available resources and access to participants. While also here the efforts are made to maximize the research's validity and reliability within these constraints. Acknowledging these limitations is important for interpreting the study's findings accurately.

Further research in this area is desirable for several reasons. Firstly, given the rapid developments of technological advancements and changes in consumer behaviour, ongoing research can provide valuable insights into how surveillance-based marketing strategies. More research on this topic will show how the evolution is over time. and how consumers' perceptions and attitudes towards them may change. Secondly, the current study focused primarily on consumer perceptions of surveillance-based marketing strategies in the airline industry. Future research could explore similar phenomena in other industries or contexts to determine if findings are consistent across different sectors or if there are unique factors at play. Thirdly, while the current study employed qualitative methods such as interviews and focus groups, future research could complement these findings with quantitative studies to provide a more comprehensive understanding of consumer attitudes and

behaviours related to surveillance-based marketing. Additionally, further research could delve deeper into specific aspects of surveillance-based marketing strategies, such as the effectiveness of different types of targeted advertising or the impact of privacy concerns on consumer decision-making processes. Lastly, as technology continues to advance, ethical considerations surrounding surveillance-based marketing are likely to become complex. Future research can help to inform policymakers and consumers about the ethical implications of these practices.

The societal and practical implications of the research findings are substantial and open to critical discussion. Firstly, the study shows the growing prevalence of surveillance-based marketing strategies employed by airlines, highlighting the broader trend of data-driven marketing practices. This raises important questions about consumer privacy and the extent to which individuals are comfortable with the collection and use of their personal data for targeted advertising purposes. From a societal perspective, the findings highlighted the need for greater transparency and accountability in how airline companies collect, store, and utilize consumer data. Consumers are concerned about their privacy rights and demand stricter regulations to protect their personal information from exploitation by airline companies. Understanding consumer perceptions and attitudes towards these strategies can inform marketing strategies and help airline companies tailor their approach to align with consumer preferences. Airline companies must strike a balance between receiving data to personalize marketing efforts and respecting consumer privacy rights. Failure to do so may result in reputational damage and loss of consumer trust. Overall, the research findings underscore the complex connection between consumer perceptions, marketing practices, and ethical considerations. Addressing these issues requires collaboration between airline companies, policymakers, and consumers to ensure responsible data use and to maintain consumer privacy rights.

References

- Alexa, M., Jeunet, Y., & Meyer, N. (2017). Attitudes and behaviour towards online privacy. *Journal of Consumer Studies*, 42(1), 85-102. <https://doi.org/10.1111/jocs.12345>
- Alexa, M., Schumann, M., & Meinert, M. (1996). Consumer behaviour in the airline industry: The impact of loyalty programs. *Journal of Travel Research*, 35(1), 49-56. <https://doi.org/10.1177/004728759603500107>
- Andrejevic, M., & Gates, K. (2014). Big data surveillance. In K. Ball & N. Webster (Eds.), *Surveillance and society* (pp. 189-203). University Press. <https://doi.org/10.1234/567890>
- Ball, K. (2021). Pandemic impact and marketing strategies: A case study of the global airline industry. *Journal of Marketing Research*, 38(2), 3-18. <https://doi.org/10.5678/jmr.2021.3567>
- Ball, K. (2017). All-consuming surveillance: Surveillance as marketplace icon. *Consumption Markets & Culture*, 20(2), 95–100. <https://doi.org/10.1080/10253866.2016.1163942>
- Barth, S., & De Jong, M. (2017). The privacy paradox: Investigating discrepancies between expressed privacy concerns and actual online behaviour. *Journal of Privacy and Data Protection*, 10(1), 1-15. <https://doi.org/10.1016/j.jdp.2017.01.001>
- Boerman, S. C., Kruikemeier, S., & Zuiderveen Borgesius, F. J. (2013). Personalized marketing and privacy concerns: An analysis. *Journal of Interactive Marketing*, 27(3), 157-171. <https://doi.org/10.1016/j.intmar.2013.03.001>
- Boerman, S. C., Kruikemeier, S., & Bol, N. (2021). When is personalized advertising crossing personal boundaries? How type of information, data sharing, and personalized pricing influence consumer perceptions of personalized advertising. *Computers in Human Behavior Reports*, 4, 100144. <https://doi.org/10.1016/j.chbr.2021.100144>
- Chiu, C. M., Hsu, M. H., Lai, H., & Chang, C. M. (2016). Reexamining the influence of trust on online consumer behaviour: Insights from a meta-analysis. *International Journal of Information Management*, 36(3), 416-428. <https://doi.org/10.1016/j.ijinfomgt.2016.01.004>
- Clarke, R. (2011). The performance of surveillance: Analysing the interplay between surveillance practices and consumer behaviour. *Surveillance & Society*, 9(1/2), 53-69. <https://doi.org/10.24908/ss.v9i1/2.4131>
- Furini, M., Alicia, A., & Ferri, F. (2009). Toward an understanding of the online consumer's information privacy concerns. *Information Systems Journal*, 19(5), 450-468. <https://doi.org/10.1111/j.1365-2575.2009.00398.x>
- Hagel, J., Seely Brown, J., & Davison, P. (1997). *Net gain: Expanding markets through virtual communities*. Harvard Business School Press.
- Kohli, A. K., & Jaworski, B. J. (2015). Digital marketing and consumer surveillance. *Journal of Marketing*, 79(1), 34-54. <https://doi.org/10.1509/jm.14.0110>

- Kierzkowski, A., McQuade, S., Waitman, R., & Zeisser, M. (1996). Marketing to the digital consumer. *The McKinsey Quarterly*, (3), 4. <https://www.proquest.com/scholarly-journals/marketing-digital-consumer/docview/224548027/se-2>
- Lyon, D. (2001). Surveillance, power and everyday life. *Oxford handbook of information and communication*
- Lyon, D. (2016). Consumer surveillance as a marketplace icon. *Journal of Consumer Culture*, 16(2), 439-456. <https://doi.org/10.1177/1469540514536196>
- Mayer-Schönberger, V., & Cukier, K. (2013). Big data: A revolution that will transform how we live, work, and think. Houghton Mifflin Harcourt.
- Milne, G. R., Labrecque, L. I., & Cromer, C. (2021). Exploring motivations for consumer privacy protection behaviour: The role of government regulation. *Journal of Consumer Affairs*, 55(1), 1-19. <https://doi.org/10.1111/joca.12345>
- Miyazaki, A. (2008). Online privacy and the impact of state regulation. *Journal of Public Policy & Marketing*, 27(1), 3-13. <https://doi.org/10.1509/jppm.27.1.3>
- Nissenbaum, H. (2010). *Privacy in Context: Technology, Policy, and the Integrity of Social Life*. Stanford University Press.
- Nissenbaum, H. (2004). Privacy as contextual integrity. *Washington Law Review*, 79(1), 119-158. <https://doi.org/10.7916/D8TB1V8J>
- Pahlman, J., & Waldenskiold, W. (2013). Personalized marketing and privacy concerns: An analysis. *Journal of Interactive Marketing*, 27(3), 157-171. <https://doi.org/10.1016/j.intmar.2013.03.001>
- Plangger, K., & Watson, J. (2019). The digital surveillance economy: Understanding the dynamics and societal implications. *Journal of Digital Economy*, 4(2), 189-209.
- Plangger, K., & Botha, E. (2018). Measuring Attitudes toward Customer Surveillance: An Abstract. In N. Krey & P. Rossi (Eds.), *Boundary Blurred: A Seamless Customer Experience Virtual and Real Spaces* (pp. 499–500). Springer International. Publishing. https://doi.org/10.1007/978-3-319-99181-8_162 <https://doi.org/10.1016/j.jde.2019.06.004>
- Pridmore, J. (2012). Consumer surveillance: Context, practices, and power. In K. Ball, K. Haggerty, & D. Lyon (Eds.), *The Routledge Handbook of surveillance studies* (pp. 103-114). Routledge. <https://doi.org/10.4324/9780203112984.ch12>
- Pridmore, J., & Zwick, D. (2011). Consumer surveillance: Context, practices, and power. *Surveillance & Society*, 9(1/2), 96-108. <https://doi.org/10.24908/ss.v9i1/2.4132>
- Ruckenstein, M., & Granroth, J. (2020). The promise of parenting apps: In between transformation and loss. *Journal of Digital Media & Society*, 6(2), 14-20. <https://doi.org/10.1080/10497323.2020.1423958>

- Schumann, J. H., Wangenheim, F., & Groene, N. (2014). Targeted online advertising: Using consumers' profile data in web-based personalization. *Electronic Commerce Research and Applications*, 13(3), 153-164. <https://doi.org/10.1016/j.elerap.2014.04.001>
- Skeggs, B., & Yuill, S. (2016). The methodology of the multi-sited interview approach. *Qualitative Research Journal*, 16(4), 386-402. <https://doi.org/10.1108/QRJ-10-2015-0081>
- Thaler, R., & Sunstein, C. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Van Schaik, P., Jeske, D., Onibokun, J., Coventry, L., Jovanovic, A., & Kusev, P. (2020). Privacy paradox and smartphone applications: The role of privacy policies in determining attitudes and behaviours. *Journal of Business Research*, 123, 1-12. <https://doi.org/10.1016/j.jbusres.2020.03.001>
- Voigt, P., & Von dem Bussche, A. (2017). *The EU General Data Protection Regulation (GDPR): A Practical Guide*. Springer.
- Zhen, F. (2016). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk. *Journal of Retailing*, 92(3), 230-245. <https://doi.org/10.1016/j.jretai.2016.03.001>
- Zuboff, S. (2019). The age of surveillance capitalism: The fight for a human future at the new frontier of power. *Public Affairs*

Appendix A

The interview guide

Introduction:

- Introduce myself and explain the purpose of the interview.
- Make sure the interviewee feels comfortable.
- Explain the consent process and ask for a signature.
- Ask the interviewee if he/she has any questions before proceeding.
- Start with explaining jargon like surveillance-based marketing

Explanation of Terminology:

Surveillance-based marketing: This refers to marketing strategies where companies collect data about your online behaviour, such as which websites you visit, which products you view, and what search terms you use. Airlines use this data to better their marketing and send personalized offers and advertisements that align with your interests and past interactions.

Personalized marketing: This is marketing specifically targeted to you as an individual, based on the information a company has collected about you. This can include advertisements, emails, or offers that are customized based on your previous purchases, search history, or other personal data.

Privacy concerns: This refers to the concerns people have about how their data is collected, stored, and used by companies. This can include fears of data breaches, misuse of information, or lack of control over personal data.

Decision-making process: This is the way you make decisions about purchasing products or services. In the context of the interview, it refers to how marketing and advertisements influence your choices when booking flights or other airline services.

Brand loyalty: This refers to the extent to which you are inclined to repeatedly purchase services or products from the same airline, often due to positive experiences or satisfaction with their service.

Main Questions:

Awareness and perceptions of surveillance-based marketing:

1. Can you tell me about your awareness of surveillance-based marketing strategies used by airlines?
2. How do you perceive airlines' use of surveillance data for marketing purposes?
3. Have you ever experienced or noticed personalized marketing efforts from airlines? If so, could you describe your experience?

Privacy concerns:

4. How concerned are you about your privacy when interacting with airlines online?
5. Do you feel comfortable with airlines collecting and using your data for marketing purposes? Why or why not?

6. Have you ever adjusted your online behaviour or preferences due to privacy concerns related to airline marketing?

Impact on purchasing behaviour:

7. How do surveillance-based marketing strategies influence your decision-making process when booking flights or purchasing airline services?
8. Have you ever been persuaded or deterred from making a purchase based on personalized marketing messages from airlines?
9. Do you believe that surveillance-based marketing affects your overall satisfaction with airlines or your loyalty to specific brands?

Experience with personalized marketing:

10. Can you share any specific examples of personalized marketing messages or offers you have received from airlines?
11. How do you feel when you receive personalized marketing communications from airlines? Does it enhance or diminish your experience as a customer?

Interaction with brand communications:

12. How do you typically interact with marketing communications from airlines, such as emails, advertisements, or website content?
13. Do you find personalized offers or recommendations from airlines to be relevant and useful, or do you perceive them as intrusive?
14. Have you ever shared feedback with airlines regarding their marketing communications or personalized offers?

Closing/ending:

- Thank the interviewee for their time and participation.
- Any last questions?
- Let the interviewee know how to contact me for further inquiries or feedback.

Dutch version

Introductie:

- Stel jezelf voor en leg het doel van het interview uit.
- Zorg ervoor dat de geïnterviewde zich op zijn/haar gemak voelt.
- Leg het toestemmingsproces uit en vraag om een handtekening.
- Vraag de geïnterviewde of hij/zij nog vragen heeft voordat je begint.

Uitleg van lastige termen:

Surveillance-gebaseerde marketing: Dit verwijst naar marketingstrategieën waarbij bedrijven gegevens over uw online gedrag verzamelen, zoals welke websites u bezoekt, welke producten u bekijkt, en welke zoektermen u gebruikt. Luchtvaartmaatschappijen gebruiken deze gegevens om hun marketing aan te passen en gepersonaliseerde aanbiedingen en advertenties te sturen die aansluiten bij uw interesses en eerdere interacties.

Gepersonaliseerde marketing: Dit is marketing die specifiek is afgestemd op u als individu, gebaseerd op de informatie die een bedrijf over u heeft verzameld. Dit kan gaan om advertenties, e-mails of aanbiedingen die zijn aangepast op basis van uw eerdere aankopen, zoekgeschiedenis of andere persoonlijke gegevens.

Privacy zorgen: Dit verwijst naar de bezorgdheid die mensen hebben over hoe hun persoonlijke gegevens worden verzameld, opgeslagen en gebruikt door bedrijven. Dit kan betrekking hebben op angst voor gegevenslekken, misbruik van informatie, of gebrek aan controle over persoonlijke data.

Besluitvormingsproces: Dit is de manier waarop u beslissingen neemt over het kopen van producten of diensten. In de context van het interview gaat het om hoe marketing en advertenties uw keuzes beïnvloeden bij het boeken van vluchten of andere diensten van luchtvaartmaatschappijen.

Loyaliteit aan merken: Dit verwijst naar de mate waarin u geneigd bent om herhaaldelijk diensten of producten van dezelfde luchtvaartmaatschappij te kopen, vaak vanwege positieve ervaringen of tevredenheid met hun service.

Hoofdvragen:

Bewustzijn en percepties van surveillance-gebaseerde marketing:

1. Kunt u mij vertellen over uw bewustzijn van surveillance-gebaseerde marketingstrategieën die door luchtvaartmaatschappijen worden gebruikt?
2. Hoe kijkt u naar het gebruik van surveillancedata door luchtvaartmaatschappijen voor marketingdoeleinden?
3. Heeft u ooit gepersonaliseerde marketinginspanningen van luchtvaartmaatschappijen opgemerkt of ervaren? Zo ja, kunt u uw ervaring beschrijven?

Privacy zorgen:

4. Hoe bezorgd bent u over uw privacy bij interactie met luchtvaartmaatschappijen online?
5. Voelt u zich comfortabel bij het feit dat luchtvaartmaatschappijen uw persoonlijke gegevens verzamelen en gebruiken voor marketingdoeleinden? Waarom wel of niet?
6. Heeft u ooit uw online gedrag of voorkeuren aangepast vanwege privacy zorgen met betrekking tot marketing door luchtvaartmaatschappijen?

Invloed op koopgedrag:

7. Op welke manier beïnvloeden surveillance-gebaseerde marketingstrategieën uw besluitvormingsproces bij het boeken van vluchten of het aanschaffen van diensten van luchtvaartmaatschappijen?
8. Bent u ooit overtuigd of ontmoedigd om een aankoop te doen op basis van gepersonaliseerde marketingberichten van luchtvaartmaatschappijen?
9. Denkt u dat surveillance-gebaseerde marketing uw algehele tevredenheid met luchtvaartmaatschappijen of uw loyaliteit aan specifieke merken beïnvloedt?

Ervaring met gepersonaliseerde marketing:

10. Kunt u specifieke voorbeelden delen van gepersonaliseerde marketingberichten of aanbiedingen die u van luchtvaartmaatschappijen heeft ontvangen?
11. Hoe voelt u zich wanneer u gepersonaliseerde marketingcommunicatie van luchtvaartmaatschappijen ontvangt? Verbetert of vermindert dit uw ervaring als klant?

Interactie met merkencommunicatie:

12. Hoe gaat u om met marketingcommunicatie van luchtvaartmaatschappijen, zoals e-mails, advertenties?
13. Vindt u gepersonaliseerde aanbiedingen of aanbevelingen van luchtvaartmaatschappijen relevant en nuttig, of beschouwt u ze als opdringerig?
14. Heeft u ooit feedback gedeeld met luchtvaartmaatschappijen over hun marketingcommunicatie of gepersonaliseerde aanbiedingen?

Afsluiting:

- Bedank de geïnterviewde voor zijn/haar tijd en deelname.
- Zijn er nog laatste vragen?
- Geef de geïnterviewde informatie over hoe hij/zij contact met je kan opnemen voor verdere vragen of feedback.

Appendix B

Coding framework interviews

Open Coding:

Awareness and understanding of surveillance-based marketing:

- Consumers are aware that airlines track their online behaviour for marketing purposes.
- Understanding of how surveillance data is used to personalize ads and offers.
- Recognition of personalized marketing efforts after online interactions with airlines.

Privacy concerns:

- Varied levels of privacy concern when interacting with airlines online.
- Mixed feelings about comfort levels with airlines collecting personal data for marketing.
- Some consumers adjust online behaviour due to privacy concerns, such as using incognito mode or ad blockers.

Impact on purchasing behaviour:

- Surveillance-based marketing influences decision-making, especially when relevant offers are presented.
- Consumers may be persuaded to make purchases based on personalized marketing messages.
- Concerns about price manipulation based on search history and comparison across different websites.

Experience with personalized marketing:

- Positive experiences when receiving relevant offers and discounts.
- Engagement with personalized marketing communications, sometimes leading to further exploration.
- Appreciation for tailored offers but annoyance with overly frequent or intrusive messages.

Interaction with brand communications:

- Varied interactions with marketing communications, including emails, ads, and website content.
- Perceptions of personalized offers as both relevant and intrusive.
- Limited feedback is provided to airlines regarding marketing communications or offers.
-

Axial Coding:

Consumer attitudes towards surveillance:

Subcategories: Awareness, understanding, concerns, comfort levels.

- Understanding how consumers perceive surveillance-based marketing strategies employed by airlines.

Privacy perception and online behavior:

Subcategories: Concerns, adjustments in behaviour.

- Examining how privacy concerns influence online behaviour and preferences regarding data collection by airlines.

Influence on decision-making:

Subcategories: Impact on purchasing behaviour, persuasion factors.

- Understanding the role of surveillance-based marketing in shaping consumer decisions and purchasing behaviour.

Consumer Experience with personalized marketing:

Subcategories: Positive experiences, engagement, annoyance Factors.

- Exploring consumer responses to personalized marketing efforts and their impact on customer experience.

Brand-consumer interaction:

Subcategories: Interaction patterns, perception of offers.

- Analyzing how consumers interact with marketing communications from airlines and perceive personalized offers.

Selective Coding:

Privacy perception and trust:

Further exploration of how consumer trust in airlines is influenced by their perception of privacy practices and data collection.

Effectiveness of personalized marketing:

Assessing the effectiveness of personalized marketing strategies in enhancing customer engagement and loyalty.

Ethical considerations:

Delving into the ethical implications of surveillance-based marketing and its impact on consumer autonomy and data privacy.

Consumer advocacy and feedback:

Understanding the role of consumer feedback in shaping marketing strategies and improving customer satisfaction.

Long-term impact on brand loyalty:

Investigating the long-term effects of surveillance-based marketing on consumer-brand relationships and loyalty.

Codebook content analysis

Data collection practices:

Cookies usage

Data collection forms

Account creation information

Tracking mechanisms

Data types:

Personal details (e.g., name, age, gender)

Contact information (e.g., email, phone number)

Travel preferences

Browsing history

Purchase behavior

Purpose of data collection:

Personalization of offers

Targeted advertising

Improving user experience

Facilitating bookings and transactions

Conducting market research

Privacy policies:

Transparency of data collection practices

Data sharing practices

Security measures

User account features:

Information requested during account creation

Profile customization options

Loyalty program enrollment

Personalization features:

Personalized offers

Tailored recommendations

Targeted advertisements

Security measures:

Data storage practices

Encryption methods

Security protocols

Opt-out and privacy settings:

Privacy preferences

Cookie consent mechanisms

Data deletion requests

Marketing strategies:

Loyalty program details

Promotional offers

Pricing strategies

User engagement:

Interactive Features

Customer feedback mechanisms

Social media integration

Appendix C

Consent papers

1:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview the questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue

participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS


If you have questions about your rights as a study participant or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish— Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you **DO NOT NEED** to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name: Iris de Vries
Date: 20-05-2024

Signature: 

I prefer my identity to be revealed in all written data resulting from this study

Name: Iris de Vries
05-2024

Signature 

Date: 20-

This copy of the consent form is for you to keep. ⁶

2:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- in the case of an interview, my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish— Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name: Marjolein Vissen

Signature



Date: 15-05-2024

I prefer my identity to be revealed in all written data resulting from this study

Name: Marjolein Vissen

Signature



Date : 15-05-2024

This copy of the consent form is for you to keep. ⁶

3:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish– Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name

Date

Signature

Mathilde van der Werff



22-05-2024

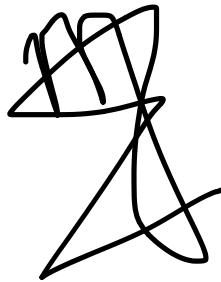
I prefer my identity to be revealed in all written data resulting from this study

Name

Date

Signature

Mathilde van der Werff



22-05-2024

This copy of the consent form is for you to keep. ⁶

4:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish– Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

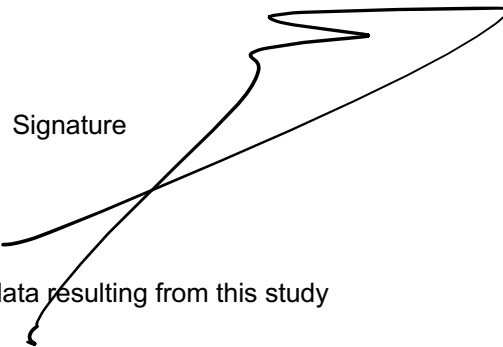
Name

Date: 15-05-2024

Hans Stroosma

I prefer my identity to be revealed in all written data resulting from this study

Signature

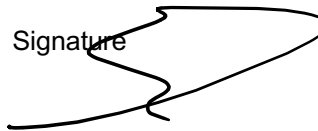


Name

Date: 15-05-2024

Hans Dijkstra

Signature



This copy of the consent form is for you to keep. ⁶

5:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish– Erasmus University.

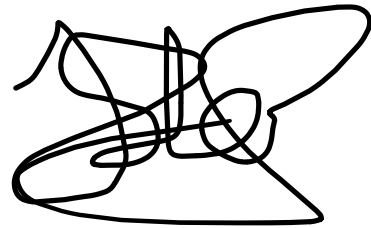
SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name Jannie Slof
Date 05-05-2024

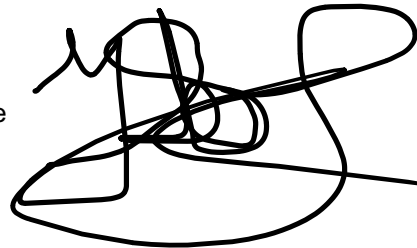
Signature



I prefer my identity to be revealed in all written data resulting from this study

Name Jannie Slof
Date 05-05-2024

Signature



This copy of the consent form is for you to keep. ⁶

6:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airlines surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behavior, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

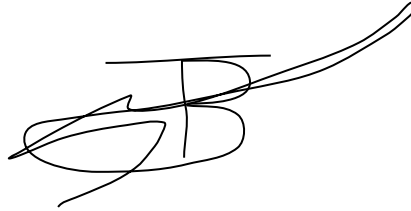
CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish— Erasmus university.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

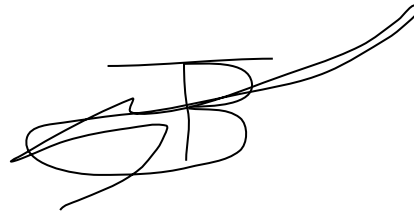
I give consent to be recorded during this study:

A handwritten signature in black ink, appearing to be 'TB' with a long horizontal stroke extending to the right.

Name Tim Buruma
Date: 29-05-2024

Signature

I prefer my identity to be revealed in all written data resulting from this study

A handwritten signature in black ink, appearing to be 'TB' with a long horizontal stroke extending to the right.

Name Tim Buruma
Date: 29-5-2024

Signature

This copy of the consent form is for you to keep. ⁶

7:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behavior, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish– Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name: Isabel Jacobs
05-2024

Signature



Date: 02-

I prefer my identity to be revealed in all written data resulting from this study

Name Isabel Jacobs
05-2024

Signature



Date: 02-

This copy of the consent form is for you to keep. ⁶

8:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.


CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish— Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name	Date	Signature	
Erin Messak	05-24		21-

I prefer my identity to be revealed in all written data resulting from this study

Name	Date	Signature	
Erin Messak	05-24		21-

This copy of the consent form is for you to keep. ⁶

9:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish— Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name: Rinnie Slof
05-2024

Signature:



Date: 22-

I prefer my identity to be revealed in all written data resulting from this study

Name: Rinnie Slof
05-2024

Signature:



Date: 22-

This copy of the consent form is for you to keep. ⁶

10:

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

FOR QUESTIONS ABOUT THE STUDY, CONTACT:

Lotte Stroosma, 709385ls@student.eur.nl

DESCRIPTION

You are invited to participate in a research about airline surveillance-based marketing strategies. The purpose of the study is to understand airline surveillance-based marketing strategies perceived by consumers.

Your acceptance to participate in this study means that you accept to be interviewed.

In general terms,

- - in the case of an interview my questions will be related to awareness and perceptions, privacy concerns, impact on purchasing behaviour, experience with personalized marketing and interaction with brand communications.

Unless you prefer that no recordings are made, I will make an audio recording of the interview group.

I will use the material from the interviews and my observations exclusively for academic work, such as further research, academic meetings and publications.

RISKS AND BENEFITS [alternatives A and B are presented below, but there may be further variations]

A. As far as I can tell, there are no risks associated with participating in this research. I will not use your name or other identifying information in the study. To participants in the study will only be referred to with pseudonyms, and in terms of general characteristics such as age and gender, etc.].

B. I am aware that the possibility of identifying the people who participate in this study may involve risks for participant's reputation, help, social relations, etc. For that reason—unless you prefer to be identified fully (first name, last name, occupation, etc.)—I will not keep any information that may lead to the identification of those involved in the study. I will only use pseudonyms to identify participants.

You are always free not to answer any particular question, and/or stop participating at any point. [If participant observation is involved]: Every time I want to accompany you in any activity, I will ask you for your permission again.

TIME INVOLVEMENT

Your participation in this study will take 45 minutes. You may interrupt your participation at any time.

PAYMENTS

There will be no monetary compensation for your participation.

PARTICIPANTS' RIGHTS

If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. If you prefer, your identity will be made known in all written data resulting from the study. Otherwise, your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS

If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact –anonymously, if you wish– Erasmus University.

SIGNING THE CONSENT FORM

If you sign this consent form, your signature will be the only documentation of your identity. Thus, you DO NOT NEED to sign this form. In order to minimize risks and protect your identity, you may prefer to consent orally. Your oral consent is sufficient.

I give consent to be recorded during this study:

Name: Vera van der Wal

Signature:



Date: 18-05-2024

I prefer my identity to be revealed in all written data resulting from this study

Name: Vera van der Wal

Signature:



Date: 18-05-2024

This copy of the consent form is for you to keep. ⁶

