

Give examples of needs, wants, and demands that JetBlue customers demonstrate, differentiating these three concepts. What are the implications of each for JetBlue's practices?

The customers of JetBlue would have the needs, wants and demands which are the same as those of the other airline companies. Customers would want to have during their trip services such as food/drink, entertainment and comfortable seating for an affordable price. There are instances that the passengers would have special demands and who are willing to pay for a better service. This includes more legroom, faster internet connection, premium beverages, and upgraded meal options.

Since it is the goal of JetBlue to provide the best services to the consumers, there are some pressure as to how they will be able to cope with their desires. With the competition in the market, they would face hardship as to how will they be able to build their reputation so that customers would be loyal to their service. We can see the good sides of JetBlue's practices as stated in the story. They are able to provide outstanding services that is why they are able to make customers loyal to them as seen through their stay to do business.

2. Describe in detail all the facets of JetBlue's product. What is being exchanged in a JetBlue transaction?

JetBlue has a lot to offer. It is an airline that can deliver low fares, excellent service, and steady profits. Their services are excellent because it includes configured seats with three more inches of legroom and if that's not even enough for a customer they have "Even More Legroom" seats, which offer even more space and a flatter reclined position. What makes JetBlue seats more fantastic is that each of these seats is well padded and covered in leather. Adding these all up makes flying with JetBlue match-up the experience of flying with those first-class accommodations of its rivals.

Another perk that JetBlue customers enjoy are their food and beverage. Though they do not serve meals, they have choices of the best free snacks and beverages at 30,00 feet. In addition to the standard soft drinks, juices, and salty snacks, JetBlue flyers enjoy Terra Blues chips, Immaculate Baking's Chocobillys cookies, and Dunkin' Donuts coffee. It is not only the selection that makes customers special, it is the feeling of not begging for something they want.

Flight delays are inevitable at times, because no one can't control them especially at busy airports like JFK. That's why JetBlue ensures that their customers get entertained whenever delays occur. This is by having LCD entertainment system on every seat wherein Customers can watch any of 36 channels on DirectTV or listen to 100+ channels on Sirius XM Radio, free of charge. If those things aren't enough, customers can just add six bucks for a movie or their favourite TV show. JetBlue also rounds out the amenities with free Wi-Fi in terminals and free sending and receiving of e-mails and instant messages in the air.

Even JetBlue's main terminal, the new state-of-the-art T-5 terminal at JFK, is not the usual airline experience. They have more security lanes than any terminal in the country and with that, travellers scurry right through. High-end dining can also be found among the terminal's 22 restaurants and its 25 retail stores are characteristic of the latest mall offerings. A children's play zone, comfortable lounge areas, work spaces, and piped in music from Sirius XM Radio also make travellers hesitant to leave.

All the things stated above are the services that customers get when they fly with JetBlue, it is customer satisfaction. They ensure that at a cheaper price than other airlines, customers get what they deserve and that they are delighted because in the end, it is what makes customers stay with the service-providing entity.

3. Which of the five marketing management concepts best applies to JetBlue?

The marketing concept best applies to JetBlue. Under the marketing concept, customer focus and value are the paths to sales and profits. It starts with a well-defined market, focuses on customer needs, and integrates all the marketing activities that affect customers. In turn, it yields profits by creating lasting relationships with the right customers based on customer value and satisfaction.

4. What value does JetBlue create for its customers?

Yes, indeed, JetBlue is more likely to continue to be one of the best illustration of building customer relationships, not just in the airline industry, but among all other industries especially in service industries.

Since the establishment of JetBlue, they expertise nothing save building customer relationships and giving the best customer service they could offer. Airline industry is always bombarded with customer dissatisfaction due to frequent flight delays and poor customer management. JetBlue's cornerstone of bringing humanity back to air is something customers really wanted to be manifested. JetBlue offered amenities like a business-class airline would do so. They configured seats for more convenient and relaxing travel; and provided each seat with LCD entertainment system that will make customer entertained with TV shows, movies and music in time of delays and discomfort. Customers won't even thirst or hunger as the airline also provides free snacks and drinks. They are not satisfied socially or mentally but also physically.

The "value" that you can with the money you pay is the ingredient to customer's satisfaction and loyalty. JetBlue's flight cost is relatively less costly but they aren't cheap. One would expect nothing from a cheap flight but in JetBlue, you should expect more since they provide more than what you are paying.

5. Is JetBlue likely to continue being successful in building customer relationships? Why or why not?

JetBlue's customer service does not start from the moment customer's feet stepped on the airplane but it starts from the moment that customer's encounter with the JetBlue call center. JetBlue provides extraordinary customer care and service in every process in their value chain. They only hire employees who fit the values they uphold such as safety, integrity, caring, passion and fun. The management provides excellent workplace conditions to employees, in such, employees also manifest cordial interactions with the customers.

What makes JetBlue's customer relationships definitely thrive in the future is not really from the quality amenities they provide, since it can be imitated by other, but it's the love and delight they give to their customers. JetBlue laugh, joke, sing and serve alongside with its customer. They treat them not as merely economic being but as a human being. JetBlue shared happy memories and experiences with their customers. Those memorable memories would always be valued and reminisce by the customers and would always want to experience again.