

CONSUMER LOYALTY AS A FACTOR OF AVIATION ENTERPRISES COMPETITIVENESS INCREASE

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Abstract: *The basic components of consumer satisfaction increasing by aviation products services are considered in the article. Basic factors that influence an output value for a firm customert and the factor of company choosing by a loyal client are determined. A connection between value and loyalty is presented.*

Key words: *air company service supplier, air company service consumer, consumer loyalty, output value, advertising influence.*

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