

# IMPACT OF COMPETITIVE FACTORS ON THE ACHIEVEMENT OF COMPETITIVE ADVANTAGE IN THE AIRLINE INDUSTRY

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**Abstract:** This study reveals how airline companies can select generic and marketing strategies for competitive advantage in the market through analyzing their competitive factors. A face to face survey is conducted in the different managerial level of an airline company including top executives and managers, specialists, and assistant specialists. A list of questions is determined and asked to the respondents to find out advantageous and disadvantageous sides of the company relative to its competitors in the target market. Survey data are analyzed by Spearman's correlation test and factor analysis respectively to get correlations among competitive factors and their strength to each other. Then, analysis of variance has been employed to check managerial level differences. Thereby, different point of view of employers on competitiveness is identified and appropriate strategies are suggested for the airline company to have sustainable competitive advantage against rivals. Thanks to correct competitive strategies and awareness of competitive position, companies can extend their market share and increase profitability in the airline industry.