

Negative Thoughts Among Passengers Caused by Accidents of Boeing 737 Series Aircraft in Recent Years

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Abstract: In recent years, people have been traveling by plane more and more frequently, which has also exposed many problems. With the increasing frequency of accidents on the Boeing 737 series aircraft in recent years, some studies have found that the frequent accidents on the Boeing 737 series have led to an increase in people's attention to aircraft safety, resulting in many negative thoughts about the Boeing 737 series aircraft. However, there is a lack of research on the reasons behind these negative thoughts. This study is based on a questionnaire survey of 500 passengers of different age groups, and summarizes and analyzes them, as well as using the method of summarizing previous literature, with the aim of understanding their inner thoughts and motivations. At the same time, the current situation of the civil aviation market is also understood through literature search. Questionnaire surveys and literature searches can better position Boeing aircraft's competitiveness in the market. By enhancing people's awareness of the Boeing 737 series aircraft, people can strengthen the brand influence of Boeing aircraft and better understand the thoughts and needs of passengers.

1 INTRODUCTION

The safety of airplane travel has become a key concern for passengers. With the increasing frequency of people's business travel and other travel needs, airplanes have become an essential means of transportation. At the same time, with the frequent accidents of Boeing 737 series aircraft in recent years, people are paying more attention to aircraft safety issues. In the context of aircraft globalization, the Boeing 737 series has experienced frequent problems and accidents in recent years, and the Boeing market is undergoing unprecedented changes. People's views on the Boeing 737 series have also undergone significant changes. In 2018, Lion Air Flight 610 crashed for the first time in Indonesia. Prior to the crash, the 737 MAX series aircraft had already become the best-selling aircraft in the history of this manufacturing giant. Two days after the Federal Aviation Administration (FAA) certified the safe flight of a new 737 derivative aircraft, an Ethiopian Airlines 737 MAX crashed (Eshun, Waters, & Amoako, 2024). And the China Eastern Airlines plane crash (Shi & Zhang, 2022). Flight safety issues have become a key concern for passengers. With the increasing frequency of people's business travel and

other travel needs, airplanes have become an essential means of transportation. At the same time, with the frequent accidents of Boeing 737 series aircraft in recent years, people are paying more attention to aircraft safety issues. In the context of aircraft globalization, the Boeing 737 series has experienced frequent problems and accidents in recent years, and the Boeing market is undergoing unprecedented changes. People's views on the Boeing 737 series have also undergone significant changes. In 2018, Lion Air Flight 610 crashed for the first time in Indonesia, and before the crash, the 737 MAX series aircraft had already become the best-selling aircraft in the history of this manufacturing giant. The theme of this study is how to change passengers' negative perception of Boeing 737 series aircraft. This study uses the method of questionnaire survey.

2 MATERIALS AND METHODS

The method of questionnaire survey was applied. Firstly, Questionnaire questions should be set up to obtain information about the respondents from different dimensions, including age, gender, attention

to aircraft types when flying, level of understanding of aircraft, whether they will deliberately avoid Boeing 737 series aircraft, whether they will consider flying Boeing 737 series aircraft with more than 10 years of age, and whether they will support the development of Boeing 737 series aircraft in the civil aviation industry. This can provide a more comprehensive understanding of passengers' inner thoughts and opinions on different issues. Then the questionnaire is distributed via the Internet, which has the advantages of fast transmission speed and high effectiveness, making it easier to collect data. The questionnaire survey is aimed at people aged 18-50 and above, divided into five groups for statistical

analysis. After reaching the sample size, the investigation was stopped. There were a total of 589 samples, of which 500 were valid samples. When there is a conflict between whether to deliberately avoid Boeing 737 series aircraft and whether to consider flying on Boeing 737 series aircraft with an age of more than 10 years, it is considered an invalid sample. The valid sample data obtained from statistics should be compared and summarized to identify any issues.

3 RESULTS

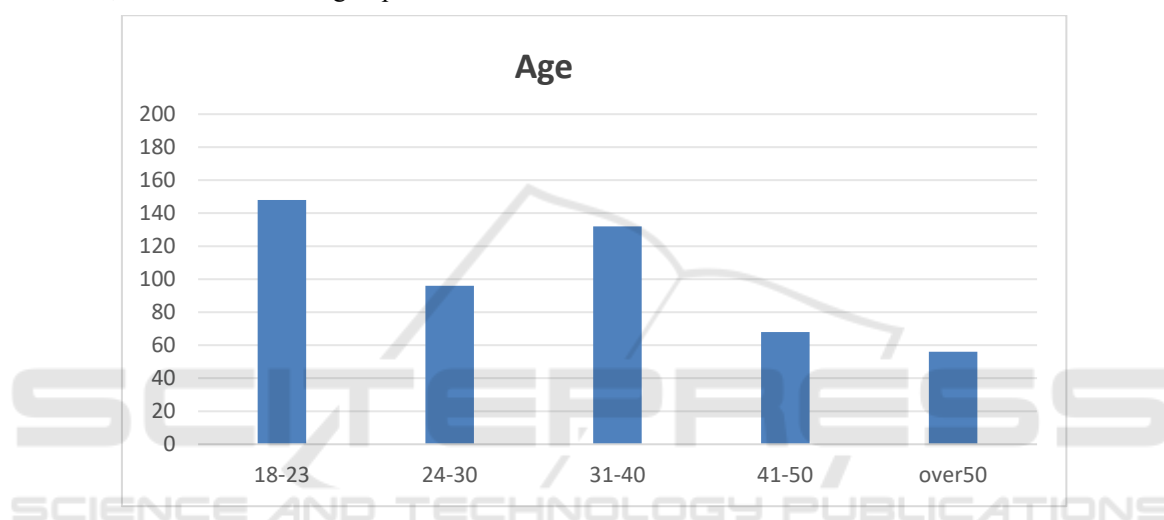


Figure 1: People's age at BOEING737 (Picture credit: Original)

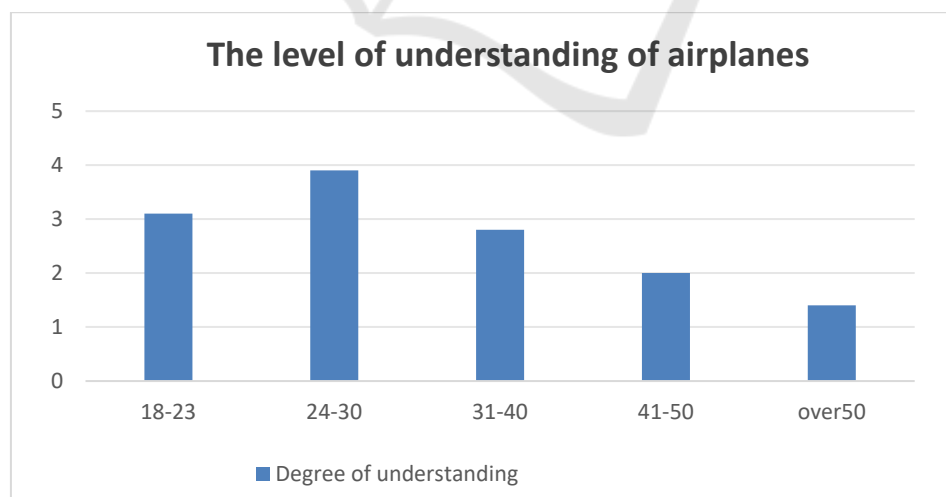


Figure 2: The degree of understanding of aircraft (Picture credit: Original)

As shown in Figure 1 and Figure 2, the majority of respondents in this age group are mainly students and office workers. As shown in Figure 3, the study found

that the group with a higher level of understanding of airplanes in the report is concentrated in the 18-30 age group, accounting for 59.66%. They have a high level

of attention to news (Yang, 2025). At the same time, they also have a high level of understanding of airplanes, accounting for 66.14%, and often travel by plane. Research shows that young people (Li, Cen, Wu, Lin & Chiu, 2022). So people need to focus on young people. Moreover, young people are good at

using the Internet to speed up information dissemination. If they can correctly use the Internet to make positive publicity for the Boeing 737 series aircraft, it can greatly improve the market influence of the Boeing 737 series aircraft (Song, 2011).

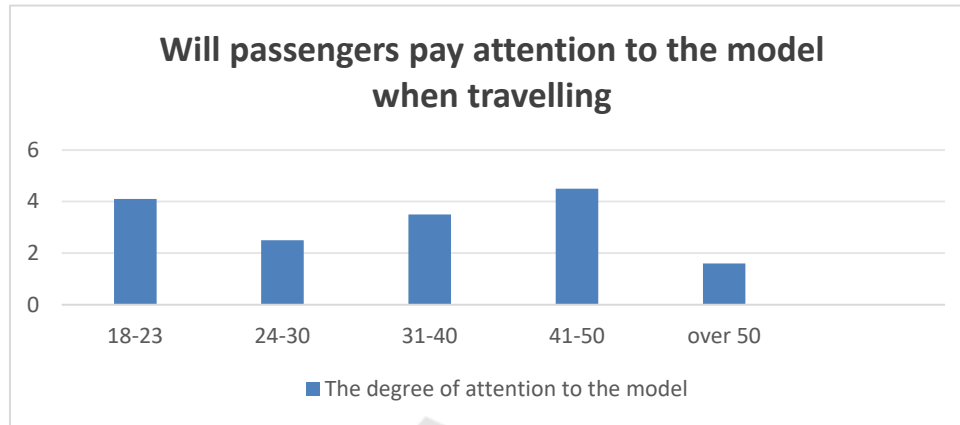


Figure 3: Will passengers pay attention to the model when travelling (Picture credit: Original)

As shown in Figure 3, nowadays 62.75% of people pay attention to aircraft models when traveling, which indicates that the frequent accidents of Boeing 737 series aircraft in recent years have made more people pay attention to aircraft models when traveling. The attention to the aircraft model varies among different age groups, with the main groups being 18-23, 24-30, and 31-40, accounting for 83.02%. As shown in Figure 3, 14% of the people who deliberately avoid the Boeing 737 series aircraft are mainly people aged 18-23 and over 50. People aged 18-23 are often active on the Internet (Li et al., 2022). They have a high understanding of current events, but sometimes they blindly follow the trend, lack social experience and

research thinking. People over 50 years old attach greater importance to safety issues and have high requirements for safety when traveling. The customer group aged 18-23 still holds a significant influence in the market, and their perception of the Boeing 737 series aircraft should be changed to strengthen positive publicity and enhance brand influence. The research found that in the context of the Internet era, various information technologies have been widely popularized, greatly expanding the boundaries of the market. The new characteristics of diversification and precision of enterprise marketing in the Internet context can better carry out marketing activities and enhance product market competitiveness (Tao, 2024).

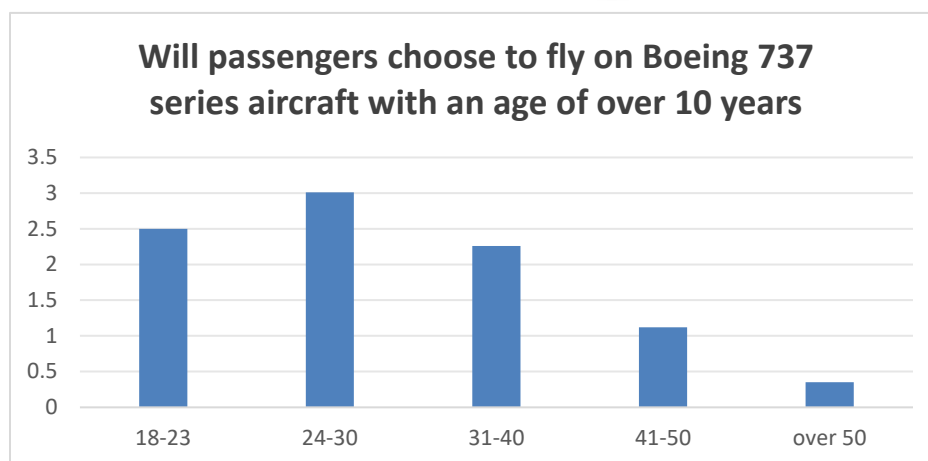


Figure 4: Will passengers choose Boeing 737 series aircraft over 10 years of age (Picture credit: Original)

Figures 4 show whether passengers would choose Boeing 737 series aircraft that are over 10 years old. Data shows that nearly 50% of passengers will not choose to fly the Boeing 737 series aircraft over 10 years of age, so at this stage, the Boeing 737 series aircraft should regain its market influence and take advantage of the advantages of the Internet. Through Internet publicity, the influence and popularity of brand building can be improved (Gu, Yu & Zhang, 2025). By shooting short advertising videos, the idea of Boeing 737 series aircraft can be revealed through advertising, so that passengers can trust Boeing 737 series aircraft again (Cao, 2025). At the same time, Boeing can summarize its achievements, improve its position in people's hearts, and enhance trust. After each accident, Boeing planes only issue statements or grounded the involved aircraft models. By comparing with other companies, it can be found that shooting advertisements is one of the good ways to change

market influence and consumer perception. Taking the example of a slogan released by Xie Ruilin Jewelry during a low point more than a decade ago: "Every day you are bigger than yesterday", by shooting touching love advertisements, Xie Ruilin Jewelry's philosophy was extended. Through such an advertisement, many middle-class and above couples were moved, thus enabling Xie Ruilin Jewelry to return to its market position. In recent years, through the Internet and advertising photography, individuals have stepped out of the valley and returned to the peak. Research has found that advertising shooting has the characteristics of fast speed, wide coverage, and low cost. Through advertising promotion, enterprises can better promote consumers' understanding of product image, expand market share, enhance trust and visibility, and leave a deep impression. Therefore, Boeing can indeed recover its market influence through advertising and Internet promotion.

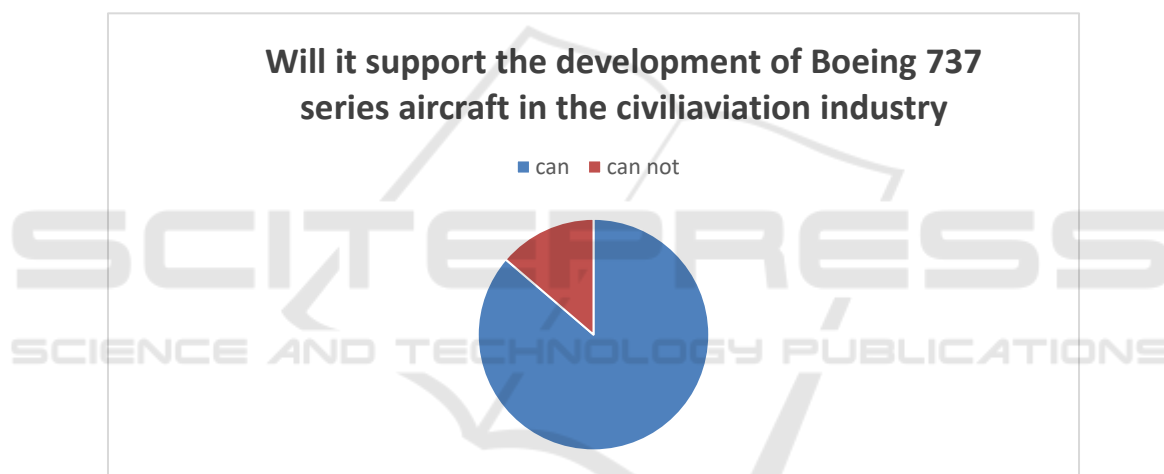


Figure 5: Will it support the development of Boeing 737 series aircraft in the civilaviation industry (Picture credit: Original)

As shown in Figure 5, through the pie chart, it can be clearly seen that although Boeing 737 series aircraft accidents have occurred frequently in recent years, 86.27% of passengers still support Boeing 737 series aircraft and the development of Boeing Company, proving that Boeing aircraft still has a certain market influence (Gu, Yu & Zhang, 2025). From this, it can be seen that there is still a certain market group for potential users of Boeing aircraft. However, in recent years, frequent accidents have brought many negative impacts to Boeing (Li, 2019). Therefore, people can see that reputation and product strength have an impact on a brand. Therefore, it is urgent to regain the market influence of Boeing 737 series aircraft and Boeing Company. To make good

use of passengers' trust in Boeing and turn the company from crisis to safety.

4 DISCUSSION

The reason why people have negative views on Boeing 737 series aircraft is that Boeing's reputation has plummeted in recent years under the influence of frequent accidents. In the Internet age, the hype of bloggers on short video websites, coupled with Boeing's own problems, has deeply influenced people's ideas. Boeing is a company that influences the global civil aviation industry, reflecting the issues with its marketing strategies and methods. It should use advertising and promotion methods to create a

successful advertisement, which can deeply understand Boeing's attitude towards the Boeing 737 series aircraft and its future efforts to improve the Boeing 737 series aircraft (Liu, 2025). People can choose to use the background of family, friends, or lovers to connect the Boeing 737 series aircraft with family, friendship, and love. This not only reflects the improved safety, but also demonstrates that the Boeing 737 series aircraft is still worth choosing. Advertising can change the perception of consumers and passengers, regain confidence in the Boeing 737 series aircraft, and regain market influence.

5 CONCLUSIONS

This study used questionnaire surveys and literature searches to explore the negative thoughts that Boeing aircraft accidents have brought to people in recent years, and how to change people's current negative perceptions of Boeing aircraft. The survey results show that people's understanding of airplanes is generally low. Boeing should strengthen positive publicity of Boeing airplanes, enhance people's confidence in the Boeing 737 series aircraft, and respond positively to questions rather than avoiding them. As an important tool for brand communication, the promotional influence and attractiveness of social media have affected consumers' brand loyalty. Obviously, Boeing's positive promotion on social media is not yet in place. By shooting advertisements, it can penetrate the hearts of consumers and passengers, and efforts still need to be made in positive promotion on social media.

This study provides strategic insights for brands on how to regain their influence in the market, particularly through shooting advertisements and strengthening multi-channel integration of social media promotion. The Boeing 737 series aircraft can regain consumer willingness and further consolidate its market position by shooting corresponding advertisements and making improvements, thereby maintaining its competitiveness with Airbus aircraft. However, limitations of this study, such as sample size and data breadth, may affect the generalizability and applicability of the conclusions. Future research should expand the sample size to include a wider range of consumer groups. In addition, future research can explore psychological factors such as brand identity connections, providing more diverse perspectives on loyalty to the Boeing 737 series aircraft.

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