



AIR PASSENGERS PREFERENCES AND UTILISATION TOWARDS AIRLINES SERVICES (WITH SPECIAL REFERENCES TO COIMBATORE CITY)

Dr. K. Singaravelu

Research Supervisor, Department of Commerce, CBM College

V. P. Amuthanayaki

Assistant professor, Department of Commerce with Computer Applications
Sri Ramalinga Sowdambigai College of Science and Commerce Coimbatore-641 109.

ABSTRACT

The study aims to analyze the air passenger's preferences and Utilization's towards airlines services. This study is primary confined to Coimbatore city. The study is primary based on primary data sources. The purpose of this paper is to explain the preferences and Utilizations of airline as well as flight frequency, aircraft capacity allocations, travel time, flight frequencies, and service qualities are considered in relation to passenger behavior. The passenger faces difficulties while using private airline services due to: lack of Non- stop flight services, inconvenient flight schedule, less safety of Flying, no cost concession of ticket reservation, inconvenience of reservation and ticketing, delayed and inaccurate reservation and ticketing services, inefficiency in functioning of check-in at the counter, poor baggage handling, lack of baggage security, no facilities for on-board meals, negligence in reservation of flights delay, poor availability of information, poor behavior of crew, poor check-in-services, poor compensation, no value for money, poor FF programmers, improper information on flight rescheduling and cancellations, unpunctual flights timing, noise inside the cabin and poor overall flight infrastructure. The study suggests the private air lines to focus their marketing strategies fulfill the passengers' preferences and Utilizations and retain them as satisfied long term customers.

KEYWORDS : Airlines, Indian Aviation Sector, Passengers, Preferences, Utilizations'.



INTRODUCTION:

The airline was formed in 1936 and initially served routes on the Kathiawar Peninsula and to Poona with aircraft like the de Havilland Dragonfly, Airspeed Courier, Percival Vega Gulls and de Havilland Fox Moths. In the beginning of 1939, it opened a new line between Kolhapur and Juhu Aerodrome in Mumbai. The thrice a week service was officially inaugurated by the Maharaja of Kolhapur, who showed considerable interest in the project, subsidized the service and built an airport at Kolhapur. In 1941, Air Services of India was purchased by The Scindia Steam Navigation Company Ltd. and became known as the Scindia line. Services resumed on 3 May 1946 after World War 2 with a small fleet of De Havilland Dragon Rapides and 11 former United States Air Force Douglas C-47 Skytrains converted for civilian use. By 1953, when the Air Corporations Act was passed, it had an extensive network from Cochin to Lucknow and became Line 7 of the Indian Airlines Corporation.

The aviation sector has become the most important segment in the economic development of a nation. It plays a vital role in moving people or products from one place to another, be it domestic or international, especially when the distances involved are far. Stiff competition and favorable initiatives of the Government of India added fuel to enlarge both flights and fleets. Air Deccan was the premier airline, which offered low tariff to the domestic as well as international destinations and created a new landmark in aviation sector in India. Now ordinary citizens easily access the aviation service from their respective air terminals. In a highly competitive environment the provision of high quality services to passengers is

the core competitive advantage for an airline's profitability and sustained growth. Passenger's preferences and Utilizations can be defined as a judgment made on the basis of a specific service encounter. Firms are needed to gain a better understanding of the relationship between Utilizations and preferences intention in the online environment and to allocate the online marketing efforts between Utilizations initiatives and preference intention program. Moreover, the results from this research would assist airline managers to better serve their customers, monitor and develop service quality to achieve the highest level of their passenger's preferences and Utilizations.

OBJECTIVES OF THE STUDY:

- To analyse the air passengers' level of preferences and Utilization towards airline services.
- To measure the passengers level of preferences and Utilizations towards the airline services.

STATEMENT OF THE PROBLEM:

An air passenger experience different thing during their journey, which is a consumer, takes along a series of encounters: they become aware of a brand, consider what's on offer, make enquires, make a purchase and use the service. Customers may choose to stay with the current service provider or may even choose to opt for a different set of services. Passengers this decision is purely influenced by their level of utilization derived by them during a travel and while availing a particular private air carrier services. A high quality service is the cornerstone of any successful service industry which is why marketing strategies implemented by airlines to expand internationally must take into account the different preferences and utilization of passengers. This study aimed to analyse the air passengers' level of preferences and utilizations towards airlines services with references to Coimbatore city.

RESEARCH METHODOLOGY:

The study has applied both qualitative and quantitative data analysis techniques. The area of the study is restricted to Coimbatore. As per the information provided by the Coimbatore Airport authorities at present seven private and one public owned airline services are offered at this airport. A small sample of thirty respondents was chosen as sample populations. The study is primary based on primary data sources.

REVIEW OF LITERATURE:

Chang and Chen(2012) examined the perceptions and utilizations with air transportation services of elderly air passengers at Taiwan Taiyuan international Airport and found that the performance of service attributes such as meals, information announcements and on-board rest rooms do not meet the respondents' expectations. Quality service means providing the right level of service to meet customer needs.

Forgas et al. (2010) identifies the antecedents of airline user loyalty and found that the principal antecedent of co-native loyalty is effective loyalty. utilizations and trust are effective loyalty that guarantees the success of relationship between the airlines and its users. He emphasised the importance of emotional value that airlines may need to take all interactions between the customer and company's' contact personnel and equipment.

Jager et al. (2012) carried out a study on emerging service factors such as cabin service scape, timeliness of flight, country of origin of airline, convenience of booking, cabin service scape, special offers and freebies. They found that timeliness of flight, cabin crew, and convenience booking rated the most important dimensions of service factors. In addition, country of origin is less important to the passengers.

Jou (2008) studied the effect of service quality and price on international airline competition and found that safety, convenience and service quality have a major influence on the choice decision of air passengers. Furthermore, this study suggests that passengers demand decrease in price, increased safety, services comprehensiveness and increase in convenience.

Park (2007) investigates air passengers' perception of service quality and found that passengers' perceptions are significantly different across airlines, seat classes and usage frequencies.

opportunities, considering that air transport is still expensive for majority of the country's population, of which nearly 40 per cent is the upwardly mobile middle class. The industry stakeholders should engage and collaborate with policy makers to implement efficient and rational decisions that would boost India's civil aviation industry. With the right policies and relentless focus on quality, cost and passenger interest, India would be well placed to achieve its vision of becoming the third-largest aviation market by 2020 and the largest by 2030.

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RESULTS AND DISCUSSIONS:

TABLE: 1 AIR PASSENGERS PREFERENCES AND UTILISATION TOWARDS AIRLINES SERVICES

Sl. No	Variables	Preferences	utilizations	MD
Air transports are superior to other transport?				
1.	Yes	3.75	4.03	0.28
2.	No	3.77	3.87	0.10
Geographical limits of air travel				
1.	Domestic Trip	3.72	4.07	0.35
2.	International Trip	3.63	3.87	0.24
Travel Companions				
1.	Spouse	3.61	4.13	0.52
2.	Family	4.03	4.10	0.07
3.	Friends	3.37	3.83	0.46
4.	Individual	3.33	3.97	0.64
Are you a Regular Traveller				
1.	Yes	3.97	4.03	0.06
2.	No	3.87	3.44	-0.43
Reason for Travel				
1.	Business	3.33	3.97	0.64
2.	Leisure	3.97	4.13	0.16
3.	Personal	3.70	4.05	0.35
4.	Others	3.83	4.03	0.20
Class your Travel				
1.	Business Class	3.67	4.26	0.39
2.	Economy Class	3.77	4.12	0.35
3.	Premium Class	3.80	3.65	-0.15

From the above table it has been observed that the air passengers preferences high degree of utilizations towards the features such as air transports are superior to other transport, domestic trip, individual, regular traveler, personal purpose and business class.

CONCLUSION:

India's aviation industry is largely untapped with huge growth