



A STUDY ON PASSENGERS PERCEPTION TOWARDS THE AIRLINE INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Air transport being the most and the quickest mode of transport have been gaining popularity. However, the exorbitant rates have made it the mode of travel of the rich or of the business community for whom time is more expensive than air travel. The main objective of the study was to find out the customer satisfaction in airways in various objects like price, quality, services & source of booking.

KEYWORDS: *Customer satisfaction, Airline, Booking, Quality, Service provided.*

INTRODUCTION

The Coimbatore airline industry not only improvised its passengers traffic but also on the safety issues, consumer satisfaction of the passengers. The quality of services given by the airline industry is at the high level, and so it was given an international status in 2012. It provides services not only within the country but also all around the neighbour countries like Nepal, Bangladesh, Pakistan, Afghanistan, Sri Lanka, Myanmar and Maldives. The various flights operating in Coimbatore are Air India, Spice jet, Air Arabica, Indigo, etc. There is a long range of reputation and priority for the airline industry in the Coimbatore city and also for the persistent passengers satisfaction.

OBJECTIVES OF THE STUDY

- To study the passengers perception towards airlines in the Coimbatore city.
- To find out the satisfaction towards airlines in the Coimbatore city.

STATEMENT OF THE STUDY

Excellent passenger satisfaction is one of the greatest assets for an air business in today's environment. Passengers gratification is essential goal for each airline proving passenger service.

Hence it is expected to know the passenger preference and satisfaction towards the various services provided by the airline industry. A study has been carried out on the topic "A study on passenger perception towards airline industry". As the passenger has a wide choice to select suitable airline according to their requirements.

SCOPE OF THE STUDY

A high quality service is the corner stone of any successful service industry, Which is why marketing strategies implemented by airlines to expand internationally must take into account the different expectations and perceptions of passengers. The purpose of the study is to identify the preference and satisfaction of passengers in airline industry with special reference to Coimbatore city. This study evolves the significance of highly preferable airlines in Coimbatore. Hence this study shows the satisfaction in airlines as Indigo, Spice jet, Air India and Alliance air.

RESEARCH METHODOLOGY

The Study includes both primary and secondary data.

- Primary data have been collected from the target respondent through structured



questionnaire.

- Secondary data have been collected from different source as Journals, Internet and website

AREA OF THE STUDY

The study is undertaken in Coimbatore city.

SAMPLE AND SAMPLE TECHNIQUES

A sample of 150 respondents has been chosen by using purposive sampling technique.

TOOLS USED

- Simple percentage method
- Chi-Square method

LIMITATION OF THE STUDY

- The sample respondents may not represent the entire population.
- The study is pertained for short period, so the time may change the attitude of the Passengers.

REVIEW OF LITERATURE

Harunyilmaz and Cevbor yuksei (2017)⁴ have made a study on, “Researching the satisfaction level of passengers for security services at Airports”. The objectives of the study is to understand the importance of safety in Aviation and to make it sustainable by analysing effect on

passengers satisfaction. 536 questionnaire were applied both face to face and online to the passengers using Turkish Airports. The statistical tool t-test ANOVA and Regression analysis is used to analyse the Data. This study found out that there is the meaningful association between the evaluation of the passengers towards securities services at the airports and their satisfaction level. It also evaluates of the passengers towards security services at the Airports and their satisfaction level differ according to the flight frequency.

Amuthanayaki (2016)¹¹ has conducted a study on, “Air passengers level of expectation and satisfaction towards airline services with special reference to Coimbatore city” The objective of the study is to identify the prevailing gap between air passengers, level of expectation and satisfaction towards airline services. Eight service providers are taken as sample and a small sample consist of 30 respondents. The statistical tool weighted arithmetic mean is used to analyze the data. The result of the study shows that , as middle class people are mostly avoiding air transport because it is still expensive. The study emphasis to enhance the service quality and try to reduce the prevailing gap between air passengers expectation and final level of satisfaction.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is the method to represent raw streams data as a percentage for better understanding of collected data.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

Table showing the Gender of respondents

Gender	No of respondents	Percentage
Male	80	53.3
Female	70	46.7
Total	150	100

(source: primary data)

INTERPRETATION

The above table reveals the gender of respondents is noted that 53.3 per cent of the respondents are male and female contribute 46.7 percent.

53.3per cent of the Respondents are Male.

**AMOUNT SPENT FOR TICKET PER TRAVEL****Table showing Amount spent for Ticket per Travel**

Amount spent	No of respondents	Percentage
Below Rs.2,000	26	17.3
Rs.2,000 – Rs.3,000	55	36.7
Rs.3,001 – Rs.4,000	27	18.0
Above Rs.4,000	42	28.0
Total	150	100

*(source: primary data)***INTERPRETATION**

Table shows that 36.7 per cent of the respondents have spent an amount between Rs.2,000 - Rs.3,000 for ticket per travel, 28 per cent of the respondents have spent above Rs.4,000 for ticket per travel, 18 per cent of the respondents have spent an amount between Rs.3,001 - Rs.4,000 for ticket per

travel and 17.3 per cent of the respondents have spent below Rs.2,000 for ticket per travel.

36.7per cent of the respondents have spent an amount between Rs.2,000 – Rs.3,000 for ticket per travel.

CHI-SQUARE TEST**Formula :**

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Table showing Age of the respondents VS Preference towards travel class

Age of the respondent	Preference towards travel class				Total
	Economy class	Premier class	Business class	First class	
Below 20 years	17	3	5	8	33
20-30 years	35	10	3	6	54
36-50 years	36	21	3	2	62
Above 50 years	1	0	0	0	1
Total	89	34	11	16	150

*(source: primary data)***INTERPRETATION**

The Chi square test reveals that out of 54 respondents of age group between 20-35 years, 35 have preferred Economy class, followed by 10

respondents have preferred Premier class,6 respondents have preferred First class, and 3 respondents have preferred Business class.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-square	20.282 ^a	9	0.016

From the above table it is shown that, the calculated value is 20.282 is greater than the table value 16.92. since the calculated value is greater than the table value at 5 per cent level of significance there is an association between age of the respondents and

preference towards travel class. Hence the null hypothesis is rejected.

**Table showing Occupation of the respondents VS Preference towards travel class**

Occupation of the respondents	Preference towards travel class				Total
	Economy class	Premier class	Business class	First class	
Student	15	7	1	6	29
Self-employed	8	6	1	4	19
Salaried	13	4	0	1	18
Professional	42	11	8	5	66
Home maker	9	6	1	0	16
Others	2	0	0	0	2
Total	89	34	11	16	150

*(source : primary data)***INTERPRETATION**

The Chi square test reveals that out of 66 professionals, 42 respondents have preferred Economy class, followed by 11 respondents have

preferred Premier class, 8 respondents have preferred Business class, and 5 respondents have preferred First class.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-square	18.144 ^a	15	0.255

From the above table it is shown that, the calculated value is 18.144 is lesser than the table value 25. Since the calculated value is lesser than the table value at 5 per cent level of significance there is no association between occupation of the respondents and preference towards travel class. Hence the null hypothesis is accepted.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- 53 per cent of the respondents are male.
- 41.3 per cent of the respondents age group is between 36-50 years.
- 66 per cent of the respondents have completed professional qualification.
- 44 per cent of the respondents are professionals.
- 36 per cent of the respondents family income is above 50,000 per month.
- 45.3 per cent of the respondents are travelling in airlines rarely.
- 46 per cent of the respondents have chosen to travel with their family.
- 59.3 per cent of the respondents usually travel in economy class.
- 38.7 per cent of the respondents are booking tickets through online apps.
- 45.3 per cent of the respondents said that the time taken at boarding gate is less than 10 minutes.
- 58.7 per cent of the respondents said that

the time taken at security check points is also less than 10 minutes.

- 94 per cent of the respondents are satisfied with the services of air hostess.
- 94.7 per cent of the respondents are getting proper guidance from the airlines.
- 50.7 per cent of the respondents said there is delay in the arrival/departure of flights.
- 72.7 per cent of the respondents have no problems while their travelling.
- 43.9 per cent of the respondents choose to prefer Spice jet airline.
- 35.2 per cent of the respondents prefer Spice jet for safety.
- 29.1 per cent of the respondents least prefer Alliance air airline.
- 33.5 per cent of the respondents doesn't prefer Alliance air airline because of its higher price.

CHI-SQUARE

- The Chi-square test reveals that there is a relationship between age of the respondents and preference towards travel class.
- The Chi-square test reveals that there is no relationship between occupation of the respondents and preference towards travel class.
- The Chi-square test reveals that there is no relationship between educational qualification of the respondents and



preference towards travel class.

- The Chi- square test reveals that there is no relationship between family income of the respondents and preference towards travel

SUGGESTIONS

- Passengers have faced problems in departure and arrival of flight. So airlines should ensure that there is no delay in departure and arrival of flight.
- The airlines should reduce the ticket price by giving offers or discounts.
- Passengers should be provided with more in-flight services like quality of food and drink, seat comforts, baggage handling, cabin cleanliness etc., which will attract the Passengers to prefer the same airlines in the near future.

CONCLUSION

A study on passengers perception towards airline industries with special reference to Coimbatore city has been carried out and it reveals that passengers are satisfied with the quality, service and safety provided by the airlines. By providing more discounts and concessions on tickets and exhibiting new ideas to satisfy passengers, can improve the air passengers. Passengers have faced problems in departure and arrival of flight. Hence, airlines should ensure that there is no delay in departure and arrival of flight. Passengers service quality is the key success for airline industries. By improving passengers' service, it automatically leads to the growth of airline industries. It is concluded that, Passengers are getting high value for their money and satisfied with overall courteous and helpfulness of airline industry.

REFERENCES

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