Chapter-6

SUMMARY, FINDINGS AND SUGGESTIONS
CHAPTER – VI

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6.1. SUMMARY

India is one of the fastest growing aviation markets in the world. With the liberalization of the Indian aviation sector, the industry had witnessed a transformation with the entry of the privately owned full service airlines (FSA) and low cost carriers (LCA). The sector also witnessed a significant increase in number of domestic air travel passengers. Some of the factors that have resulted in higher demand for air transport in India include the growing middle class and its purchasing power, low airfares offered by LCA’s, the growth of the tourism industry in India, increasing outbound travel from India and the overall economic growth of India. The first scheduled air service began in Florida on January 1, 1914. Glenn Curtiss had designed a plane that could take off and land on water and thus could be built larger than any plane to date, because it did not need the heavy undercarriage required for landing on hard ground. Thomas Benoist, an auto parts maker, decided to build such a flying boat, or seaplane, for a service across Tampa Bay called the St. Petersburg - Tampa Air Boat Line. His first passenger was ex-St. Petersburg Mayor A.C. Pheil, who made the 18-mile trip in 23 minutes, a considerable improvement over the two-hour trip by boat. The single-plane service accommodated one passenger at a time, and the company charged a one-way fare of $5. After operating two flights a day for four months, the company folded with the end of the winter tourist season. In planning his trans-Atlantic voyage, Lindbergh daringly decided to fly by himself, without a navigator, so he could carry more fuel. His plane, the Spirit of St. Louis, was slightly less than 28 feet in length, with a wingspan of 46 feet. It carried 450 gallons of gasoline, which comprised half its takeoff weight. There was too little room in the cramped cockpit for navigating by the stars, so Lindbergh flew by dead reckoning. He divided maps from his local
library into thirty-three 100-mile segments, noting the heading he would follow as he flew each segment. When he first sighted the coast of Ireland, he was almost exactly on the route he had plotted, and he landed several hours later, with 80 gallons of fuel to spare. Government decisions continued to prove as important to aviation's future as technological breakthroughs, and one of the most important aviation bills ever enacted by Congress was the Civil Aeronautics Act of 1938. Until that time, numerous government agencies and departments had a hand in aviation policy. Airlines sometimes were pushed and pulled in several directions, and there was no central agency working for the long-term development of the industry. All the airlines had been losing money, since the postal reforms in 1934 significantly reduced the amount they were paid for carrying the mail. The airlines wanted more rationalized government regulation, through an independent agency, and the Civil Aeronautics Act gave them what they needed. It created the Civil Aeronautics Authority (CAA) and gave the new agency power to regulate airline fares, airmail rates, interline agreements, mergers and routes. Its mission was to preserve order in the industry, holding rates to reasonable levels while, at the same time nurturing the still financially-shaky airline industry, thereby encouraging the development of commercial air transportation.

Airlines are offering 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. In the past decade, as the air transportation market has become even more challenging, many airlines have turned to focus on airline service quality to increase service satisfaction. Service quality conditions influences a firm’s competitive advantage by retaining customer patronage, and with this comes market share. Delivering high-
quality service to passengers is essential for airline survival, so airlines need to understand what passengers expect from their services. Brand loyalty is more than simple repurchasing; however, customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm.

Loyalty includes some degree of pre-dispositional commitment toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate measurements. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behavior, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behavior are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust. Fred Reichheld, one of the most influential writers on brand loyalty, claimed that enhancing customer loyalty could have dramatic effects on profitability. Among the benefits from brand loyalty — specifically, longer tenure or staying as a customer for longer period - was said to be lower sensitivity to price. This claim had not been empirically tested until recently.

Service quality is considered as a critical dimension of success. Providing excellent service quality and high passenger satisfaction is the important issue and challenge faced by the airline operators in the aviation industry. Service quality is an important all service industries. It is the extent to which a service meets or exceeds customer needs and expectations. During the past two decades, service quality has become a major area of attention to managers and researchers because of its strong impact on business performance, lower costs, return on
investment, customer satisfaction, customer loyalty and gaining higher profit. Airline industry is realizing the significance of customer-centered philosophies and is turning to quality management approaches to help managing their businesses. The concept of service quality can be demonstrated with the model of service quality gaps. SERVQUAL as an effective approach has been studied and its role in the analysis of the difference between customer expectations and perceptions has been highlighted with support of examples. Outcomes of the study outline the fact that although SERQUAL could close one of the important service quality gaps associated with external customer services, it could be extended to close other major gaps. Managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers perspective, any gaps in service quality are identified. Service firms in the developing country like other organizations now realizing the significance of customer oriented philosophies and turning to quality management approaches to facilitate managing their businesses. SERVQUAL as an effective approach to measure the quality of provided services and also analysis the gaps between customer expectations and perceptions of the service organization.

6.2. FINDINGS

SOCIO-ECONOMIC PROFILE OF AIR TRAVELLERS

- It can be concluded from the table 3.2 that, 46.5% of the respondents rated time saving as their first preference for travel by airlines. 26% rated as second, 15.1% rated as third and
12.4% rated as fourth. Majority of 46.5% of the respondents rated time saving as their first preference for travel by airlines.

- It can be described from the table 3.3 that, 8.2% of the respondents rated comfort as their first preference for travel by airlines. 19.2% rated as second, 16.5% rated as third and 56.1% rated as fourth. Majority of 56.1% of the respondents rated comfort as their fourth preference for travel by airlines.

- It can be explained from the table 3.4 that, 20.5% of the respondents rated long distance as their first preference for travel by airlines. 39.1% rated as second, 22.6% rated as third and 17.8% rated as fourth. Majority of 39.1% of the respondents rated long distance as their second preference for travel by airlines.

- It can be illustrated from the table 3.5 that, 22.7% of the respondents rated need of the hour as their first preference for travel by airlines. 26.7% rated as second, 31.9% rated as third and 18.7% rated as fourth. Majority of 31.9% of the respondents rated need of the hour as their third preference for travel by airlines.

- It can be observed from the table 3.6 that, 712 respondents have travelled up to 6 times by airlines. 252 respondents 6 to 12 times, 120 respondents 13 to 18 times and 93 respondents 19 and above times. The data reveals that, majority of the respondents started their air travel recently and are flying occasionally.

- It can be understood from the table 3.7 that, 312 respondents stated that they have booked air travel tickets on their own or through family members. 436 respondents through office, 362 respondents through travel agent and 69 respondents through other sources. The data reveals
that, majority of the respondents are either executives or professionals because their air travel booking is done by the office.

- It can be visualized from table 3.8 that, 13.2% of the respondents rated Indigo airlines as their first preference. 13.4% respondents rated as second, 6.3% respondents rated as third, 11.5% respondents rated as fourth, 23.6% respondents rated as fifth, 19.9% respondents rated as sixth and 12.0% respondents rated as seventh. The data reveals that, majority of 23.6% of the respondents rated Indigo airlines as fifth preference.

- It can be analysed from table 3.9 that, 14.1% of the respondents rated Jet airways as their first preference. 13.9% respondents rated as second, 3.7% respondents rated as third, 16.1% respondents rated as fourth, 19.3% respondents rated as fifth, 15.9% respondents rated as sixth and 16.9% respondents rated as seventh. The data reveals that, majority of 19.3% of the respondents rated Jet airways as fifth preference.

- It can be concluded from the table 3.10 that, 10.0% of the respondents rated Go airways as their first preference. 18.0% respondents rated as second, 4.4% respondents rated as third, 14.7% respondents rated as fourth, 18.2% respondents rated as fifth, 13.1% respondents rated as sixth and 21.7% respondents rated as seventh. The data reveals that, majority of 21.7% of the respondents rated Go airways as seventh preference.

- It can be described from the table 3.11 that, 9.0% of the respondents rated Air Costa flight as their first preference. 21.2% respondents rated as second, 2.7% respondents rated as third, 5.8% respondents rated as fourth, 39.9% respondents rated as fifth, 10.7% respondents rated as sixth and 10.7% respondents rated as seventh. The data reveals that, majority of 39.9% of the respondents rated Air Costa flight as fifth preference.
It can be explained from the table 3.12 that, 17.6% of the respondents rated Air Asia flight as their first preference. 35.7% respondents rated as second, 3.9% respondents rated as third, 7.0% respondents rated as fourth, 18.7% respondents rated as fifth, 6.4% respondents rated as sixth and 10.7% respondents rated as seventh. The data reveals that, majority of 35.7% of the respondents rated Air Asia flight as second preference.

It can be illustrated from the table 3.13 that, 10.3% of the respondents rated Spice jet flight as their first preference. 15.6% respondents rated as second, 2.0% respondents rated as third, 7.8% respondents rated as fourth, 39.9% respondents rated as fifth, 10.9% respondents rated as sixth and 13.4% respondents rated as seventh. The data reveals that, majority of 39.9% of the respondents rated Spice jet flight as fifth preference.

It can be observed from the table 3.14 that, 18.0% of the respondents rated Air India flight as their first preference. 32.2% respondents rated as second, 4.2% respondents rated as third, 7.5% respondents rated as fourth, 19.3% respondents rated as fifth, 7.1% respondents rated as sixth and 11.7% respondents rated as seventh. The data reveals that, majority of 32.2% of the respondents rated Air India flight as second preference.

It can be understood from the table 3.15 that, 256 respondents stated that their reason for selecting a particular flight is Less time taken for travel. 125 respondents stated that their reason for selecting a particular flight is High service quality, 598 stated it as Less fare, 122 stated it as only service available and 78 stated it as reliability. The data reveals that, majority of 598 stated that less fare is the reason for selecting a particular flight. It shows that air travelers are price conscious.
It can be visualized from the table 3.16 that, 869 respondents stated that they have travelled by economy class. The data reveals that, majority of 869 stated that they travelled by economy class. It shows that air travelers are price conscious.

It can be analysed from the table 3.17 that, 156 respondents belong to age group of less than 18 years, 456 respondents are having 19 to 30 years, 268 respondents are having 31 to 40 years, 199 respondents are having 41 to 50 year and 100 respondents are having 51 years and above. The data reveals that, majority of 456 respondents are youth and are willing to spend to save time.

It can be concluded from the table 3.18 that, 25 respondents are illiterates, 36 respondents have studied up to SSC, 158 respondents have studied up to Intermediate, 369 respondents have studied up to Graduation and 591 respondents have studied up to Post Graduation. The data reveals that, majority of air travelers are highly educated people and are willing to spend to save time for productive purposes.

It can be described from the table 3.19 that, 369 respondents are business people, 258 respondents are Government employees, 321 respondents are private employees, 129 are professionals and 102 respondents are students. The data reveals that, majority of air travelers are either business people or executives whose time is precious and are willing to spend to make use of their time effectively.

It can be explained from the table 3.20 that, 413 respondents stated that their family annual income is below 12 lakh rupees, 274 respondents stated it as 12 to 18 lakh rupees, 228 respondents stated it as 18 to 24 lakh rupees, 187 respondents stated it as 24 to 30 lakh rupees and 77 respondents stated it as 30 lakh rupees and above. The data reveals that, majority of
air travelers are either above middle class and rich class people whose are willing to spend for comfortable journey.

- It can be illustrated from the table 3.21 that, 674 respondents are male and 505 respondents are female. The data reveals that, among the air travelers male are little dominant segment and the size of women respondents indicates the equality of women in all areas.

- It can be observed from the table 3.22 that, 713 respondents are married, 450 respondents are unmarried and 16 respondents are divorced. The data reveals that, majority of the air travelers are married.

- It can be understood from the table 3.23 that, 268 respondents stated that the size of their family is 2 members, 469 respondents stated it as 3 or 4 members, 385 stated it as 5 or 6 members and 57 respondents stated it as 7 and above. The data reveals that, majority of the air travelers are from nucleus family.

**BRAND LOYALITY**

- It can be analysed from the table 4.1 that, 876 respondents have stated that they are maintaining brand loyalty and 303 respondents have stated that they are not maintaining brand loyalty. The data reveals that, majority of airline passengers are maintaining brand loyalty.

- It can be concluded from the table 4.2 that, 258 respondents have stated that they are maintaining brand loyalty since one year, 156 respondents have stated that they are
maintaining brand loyalty since two years, 306 respondents have stated that they are maintaining brand loyalty since three years, and 156 respondents have stated that they are maintaining brand loyalty since more than four years. The data reveals that, it is very difficult to find a hard core brand loyal among airline passengers.

- It can be described from the table 4.3 that, 303 respondents have stated that they have shifted to other brand and 876 respondents have stated that they are maintaining brand loyalty. The data reveals that, majority of airline passengers are maintaining brand loyalty.

- It can be explained from the table 4.4 that, 78 respondents have stated that they have shifted to other brand because of price, 186 respondents have stated that they have shifted to other brand because of sales promotional offers, 25 respondents have stated that they have shifted to other brand because of better service and 14 respondents have stated that they have shifted to other brand because of good brand image of other brand. The data reveals that, majority of airline passengers are shifting because of sales promotional offers and price.

- It can be illustrated from the table 4.5 that, 369 respondents have stated that they are brand loyal because of price, 251 respondents have stated that they are brand loyal because of satisfactory service, 159 respondents have stated that they are brand loyal because of brand image and 97 respondents have stated that they are brand loyal because of programs undertaken. The data reveals that, majority of airline passengers are loyal because of price and satisfactory service.

- It can be observed from the table 4.6 that, 66% of the respondents have stated that they are meeting air travel expenses on their own. For 17% of the respondents air travel is sponsored by their company, for 11% of the respondents it is Government and 8% of the respondents
through other sources. The data reveals that, majority of airline passengers are meeting their expenses on their own.

- It can be understood from the table 4.7 that, 90 respondents have stated that they have experienced flight cancellations. 1089 respondents have stated that they have not experienced flight cancellations. The data reveals that, around 9% respondents have experienced flight cancellations.

- It can be visualized from the table 4.8 that, 227 respondents have stated that they have experienced flight reschedules. 952 respondents have stated that they have not experienced flight reschedules. The data reveals that, around 20% respondents have experienced flight reschedules.

- It can be analysed from the table 4.9 that, 310 respondents have stated that they have experienced late arrivals / departures of flight. 869 respondents have stated that they have not experienced late arrivals / departures of flight. The data reveals that, around 30% respondents have experienced late arrivals / departures of flight.

- It can be concluded from the table 4.10 that, 523 respondents have stated that they travel by air to attend business meetings. 209 respondents have stated that they travel by air to meet family / friends. 198 respondents have stated that they travel by air as a tourist and 249 respondents have stated that they travel by air for other reasons. The data reveals that, majority of 44% of respondents travel by air to attend business meetings.

- It can be described from the table 4.11 that, 134 respondents have stated that they have travelled abroad by airlines and 1045 respondents have stated that they have not travelled abroad. The data reveals that, around 12% respondents are international airline passengers.
It can be explained from the table 4.12 that, 63 respondents have stated that they were having grievance towards their airline operators and 1116 respondents have stated that they don’t have any grievance towards airline operators. The data reveals that, around 5% respondents were having grievance towards their airline operators.

It can be illustrated from the table 4.13 that, 42 respondents have stated that they have reported their grievance to the concerned and 21 respondents have stated that they did not report their grievance. The data reveals that, around 33% respondents who were having grievance did not report.

It can be observed from the table 4.14 that, 36 respondents have stated that their grievance has been satisfactorily redressed and 6 respondents have stated that their grievance has not been redressed satisfactorily. The data reveals that, around 15% of the respondents who were having grievance did not get satisfactory redressal.

It can be understood from the table 4.15 that, 362 respondents have stated that they have awareness about Directorate General of Civil Aviation. 817 respondents have stated that they don’t have awareness about Directorate General of Civil Aviation. The data reveals that, around 80% of the respondents are not aware of Directorate General of Civil Aviation.

It can be visualized from the table 4.16 that, 19 respondents have stated that they have approached the Directorate General of Civil Aviation. 343 respondents have stated that they don’t approach Directorate General of Civil Aviation. The data reveals that, around 95% of the respondents did not approach Directorate General of Civil Aviation.

**SERVICE QUALITY AND PASSENGER SATISFACTION**
It can be analysed from the table 5.1 that, with regard to the concept that, flight has modern looking and clean facilities, the respondents expectations were as follows. 0.5% strongly disagreed, 3.7% disagreed, 11.5% rated neutral, 53.5% agreed and 30.7% strongly agreed. While the perceptions are 21.2% strongly disagreed, 43.8% disagreed, 16.7% rated neutral, 11.5% agreed and 6.8% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, flight has modern looking and clean facilities, the respondents expectations were very high and they were disappointed when it comes to existence.

It can be concluded from the table 5.2 that, with regard to the concept that, physical features are visually appealing, the respondents expectations were as follows. 1.2% strongly disagreed, 3.1% disagreed, 13.6% rated neutral, 48.4% agreed and 33.8% strongly agreed. While the perceptions are 18.0% strongly disagreed, 43.1% disagreed, 20.6% rated neutral, 13.6% agreed and 4.7% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, physical features are visually appealing, the respondents expectations were very high and they were disappointed when it comes to actual.

It can be described from the table 5.3 that, with regard to the concept that, employees appearance, attitude and uniform are up to the mark, the respondents expectations were as follows. 0.8% strongly disagreed, 3.2% disagreed, 10.3% rated neutral, 43.3% agreed and 42.2% strongly agreed. While the perceptions are 18.8% strongly disagreed, 43.6% disagreed, 18.7% rated neutral, 13.9% agreed and 4.9% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept
that, employees appearance, attitude and uniform are up to the mark, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be explained from the table 5.4 that, with regard to the concept that, variety and choices of in-flight entertainment, internet and meals facilities were made available, the respondents expectations were as follows. 1.9% strongly disagreed, 2.4% disagreed, 6.8% rated neutral, 48.4% agreed and 40.5% strongly agreed. While the perceptions are 21.9% strongly disagreed, 34.9% disagreed, 22.1% rated neutral, 17.1% agreed and 3.9% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, variety and choices of in-flight entertainment, internet and meals facilities were made available, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be illustrated from the table 5.5 that, with regard to the concept that, On-Time departure and arrival, the respondents expectations were as follows. 0.8% strongly disagreed, 1.4% disagreed, 12.6% rated neutral, 61.3% agreed and 23.9% strongly agreed. While the perceptions are 16.3% strongly disagreed, 46.3% disagreed, 19.6% rated neutral, 13.9% agreed and 3.9% strongly agreed. The data reveals that, there is a little gap between expectations and perceptions. With regard to the concept that, On-Time departure and arrival, the respondents expectations were high and seems there is a little difference when it comes to actual.

- It can be observed from the table 5.6 that, with regard to the concept that, when you have a critical problem, they shows a sincere interest in solving it, the respondents expectations were as follows. 1.5% strongly disagreed, 3.4% disagreed, 12.9% rated neutral, 55.2% agreed and 27.0% strongly agreed. While the perceptions are 12.7% strongly disagreed, 40.4%
disagreed, 13.9% rated neutral, 29.9% agreed and 3.1% strongly agreed. The data reveals that, there is a little gap between expectations and perceptions. With regard to the concept that, when you have a critical problem, they show a sincere interest in solving it, the respondents expectations were high and seems there is a little difference when it comes to actual.

- It can be understood from the table 5.7 that, with regard to the concept that, they perform the service right the first time, the respondents expectations were as follows. 1.5% strongly disagreed, 3.6% disagreed, 9.0% rated neutral, 56.9% agreed and 29.0% strongly agreed. While the perceptions are 18.8% strongly disagreed, 43.8% disagreed, 13.0% rated neutral, 16.1% agreed and 8.3% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, performs the service right the first time, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be visualised from the table 5.8 that, with regard to the concept that, an airline provides its service at the time it promises to do so, the respondents expectations were as follows. 0.3% strongly disagreed, 0.7% disagreed, 13.1% rated neutral, 47.1% agreed and 38.8% strongly agreed. While the perceptions are 25.3% strongly disagreed, 51.1% disagreed, 16.3% rated neutral, 4.1% agreed and 3.2% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, an airline provides its service at the time it promises to do so, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be analysed from the table 5.9 that, with regard to the concept that, the airline insists on error free service, the respondents expectations were as follows. 0.5% strongly disagreed,
2.2% disagreed, 14.4% rated neutral, 50.5% agreed and 32.4% strongly agreed. While the perceptions are 18.0% strongly disagreed, 42.6% disagreed, 20.9% rated neutral, 13.4% agreed and 5.1% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, the airline insists on error free service, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be concluded from the table 5.10 that, with regard to the concept that, employees can manage the delay time very effectively, 4.2% strongly disagreed, 2.0% disagreed, 12.6% rated neutral, 45.6% agreed and 35.5% strongly agreed. While the perceptions are 16.8% strongly disagreed, 33.2% disagreed, 14.9% rated neutral, 28.9% agreed and 6.1% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, employees can manage the delay time very effectively the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be described from the table 5.11 that, with regard to the concept that, employees perform efficiently - check-in / baggage handling service, the respondents expectations were as follows. 0.3% strongly disagreed, 3.1% disagreed, 14.1% rated neutral, 55.2% agreed and 27.3% strongly agreed. While the perceptions are 20.2% strongly disagreed, 49.2% disagreed, 10.9% rated neutral, 14.2% agreed and 5.6% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, employees perform efficiently - check-in / baggage handling service, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be explained from the table 5.12 that, with regard to the concept that, employees are always willing to help you, 1.7% strongly disagreed, 2.4% disagreed, 6.6% rated neutral,
63.7% agreed and 25.6% strongly agreed. While the perceptions are 20.2% strongly disagreed, 56.2% disagreed, 13.9% rated neutral, 6.1% agreed and 3.6% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, employees are always willing to help you, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be illustrated from the table 5.13 that, with regard to the concept that, employees are never too busy to respond to your request, 1.4% strongly disagreed, 2.7% disagreed, 5.9% rated neutral, 55.9% agreed and 34.1% strongly agreed. While the perceptions are 20.2% strongly disagreed, 42.1% disagreed, 21.3% rated neutral, 11.0% agreed and 5.4% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, employees are never too busy to respond to your request, the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be observed from the table 5.14 that, with regard to the concept that, the behaviour of employees instills confidence in you, 1.9% strongly disagreed, 3.3% disagreed, 9.2% rated neutral, 61.7% agreed and 23.9% strongly agreed. While the perceptions are 19.5% strongly disagreed, 53.1% disagreed, 16.0% rated neutral, 4.7% agreed and 6.6% strongly agreed. The data reveals that, there is a wide gap between expectations and perceptions. With regard to the concept that, the behaviour of employees instills confidence in you the respondents expectations were very high and they were disappointed when it comes to actual.

- It can be understood from the table 5.15 that, with regard to the concept that, the airline provide very safe journey, 1.7% strongly disagreed, 3.5% disagreed, 12.6% rated neutral, 55.3% agreed and 27.0% strongly agreed. While the perceptions are 20.5% strongly disagreed, 40.4% disagreed, 10.9% rated neutral, 25.7% agreed and 2.5% strongly agreed.
The data reveals that, there is a gap between expectations and perceptions. With regard to the concept that, the airline provide very safe journey, the respondents expectations were high and there is a gap when it comes to actual.

- It can be visualised from the table 5.16 that, with regard to the concept that, employees are consistently courteous with you, 0.5% strongly disagreed, 2.2% disagreed, 6.3% rated neutral, 57.3% agreed and 33.8% strongly agreed. While the perceptions are 29.0% strongly disagreed, 55.2% disagreed, 8.3% rated neutral, 5.4% agreed and 2.0% strongly agreed. The data reveals that, there is a gap between expectations and perceptions. With regard to the concept that, employees are consistently courteous with you, the respondents expectations were high and there is a gap when it comes to actual.

- It can be analysed from the table 5.17 that, with regard to the concept that, employees have the knowledge to answer your questions, 0.3% strongly disagreed, 3.2% disagreed, 13.8% rated neutral, 51.9% agreed and 30.7% strongly agreed. While the perceptions are 23.9% strongly disagreed, 44.1% disagreed, 11.4% rated neutral, 15.9% agreed and 4.7% strongly agreed. The data reveals that, there is a gap between expectations and perceptions. With regard to the concept that, employees have the knowledge to answer your questions, the respondents expectations were high and there is a gap when it comes to actual.

- It can be concluded from the table 5.18 that, with regard to the concept that, employees show empathy to delayed passenger and give guidance, 2.4% strongly disagreed, 4.3% disagreed, 11.0% rated neutral, 61.7% agreed and 20.5% strongly agreed. While the perceptions are 20.2% strongly disagreed, 49.2% disagreed, 14.2% rated neutral, 13.2% agreed and 3.2% strongly agreed. The data reveals that, there is a gap between expectations and perceptions. With regard to the concept that, employees show empathy to delayed
passenger and give guidance, the respondents expectations were high and there is a gap when it comes to actual.

- It can be described from the table 5.19 that, with regard to the concept that, the airline has operating hours convenient to all its customers, 21.4% strongly disagreed, 23.4% disagreed, 9.8% rated neutral, 36.9% agreed and 8.5% strongly agreed. While the perceptions are 17.0% strongly disagreed, 44.6% disagreed, 15.3% rated neutral, 12.5% agreed and 10.7% strongly agreed. The data reveals that, there is a slight gap between expectations and perceptions. With regard to the concept that, the airline has operating hours convenient to all its customers, the respondents expectations were high and there is a slight gap when it comes to actual.

- It can be explained from the table 5.20 that, with regard to the concept that, the airline has employees who give you personal attention, 19.8% strongly disagreed, 26.3% disagreed, 12.2% rated neutral, 31.5% agreed and 10.2% strongly agreed. While the perceptions are 17.0% strongly disagreed, 44.6% disagreed, 15.3% rated neutral, 12.5% agreed and 10.7% strongly agreed. The data reveals that, there is a slight gap between expectations and perceptions. With regard to the concept that, the airline has employees who give you personal attention, the respondents expectations were high and there is a slight gap when it comes to actual.

- It can be illustrated from the table 5.21 that, with regard to the concept that, the airline has your best interests at heart, 1.7% strongly disagreed, 3.5% disagreed, 12.6% rated neutral, 55.3% agreed and 26.6% strongly agreed. While the perceptions are 0.7% strongly disagreed, 2.7% disagreed, 2.0% rated neutral, 50.3% agreed and 44.3% strongly agreed. The data
reveals that, the expectations and perceptions almost matching and the customer is satisfied with regard to the concept that, the airline has your best interests at heart.

itimplying from the table 5.22 that, with regard to the concept that, the employees of the airline understand your specific needs, 0.5% strongly disagreed, 2.2% disagreed, 6.3% rated neutral, 57.3% agreed and 33.4% strongly agreed. While the perceptions are 1.0% strongly disagreed, 2.5% disagreed, 7.8% rated neutral, 48.8% agreed and 39.9% strongly agreed. The data reveals that, the expectations and perceptions almost matching and the customer is satisfied with regard to the concept that, the employees of the airline understand your specific needs.

itimplying from the table 5.23 that, with regard to service quality, 13.1% of the respondents rated it as high, 51.6% of the respondents rated it as moderate and 35.4% of the respondents rated it as low. The data reveals that, majority of the respondents were moderately satisfied with regard to service quality.

itimplying from the table 5.24 that, with regard to service safety, 3.2% of the respondents rated it as high, 64.1% of the respondents rated it as moderate and 32.7% of the respondents rated it as low. The data reveals that, majority of the respondents were moderately satisfied with regard to service safety.

itimplying from the table 5.25 that, with regard to price fare, 53.4% of the respondents rated it as high, 25.4% of the respondents rated it as moderate and 21.2% of the respondents rated it as low. The data reveals that, majority of the respondents were dissatisfied with price fare.

itimplying from the table 5.26 that, with regard to cancellation charges, 32.7% of the respondents rated it as high, 63.5% of the respondents rated it as moderate and 3.8% of
the respondents rated it as low. The data reveals that, majority of the respondents were moderately satisfied with cancellation charges.

- It can be described from the table 5.27 that, with regard to location of service, 23.9% of the respondents rated it as high, 35.5% of the respondents rated it as moderate and 40.5% of the respondents rated it as low. The data reveals that, majority of the respondents were moderately dissatisfied with location of services.

- It can be explained from the table 5.28 that, with regard to availability of service, 52.2% of the respondents rated it as high, 29.1% of the respondents rated it as moderate and 18.7% of the respondents rated it as low. The data reveals that, majority of the respondents were highly satisfied with availability of services.

- It can be illustrated from the table 5.29 that, with regard to accessibility of service, 56.1% of the respondents rated it as high, 24.3% of the respondents rated it as moderate and 19.6% of the respondents rated it as low. The data reveals that, majority of the respondents were highly satisfied with accessibility of services.

- It can be observed from the table 5.30 that, with regard to skills of employees, 57.6% of the respondents rated it as high, 33.3% of the respondents rated it as moderate and 9.1% of the respondents rated it as low. The data reveals that, majority of the respondents were highly satisfied with the skills of employees.

- It can be understood from the table 5.31 that, with regard to opinion towards agents performance, 6.3% of the respondents rated it as high, 33.9% of the respondents rated it as moderate and 59.8% of the respondents rated it as low. The data reveals that, majority of the respondents were highly not satisfied with the performance of agents.
The data reveals that, majority of the respondents were not satisfied with the performance of in flight personnel.

The data reveals that, majority of the respondents were not satisfied with the access of services.

The data reveals that, majority of the respondents were moderately satisfied with the booking ease.

The data reveals that, majority of the respondents were dissatisfied with the refund ease.

The data reveals that, majority of the respondents were moderately satisfied with the interiors.

The data reveals that, majority of the respondents rated it as high, 34.0% of the respondents rated it as
moderate and 11.1% of the respondents rated it as low. The data reveals that, majority of the respondents were satisfied with the perceived quality.

- It can be observed from the table 5.38 that, with regard to opinion towards appearance, 53.2% of the respondents rated it as high, 36.2% of the respondents rated it as moderate and 10.6% of the respondents rated it as low. The data reveals that, majority of the respondents were satisfied with the appearance.

- It can be understood from the table 5.39 that, with regard to opinion towards loyalty programs, 11.7% of the respondents rated it as high, 79.9% of the respondents rated it as moderate and 8.4% of the respondents rated it as low. The data reveals that, majority of the respondents were satisfied with the loyalty programs.

- It can be visualised from the table 5.40 that, with regard to opinion towards sales promotion tools, 82.4% of the respondents rated it as high, 15.8% of the respondents rated it as moderate and 1.8% of the respondents rated it as low. The data reveals that, majority of the respondents were highly satisfied with the sales promotion tools.

- It can be analysed from the table 5.41 that, with regard to opinion towards overall satisfaction towards their airline operators and air travel, 39.77% of the respondents rated it as highly satisfied, 21.88% of the respondents rated it as satisfied, 5.25% of the respondents rated it as neutral i.e. either satisfied or dissatisfied. 25.19% of the respondents rated it as dissatisfied and 7.88% of the respondents rated it as highly dissatisfied. The data reveals that, though majority of the respondents were satisfied but there is marginally big group that is dissatisfied.

6.3. SUGGESTIONS:
The service industries in general and the airline industry in particular, the customer satisfaction is always a key element of most companies. Thorough understanding of customers’ expectations and perception is a critical stage to help companies make the right decisions for developing. The designed research methodology which takes five dimensions of the SERVQUAL model including Reliability, Responsiveness, Assurance, Empathy, and Tangibility combined with the Price dimension which is the typical characteristic of low cost airline industry as the core elements for the quantitative measurement. Therefore, the current performance levels have been judged, and the improving factors have also been suggested.

1. Number of Low cost aircrafts should be increased enabling the lower middle class segment to have access to air travel
2. Steps to be initiated by airline operators to enhance brand loyalty among the airline passengers towards them.
3. Airline operators should initiate proper measures so as to ensure that there are no cancellations of flights.
4. Airline operators should initiate proper measures so as to ensure that there are no rescheduling of flights.
5. Proper measures to be taken by the airline operators to adhere to the arrival and departure schedules.
6. Measures to be initiated for speedy and satisfactory addressing of passenger grievances.
7. The expectations of the airline passengers are very high. When it comes to actual, a huge gap is noticed. Air line operators should plan various aspects of air travel meticulously and implement carefully ensuring that there will not be any gap between expectations and perception.
8. Behavior and performance occupies the biggest density of the influences on customer satisfaction. Thus improving this factor will significantly help to increase the most customer satisfaction.

9. Enhanced training for front line employees that communicate directly with customers to improve the service performance, ability to handle problems, manner of communication, behavior attitude, etc.

10. Staff training solutions need to be implemented continuously. Airline operators should create favorable conditions for their staff to update their knowledge regularly, make sense of responsibility for their work, and improve the processing skills and efficiency. Besides, Airline operators should pay particular attention to in-front employees to equip them with knowledge about customer service skills, practice patience, confidence to solve problems of customer, calm and cheerful attitude with customers even when facing work pressure.

11. Improvement of reliability and assurance such as ensuring the punctuality at high rate, limiting the status of delayed or canceled flights will contribute to the impression performance for Airline operators. In order to improve these aspects Airline operators should focus on criteria key points of the aircraft availability, check-in process, ground service, flight planning and controlling.

12. Airline operators should also pay attention to the connection between the flights and other kind of transportation at the destination such as flight connections, car transportations, etc to create the most favorable conditions for its passengers. Reasonable flight schedules, suitable flight times and regular flights will contribute to convenience.

14. Non-aero revenue source should be promoted for financial viability of airports.

15. An integrated transport system should be promoted at the national level.

16. Fiscal benefits like tax exemption/tax holiday to airports.

17. To come up with a separate policy for senior citizens on the lines of Indian railways.