

A Study on Customer Satisfaction in Airways - 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.

Index Terms- Airport, Source of Booking, Customer Satisfaction

I. INDIAN AIR TRANSPORT INFRASTRUCTURE

Indian air transport is one of the fastest developing aviation sectors of the world. In recent years, Indian air transport has witnessed a boom which has given rise to the need for improving Indian air transport infrastructure like never before.

The reason for that is an upsurge in demand for air travel, much of which owes to the opening of a host of low-cost airlines by the private sector.

Airlines in India

Kingfisher Airlines, Air India and Jet Airways are the most popular brands in domestic air travel in order of their market share. These airlines connect more than 80 cities across India and also operate overseas routes after the liberalization of Indian aviation. However, a large section of country's air transport system remains untapped, even though the Mumbai-Delhi air corridor was ranked 6th by the Official Airline Guide in 2007 among the world's busiest routes.

India's vast unutilized air transport network has attracted several investments in the Indian air industry in the past few years. More than half a dozen low-cost carriers entered the Indian market in 2004-05. Major new entrants include Air Deccan, Kingfisher Airlines, SpiceJet, GoAir, Paramount Airways and IndiGo Airlines. To meet India's rapidly increasing demand for air travel, Air India recently placed orders for more than 68 jets from Boeing for 7.5 billion USD while Indian placed orders for 43 jets from Airbus for 2.5 billion USD. Jet Airways, India's largest private carrier, has invested millions of dollars to increase its fleet, but this has been put on hold due to the recent economic slowdown. This trend is not restricted to traditional air carriers in India. IndiGo Airlines entered the limelight when it announced orders for 100 Airbus A320s worth 6 billion USD during the Paris Air Show; the highest by any Asian domestic carrier. Kingfisher Airlines became the first Indian air carrier in June 15, 2005 to order Airbus A380 aircraft. The total deal with Airbus was worth 3 billion USD.

Airports in India

Thirty major airports and infinite air terminal are genuinely trying to make India an easily air accessible place from several years. India is a massive country with excellent internal flight routes that reaches almost every nooks and corner of the country. Airport Authority of India administers all the prominent airports throughout the country. Airport Authority was come into being on 1st April 1995, which comprises of international as well as domestic airports in India. To accelerate the integrated progress, extension and modernization of the amenities of airport that meets the needs of the international standard is the only objective of the Airport Authority of India (AAI).

In the last few decades the infrastructure of the country has undergone severe change and development especially in the civil aviation sector of India. To manage the enormous growth in the airline industry of India modern airports have introduced in all over the country. Thus in the recent years several investments have been made in the air industry to make use of its large unutilized air transport network. Low cost air terminal have also introduced in the Indian Market in last few years. This creates a boom in the Indian economy and thus causes huge benefits in the tourism industry in India.

II. EXISTING POSITION

- There are 449 airports/airstrips in the country. Among these, the AAI owns and manages 5 international airports, 87 domestic airports and 28 civil enclaves at Defence airfields and provides air traffic services over the entire Indian airspace and adjoining oceanic areas.
- In 1998-99, these 120 airports/civil enclaves handled 4.20 lakh aircraft movements involving 24.17 million domestic and 12.83 million international passengers and 221 thousand metric tons of domestic cargo and 468 thousand metric tons of international cargo. 51 percent of traffic was handled at the international airports at Mumbai and Delhi. Presently various airlines are operating only through 61 airports. The remaining are lying unutilised at best handling occasional aircraft operations.
- The turnover of the Authority was Rs.1591.27 crores for the year ended March, 1999 and under audit figure of the Post Tax Profits for the year ended is Rs.208.41 crores as against Rs.196.14 crores for the year ended March, 1998.
- Historically, air traffic at Indian airports has broadly followed a particular distribution pattern, except that

some airports have changed their inter-se position vis-a-vis volume of traffic.

Air Traffic Control (ATC)

Air traffic control (ATC) involves communication with aircraft to help maintain separation — that is, they ensure that aircraft are sufficiently far enough apart horizontally or vertically for no risk of collision. Controllers may co-ordinate position reports provided by pilots, or in high traffic areas (such as the United States) they may use radar to see aircraft positions.

There are generally four different types of ATC:

- center controllers, who control aircraft en route between airports
- Control towers (including tower, ground control, clearance delivery, and other services), which control aircraft within a small distance (typically 10–15 km horizontal, and 1,000 m vertical) of an airport.
- Oceanic controllers, who control aircraft over international waters between continents, generally without radar service.
- terminal controllers, who control aircraft in a wider area (typically 50–80 km) around busy airports.

Airports Authority of India

The Airports Authority of India (AAI) is an organization working under the Ministry of Civil Aviation that manages all the airports in India. The AAI manages and operates 126 airports including 12 international airports, 89 domestic airports and 26 civil enclaves. The corporate headquarters(CHQ) are at Rajiv Gandhi Bhawan, Safdarjung Airport, New Delhi. V.P Agrawal is the current chairman of the AAI.

History

The AAI was formed on 1 April 1995 by merging the National Airports Authority (NAA) and the International Airports Authority of India (IAAI), to create a centralized organization that could effectively manage both the international and domestic airports. Presently, it is owned 100% by the Government of India.

Main Functions of AAI

- Control and management of the Indian airspace extending beyond the territorial limits of the country, as accepted by ICAO
- Design, Development, Operation and Maintenance of International and Domestic Airports and Civil Enclaves.
- Construction, Modification and Management of Passenger Terminals
- Development and Management of Cargo Terminals at International and Domestic airports.
- Provision of Passenger Facilities and Information System at the Passenger Terminals at airports.
- Expansion and strengthening of operation area viz. Runways, Aprons, Taxiway, etc.
- Provision of visual aids.
- Provision of Communication and Navigational aids viz. ILS, DVOR, DME, Radar, etc.

III. AIRPORT CLASSIFICATION

Airports are presently classified in the following manner:

- International Airports: - These are declared as international airports and are available for scheduled international operations by Indian and foreign carriers. Presently, Mumbai, Delhi, Chennai, Calcutta and Thiruvananthapuram are in this category.
- Domestic Airports:
 - a) Customs Airports with limited international operations: - These have customs and immigration facilities for limited international operations by national carriers and for foreign tourist and cargo charter flights. These include Bangalore (CE), Hyderabad, Ahmedabad, Calicut, Goa (CE), Varanasi, Patna, Agra (CE), Jaipur, Amritsar, Tiruchirapally, Coimbatore, Lucknow. (CE -

Civil Enclave)

- b) Model Airports:- These domestic airports have minimum runway length of 7500 feet and adequate terminal capacity (400 passengers or more) to handle Airbus 320 type of aircraft. These can cater to limited international traffic also, if required. These include Bhubaneswar, Guwahati, Nagpur, Vadodara, Imphal and Indore. Rest 6 Nos. of airports, developed under Model Airports concept have graduated to the classification of Customs Airports, given above.

- c) Other Domestic Airports:- All other 71 domestic airports are covered in this category.

d) Civil Enclaves in Defence Airport:- There are 28 civil enclaves in Defence airfields. Twenty civil enclaves are in operation.

Coimbatore Airport

Coimbatore Airport is an accomplished airport of the city of Coimbatore and is located in the Peelamedu region of the city. In the earlier years it was known as the Peelamedu or Coimbatore Civil Aerodrome and is at a distance of 13 Miles (21 kilometers) from the city center. The airport had its commencement in the 1940's in the form of a civil aerodrome with just a few airplanes of the Indian Airlines. From that period for a considerable phase the air services were restricted to the cities of Chennai and Mumbai. However, in the later years services to Cochin and Bangalore were also added. The airport in the 80s had a thorough transformation when it was closed down for runway expansion so as to enable modern day's jets like Boeing 737 and Airbus to operate. The year 1987 is a landmark in the history of this airport since on that year the project of runway expansion was completed and a new terminal started operation.

Nowadays, the airport is served by 10 airlines and 5 more are likely to initiate their operations in the coming years. In the meanwhile, two reputed international airlines SilkAir and SriLankan Airlines started operations to Coimbatore, linking

Coimbatore with Singapore and Colombo. The other two international airlines that are operating from here are Air Arabia and Air India-Express. In the airport there is also a runway that is 10,000 feet in length and it is destined that the final expansion will expand it to 12,500 ft in length. This will be done to handle wide bodied aircrafts in a better manner.

The airport is on the verge of expansion and projects are being chalked out in this direction. The airport authority is pondering over the construction of a parallel taxiway to reduce the runway occupancy time and turnaround of aircraft. In addition, plans for modernizing the present terminal with all modern facilities are sought after.

History

The airport commenced operations in 1940 as a civil aerodrome with [Indian Airlines](#) operating [Fokker F27](#), [Douglas DC-3](#) and later [Hawker Siddeley HS 748](#) aircraft.[\[6\]](#) Beginning with services to Chennai and Bangalore, other destinations like Cochin and Mumbai were added later. The airport was modernized with an extended runway to accommodate larger aircraft like the [Boeing 737](#) and was reopened in 1987. The [Sulur Air Force Base](#) located further east of [Coimbatore](#) was temporarily used for civil aviation during this period. As of 2012, the airport is served by more than ten domestic and international carriers.

The Prime Minister of India declared the government's intention to upgrade Coimbatore Airport to International status in a meeting with senior ministers on 6 June 2012 and the Union Cabinet granted it the status of international airport on October 2, 2012.

Infrastructure

The airport has one runway that is 9,760 feet (2,970 m) in length extended from 8,500 ft (2,600 m) to accommodate larger aircraft. The runway is further slated to be extended to 12,500 feet (3,800 m) to handle wide bodied aircraft such as the [Airbus A380](#). New domestic and international divisions were added in 2010 to the already existing common terminal and an [Instrument Landing System](#) (ILS) is in place since 2008.[\[9\]](#) The airport has a

parking management system with a capacity to accommodate nearly 300 cars.[\[10\]](#) There are two hangars in the airport; one provides housing for the planes of Coimbatore Flying Club, the other provides shelter for private carriers.

Although the status of International airport was conferred only in 2012, the airport has had provisions for, and has been receiving, international flights (primarily from [Sharjah](#)) since the 1990s and Silk Air from Singapore Changi airport since 2006. Srilankan Airlines from Colombo operated for a short period. The service was stopped due to security reasons. FluDudai is planning to start their operations in some time

Airport Structure

The airport has one runway that is 9,760 feet (2,970 m) in length - previously the runway was 8,500 ft (2,600 m) in length. Because of this runway expansion, the airport can accommodate aircraft such as the Boeing 747 and Airbus A330. An Instrument Landing System (ILS) is also being installed

The further proposed expansion of the airport includes the construction of a parallel taxiway to the runway. This will minimise the runway occupancy time and turnaround of aircraft, as aircraft currently taxi on the runway. Two more parking bays will be added, raising the total number to eight. The terminal will also be modernized with sliding doors, aero-bridges, and modern systems for baggage-handling.

Proposed Expansion

The further proposed expansion of the airport includes extension of runway to 12,500 ft (3,800 m) to accommodate larger aircraft such as the [Boeing 747](#) and [Airbus A380](#) and construction of a parallel taxiway to the runway to minimize runway occupancy time and turnaround time of aircraft. Two more parking bays will be added, raising the total number of bays to 10. Now the airport can accommodate a330 aircraft though no airline flies one. The airport is expected to accommodate a380 and 747 when expansion is complete. The airport has received approval for expansion but work has been postponed due to some local problems.

Airlines in Coimbatore airport

Airlines	Destinations
Air Arabia	Sharjah
Air Costa	Bangalore, Hyderabad, Vijayawada, Tirupati
Air India	Delhi, Kozhikode, Mumbai
IndiGo	Bhubaneswar, Chennai, Delhi, Mumbai
Jet Konnect	Bangalore, Chennai, Mumbai
Silkair	Singapore
SpiceJet	Ahmedabad, Chennai, Delhi, Hyderabad, Mumbai Chennai, Delhi
Blue Dart Aviation	Bangkok-Suvamabhumi, Sharjah
Yanda Airlines	

Boarding Systems

Analytical and simulation results show that group/zone boarding can speed up the airplane boarding process. Airlines use a number of different group/zone boarding systems or boarding rules, the idea (there are numerous variations) of some of them, are shown below. By pressing play you can view a simulation of different airplane boarding strategies. Note, random boarding (i.e. boarding all rows at the same time) is faster than back-to-front boarding. Hence, you will actually speed up the boarding process if you board before your turn in back-to-front boarding.

Airline meal

An airline meal or in-flight meal is a meal served to passengers on board a commercial airliner. These meals are prepared by airline catering services.

IV. ENTERTAINMENT

Interior modification and refurbishment work provides an ideal opportunity to improve passenger flight enjoyment with an upgrade to your entertainment systems. With little or no increase in downtime, we can enhance your cabin's entertainment system with state-of-the-art CD/DVD players, flat screen monitors, speakers & headsets, and Airshow moving maps.

Airline complaints

Airline complaints are any type of formal complaint filed by an airline customer either to the airline responsible for the grievance or the government office responsible for overseeing the airlines national industry. Airline complaints generally arise out of problems experienced during air travel that were left unresolved.

Air safety

Air safety is a term encompassing the theory, investigation and categorization of flight failures, and the prevention of such failures through regulation, education and training. It can also be applied in the context of campaigns that inform the public as to the safety of air travel.

Some of the air safety topics are:

- Lighting
- Ice and snow
- Engine failure
- Fire
- Bird strike
- Ground damage
- Human factor

Booking of Airline Tickets

Booking airline tickets has become an art form. One day too late, or choose the wrong layover, and you're paying hundreds more than you need to. It takes a lot of sleuthing and a bit of finesse to get the seat you want, the price you need and the dates you prefer. Here's how to get from point A to point B--on your own terms.

Instructions

1] Start your search at least 21 days ahead of time to take advantage of advance-booking fares. Travel midweek and stay over a Saturday night whenever possible. Stay on your toes: The cheap seats always sell out first.

2] Look for flights on your frequent-flier carrier first and compare its cheapest rate to those on sites such as Priceline.com, Expedia.com and Travelocity.com. Also check out consolidators such as AirTravelCenter.com and auction sites. Many airline Web sites offer lower Internet-only fares.

3] Consider flying through a secondary airport. Orange County and Burbank are alternatives to LAX, and Newark International can substitute for the busier and oft-delayed JFK or LaGuardia airports. You may have to drive further, but if flights are impossible to get or impossibly expensive, you might be surprised by the ease of use and friendlier prices of smaller airports.

4] Request your seat preference (aisle or window) when buying your ticket. You could find yourself with a middle seat if you wait until check-in. SeatGuru.com has detailed maps of the best and worst seats on specific planes, so you can avoid seats that don't recline and keep an eye out for those with extra leg room.

5] Request any special assistance or equipment (such as a wheelchair) for disabled travelers prior to arriving at the airport.

6] Keep the length of the flight, the layovers, the amount of gear you're carrying and the time of day in mind when deciding whether to buy a seat (often discounted) for an infant. Domestic carriers permit you to hold children under 2 years of age on your lap, while international flights require a ticket and a seat for every passenger.

7] Place special meal orders at no extra charge, if they are offered on your flight. For example, United offers diabetic, low fat and low cholesterol, low-calorie, high-fiber, low-protein, low-sodium, kosher and vegan meals. There are also meals for children. These special meals are often tastier than the regular fare.

8] Find out whether tickets are refundable, transferable or changeable (and at what cost) before you buy. Get e-tickets when possible. Having paper tickets mailed usually involves an extra fee, and they're like cash: If you lose them, they're gone.

V. REVIEW OF LITERATURE

Vasu Krishnasami on 6 may 2006 the review of Coimbatore airport is tiny! Too many passengers use this airport. The potential of this City is enormous! Government needs to show some care for Coimbatore.

Sharon Wilson on 28 April 2006 Contrary to what I had expected to find at a small, domestic airport, the terminal was beautifully clean well laid out with the benefit of some shops, friendly staff who helped us through the security and check-in process. Ladies toilets (both Indian and Western style) were acceptably clean. A/C was okay if you were standing under it. I would have no hesitation in travelling through this airport again on future visits to India. Well done to those who maintain the Airport - keep up the good work.

Coimbatore airport expansion to take off soon By **V.S. Palaniappan** in his review Coimbatore Aug. 20. With the district administration gearing for the land acquisition process, the

much-awaited expansion of the Coimbatore Airport at Peelamedu is set to take off shortly. The preliminary work of land acquisition for airport expansion might get under way before September-end.

The Collector, N. Muruganandam, said an exclusive revenue team would be formed to acquire almost 114 acres most of which are private "patta lands" lying contiguous to the airport.

The administrative sanction which the district administration had sought from the State Government for setting up a team for acquisition is expected any time within a month.

On obtaining it, the land acquisition process would get under way, he said. The entire exercise might take a minimum of six months to a year.

The cost involved had been put at Rs. 3.72 crores and the Airports Authority of India had already given an assurance that it would deposit the money with the Government the moment acquisition process begins, the **Airport Director, N.K. Sinha**, told The Hindu.

The AAI had been keenly pushing through the land acquisition process as the runway expansion and widening would be a pre-requisite for enhancing the airport's capacity in terms of passenger flow and cargo handling.

The main constraint in increasing the passenger/cargo capacity was the length of the runway.

The present 7500 feet runway is inadequate to operate bigger and wider-bodied aircraft especially the higher version of the Boeing or Jet aircraft.

Bigger runways are a must for the Airbus 300 type of aircraft.

The runway length had to be increased to 9000 feet and corresponding strengthening needed to make it suitable to take on higher aircraft load.

The trade and industry in the Coimbatore region has been seeking expansion for handling future increase in passenger as well as cargo traffic considering the growing business potential including the export/import of cargo to and from Coimbatore.

The airport authorities view that lack of infrastructure in general and inadequate runway in particular at airports in a way responsible for the limited freight operation.

The AAI's renewed effort on runway expansion got a fillip after the visit by the Parliamentary Consultative Committee on Civil Aviation to the Coimbatore airport recently.

Once the expansion work is completed, the AAI would be in a position to lure various airliners to operate international flights from Coimbatore, which again depended largely on the passenger traffic potential that Coimbatore could generate, AAI officials pointed out.

Sujay Mehdudia in his review, a new integrated terminal building was being constructed at the Madurai airport and the Coimbatore airport terminal building would be expanded by May 2010.

A master plan for upgrading the Tuticorin airport in phases had been prepared and the Tamil Nadu government asked to provide 586 acres of land free and without encumbrances to the Airports Authority of India, he said.

VI. RESEARCH METHODOLOGY

SCOPE OF THE STUDY:

The project aims to study the customer's satisfaction level in airways in various objects. For this purpose primary data were collected by questionnaire method.

OBJECTIVE OF THE STUDY:

- ✓ To study about the consumers opinion on price, quality, services & sources of booking.
- ✓ To study the consumers level of satisfaction towards various factors of airline services.
- ✓ To study the effectiveness of quality & service of the airlines.
- ✓ To study the consumers satisfaction level in the boarding efficiency & baggage delivery timings.
- ✓ To study the consumers satisfaction in overall courteous & helpfulness.

LIMITATIONS:

- ✓ This study covers only the customers who travel in the air, sample of 75 was selected together.
- ✓ As the questionnaire method was used the analysis was carried out based on the information provided by the respondents.

TOOLS USED:

The following tools are used to analyse the data for the various objective of the study.

- ✓ Percentage analysis
- ✓ Chi-square test
- ✓ Rank analysis

PERCENTAGE ANALYSIS

In this section different table formed for all the data available from this sample. Further interpretation is given for the entries given in table. This analysis helps a common man to understand, what percentage of respondents belongs to each category. Also by giving information in term of percentage we use the standardization. The results are given one after another.

CHI-SQUARE ANALYSIS

This chi-square test is the study of finding whether any one factors has association with other. The chi-square tests were carried out at 5% level significance. Under the hypothesis of independent of attributes the expected frequencies for any of the frequencies can be obtained on modifying in the dividing the product by the total frequency N.

Chi-square formulae, which is used in this study is given below.

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

If p value is less than the α value , the Null hypothesis may be rejected.

VII. ANALYSIS AND INTERPRETATION

TABLE NO:1

The following table shows the gender details for 75 respondents.

		gender	
		Frequency	Percent
Valid	male	41	54.7
	female	34	45.3
	Total	75	100.0

The above table shows that 54.7% of the respondents are males, 45.3% of the respondents are females. The majority of the respondents are males.

CHAT NO: 1

The following chart shows the gender details for 75 respondents

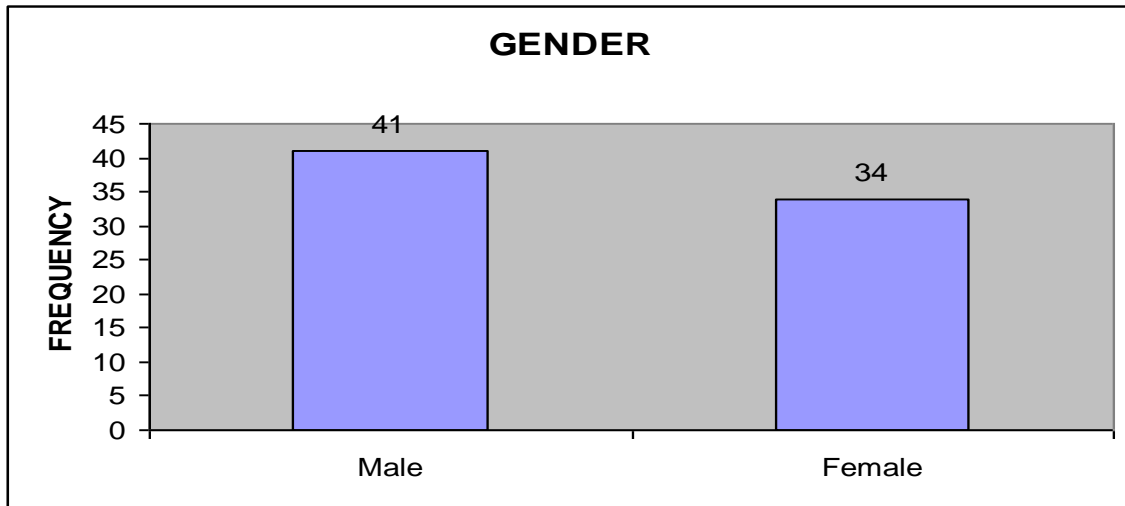


TABLE NO:2

The following table shows the age details for 75 respondents.

age

		Frequency	Percent
Valid	<20	6	8.0
	20-40	48	64.0
	40-60	20	26.7
	>60	1	1.3
	Total	75	100.0

The following table shows that 8% of the respondents belongs to the age group below 20 years, 64% of the respondents belong to the age group of 20-40 years, 26.7% of the respondents are belong to the age group 40-60, and 1.3% of the respondents belong to the age group above 60 years.

The majority of the respondents are in the age group of 20-40 years.

CHART NO: 2

The following table shows the age details for the 75 respondents.

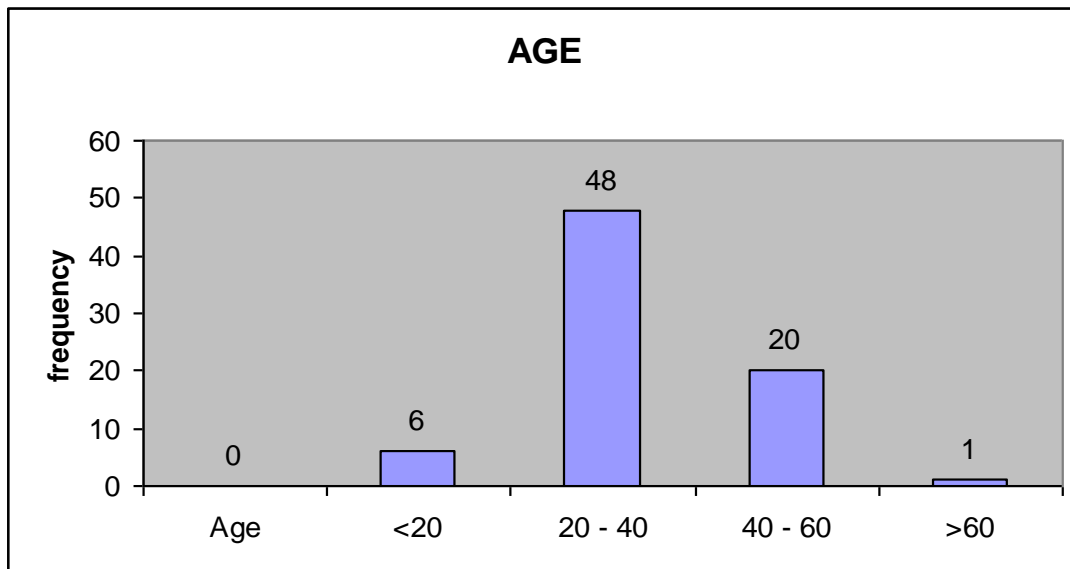


TABLE NO: 3

The following table shows the marital status for 75 respondents.

marital status

		Frequency	Percent
Valid	married	38	50.7
	unmarried	37	49.3
	Total	75	100.0

The above table shows that 50.7% of the respondents were married and 49.3% of the respondents were unmarried. The majority of the respondents are married people.

CHART NO:3

The following chart shows the marital status for 75 respondents.

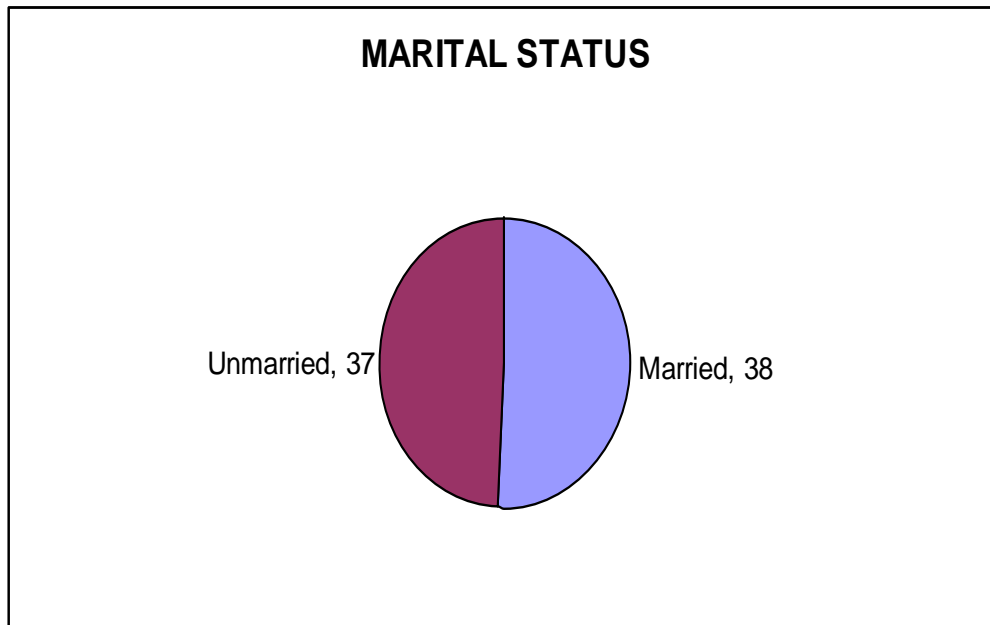


TABLE NO: 4

The following table shows the educational qualification of the respondents.

educational qualification

		Frequency	Percent
Valid	sslc	11	14.7
	under graduate	31	41.3
	post graduate	19	25.3
	others	14	18.7
	Total	75	100.0

The above table shows that the 14.7% of the respondents belongs to SSLC, 41.3% of the respondents belongs to under graduates, 25.3% of the respondents are belongs to post graduates, & 18.7 percentage of the respondents belongs to other streams.

The majority of the respondents are under graduates.

CHART NO: 4

The following chart shows the details of educational qualification of the respondents.

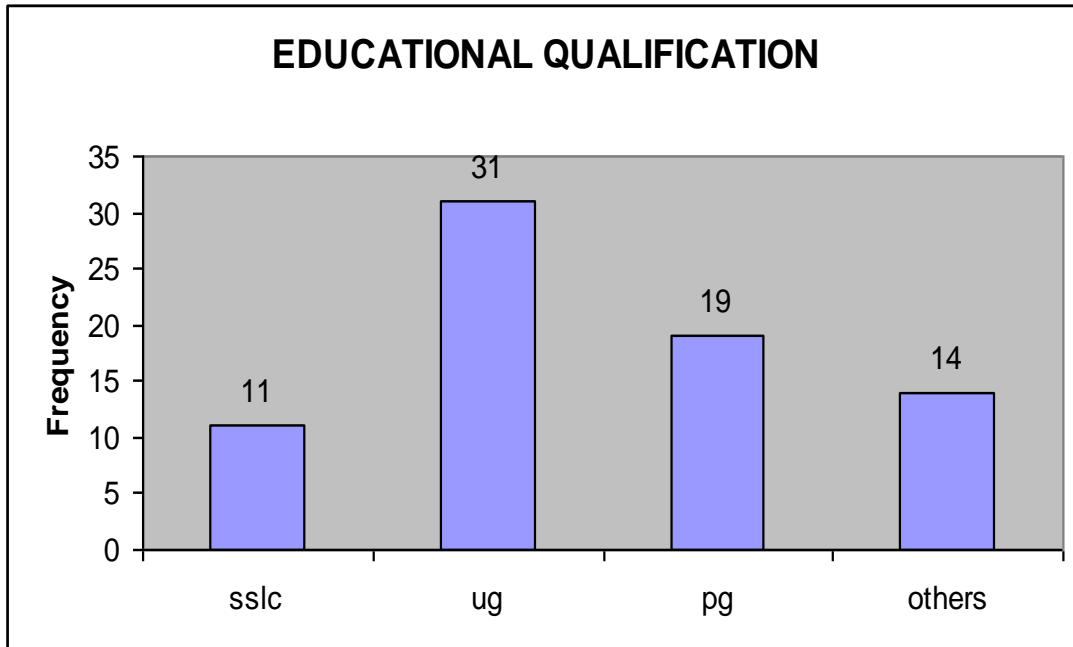


TABLE NO: 5

The following table shows the occupation details of the 75 respondents.

occupation

		Frequency	Percent
Valid	student	15	20.0
	priv ate	15	20.0
	gov ernment	16	21.3
	business	15	20.0
	others	14	18.7
	Total	75	100.0

The above table shows that 20% of the respondents are students, 20 % of the respondents are private working people, 21.3% of the respondents are working in government sector, 20% of the people are doing business & 18.7% of the respondents are in other jobs.

The majority of the respondents are government sector people.

CHART NO: 5

The following table shows the occupation details of the 75 respondents.

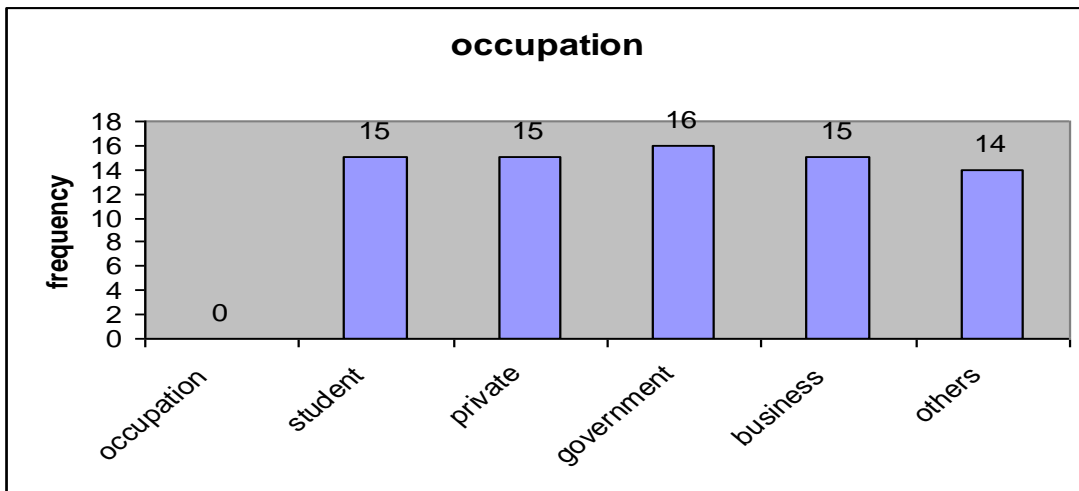


TABLE NO: 6

The following table shows the monthly income of the 75 respondents.

		Frequency	Percent
Valid	below 10000	19	25.3
	10000-30000	31	41.3
	30000-50000	18	24.0
	50000 & above	7	9.3
Total		75	100.0

The above table shows that 25.3% of the respondents belong to the monthly income below 10000, 41.3% of the respondents are belong to the monthly income 10000-30000, 24% of the respondents are belong to the monthly income 30000-50000, 9.3% of the respondents are belong to the monthly income above 50000.

The majority of the respondents are belonging monthly income 10000-30000.

CHART NO: 6

The following chart shows the monthly income of the 75 respondents.

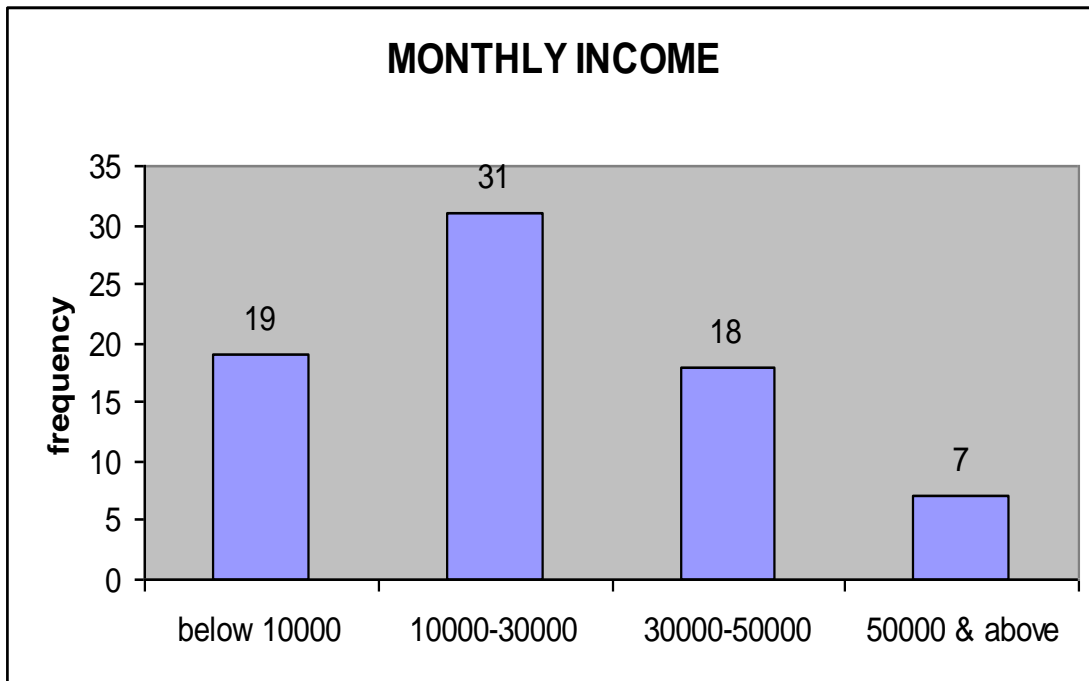


TABLE NO: 7

The following table shows the residence of the 75 respondents.

		area	
		Frequency	Percent
Valid	rural	25	33.3
	urban	50	66.7
Total		75	100.0

The above table shows that 33.3% of the respondents were rural area and 66.7% of the respondents were urban area. The majority of the respondents are belonging urban area.

CHART NO: 7

The following chart shows the residence of the 75 respondents.

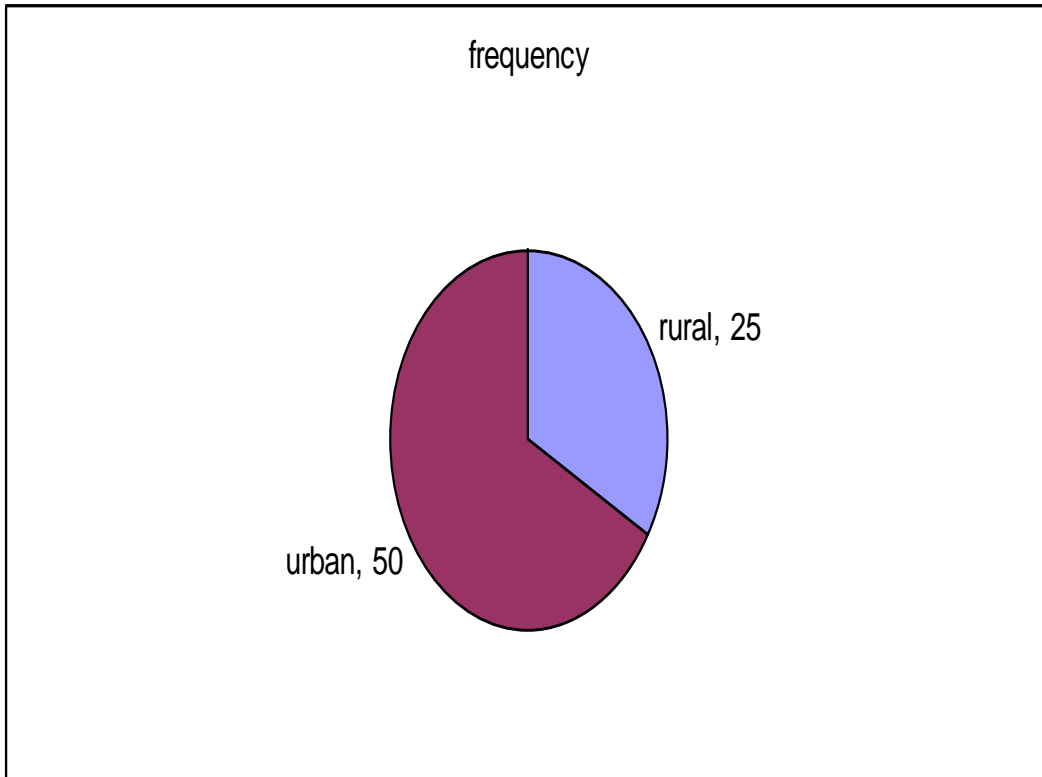


TABLE NO: 8

The following table shows the purpose of traveling of the 75 respondents.

purpose of travelling			
		Frequency	Percent
Valid	business	16	21.3
	personal/vocation	30	40.0
	education	16	21.3
	others	13	17.3
	Total	75	100.0

The above table shows that 21.3% of the respondents are travelling for the purpose of business, 40% of the respondents are travelling for the purpose of personal/vocation 21.3% of the respondents are travelling for the purpose of education and 13% of the respondents are traveling for other purposes .

The majority of the respondents are travelling for the purpose of personal/vocation.

CHART NO: 8

The following chart shows the purpose of traveling of the 75 respondents.

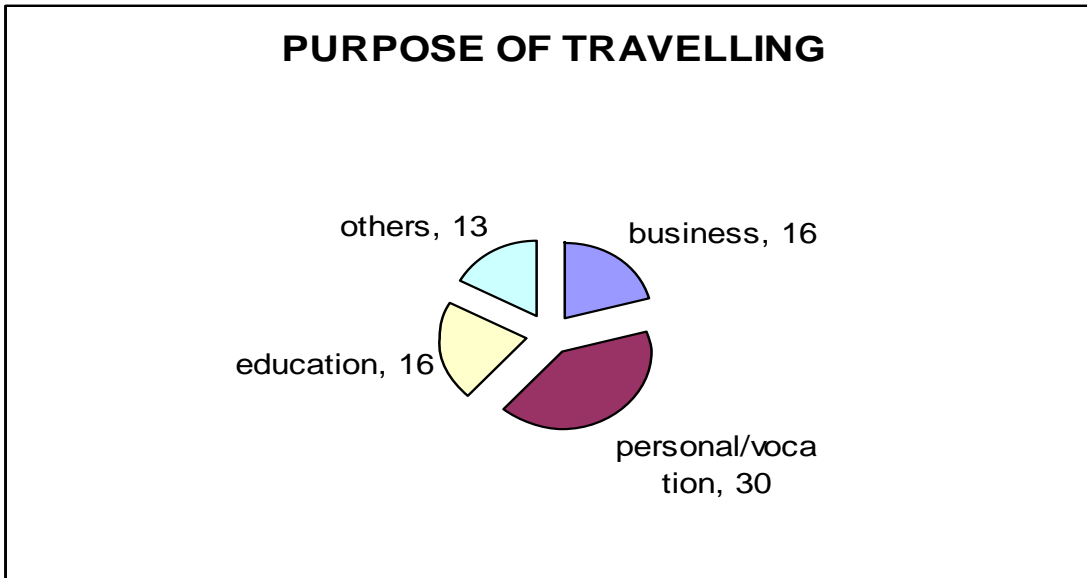


TABLE NO: 9

The following table shows the class in which the respondents are travelling.

class of travelling

		Frequency	Percent
Valid	economy class	44	58.7
	business class	31	41.3
	Total	75	100.0

The above table shows that 58.7% of the respondents are travelling in economy class and 41.3% of the respondents are travelling in business class.

The majority of the respondents are travelling in economy class.

CHART NO: 9

The following chart shows the class in which the respondents are travelling.

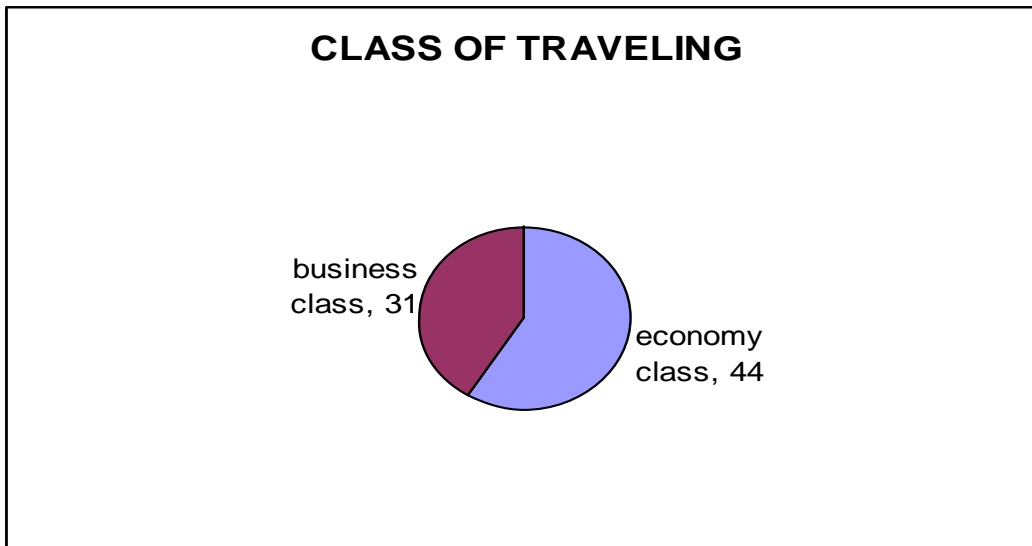


TABLE NO: 10

The following table shows the booking of airline tickets of 75 respondents.

Booking airline tickets

	Frequency	Percent
Valid internet	25	33.3
travel agents	34	45.3
airline office	15	20.0
others	1	1.3
Total	75	100.0

The above table shows that 33.3% of the respondents are booking the tickets by internet, 45.3% of the respondents are booking the tickets by travel agents, 20% of the respondents are booking the tickets by airline office and 1.3% of the respondents are booking by other ways.

The majority of the respondents are booking their tickets by travel agents.

CHART NO: 10

The following chart shows the booking of airline tickets of the 75 respondents.

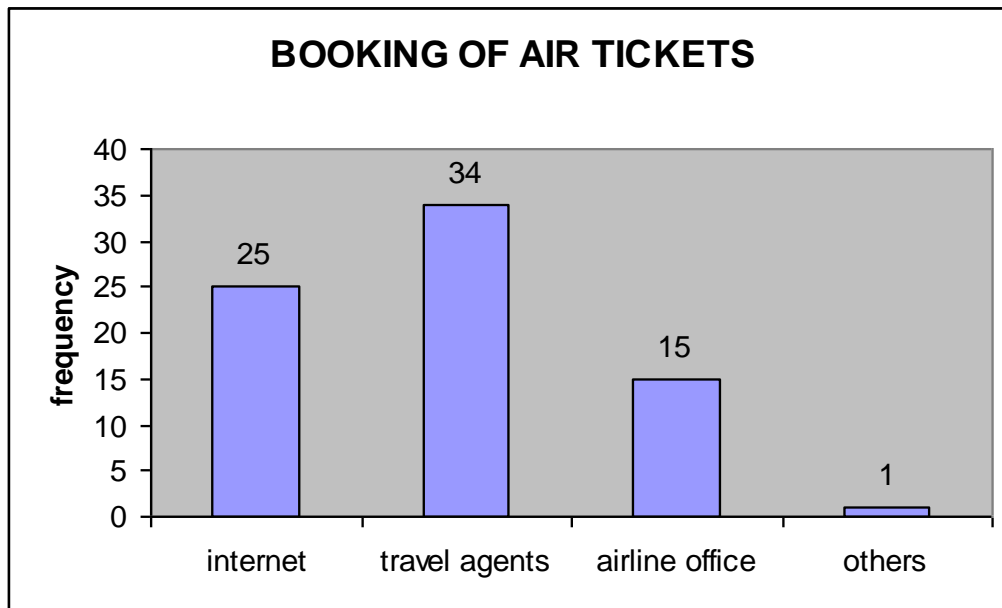


TABLE NO: 11

The following table shows the number of times the respondents travel by air during last year.

Number of times travelled during last year

		Frequency	Percent
Valid	1	11	14.7
	2-5	40	53.3
	6-10	17	22.7
	10-20	3	4.0
	20 & above	4	5.3
	Total	75	100.0

The above table shows that 14.7% of the respondents are travelled once during the last year, 53.3% of the respondents are travelled 2-5 times in the last year, 22.7% of the respondents are travel 6-10 times in the last year, 5.3% of the respondents are travelled more than 20times in the last year.

The majority of the respondents are travelled 2-5 times by air in the last year.

CHART NO: 11

The following chart shows the number of times travel by air during last year of the 75 respondents.

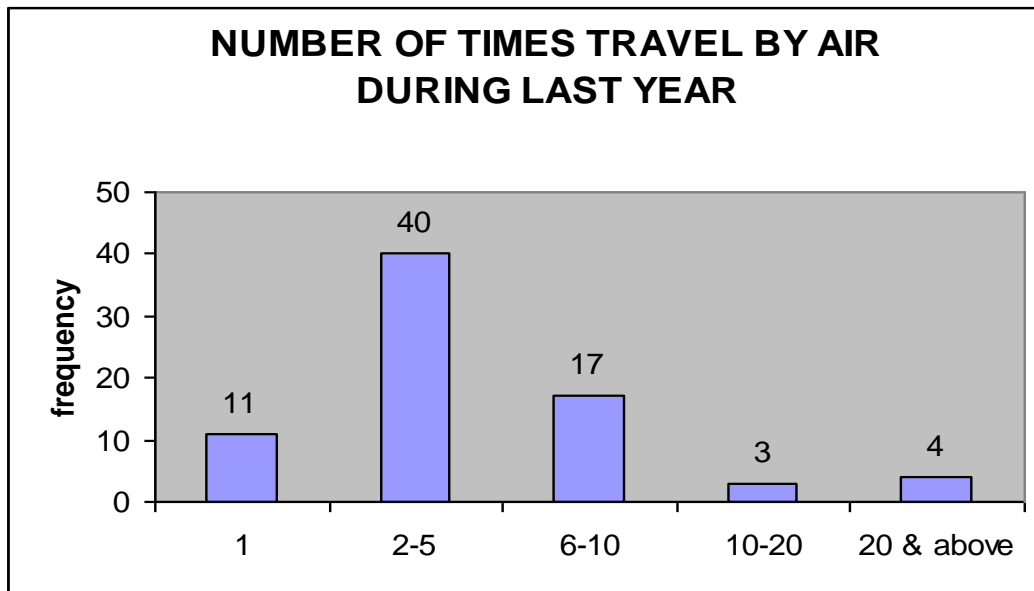


TABLE NO: 12

The following table shows the satisfaction level of the price of the airline selected.

rating the price of the airline

		Frequency	Percent
Valid	very high	5	6.7
	high	36	48.0
	moderate	33	44.0
	very low	1	1.3
Total		75	100.0

The above table shows that 6.7% of the respondents are rate that the price of the airline is very high, 48% of the respondents are rate that the price of the airline is high, 44% of the respondents are rate that the price of the airline is moderate & 1.3% of the respondents are rate that the price of the airline is very low.

The majority of the respondents are rate that the price of the airline is high.

CHART NO: 12

The following chart shows the satisfaction level of the price of the airline selected.

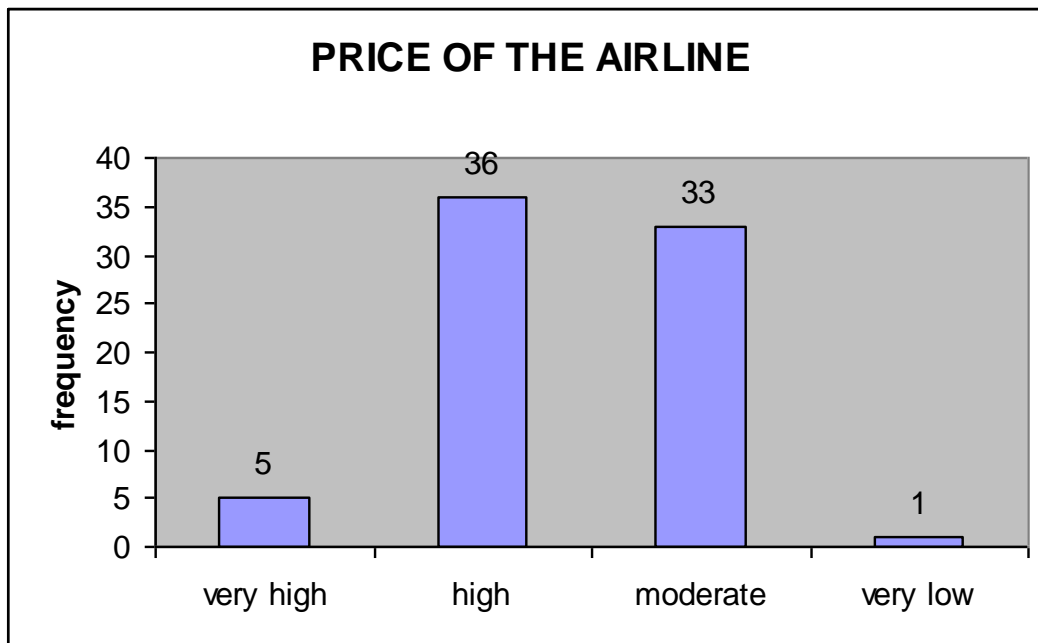


TABLE NO: 13

The following table shows the satisfaction level of the quality & service of the airline selected.

Rating the quality and service of the airline

		Frequency	Percent
Valid	highly satisfied	9	12.0
	satisfied	59	78.7
	moderate	6	8.0
	highly dissatisfied	1	1.3
	Total	75	100.0

The above table shows that 12% of the respondents are highly satisfied with the quality and service provided by the airlines, 78.7% of the respondents are satisfied with the quality and service provided by the airlines, 8% of the respondents are feeling moderate with the quality and service provided by the airlines, 1.3% of the respondents are highly dissatisfied with the quality and service provided by the airlines,

The majority of the respondents are satisfied with the quality and service provided by the airlines.

CHART NO: 13

The following chart shows the satisfaction level of the quality & service of the airline selected.

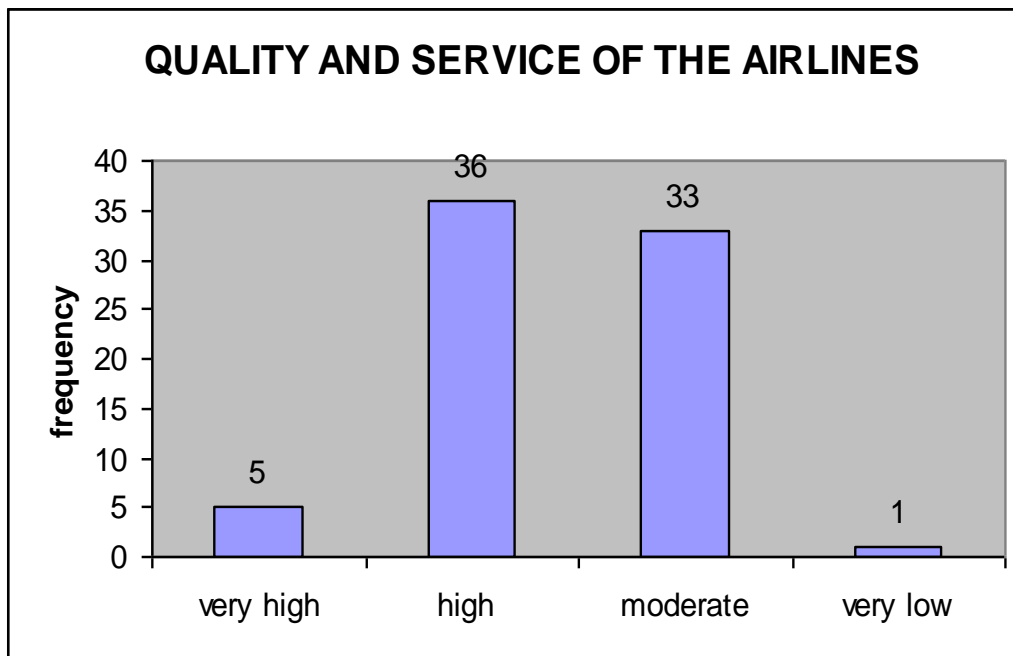


TABLE NO: 14

The following table shows the safety of the airline selected.

rating the safety of the airline

		Frequency	Percent
Valid	highly satisfied	12	16.0
	satisfied	50	66.7
	moderate	12	16.0
	highly dissatisfied	1	1.3
	Total	75	100.0

The above table shows that 16% of the respondents are highly satisfied with the safety provided by the airlines, 78.7% of the respondents are satisfied with the safety provided by the airlines, 8% of the respondents are feeling moderate with the safety provided by the airlines, 1.3% of the respondents are highly dissatisfied with the safety provided by the airlines.

The majority of the respondents are satisfied with the safety provided by the airlines.

CHART NO: 14

The following chart shows the safety of the airline selected.

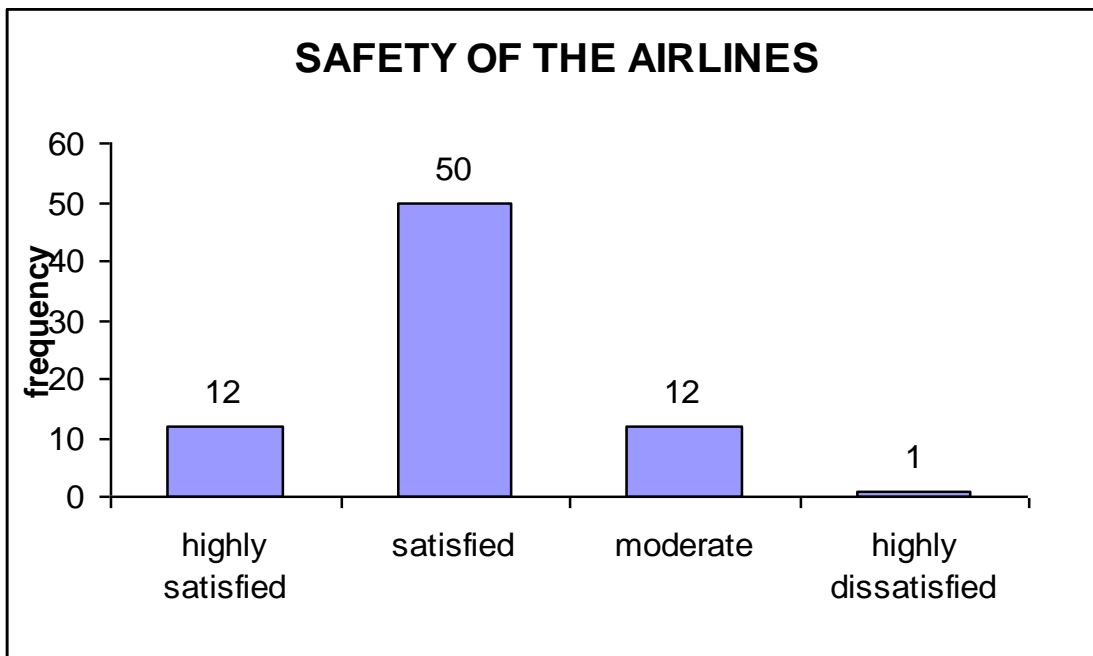


TABLE NO: 15

The following table shows the respondents being waited in the queue of baggage check in counter.

respondents waiting time in the queue of express baggage check in counter

		Frequency	Percent
Valid	0-5min	5	6.7
	6-10min	21	28.0
	11-20min	34	45.3
	20min & above	15	20.0
	Total	75	100.0

The above table shows that 6.7% of the respondents are waited in the queue of baggage check in counter for 0-5minutes, 28% of the respondents are waited in the queue of baggage check in counter for 6-10minutes, 45.3% of the respondents are waited in the queue of baggage check in counter for 11-20minutes, & 20% of the respondents are waited in the queue of baggage check in counter for more than 20minutes time.

The majority of the respondents are waited in the queue of express baggage check in counter for 11-20minutes duration of time.

CHART NO: 15

The following chart shows the respondents being waited in the queue of baggage check in counter.

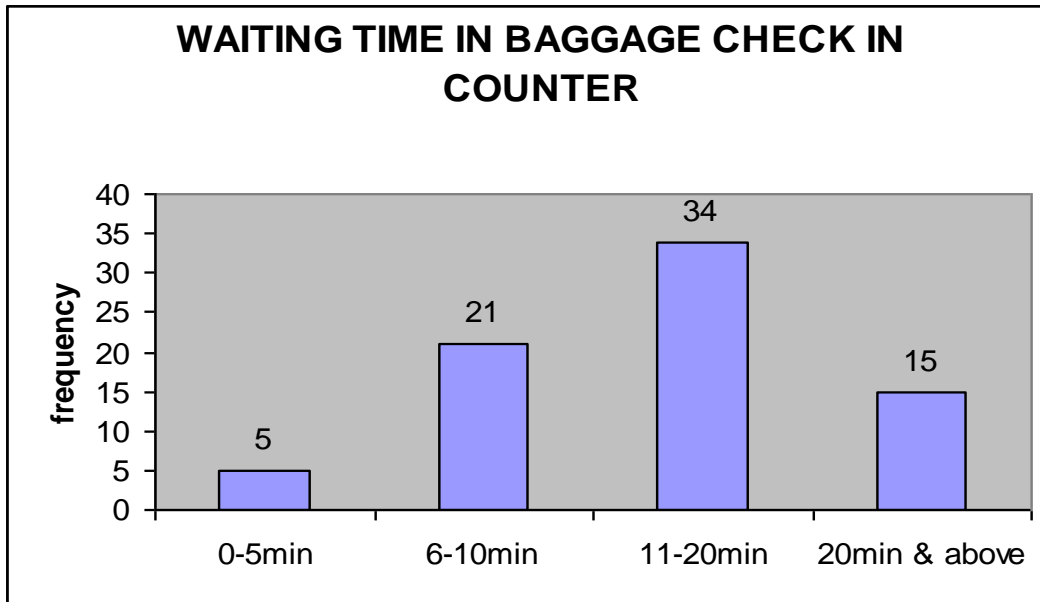


TABLE NO: 16

The following table shows the respondents being waited in the queue of aircraft boarding.

espondents waiting time in the queue of aircraft boarding

		Frequency	Percent
Valid	0-5min	4	5.3
	6-10min	14	18.7
	11-20min	29	38.7
	20min & above	28	37.3
Total		75	100.0

The above table shows that 5.3% of the respondents are waited in the queue of aircraft boarding for 0-5minutes, 18.7% of the respondents are waited in the queue of aircraft boarding for 6-10minutes, 45.3% of the respondents are waited in the queue of aircraft boarding for 11-20minutes, & 20% of the respondents are waited in the queue of aircraft boarding for more than 20minutes time.

The majority of the respondents are waited in the queue of aircraft boarding counter for 11-20minutes of time.

CHART NO: 16

The following chart shows the respondents being waited in the queue of aircraft boarding.

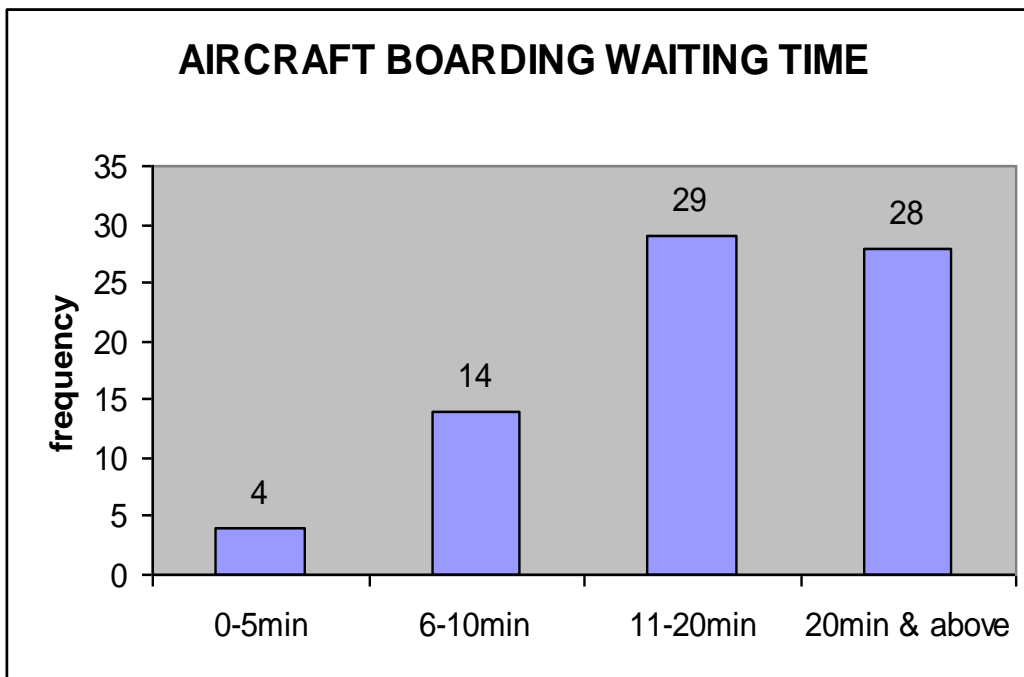


TABLE NO: 17

The following table shows the respondents being waited in the queue of security check point.

respondents waiting time in the queue of security check point

		Frequency	Percent
Valid	0-5min	8	10.7
	6-10min	31	41.3
	11-20min	20	26.7
	20min & above	16	21.3
Total		75	100.0

The above table shows that 10.7% of the respondents are waited in the queue of security check point for 0-5minutes, 41.3% of the respondents are waited in the queue of security check point for 6-10minutes, 26.7% of the respondents are waited in the queue of security check point for 11-20minutes, & 21.3% of the respondents are waited in the queue of security check point for more than 20minutes time.

The majority of the respondents are waited in the queue of security check point counter for 6-10minutes duration of time.

CHART NO: 17

The following chart shows the respondents being waited in the queue of aircraft boarding.

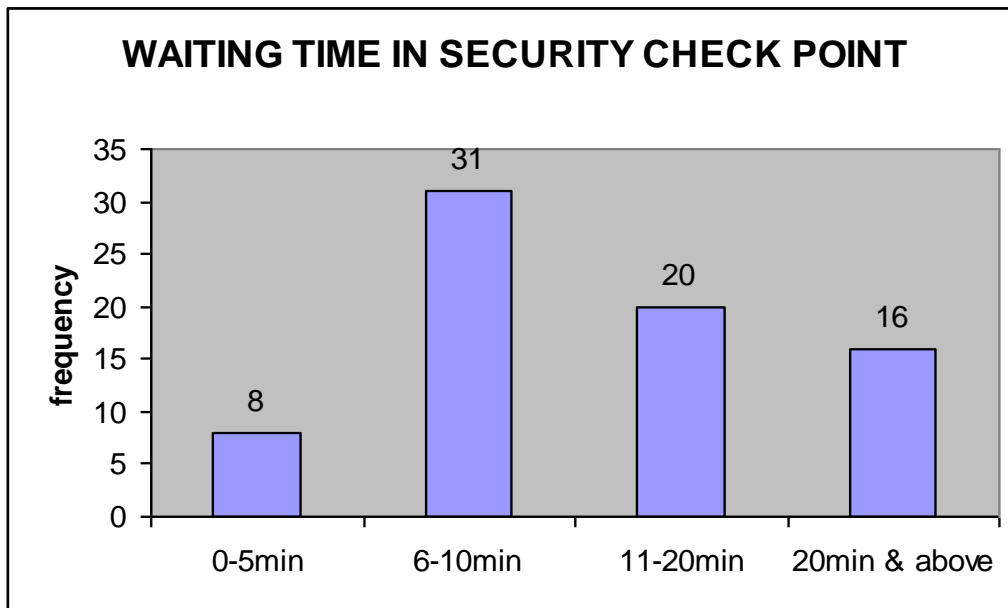


TABLE NO: 18

The following table shows how much important the departure or arrival time while making a decision to choose the airline.

importance of departure & arrival time

		Frequency	Percent
Valid	not at all important	5	6.7
	somewhat important	32	42.7
	very important	38	50.7
	Total	75	100.0

The above table shows that 6.7% of the respondents are think that the departure or arrival time was not at all important, 42.7% of the respondents are think that the departure or arrival time was somewhat important, & 50.7% of the respondents are think that the departure or arrival time was very important.

The majority of the respondents are think that the departure or arrival time was very important while making a decision to choose the airline.

CHART NO: 18

The following chart shows how much important the departure or arrival time while making a decision to choose the airline.

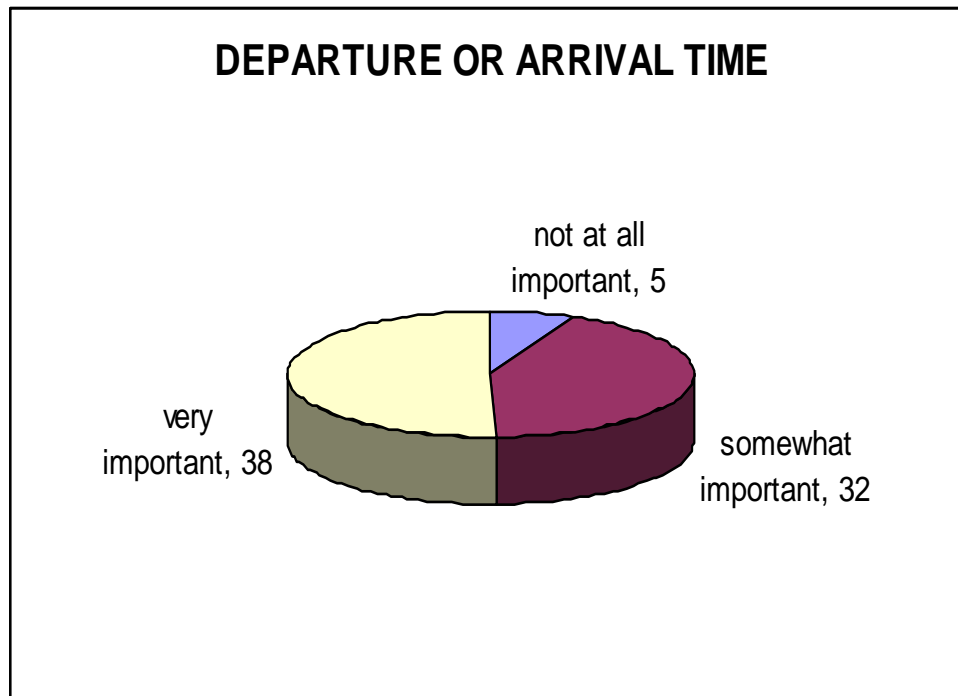


TABLE NO: 19

The following table shows how much important the stops of the flight while making a decision to choose the airline.

importance of stops or better connections of the flights

		Frequency	Percent
Valid	not at all important	10	13.3
	somewhat important	28	37.3
	very important	37	49.3
Total		75	100.0

The above table shows that 13.3% of the respondents are think that the fewer stops of flight and better connection was not at all important, 37.3% of the respondents are think that the fewer stops of flight and better connection was somewhat important, & 49.3% of the respondents are think that the fewer stops of flight and better connection was very important.

The majority of the respondents are think that the fewer stops of flight and better connection was very important while making a decision to choose the airline.

CHART NO: 19

The following chart shows how much important the stops of the flight while making a decision to choose the airline.

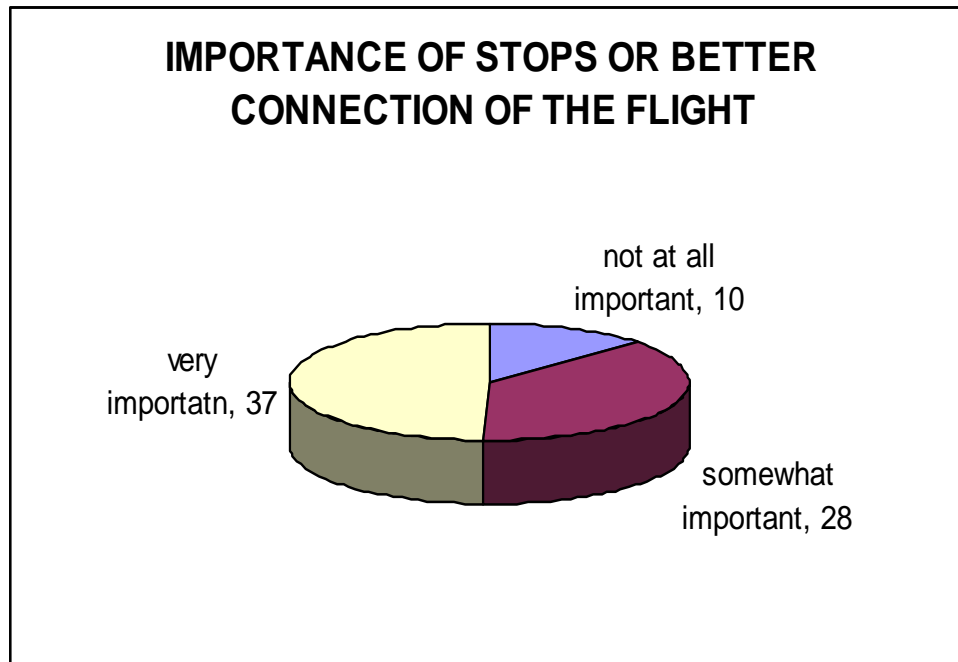


TABLE NO: 20

The following table shows how much important the air fare of the flight while making a decision to choose the airline.

importance of air fair

		Frequency	Percent
Valid	not at all important	3	4.0
	somewhat important	27	36.0
	very important	45	60.0
	Total	75	100.0

The above table shows that 4% of the respondents are think that the air fare of flight was not at all important, 36% of the respondents are think that the air fare of flight was somewhat important, 60% of the respondents are think that the air fare of the flight was very important.

The majority of the respondents are think that the air fare of the flight is very important while making a decision to choose the airline.

CHART NO: 20

The following chart shows how much important the air fare of the flight while making a decision to choose the airline.

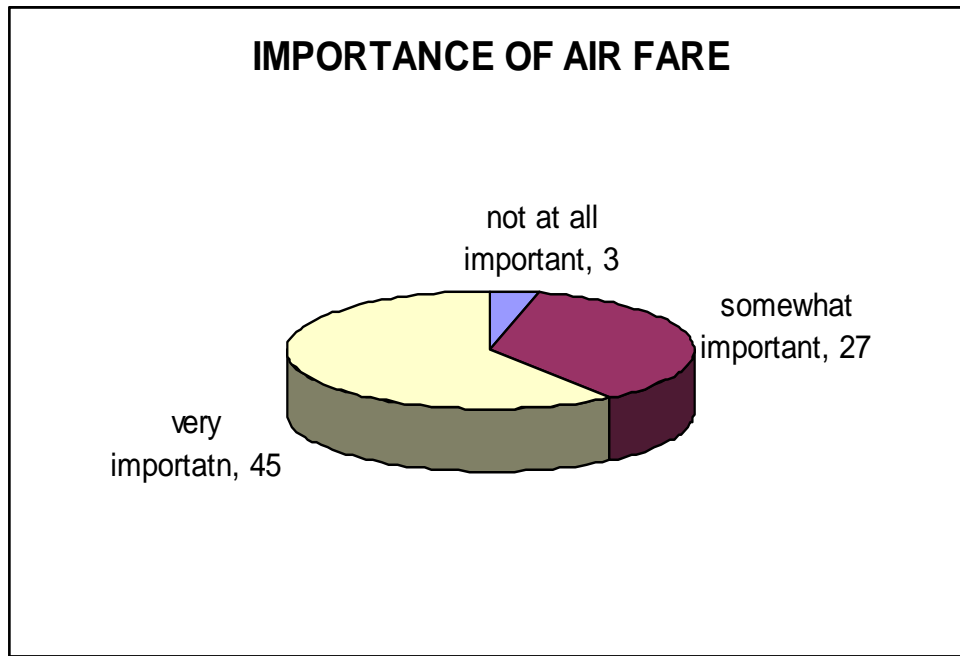


TABLE NO: 21

The following table shows how much important the seats availability of the flight while making a decision to choose the airline.

importance of seats availability

		Frequency	Percent
Valid	not at all important	6	8.0
	somewhat important	20	26.7
	very important	49	65.3
	Total	75	100.0

The above table shows that 4% of the respondents are think that the seats availability of the flight was not at all important, 36% of the respondents are think that the seats availability of the flight was somewhat important, & 60% of the respondents are think that the seats availability of the flight was very important.

The majority of the respondents are think that the seats availability of the flight was very important while making a decision to choose the airline.

CHART NO: 21

The following chart shows how much important the seats availability of the flight while making a decision to choose the airline.

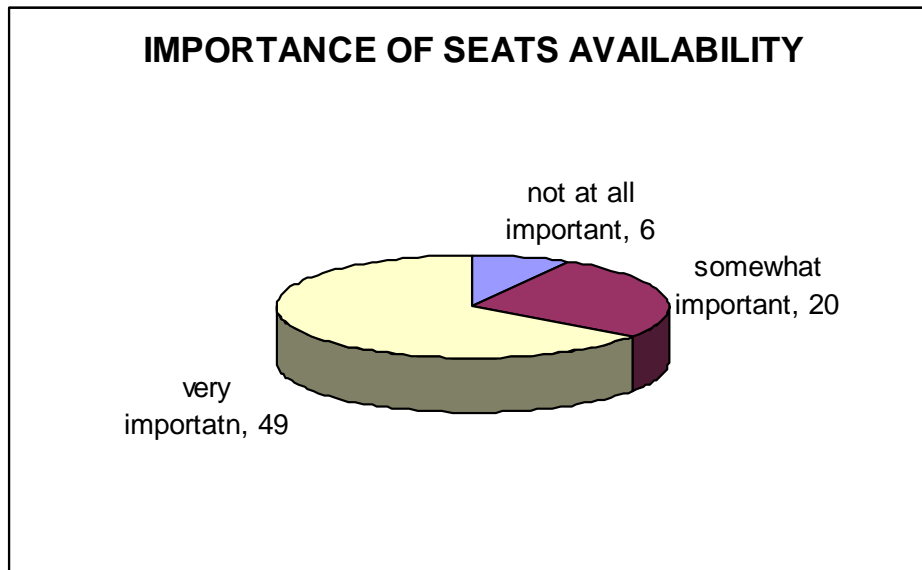


TABLE NO: 22

The following table shows how much important the personal preference of the flight while making a decision to choose the airline.

importance of personal preference

		Frequency	Percent
Valid	not at all important	16	21.3
	somewhat important	23	30.7
	very important	36	48.0
Total		75	100.0

The above table shows that 21.3% of the respondents are think that the personal preference of the flight was not at all important, 30.7% of the respondents are think that the personal preference of the flight was somewhat important, & 48% of the respondents are think that the personal preference of the flight was very important.

The majority of the respondents are thinking that the personal preference of the flight was very important while making a decision to choose the airline.

CHART NO: 22

The following chart how much important the personal preference of the flight while making a decision to choose the airline.

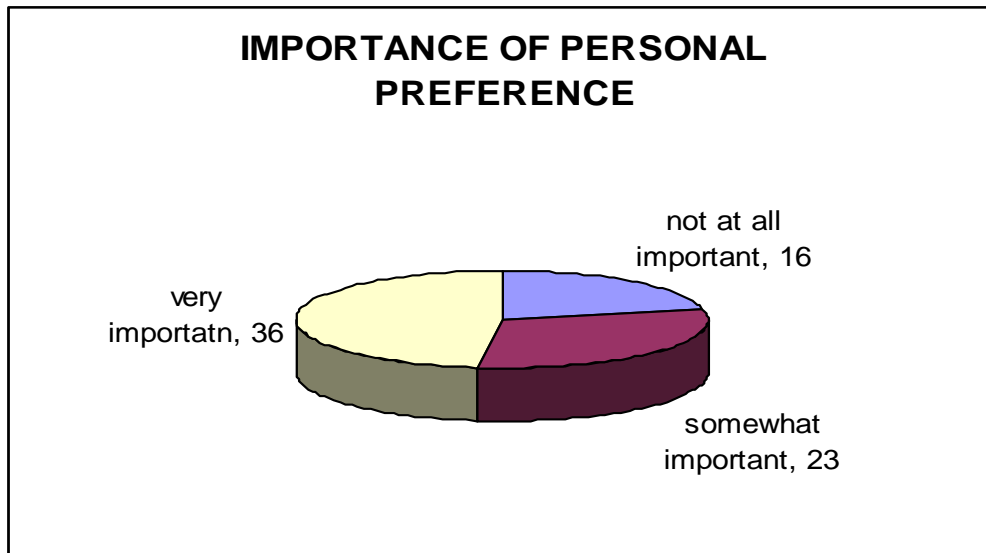


TABLE NO: 23

The following table shows how much important the aircraft preference of the flight while making a decision to choose the airline.

importance of aircraft preference

	Frequency	Percent
Valid not at all important	12	16.0
somewhat important	40	53.3
very important	23	30.7
Total	75	100.0

The above table shows that 16% of the respondents are think that the aircraft preference of the flight was not at all important, 53.3% of the respondents are think that the aircraft preference of the flight was somewhat important, & 30.7% of the respondents are think that the aircraft preference of the flight was very important.

The majority of the respondents are think that the aircraft preference of the flight was very important while making a decision to choose the airline.

CHART NO: 23

The following chart shows how much important the aircraft preference of the flight while making a decision to choose the airline.

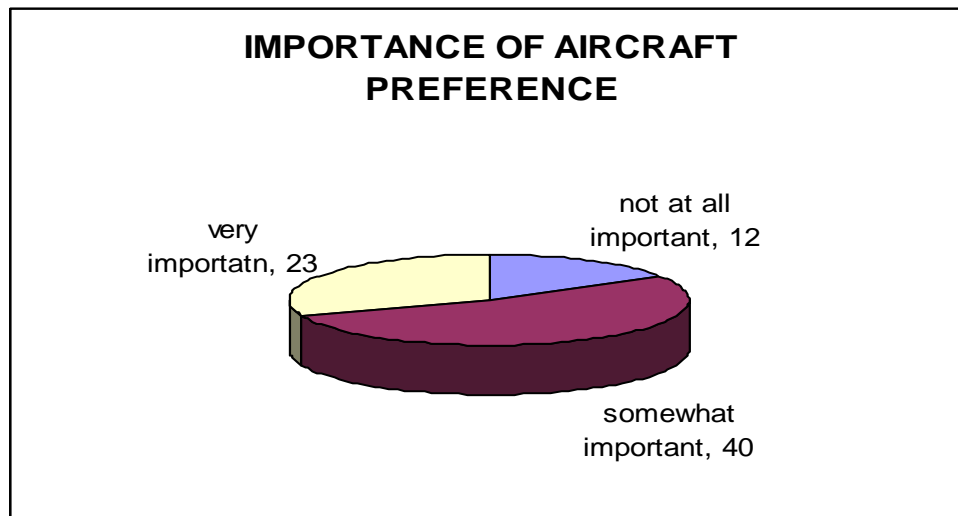


TABLE NO: 24

The following table shows the satisfaction level of the respondents in speed of getting through the agent.

satisfaction level in speed of getting through the agent

	Frequency	Percent
Valid highly satisfied	15	20.0
satisfied	44	58.7
moderate	11	14.7
dissatisfied	3	4.0
highly dissatisfied	2	2.7
Total	75	100.0

The above table shows that 20% of the respondents are highly satisfied with the speed of getting through the agent, 58.7% of the respondents are satisfied with the speed of getting through the agent, 14.7% of the respondents are moderate with the speed of getting through the agent, 4% of the respondents are dissatisfied with the speed of getting through the agent, 2.7% of the respondents are highly dissatisfied with the speed of getting through the agent.

The majority of the respondents are satisfied with the speed of getting through the agent.

CHART NO: 24

The following chart shows the satisfaction level of the respondents in speed of getting through the agent.

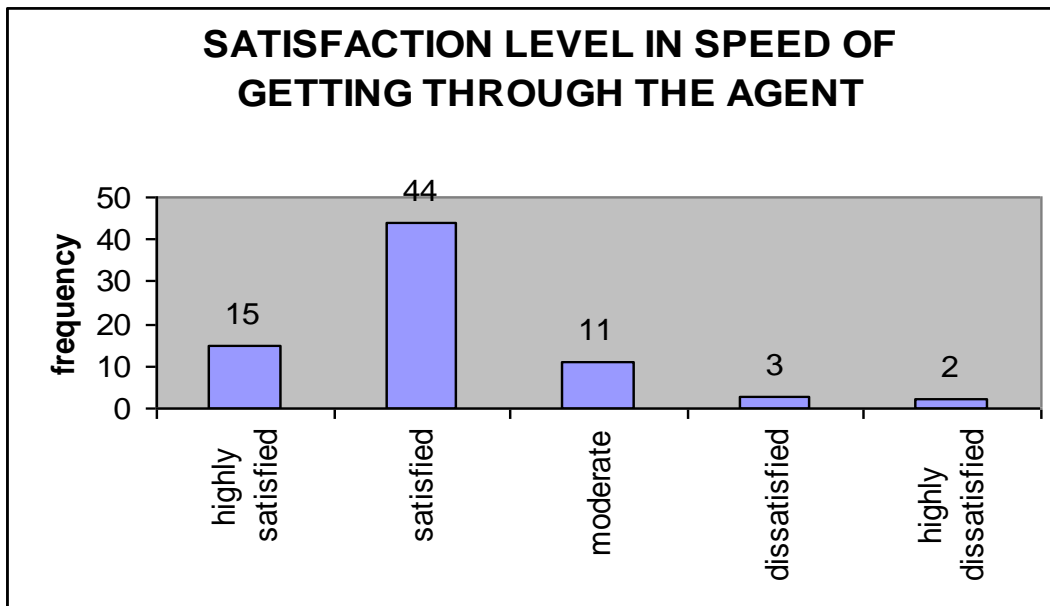


TABLE NO: 25

The following table shows the satisfaction level of the respondents in the helpfulness & courtesy of the reservation agent.

satisfaction level in helpfulness & courtesy of the reservation agent

		Frequency	Percent
Valid	highly satisfied	17	22.7
	satisfied	42	56.0
	moderate	12	16.0
	dissatisfied	2	2.7
	highly dissatisfied	2	2.7
	Total	75	100.0

The above table shows that 22.7% of the respondents are highly satisfied with the helpfulness & courtesy of the reservation agent, 56% of the respondents are satisfied with the helpfulness & courtesy of the reservation agent, 16% of the respondents are moderate with the helpfulness & courtesy of the reservation agent, 2.7% of the respondents are dissatisfied with the helpfulness & courtesy of the reservation agent, 2.7% of the respondents are highly dissatisfied with the helpfulness & courtesy of the reservation agent.

The majority of the respondents are satisfied with the helpfulness & courtesy of the reservation agent.

CHART NO: 25

The following chart shows the satisfaction level of the respondents in the helpfulness & courtesy of the reservation agent.

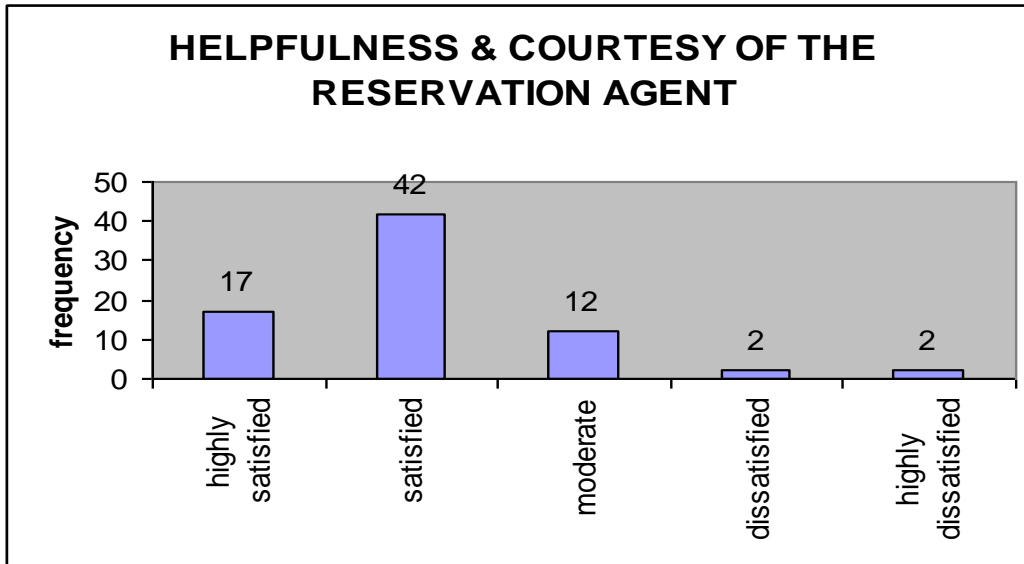


TABLE NO: 26

The following table shows the satisfaction level of the respondents in the accuracy of flight & fare information.

satisfaction level in accuracy of the flight & fare information

		Frequency	Percent
Valid	highly satisfied	14	18.7
	satisfied	34	45.3
	moderate	22	29.3
	dissatisfied	3	4.0
	highly dissatisfied	2	2.7
	Total	75	100.0

The above table shows that 18.7% of the respondents are highly satisfied with the accuracy of flight & fare information, 45.3% of the respondents are satisfied with the accuracy of flight & fare information, 29.3% of the respondents are moderate with the accuracy of flight & fare information, 4% of the respondents are dissatisfied with the accuracy of flight & fare information, 2.7% of the respondents are highly dissatisfied with the accuracy of flight & fare information.

The majority of the respondents are moderately satisfied with the accuracy of flight & fare information given by the reservation agent.

CHART NO: 26

The following chart shows the satisfaction level of the respondents in the accuracy of flight & fare information.

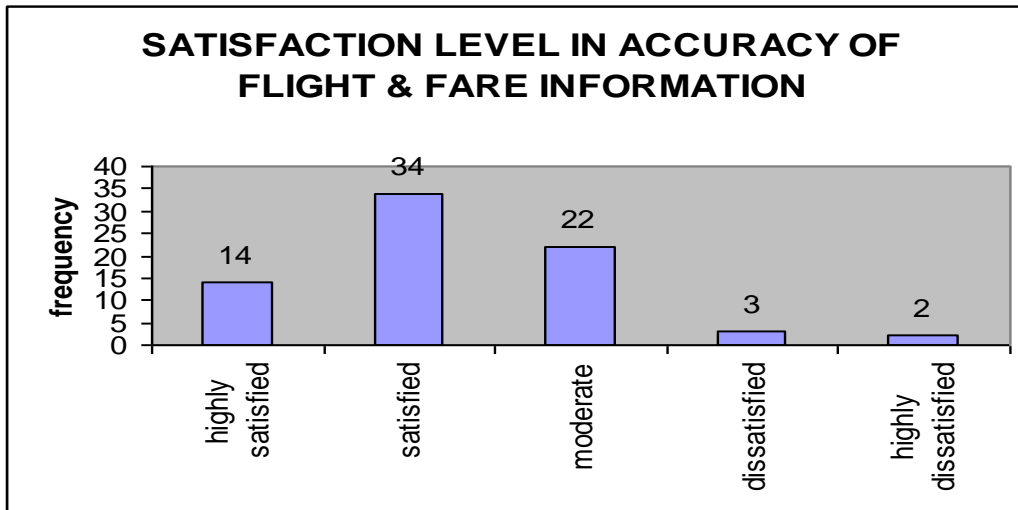


TABLE NO: 27

The following table shows the satisfaction level of the respondents in the cabin cleanliness.

satisfaction level in cabin cleanliness/ cabin condition

		Frequency	Percent
Valid	highly satisfied	19	25.3
	satisfied	44	58.7
	moderate	8	10.7
	dissatisfied	2	2.7
	highly dissatisfied	2	2.7
Total		75	100.0

The above table shows that 25.3% of the respondents are highly satisfied with the cabin cleanliness, 58.7% of the respondents are satisfied with the cabin cleanliness, 10.7% of the respondents are moderate with the cabin cleanliness, 2.7% of the respondents are dissatisfied with the cabin cleanliness, 2.7% of the respondents are highly dissatisfied with the cabin cleanliness.

The majority of the respondents are satisfied with the cabin cleanliness of the flight.

CHART NO: 27

The following chart shows the satisfaction level of the respondents in the cabin cleanliness.

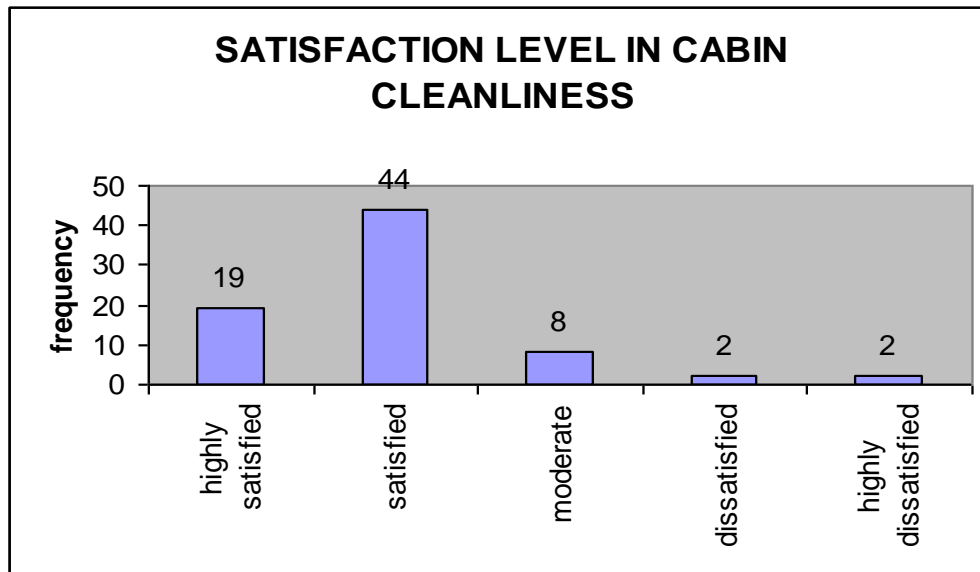


TABLE NO: 28

The following table shows the satisfaction level of the respondents in the in-flight entertainment.

satisfaction level in in-flight entertainment(movies, magazine, etc)

		Frequency	Percent
Valid	highly satisfied	12	16.0
	satisfied	38	50.7
	moderate	18	24.0
	dissatisfied	4	5.3
	highly dissatisfied	3	4.0
Total		75	100.0

The above table shows that 16% of the respondents are highly satisfied with the in-flight entertainment, 50.7% of the respondents are satisfied with the in-flight entertainment, 24% of the respondents are moderate with the in-flight entertainment, 5.3% of the respondents are dissatisfied with the in-flight entertainment, 4% of the respondents are highly dissatisfied with the in-flight entertainment.

The majority of the respondents are satisfied with the in-flight entertainment of the flight.

CHART NO: 28

The following chart shows the satisfaction level of the respondents in the in-flight entertainment.

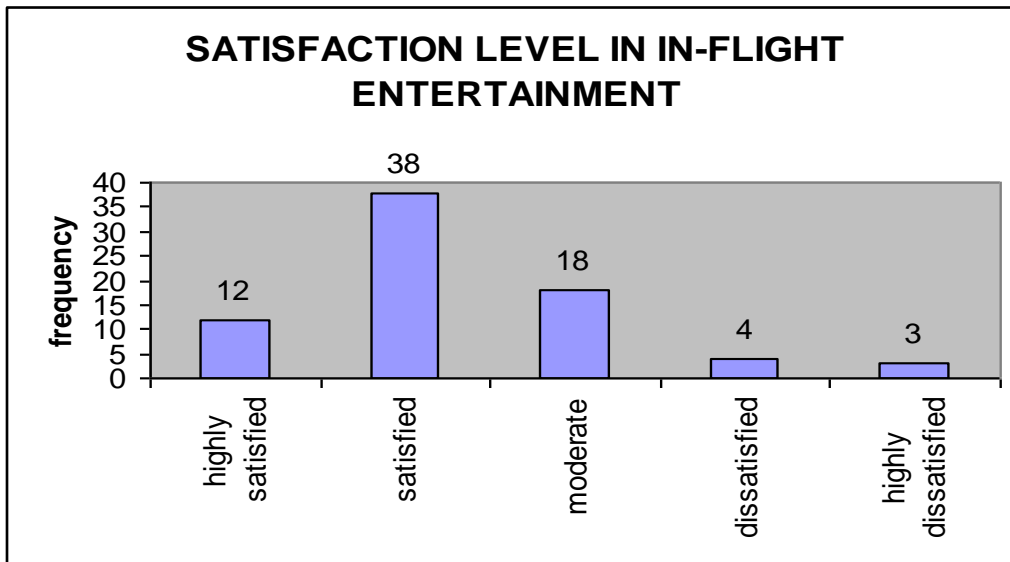


TABLE NO: 29

The following chart shows the satisfaction level of the respondents in the seats comfort.

satisfaction level in seat comfort

	Frequency	Percent
Valid highly satisfied	22	29.3
satisfied	41	54.7
moderate	9	12.0
highly dissatisfied	3	4.0
Total	75	100.0

The above table shows that 29.3% of the respondents are highly satisfied with the seats comfort in flight, 54.7% of the respondents are satisfied with the seats comfort in flight, 12% of the respondents are moderate with the seats comfort in flight, 4% of the respondents are highly dissatisfied with the seats comfort in flight.

The majority of the respondents are satisfied with the seats comfort in flight.

CHART NO: 29

The following chart shows the satisfaction level of the respondents in the seats comfort.

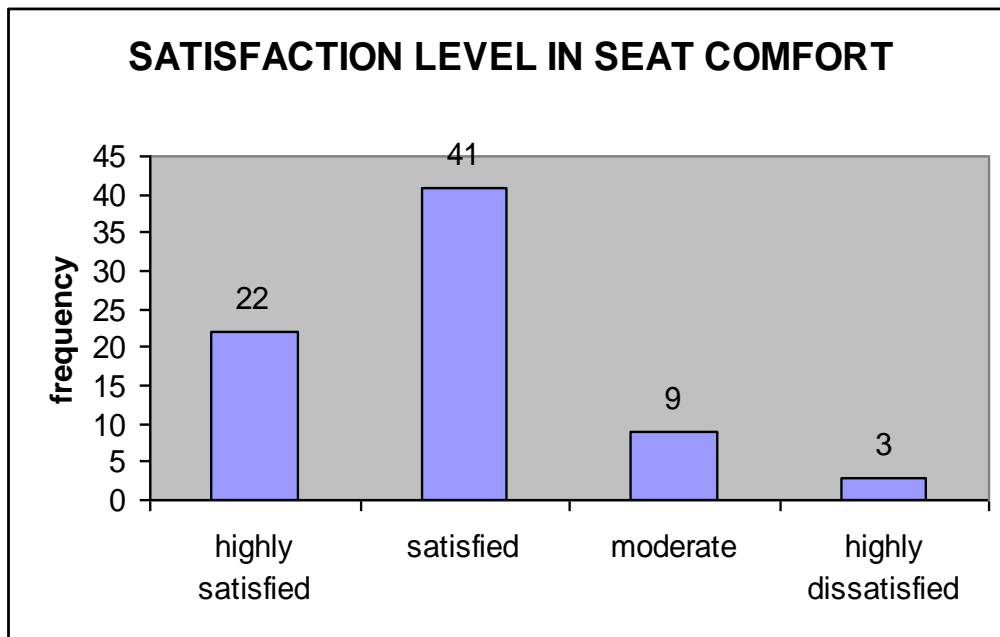


TABLE NO: 30

The following chart shows the satisfaction level of the respondents in the overall courteous & helpfulness.

rate of overall courteous and helpfulness

		Frequency	Percent
Valid	highly satisfied	11	14.7
	satisfied	55	73.3
	moderate	6	8.0
	dissatisfied	1	1.3
	highly dissatisfied	2	2.7
	Total	75	100.0

The above table shows that 14.7% of the respondents are highly satisfied with the overall courteous & helpfulness, 73.3% of the respondents are satisfied with the overall courteous & helpfulness, 8% of the respondents are moderate with the overall courteous & helpfulness, 1.3% of the respondents are dissatisfied with the overall courteous & helpfulness, 2.7% of the respondents are highly dissatisfied with the overall courteous & helpfulness.

The majority of the respondents are satisfied with the overall courteous & helpfulness.

CHART NO: 30

The following chart shows the satisfaction level of the respondents in the overall courteous & helpfulness.

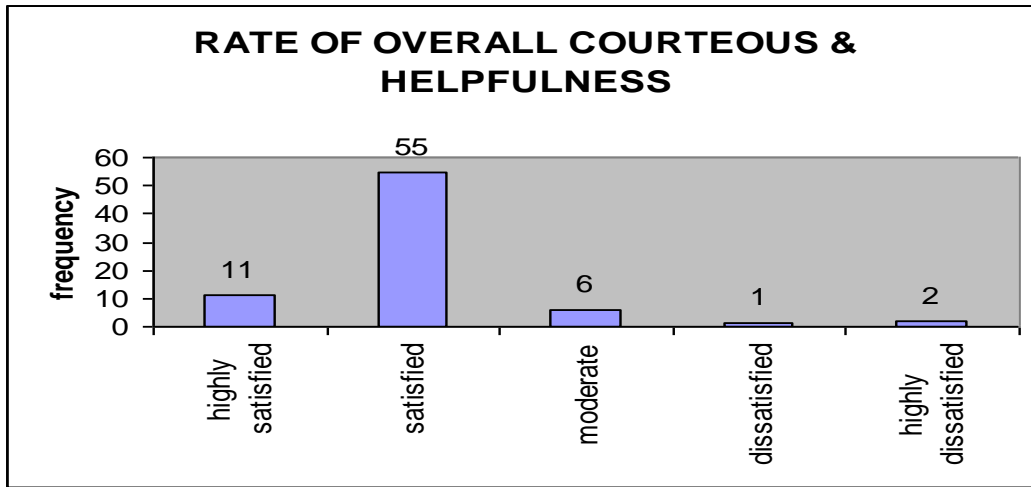


TABLE NO: 31

The following chart shows the respondents thinking of the value for their money.

value for money in airline

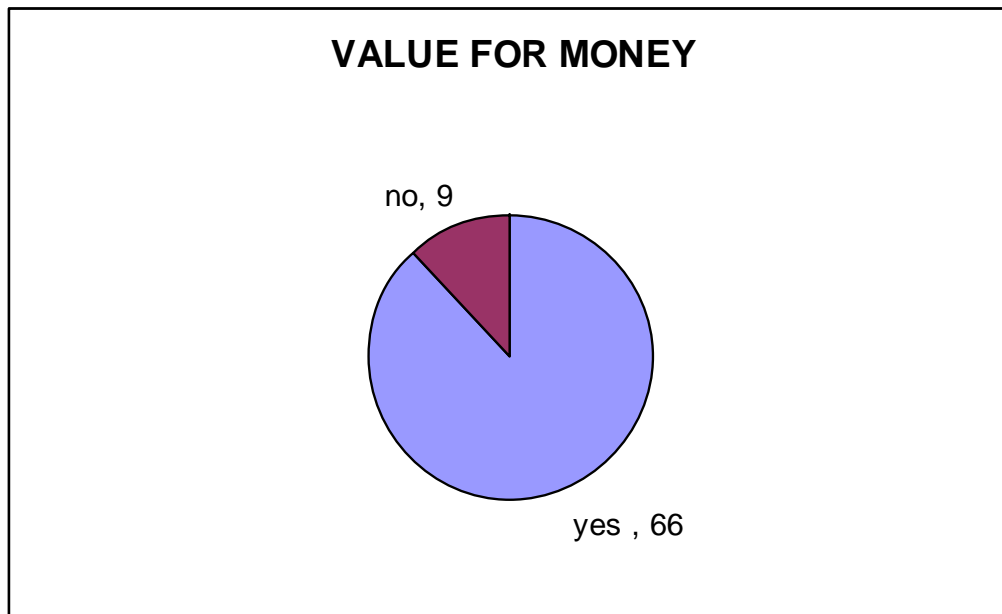
		Frequency	Percent
Valid	highly satisfied	66	88.0
	satisfied	9	12.0
	Total	75	100.0

The above table shows that 88% of the respondents are thinking that they are getting high value for their money, 12% of the respondents are thinking that they are not getting high value for their money.

The majority of the respondents are getting high value for their money.

CHART NO: 31

The following chart shows the respondents thinking of the value for their money.



RANK ANALYSIS

TABLE NO: 32

Rate	1	2	3	4	5	6	Total	Rank
Score (X)	77	63	54	46	37	23		
Availability of the ticket (F1) XF1	23 1771	45 2835	13 702	7 322	2 74	5 115	5819	1
Price of the ticket (F2) XF2	23 1771	20 1260	16 864	8 368	6 222	2 46	4531	2
Safety and reliability (F3) XF3	19 1463	13 819	19 1026	10 460	10 370	4 92	4230	3
Airport location (F4) XF4	3 231	4 252	10 540	10 460	26 962	22 506	2951	6
Preferable aircraft (F5) XF5	4 308	9 567	8 432	18 828	13 481	23 529	3145	4
Quality and service (F6) XF6	3 231	4 252	9 486	22 1012	18 666	19 437	3084	5

From the above table it shows that the customers giving priority at first to the availability of the ticket, they are giving second preference to the price of the ticket, the third preference goes to safety and reliability, fourth preference goes to preferable aircraft, fifth preference goes to quality and service of the airlines, sixth preference goes to airport location.

The majority of the respondents giving their first priority to the availability of the ticket.

**CHI-SQUARE
 TABLE NO:33**

The following table shows the chi-square test for area of residence & booking of airline tickets.

Count		how do you book your airline tickets				Total
		internet	travel agents	airline office	others	
area	rural	6	14	5	0	25
	urban	19	20	10	1	50
Total		25	34	15	1	75

Null hypothesis:

H_0 : There is no association between the area of residence & the booking of airline tickets.

Alternative hypothesis:

H_1 : There is association between the area of residence & the booking of airline tickets.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.421	3	.490

INFERENCE:

Since P value is greater than table value

ie) $0.490 > 0.05$

Therefore H_0 is accepted.

There is no association between the area of residence & the booking of airline tickets.

TABLE NO:34

The following table shows the chi-square test for occupation & the purpose of traveling in air.

Count		purpose of travelling				Total
		business	personal/ vocation	education	others	
occupation	student	0	2	13	0	15
	private	3	4	0	8	15
	government	3	12	0	1	16
	business	7	3	3	2	15
	others	3	9	0	2	14
Total		16	30	16	13	75

Null hypothesis:

H_0 : There is no association between the occupation & the purpose of traveling.

Alternative hypothesis:

H_1 : There is association between the occupation & the purpose of traveling.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.361	12	.000

INFERENCE:

Since P value is less than table value

ie) $0.000 < 0.05$

Therefore H_0 is rejected.

There is association between the occupation & the purpose of traveling.

TABLE NO:35

The following table shows the chi-square test for occupation & the number of times travel by air during the last year.

Count		how many time did you travel by air during the last year					Total
		1	2-5	6-10	10-20	20 & above	
occupation	student	4	2	6	1	2	15
	private	2	12	1	0	0	15
	government	3	11	2	0	0	16
	business	2	4	6	2	1	15
	others	0	11	2	0	1	14
Total		11	40	17	3	4	75

Null hypothesis:

H_0 : There is no association between the occupation & the number of times travelled by air during the last year.

Alternative hypothesis:

H_1 : There is association between the occupation & the number of times travelled by air during the last year.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asy mp. Sig. (2-sided)
Pearson Chi-Square	30.386	16	.016

INFERENCE:

Since P value is less than table value

ie) $0.016 < 0.05$

Therefore H_0 is rejected.

There is association between the occupation & the number of times travelled by air during the last year.

TABLE NO:36

The following table shows the chi-square test for monthly income & the class in which they travel.

Count		in which class you travel		Total
		economy class	business class	
monthly income	below 10000	6	13	19
	10000-30000	25	6	31
	30000-50000	11	7	18
	50000 & above	2	5	7
Total		44	31	75

Null hypothesis:

H_0 : There is no association between the monthly income & the class in which they travel.

Alternative hypothesis:

H_1 : There is association between the monthly income & the class in which they travel.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.584	3	.002

INFERENCE:

Since P value is less than table value

ie) $0.002 < 0.05$

Therefore H_0 is rejected.

There is association between the monthly income & the class in which they travel.

TABLE NO:37

The following table shows the chi-square test for the class in which they travel & the price of the airlines.

Count		how do you rate the price of the airline				Total
		very high	high	moderate	very low	
in which class	economy class	3	24	17	0	44
you travel	business class	2	12	16	1	31
Total		5	36	33	1	75

Null hypothesis:

H_0 : There is no association between class in which they travel & the price of the airlines.

Alternative hypothesis.

H_1 : There is association between the class in which they travel & the price of the airlines.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.069	3	.381

INFERENCE:

Since P value is less than table value

ie) $0.381 > 0.05$

Therefore H_0 is accepted.

There is no association between class in which they travel & the price of the airlines.

TABLE NO:38

The following table shows the chi-square test for the class in which they travel & the quality & service of the airlines.

Count

	how do you rate the quality and service				Total
	highly satisfied	satisfied	moderate	highly dissatisfied	
in which classeconomy class	3	35	5	1	44
you travel business class	6	24	1	0	31
Total	9	59	6	1	75

Null hypothesis:

H_0 : There is no association between class in which they travel & the quality & service of the airlines.

Alternative hypothesis:

H_1 : There is association between the class in which they travel & the quality & service of the airlines.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asy mp. Sig. (2-sided)
Pearson Chi-Square	4.602	3	.203

INFERENCE:

Since P value is less than table value

ie) $0.203 > 0.05$

Therefore H_0 is accepted.

There is no association between class in which they travel & the quality & service of the airlines.

TABLE NO:39

The following table shows the chi-square test for age & the purpose of traveling.

Count		purpose of travelling				Total
		business	personal/ vocation	education	others	
age	<20	0	2	4	0	6
	20-40	13	14	10	11	48
	40-60	3	13	2	2	20
	>60	0	1	0	0	1
Total		16	30	16	13	75

Null hypothesis:

H_0 : There is no association between the age & the purpose of traveling.

Alternative hypothesis:

H_1 : There is association between the age & the purpose of traveling.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asy mp. Sig. (2-sided)
Pearson Chi-Square	18.014	9	.035

INFERENCE:

Since P value is less than table value

ie) $0.035 > 0.05$

Therefore H_0 is rejected.

There is association between between the age & the purpose of traveling.

TABLE NO:40

The following table shows the chi-square test for marital status & the purpose of traveling.

Count		purpose of travelling				Total
		business	personal/ vocation	education	others	
marital status	married	11	18	3	6	38
	unmarried	5	12	13	7	37
Total		16	30	16	13	75

Null hypothesis:

H_0 : There is no association between the marital status & the purpose of traveling.

Alternative hypothesis:

H₁: There is association between the the marital status & the purpose of traveling.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asy mp. Sig. (2-sided)
Pearson Chi-Square	9.765	3	.021

INFERENCE:

Since P value is less than table value

ie) $0.021 > 0.05$

Therefore H₀ is rejected.

There is association between the the marital status & the purpose of traveling.

TABLE NO:41

The following table shows the chi-square test for educational qualification & the purpose of traveling.

Count		purpose of travelling				Total
		business	personal/ vocation	education	others	
educational	sslc	2	7	1	1	11
qualification	under graduate	5	12	8	6	31
	post graduate	4	6	5	4	19
	others	5	5	2	2	14
Total		16	30	16	13	75

Null hypothesis:

H₀: There is no association between the educational qualification & the purpose of traveling.

Alternative hypothesis:

H₁: There is association between the educational qualification & the purpose of traveling.

LEVEL OF SIGNIFICANCE:

$\alpha = 0.05$ (or) 5% level of significance

TABLE VALUES:

Chi-Square Tests

	Value	df	Asy mp. Sig. (2-sided)
Pearson Chi-Square	6.095	9	.730

INFERENCE:

Since P value is greater than table value

ie) $0.730 > 0.05$

Therefore H_0 is accepted.

There is no association between the educational qualification & the purpose of traveling.

VIII. FINDINGS

The project is concerned with the survey of the customers travel by air in Coimbatore districts. In this study the following findings and conclusions were made after analyzing the collected data carefully.

- ✓ The majority of the respondents are males.
- ✓ The majority of the respondents are in the age group of 20-40 years.
- ✓ The majority of the respondents are married people.
- ✓ The majority of the respondents are UG students.
- ✓ The majority of the respondents are government sector people.
- ✓ The majority of the respondents are belonging monthly income 10000-30000.
- ✓ The majority of the respondents are belonging to urban area.
- ✓ The majority of the respondents are travelling for the purpose of personal/vocation.
- ✓ The majority of the respondents are travelling in economy class.
- ✓ The majority of the respondents are booking their tickets by travel agents.
- ✓ The majority of the respondents are travelled 2-5 times by air in the last year.
- ✓ The majority of the respondents are rate that the price of the airline is high.
- ✓ The majority of the respondents are satisfied with the quality and service provided by the airlines.
- ✓ The majority of the respondents are satisfied with the safety provided by the airlines.
- ✓ The majority of the respondents are waited in the queue of express baggage check in counter for 11-20minutes duration of time.
- ✓ The majority of the respondents are waited in the queue of aircraft boarding counter for 11-20minutes duration of time.
- ✓ The majority of the respondents are waited in the queue of security check point counter for 6-10minutes duration of time.
- ✓ The majority of the respondents are think that the departure or arrival time was very important while making a decision to choose the airline.
- ✓ The majority of the respondents are think that the fewer stops of flight and better connection was very important while making a decision to choose the airline.
- ✓ The majority of the respondents are think that the air fare of the flight is very important while making a decision to choose the airline.
- ✓ The majority of the respondents are think that the seats availability of the flight was very important while making a decision to choose the airline.

- ✓ The majority of the respondents are think that the personal preference of the flight was very important while making a decision to choose the airline.
- ✓ The majority of the respondents are think that the aircraft preference of the flight was very important while making a decision to choose the airline.
- ✓ The majority of the respondents are satisfied with the speed of getting through the agent.
- ✓ The majority of the respondents are satisfied with the helpfulness & courtesy of the reservation agent.
- ✓ The majority of the respondents are moderate with the accuracy of flight & fare information given by the reservation agent.
- ✓ The majority of the respondents are satisfied with the cabin cleanliness of the flight.
- ✓ The majority of the respondents are satisfied with the in-flight entertainment of the flight.
- ✓ The majority of the respondents are satisfied with the seats comfort in flight.
- ✓ The majority of the respondents are satisfied with the overall courteous & helpfulness.
- ✓ The majority of the respondents are getting high value for their money.
- ✓ The majority of the respondents giving their first priority to the availability of the ticket.

IX. CONCLUSION

It is concluded from the study that customers are satisfied with the quality ,service and, safety provided by the airlines. Customers are also satisfied with the cabin cleanliness , in-flight entertainment, and the seats comfort in flight. Customers are think that they are getting high value for their money and satisfied with the overall courteous & helpfulness.

X. SUGGESTION

From the above analysis the following suggestions are made.

- ✓ The airlines may particularly concentrate in the time of boarding and baggage check-in counter.
- ✓ The airlines should give importance to the departure & arrival time.
- ✓ The airlines should reduce the ticket price.
- ✓ The reservation agent should give the accuracy of flight & should provide full information about the air fare.

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