STUDY OF PASSENGERS PERCEPTIONS TOWARDS INTERNATIONAL PASSENGER AIRLINES

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- ***Abstract:***

Indian Civil Aviation is on high growth trajectory. India aims to become third largest aviation market by 2020 and the largest by 2030. The industry faces challenges of high entry cost, high operating costs, price sensitive passengers, cut throat competition, high industry rivalry, and many more. Airlines continuously take innovative measures to attract passengers. In an effort to provide unique services, they ultimately increase the burden of costs for offering these extra services. This exploratory research intends to identify the factors that passengers consider important while choosing an airline for international travel. At the same time, this research paper also studies if any difference exists in the perceptions of Passengers between Low cost and Full Service business models of Airlines.

Keywords: Aviation Industry, Low Cost Carriers, Full Service Carriers, Perceptions

- ***Introduction:***

Post liberalization era dramatically changed Indian aviation space. With private sector entering in the ever growing Indian aviation sector, diverse strategies were developed and tested in this dynamic market. As regulatory policies changed, the companies changed, their strategies changed, the business models changed, the service offerings changed and so did the customers' expectations. The aviation sector in India is changing and companies are experiencing some of the most turbulent times for sustenance seeing the overall changes in the environmental factors Within 6 years (2007 to 2013) Indian aviation went through most dynamic market conditions and experienced extravagant growth, partnerships, joint ventures, acquisitions, and liquidation. Even though, the market is considered to be most lucrative and globally India is seen as an opportunity for investment.

Indian economy is considered to be one of the fastest developing economies in the world. Since year 2001, the average annual growth in GDP in terms of percentage is around 7.12%. In the quarter of July – Sept 2015, the passenger traffic increased by 21.5% to 20.12 million from 16.57 million in the corresponding period earlier year. Most important point on the agenda to sustain this economic growth is strengthening the infrastructure; and in particular, the Transport Infrastructure. Aviation is one of the important parts of National Infrastructure. Aviation sector in India has transformed since 2004. It has transformed from over-regulated to under-managed to more liberal, open and investment friendly option. Adoption of global standards has made the air travel safer too (Deloittee, 2009). In recent times, India is seen as the most attractive destination for investing in to the Aviation sector. However, Infrastructure still remains a major bottleneck. To create world class infrastructure in aviation, India would need the investment upto US$51 billion (Deloittee, 2009).

The Government of India has however, started taking actions towards the development of aviation infrastructure (The Times of India, 2013) (The Indian Express, 2013). Airports in 4 metropolitan cities are currently operating on public-private partnership. 6 more airports are proposed to develop on similar model. Other than airports, government has also been instrumental in opening Indian aviation space for foreign partnerships (Director General of Civil Aviation, 2013) (Times Now, 2012).

To add to the existing infrastructure challenges, Indian aviation faces a fierce price competition as well. Full service carriers in India are not doing well as compared to low cost carriers. Major acquisitions of low cost carriers by full carriers made it difficult for Full Service Carriers to survive and balance their pricing and costing strategies. This ultimately affected their position in the minds of consumers. Since, there are many options available; consumers too don't tend to remain loyal to a particular airline. Hence, it is necessary for the companies to continuously bring innovations in the deliverables to the consumers so that they remain loyal. Companies take help of Loyalty programs, various value added services, and various supplementary services to keep the customers attached to a particular airline.

However, it is observed in various researches, that the purchase decision is a result of combination of perception and preferences. The consumers' perceptions and preferences change as companies change their deliverables. Hence it is extremely important to search the perceptions and preferences of consumers towards various services offered by airlines from time to time.

- ***Low Cost and Full Service Business Models:***

Aviation, worldwide, can be identified and separated by various nomenclatures. These airlines distinguish themselves on the basis of various differentiating parameters. Some of these parameters include unit cost (Low cost, High cost), Fare differential (Low fare, high fare), route structure (point to point, hub-and-spoke) or size of the company's operations (regional, national, international). Full service and low cost airlines are also sometimes identified as Full service and No-frills airlines, though some companies like Kingfisher Airlines tried to erase out this demarcation (Economic Times Bureau, 2011) (Singh, 2013) (Manju V, 2008).

The Full service airlines normally operate on busy routes including major cities in India. Low cost airlines, on the other hand, operate on second tier cities which are not usually covered by full service operators. The low cost carriers offer attractive cheap airline fares and attract passengers. The full service carriers generally have a wide range of services to customers as compared to a Low cost carrier. In the instances where customers are at inconvenience (like loss of baggage, delays, etc), full service carriers compensate for such inconvenience to customers. On the other hand, Low cost carriers have very limited customer service which may include expensive telephone calls to customer service. Most of the times, it is observed that the same Low cost carrier quickly become expensive once the extra charges such as checked-in baggage charges, in-flight entertainment, food and drink are charged. However, most of the times, it is observed that Low cost as well as Full service carriers generally use the same kind of aircrafts. As far as safety of passengers is concerned, it is equally strict in Low cost as well as full service carriers.

In spite of the fact that the value proposition offered by both Low cost as well as Full service carriers are different, it finally boils down to what customer thinks as value for money. For some, it is

getting great price, for others it is flexibility in schedules or in-flight entertainment, or food/service or even extra benefits including frequent flyer benefits.

- ***Research Objectives:***

1. To identify various factors that passengers consider while choosing an airline in international travel.
2. To find out the how passengers perceive towards the Price charged by Low cost and Full service passenger airlines.
3. To find out if Price is the most important factor considered for booking an airline ticket irrespective of demographic differences.

- ***Proposed Hypothesis:***

    1. *Null Hypothesis 1*: Perceptions towards Price charged by Low cost and Full service airlines do not differ significantly according to gender.

       Alternate Hypothesis 1: Perceptions towards Price charged by Low cost and Full service airlines differ significantly according to gender.

    2. *Null Hypothesis 2*: Price of the ticket is not the most important criteria for all travellers irrespective of demographic differences

       Alternate Hypothesis 2: Price of the ticket is the most important criteria for all travellers irrespective of demographic differences

- ***Data Analysis:***

Respondents rated the attributes on the 5 point Likert Scale, 1 denoting the poor performance while 5 denoting the best. Due to the fact that this was the interval scale, means were used as measure of Central Tendency. The differentiating factors were identified from both Primary and secondary sources. The data sources include secondary sources such as research papers from the research journals, aviation magazines, various marketing and publicity material used by the airline, the news reviews, and the primary factors were identified by interacting to passengers and the experts in the field.

After extensive discussion with the experts in the field and with the passengers, followed by the secondary research, following 19 parameters was identified those passengers take into account while choosing a carrier for international travel. Prices charged to customers, Treatment given to passengers, Connectivity offered, Age of aircrafts, Luxury offered, Food offered, Time options suitability/ No. Of flights per day, Frills offered, Safety, Dependability (On time performance), Baggage allowances, Reserved seats, Customer support, Booking alternatives, Cabin services, Reputation, Distance / Duration of flight offered, Market share of airlines, Adjustments in case of change in travel plan

- ***Descriptive Statistics***

The statistics defining the sample were examined for two purposes. Firstly, to create a demographic profile of the sample for study; and secondly, to identify if there are any significant differences in the perception of respondents from two different groups towards Low Cost and Full Service Business Models.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	74	79.6	79.6	79.6
	Female	19	20.4	20.4	100.0
	Total	93	100.0	100.0	

The data is collected from the passengers travelling internationally. It is observed that most of the international travellers travel for commercial purpose, either business or employment. It is also observed that number of female passengers is considerably less if compared to the number of male passengers. The same can also be seen from the data collected. It can be seen from the table that number of female travellers are considerably lesser than that of male passengers. 19 female travellers and 74 male travellers responded to the survey and become the part of sample.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	26	28.0	28.0	28.0
	26-35	48	51.6	51.6	79.6
	36-45	11	11.8	11.8	91.4
	46-55	4	4.3	4.3	95.7
	above 55	4	4.3	4.3	100.0
	Total	93	100.0	100.0	

Most of the international travellers lie into 26-35 age group, followed by the age group 18-25, 36 to 45 and so on. It can be observed that most of the international travellers travel for business or employment purpose. Generally in India, people get employed after their education. Generally, people earn a graduate degree at the age of 22 and then get employed. There is a large part of urban population that give preference to foreign universities for higher education. Hence, it can be seen that most of the international travellers lie in 26-35 and 19-25 age groups.

Frequency of Travel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally	23	24.7	24.7	24.7
	Once in a Year	40	43.0	43.0	67.7
	More than once but not frequent	21	22.6	22.6	90.3
	Frequent	9	9.7	9.7	100.0
	Total	93	100.0	100.0	

Frequency of travel is very important parameter in the study. More frequently the passenger travels, more that passenger gains experience of the services. Frequent travellers are most important area to be focused by airline companies. One satisfied customer get more new customers. Hence, it becomes very important for an airline company to know the preferences and perceptions of frequent travellers. However, as far as this study is concerned, it is observed that most of the frequent flyers occupy high management positions in companies and hence collecting data from them in the form of questionnaire become difficult. This is the reason why frequent flyers form a very small part of overall respondents.

Purpose of Travel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business/ Official	76	81.7	81.7	81.7
	Personal	11	11.8	11.8	93.5
	Both	6	6.5	6.5	100.0
	Total	93	100.0	100.0	

It is observed that most of the international air travellers travel for business/employment purpose. Most of the times, these tickets are sponsored by the company. Hence, such travellers may have different opinions if they pay for their own tickets. However, due to tough price competition, even companies consider price as one of the major factor of consideration while booking airline ticket, though convenient flight timings become more important parameter.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	18	19.4	19.4	19.4
	Business	30	32.3	32.3	51.6
	Student	27	29.0	29.0	80.6
	Retired	18	19.4	19.4	100.0
	Total	93	100.0	100.0	

The occupation of the respondent plays a vital role in choice of airline. A person who is employed may not consider price as an important factor, since he does not pay for the ticket himself, but it is sponsored, however, a businessman, or student or even retired person may think that price is the most important factor. In case where such traveller gets an option to sacrifice a service for lower price of the ticket, that passenger may consider the option of cheaper air fare. In international travel, air fares are high and any amount saved in the air fare can be used for any other purpose including purchasing of clothes or any other items in foreign country.

Annual Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 Lakhs	21	22.6	22.6	22.6
	2 to 5 lakhs	43	46.2	46.2	68.8
	5 to 10 lakhs	18	19.4	19.4	88.2
	above 10 lakhs	11	11.8	11.8	100.0
	Total	93	100.0	100.0	

Annual income of the respondent is important with an intention to study whether high income groups are less sensitive towards high price of the ticket. It is observed that even if the traveller fall into high income group, he tends to choose a cheaper air ticket so that the amount saved in travelling can be spent in some other place.

- ***Reliability***

The reliability of the attributes was tested using Chronbach's Alpha. Initially, the reliability was calculated for the entire set of data measured on 5 Point Likert Scale, 1 denoting the poor performance while 5 denoting the best. The data was found highly reliable. The Chronbach's Alpha for responses to the entire set of questions was found to be 0.918 (Closer to 1.000, it is considered more reliable). Below given are the test results.

Case Processing Summary			
		N	%
Cases	Valid	93	100.0
	Excluded[a]	0	.0
	Total	93	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	45

In order to study the reliability of the data among Low cost and Full service business models separately, the tests were done separately. The test was conducted again for 19 parameters of Low cost and Full service respectively. When the data was tested separately for Full service and Low Cost Models, some observations were made.

Given below are the test results for calculating Chronbach's Alpha and inter item correlation.

Case Processing Summary			
		N	%
Cases	Valid	93	100.0
	Excluded[a]	0	.0
	Total	93	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.946	19

The inter-item co-relation (See Annexure 1) among original 19 parameters was conducted. It was found that though majority of the factors had some level of correlation with other factors, there are some factors which do not have significant correlation with the other factors. Hence, if these items are not considered, the reliability of the data for the construct increases.

Following factors are not considered while conducting the Reliability test again for the Full service carriers.

1. Reserved Seat Option
2. Booking alternatives
3. Accommodating changes in travel plan
4. Time Options Suitability
5. Safety

The tests were conducted again after reducing the unimportant parameters. Below given are the revised test results.

Case Processing Summary			
		N	%
Cases	Valid	93	100.0
	Excluded[a]	0	0
	Total	93	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.948	14

The reliability test conducted after re-examining the parameters shows that after excluding the parameters that were not considered to be important, the Cronbach's Alpha value has increased from 0.944 to 0.945. This only increases the reliability of the data collected and shows that even if some of the less important parameters are excluded from the study, it does not affect the internal consistency of the data collected and thus the data collected is considered highly reliable.

By doing this, it was possible to increase the Reliability of the data. By doing this it was possible to identify the parameters which can be reduced from the study.

- ***Testing of Hypothesis:***

Hypothesis 1

Null Hypothesis 1: Perceptions towards Price charged by Low cost and Full service airlines do not differ significantly according to gender.

Alternate Hypothesis 1: Perceptions towards Price charged by Low cost and Full service airlines differ significantly according to gender.

Between-Subjects Factors

		Value Label	N
Gender	1	Male	74
	2	Female	19

Descriptive Statistics

Dependent Variable: Prices Charged to Customers - Full Service

Gender	Mean	Std. Deviation	N
Male	3.24	.991	74
Female	3.95	1.079	19
Total	3.39	1.043	93

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Prices Charged to Customers - Full Service

F	df1	df2	Sig.
.482	1	91	.489

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + gender

Tests of Between-Subjects Effects

Dependent Variable: Prices Charged to Customers - Full Service

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	7.496[a]	1	7.496	7.368	.008	.075	7.368	.766
Intercept	781.689	1	781.689	768.440	.000	.894	768.440	1.000
gender	7.496	1	7.496	7.368	.008	.075	7.368	.766
Error	92.569	91	1.017					
Total	1167.000	93						
Corrected Total	100.065	92						

a. R Squared = .075 (Adjusted R Squared = .065)

b. Computed using alpha = .05

From the One way Annova test performed on the data, it can be observed that there exists the difference in the mean scores according to gender. However, in order to check whether this difference is statistically significant, it is important to check the homogeneity of data. In this case, Leven's test is performed to find out the equality of variance. It is assumed that the variances are equal. The P value calculated from Levene's Test of Equality is .489 which is greater than 0.05. Hence, the null hypothesis is not rejected which means that the variances are assumed to be equal. Looking at the tests within the subjects, the F value of Gender is 7.368 at 0.008 significance level (P). Since the P value is less than 0.05, we reject the null hypothesis of equality of variances and thus conclude that there is significant difference between the mean scores of Male and Female Passengers towards Prices offered by Full service carriers.

Similar tests were conducted to study the response towards Prices offered by Low cost carriers

Between-Subjects Factors

		Value Label	N
Gender	1	Male	74
	2	Female	19

Descriptive Statistics

Dependent Variable: Prices Charged to Customers - Low Cost

Gender	Mean	Std. Deviation	N
Male	3.54	1.075	74
Female	3.84	.602	19
Total	3.60	1.002	93

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Prices Charged to Customers - Low Cost

F	df1	df2	Sig.
12.884	1	91	.001

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + gender

Tests of Between-Subjects Effects

Dependent Variable: Prices Charged to Customers - Low Cost

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	1.375[a]	1	1.375	1.376	.244	.015	1.376	.213
Intercept	823.999	1	823.999	824.862	.000	.901	824.862	1.000
gender	1.375	1	1.375	1.376	.244	.015	1.376	.213
Error	90.905	91	.999					
Total	1299.000	93						
Corrected Total	92.280	92						

a. R Squared = .015 (Adjusted R Squared = .004)

b. Computed using alpha = .05

The tests results show that there exists difference between the mean values of perceptions of male and female towards Prices charged to Customers by low cost carriers. However, it can be seen that the P value is less than 0.05; hence the Null hypothesis of equality of variances is accepted. This means that the difference in the mean values of perceptions towards the prices offered by low Cost carriers is significant.

Thus, we have enough evidence to accept that Perceptions towards Price charged by Low cost and Full service airlines differ significantly according to Gender.

Hypothesis 2

Null Hypothesis 2: Price of the ticket is not the most important criteria for all travellers irrespective of demographic differences

Alternate Hypothesis 2: Price of the ticket is the most important criteria for all travellers irrespective of demographic differences

The descriptive statistics obtained from the respondents are given in the tables below.

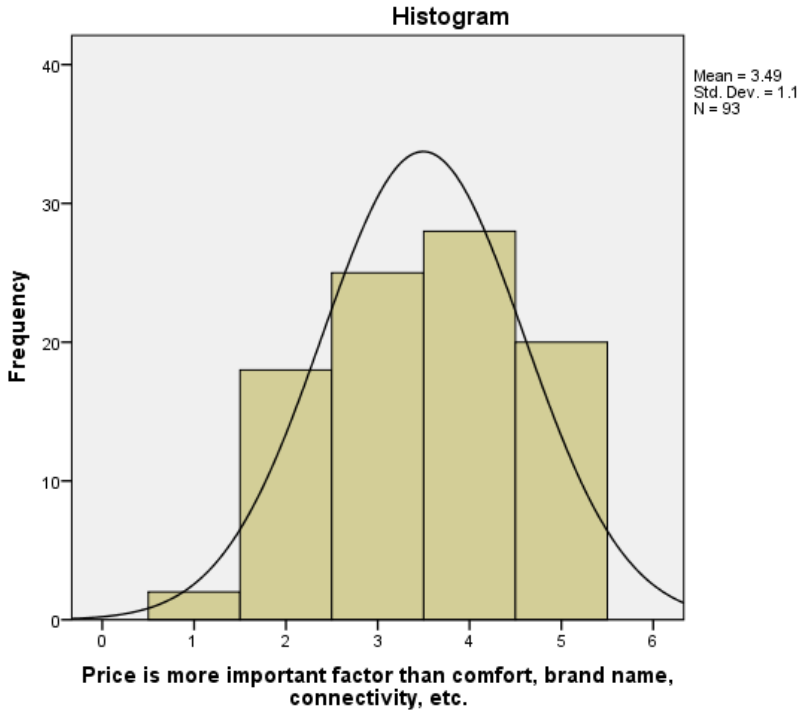
Statistics

Price is more important factor than comfort, brand name, connectivity, etc.

N	Valid	93
	Missing	0
Mean		3.49
Median		4.00
Mode		4
Std. Deviation		1.100
Range		4
Minimum		1
Maximum		5

Price is more important factor than comfort, brand name, connectivity, etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.2	2.2	2.2
	Disagree	18	19.4	19.4	21.5
	Neither Agree Nor Disagree	25	26.9	26.9	48.4
	Agree	28	30.1	30.1	78.5
	Strongly Disagree	20	21.5	21.5	100.0
	Total	93	100.0	100.0	



From the table and the histogram, it can be seen that the curve is slightly skewed negatively. The mean value is 3.49 while the mode is 4 on the scale of 1 to 5 where, on one hand, 1 denotes Strong disagreement to the statement and on the other hand, 5 denotes strong agreement to the statement. This means that the overall response of the respondents revel that Price of the ticket is more important factor than any other factors responsible for selection of carrier while booking air ticket.

However, this does not provide a clear idea of whether this agreement is seen irrespective of various demographic factors. This difference is checked between different groups using T Test and ANNOVA. The Demographic factors considered for testing include the Gender, Age and Occupation of the respondents.

Firstly, the comparison on the basis of age has been explained as below. Since the comparison has to be made in only two groups, i.e. Male and the Female, Independent sample T Test has been used to check the difference in the mean score between the groups.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price is more important factor than comfort, brand name, connectivity, etc.	Male	74	3.65	1.026	.119
	Female	19	2.89	1.197	.275

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price is more important factor than comfort, brand name, connectivity, etc.	Equal variances assumed	.315	.576	2.760	91	.007	.754	.273	.211	1.297
	Equal variances not assumed			2.518	25.213	.019	.754	.299	.138	1.370

From the table it is can be observed from the Levene's test of Equality of Variances that the P value is 0.576 which is more than 0.05; which means that there is equality of variance between the responses among groups. The t-test of equality of means state that the P value is 0.007 which is lesser than 0.05. Thus there exists enough evidence to reject the null hypothesis and prove that the difference between the means of both the groups is statistically significant.

Secondly, the comparison on the basis of Age has been explained as below. Since there are more than two groups between which the comparison has to be made, One-Way Annova Test is conducted to find if there is any statistically significant difference existing between the mean values between the groups according to Age.

Descriptives

Price is more important factor than comfort, brand name, connectivity, etc.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	26	3.23	1.306	.256	2.70	3.76	2	5
26-35	48	3.77	1.057	.153	3.46	4.08	1	5
36-45	11	3.27	.647	.195	2.84	3.71	2	4
46-55	4	2.50	.577	.289	1.58	3.42	2	3
above 55	4	3.50	.577	.289	2.58	4.42	3	4
Total	93	3.49	1.100	.114	3.27	3.72	1	5

Test of Homogeneity of Variances

Price is more important factor than comfort, brand name, connectivity, etc.

Levene Statistic	df1	df2	Sig.
5.901	4	88	.000

ANOVA

Price is more important factor than comfort, brand name, connectivity, etc.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.971	4	2.493	2.166	.079
Within Groups	101.276	88	1.151		
Total	111.247	92			

Robust Tests of Equality of Means

Price is more important factor than comfort, brand name, connectivity, etc.

	Statistic[a]	df1	df2	Sig.
Welch	3.594	4	12.859	.035
Brown-Forsythe	3.593	4	52.044	.012

a. Asymptotically F distributed.

From the table it is can be observed from the Levene's test of Equality of Variances that the P value is 0.000 which is less than 0.05; which means that there is inequality of variance between the

responses among groups. The Descriptive table shows that there exists difference in the mean scores between the groups. However, it is not clear whether this difference is significant or not. Since, there exists inequality in the variance between the responses among the groups, the ANNOVA test table can be ignored and the Welch test is considered more appropriate test to identify if there exists any significant difference in the mean scores between the groups. Here, from the Robust Tests of Equality of Means table, it can be seen that the P Value calculated from Welch test is 0.035 which is less than 0.05. This gives enough evidence to reject the assumption and conclude that there exists significant difference in the mean values between the various age groups.

Thirdly, the comparison on the basis of Occupation has been explained as below. Since there are more than two groups between which the comparison has to be made, One-Way Annova Test is conducted to find if there is any statistically significant difference existing between the mean values between the groups according to Occupation.

Descriptives

Price is more important factor than comfort, brand name, connectivity, etc.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Service	18	3.44	1.294	.305	2.80	4.09	1	5
Business	30	3.53	1.167	.213	3.10	3.97	2	5
Student	27	3.59	1.047	.202	3.18	4.01	1	5
Retired	18	3.33	.907	.214	2.88	3.78	2	5
Total	93	3.49	1.100	.114	3.27	3.72	1	5

Test of Homogeneity of Variances

Price is more important factor than comfort, brand name, connectivity, etc.

Levene Statistic	df1	df2	Sig.
1.809	3	89	.151

ANOVA

Price is more important factor than comfort, brand name, connectivity, etc.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.818	3	.273	.220	.883
Within Groups	110.430	89	1.241		
Total	111.247	92			

From the table it is can be observed from the Levene's test of Equality of Variances that the P value is 0.151 which is greater than 0.05; which means that there is equality of variance between the responses among groups. The Descriptive table shows that there exists difference in the mean scores between the groups. However, it is not clear whether this difference is significant or not. Since, there exists equality in the variance between the responses among the groups, the ANNOVA test is performed to identify if there is any significant difference in the mean scores between the groups. Here, from the Annova table, it can be seen that the P Value is 0.993 which is more than 0.05. This gives enough evidence to accept the assumption and conclude that there exists no significant difference in the mean values between the various occupations.

- ***Limitations of Study:***

1. Lack of enough time: This research was conducted within the time of 3 months which gave a very little time to approach appropriate Sample. All the stages of research including planning research, designing questionnaire, data collection, data analysis and interpretation and the presentation of findings in the form of research paper was done in the duration of 3 months only. This compelled the researcher to limit their scope of study.

2. Limited Scope: The scope of the research was limited to travellers from Pune City only. The travellers considered in sample included travellers of Indian origin flying by an airline of Indian origin. Since the time for completing this research was fixed to 3 months, the scope was limited to considering limited demographic factors for study. The main objective of this study was to identify maximum factors responsible for choosing a particular airline for booking ticket.

3. Limited access to Frequent Flyers: It is observed that Frequent Flyers have different opinions towards various airline services. However, it is seen that most of the Frequent Flyers occupy high positions in various companies, thus making their access limited.

4. Less number of Female travellers: It is observed that most passengers travel internationally for business/employment purpose. This includes people who travel for marketing activities. Here, it is observed that Female travellers are less compared to Male Travellers. The same also reflects in the sample.

- ***Findings and Conclusion:***

The findings of the research reveal many things. Firstly, the challenge to collect data also reveals an important finding. The data was collected from the travellers flying internationally. It was observed that the number of female travellers is very less as compared to male travellers. Since most of the international travellers travel for employment or business purposes, it can be observed that most of the international travellers are male. However, there are few female international travellers who can be identified as personal or leisure travellers.

The factors that passengers consider while choosing as airline were identified. These factors include Prices charged to customers, Treatment given to passengers, Connectivity offered, Age of aircrafts, Luxury offered, Food offered, Time options suitability/ No. Of flights per day, Frills offered, Safety, Dependability (On time performance), Baggage allowances, Reserved seats, Customer support, Booking alternatives, Cabin services, Reputation, Distance / Duration of flight.

However, out of these factors, following 5 factors were ignored from the study since they did not contribute much to increase the reliability and the internal consistency even if they were removed from the study.

1. Reserved Seat Option,
2. Booking alternatives,
3. Accommodating changes in travel plan,
4. Time Options Suitability and
5. Safety

Hence, it is concluded that following factors are the most important factors that people take into account while booking an airline ticket.

1. Prices charged to customers,
2. Treatment given to passengers,
3. Connectivity offered,
4. Age of aircrafts,
5. Luxury offered,
6. Food offered,
7. Frills offered,
8. Dependability (On time performance),
9. Baggage allowances,
10. Customer support,
11. Cabin services,
12. Reputation,
13. Distance / Duration of flight

It is also concluded that Perceptions towards Price charged by Low cost and Full service airlines differ significantly according to Gender. This needs to be checked on larger sample size to make the finding more generalized. However, this finding provide a further scope of research to consider larger sample size and recheck if the same is applicable on a larger sample size also.

Similarly, from the data analysis it is found that most of the respondents feel that the Price of the ticket is the most important parameter considered before booking an airline ticket (Modal Value = 4). However, the difference occurs among various demographic groups. The difference in the mean values according to Gender and among different Age groups is statistically significant, whereas, the difference among the mean values is not significantly different among various occupations.

These findings necessarily provide a scope of further research. These parameters if tested on larger sample the results may differ. If there exist a better composition of sample units representing entire population, the results may differ significantly.

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Annexure 1

Parameters	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1	1.00	0.73	0.54	0.81	0.65	0.57	0.51	0.43	0.19	0.53	0.74	0.41	0.56	0.45	0.64	0.58	0.51	0.54	0.36
2	0.73	1.00	0.54	0.71	0.51	0.56	0.55	0.41	0.26	0.58	0.67	0.43	0.51	0.37	0.52	0.44	0.60	0.48	0.52
3	0.54	0.54	1.00	0.61	0.53	0.49	0.34	0.27	0.33	0.50	0.50	0.38	0.42	0.50	0.64	0.43	0.36	0.45	0.40
4	0.81	0.71	0.61	1.00	0.69	0.66	0.43	0.50	0.19	0.57	0.63	0.51	0.56	0.43	0.64	0.51	0.55	0.62	0.44
5	0.65	0.51	0.53	0.69	1.00	0.37	0.30	0.69	0.12	0.73	0.61	0.45	0.71	0.62	0.81	0.72	0.38	0.76	0.46
6	0.57	0.56	0.49	0.66	0.37	1.00	0.49	0.51	0.32	0.43	0.63	0.52	0.46	0.34	0.47	0.37	0.70	0.47	0.60
7	0.51	0.55	0.34	0.43	0.30	0.49	1.00	0.20	0.00	0.48	0.50	0.37	0.48	0.47	0.33	0.28	0.28	0.16	0.38
8	0.43	0.41	0.27	0.50	0.69	0.51	0.20	1.00	0.31	0.52	0.51	0.37	0.54	0.25	0.53	0.56	0.57	0.72	0.43
9	0.19	0.26	0.33	0.19	0.12	0.32	0.00	0.31	1.00	0.14	0.14	-0.01	0.33	-0.07	0.23	0.23	0.41	0.23	0.16
10	0.53	0.58	0.50	0.57	0.73	0.43	0.48	0.52	0.14	1.00	0.62	0.62	0.68	0.61	0.64	0.59	0.36	0.55	0.42
11	0.74	0.67	0.50	0.63	0.61	0.63	0.50	0.51	0.14	0.62	1.00	0.48	0.55	0.58	0.59	0.43	0.56	0.61	0.58
12	0.41	0.43	0.38	0.51	0.45	0.52	0.37	0.37	-0.01	0.62	0.48	1.00	0.49	0.46	0.55	0.47	0.22	0.40	0.61
13	0.56	0.51	0.42	0.56	0.71	0.46	0.48	0.54	0.33	0.68	0.55	0.49	1.00	0.68	0.75	0.67	0.41	0.64	0.43
14	0.45	0.37	0.50	0.43	0.62	0.34	0.47	0.25	-0.07	0.61	0.58	0.46	0.68	1.00	0.63	0.47	0.14	0.45	0.46
15	0.64	0.52	0.64	0.64	0.81	0.47	0.33	0.53	0.23	0.64	0.59	0.55	0.75	0.63	1.00	0.78	0.38	0.75	0.53
16	0.58	0.44	0.43	0.51	0.72	0.37	0.28	0.56	0.23	0.59	0.43	0.47	0.67	0.47	0.78	1.00	0.30	0.76	0.39
17	0.51	0.60	0.36	0.55	0.38	0.70	0.28	0.57	0.41	0.36	0.56	0.22	0.41	0.14	0.38	0.30	1.00	0.57	0.31
18	0.54	0.48	0.45	0.62	0.76	0.47	0.16	0.72	0.23	0.55	0.61	0.40	0.64	0.45	0.75	0.76	0.57	1.00	0.46
19	0.36	0.52	0.40	0.44	0.46	0.60	0.38	0.43	0.16	0.42	0.58	0.61	0.43	0.46	0.53	0.39	0.31	0.46	1.00

Parameters	Code No.
Prices Charged to Customers - Full Service	1

Time options suitability - Full Service	7
Frills Offered - Full Service	8

Booking Alternatives - Full service	14
Quality of Cabin Services - Full service	15

Treatement given to passengers - Full service	2	Safety - Full Service	9	Reputation - Full service	16
Connectivity Offered - Full Service	3	Dependability w.r.t. On time performance - Full Service	10	Distance / Duration of flights - Full service	17
Age of Aircraft - Full Service	4	Baggage Allowances (Whether extra weight is accomodated) - Full Service	11	Market share of Airline - Full service	18
Luxury offerred - Full service	5	Reserved Seat Option - Full service	12	Accomodating changes in Travel plan - Full service	19
Food Offered - Full Service	6	Quality of Customer Support Service - Full service	13		