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# A study on passenger satisfaction level of AirAsia India

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**Abstract.** French pilot Monseigneur Piguet flew the first commercial flight in India from Allahabad to Naini on February 18, 1911. However, it wasn't until 1932 that Jahangir Ratanji Dadabhoy, the 'Father of Indian Aviation', established India's first licensed commercial carrier.1 Tata Airlines was based out of Mumbai and transported both mail and passengers across India. In 1946 it changed its name to Air India. Two years later, the Indian Government acquired 49% of the company, and fully nationalized the airline in 1953 pursuant to the Air Corporations Act, 1953.2 this law not only allowed the Government to gain control over the erstwhile Tata Airlines, but also nationalized the entire sector. All existing airlines were merged into either Indian Airlines Corporation or Air India International.3 This monopoly continued for the next forty years. It wasn't until the Indian economic liberalization of the 1990's that the aviation sector was again open to private participation.

## 1. Introduction

Despite an early start in the 1900's, the aviation sector has grown slowly in India, mainly because of the fact that air transportation has traditionally only been for the elite and not the masses. However, in the last decade the sector has experienced exponential growth due to structural reforms, airport modernization, entry of private airlines, adoption of the low cost models, and improvements in service standards. The government has also played a large role in supporting growth in aviation by encouraging the private sector to become more involved in the construction of airports through Public Private Partnership models, and by providing state support in terms of concessional land allotment, financing, tax holidays and other incentives. Airlines in India are operated by Scheduled and Non-Scheduled Operators which play a key role in the development of the aviation sector as they further drive services like ground handling and MROs. The passenger and cargo air transportation market is dominated by domestic Scheduled Operators like Air India, Air Asia (India), Jet Airways, Jet Lite, Spice Jet, Go Airlines, Vistara (TATA SIA Airlines), and Indigo Airlines. Air India is India's national airline and constitutes only about 13% of the domestic passenger market, a substantial decrease when compared to the 100% monopoly it had prior to India's economic liberalization. There are also more than 60 foreign airline carriers, which constitute an aggregate of 65% of international air travel to and from India.

## 2. Rapidly Growing Sector

The International Air Transport Association (IATA) has reported that the total annual passengers in India will increase to 367 million by 2034, and overtake the United Kingdom to become the 3rd largest market by 2031. This means not only a surge in aviation services over the next few decades, but also an increase in demand for maintenance, repairs, and overhaul ("MRO") services. In fact, currently the MRO business of Indian carriers is approximately Rs 5,000 crore, 90% of which is spent outside India in countries like Sri Lanka, Singapore, Malaysia, UAE etc. However, in response to the evident growth in India's aviation sector coupled with India's technology and skill base, the Government is eager to develop India as an MRO hub in Asia, for both domestic and foreign airlines. Steps towards this goal have already been taken pursuant to the Minister of Finance's 2016 Budget speech wherein the Minister announced certain customs and excise duty exemptions for MRO service providers The Government has also recognized the need for better regional connectivity and in an effort to address this need, has announced that the Central Government will partner with State Governments in order to implement a new Action Plan for regional interconnectivity. This Action Plan includes identifying non-operational airstrips and developing them in consultation with State Governments. Under the Action Plan State Governments are expected to support airport development by providing state tax exemptions to airports and airlines, and reimbursement for reoccurring utility expenditures incurred for airport operations. The Central Government has committed to revive 10 non-operation airports during financial year 2015-16 alone. While it is clear that the civil aviation industry in India as a whole is experiencing a much awaited period of expansion, it is important to also consider the growth of the industry with respect to Non-Scheduled operators like charter companies and business and private jet owners. These industry stakeholders form an important part of the General Aviation ("GA") sector in India. A 2011 report released by CAPA India highlighted the potential of the GA sector and projected that its indirect contribution to India's economy could be close to USD 4 billion per year by 2020. However, in 2015 India witnessed a 2% drop in its Business Aviation sector which currently consists of over 150-160 flight operators, 121 of which are Non-Scheduled operators and the rest are private owners .Several factors are thought to have contributed to the decline in the Business Aviation sector, and the General Aviation industry overall. These factors include

poor airport infrastructure and high customs duty on the import of aircrafts for private use. For example, a lack of space at most metropolitan airports, like Chhrapati Shivaji International Airport in Mumbai, forces private and charter jets to park in neighbouring airports which increases time and fuel costs and disincentives the use of private or charter jets. Further, while companies having a Non-Scheduled operators permit can import planes at a reduced customs duty of only 3%, individuals or companies buying planes from abroad for private use are hit with an effective customs duty (including basic duty, additional duty, education cess, and special duty) as high as 25%. This discrepancy has caused many companies to form aviation related subsidiaries which obtain the requisite permit and import aircrafts at the lower rate of duty. As such, while the number of non-scheduled operators in India has grown noticeably from 39 in 2000 to 121 in 2016, such growth does not mirror an accurate increase in the number of full-fledged charter service providers, but rather reflects a fragmented sub-industry where companies having small fleets of 2-3 airplanes have obtained Non-Scheduled operator permits in order to avoid paying the higher rate of customs duty. Despite the slight dip in the growth of the Non-Scheduled sector, the aviation industry in India at large is steadily on the rise, driven by factors such as low cost carriers, modern airports, foreign direct investments in domestic airlines, a large and growing middle class population, rapid economic growth, higher disposable incomes, cutting edge information technology, and a growing emphasis on regional connectivity. This expansion is further supported by the fact that India currently has one of the least penetrated air transportation markets in the world. While the United States leads the world-wide aviation market with more than 2 trips per capita per annum, China has 0.3 trips and India a meagre 0.04 trips Such low penetration is an indication that there exists tremendous potential for growth. In fact, it is estimated that even a 1% increase in the number of people who travel by air would require India to double its fleet of passenger aircrafts. Recently, InterGlobe Aviation Ltd, owner of Indigo Airlines (India's largest airlines by market share) launched the largest IPO in India since 2012. Founded in 2006 by Rakesh Gangwal and Rahul Bhatia, Indigo Airlines has been the only airline to report profits for the past seven consecutive years. While entering during a time when the market was dominated by Jet Airways, Indigo Airlines has made its place as the most profitable airline by redefining the concept of a low cost carrier. In September of 2015, InterGlobe Aviation Ltd. received approval from SEBI for its Rs. 2,500 crore public offer. By October 2015, the company launched the three day IPO and raised a total of Rs. 3,010 crore.

Airports also play a significant role in the development of the aviation sector. Currently there are over 115 airports and civil enclaves in India, of which 17 are international airports. However, active airports with the most passenger traffic are located in metropolitan cities like Mumbai, Delhi, and Bangalore, while smaller airports in cities like Jaisalmer, Rajasthan are currently not in operation. The Government aims to remedy this discrepancy by increasing regional interconnectivity through an investment of USD 1.3 billion on upgrading and modernizing non-metro airports between 2013 and 2017. By 2020, the Government also aims to have 200 new low cost airports connecting tier I and tier II cities across India. Moreover, plans to develop new airports in Navi Mumbai (Maharashtra), Dholera (Gujarat) the National Capital Region (New Delhi), and several districts in Andhra Pradesh, are already underway. State Governments also continue to participate in regional airport development projects by providing land needed for airport construction, and also by forming joint ventures ("JV") with private participants. Such JVs or private/public partnerships ("PPP") are then responsible for the development and management of new airports. Most notably, Cochin International Airport (CIA) was the first Greenfield airport in India to be developed through the PPP model. The plan to build the new airport was initiated in 1991. Due to the erstwhile National Airports Authority's ("NAA") inability to fund such a project, Sri V J Kurian and others took up the onus financing the airport while the NAA provided technical services. Although the CIA developed under the PPP framework out of sheer necessity, it provided a concept for many subsequent airport project developers to follow and evolve. For example, the Airport Authority of India and the Karnataka State Industrial Investment & Development Corporation of India jointly hold only 26% equity in Bengaluru's Kempegowda International Airport ("KIA"). 43% of the equity is held by GVK38 and the remaining by private promoters additionally, a GVK led consortium is also the majority shareholder, with 74% equity holding, in Mumbai's Chhatrapati Shivaji International Airport ("CSIA"). Recently, India's first fully privatized Greenfield airport has also begun operations. Kazi Nazrul Islam Airport at Durgapur in West Bengal was privately built by Bengal Aerotropolis Private Limited and Singapore's Changi Airports International. In order to promote air traffic, the State Government has granted a tax waiver on air turbine fuel for six years. However, in order to attract more airline participation the airport may also need add further incentives like a waiver of landing and take-off fees, and commitment to underwrite a minimum number of seats Airports, however small or remote play a vital role in supporting the economic interests of a particular state. Shimla's Jubbarhatti airport, located 2,196 meters above sea level in the State of Himachal Pradesh, has been shut for scheduled flights since September 6, 2012, affecting the flow of both tourists and businessmen to the State. A writ petition was filed by Paras Dhaulta alleging that the closed airport was affecting the state of Himachal Pradesh. By its order dated January 9, 2015 the court constituted a committee comprising top functionaries of the civil aviation ministry, Airports Authority of India and Air India to suggest measures to make the airport functional again. Recently, by its order dated October 12, 2015 the court directed this committee to submit a report within a week on resuming flights from Jubbarhatti airport. Ministry of Civil Aviation ("MCA"): The MCA is responsible for formulating national policies and programs that help develop and regulate the Indian civil aviation sector. It administers the Aircraft Act and Rules, and various other aviation related legislations. The MCA also exercises administrative control over entities like the Directorate General of Civil Aviation ("DGCA") and the Airports Authority of India ("AAI"), and has the authority to enter into Bilateral Airline Service Agreements with other countries. Till date, the MCA has issued several policies including the Policy on Regional and Remote Area Air Connectivity, Policy Guidelines of Air Freight Stations, Policy for Training of Officers under IATA

Training Programs, and Policy on Airport Infrastructure, 2011. Most recently, the MCA has released a comprehensive National Civil Aviation Policy, 2016 ("NCAP 2016"): The first version of the civil aviation policy was released in November 2014, but was vehemently opposed to by the industry which prevented its implementation. After revamping the original policy based on stakeholder suggestions, the Government released the NCAP, 2016 which focuses on to creating safe, secure, affordable and sustainable air travel that can be accessed by the masses across India. A few of the key changes implemented by the NCAP 2016 are outlined below:

## 3. Fuel Hedging in India

Fuel hedging is a widely practiced method by which international airlines are able to reduce risks associated with drastically fluctuating fuel prices. Hedging broadly consists of speculating at what price ATF will be sold at in the future. Airlines then enter into agreements with their ATF suppliers to purchase fuel at that pre-determined price regardless of what the fair market value may be at the time of purchase. This practice locks in the price of future fuel purchases, thereby stabilizing the expense incurred by airlines on the purchase of ATF. Indian carriers operate in an exceptionally high-cost environment. The single largest element contributing to airline costs is ATF which accounts for nearly 40% of all expenditure, whereas it only constitutes 20% international carriers. Additionally, ATF in India is priced, on average, almost 60% higher than international pricing. The widening differential in ATF prices and its negative impact on airline finances are eroding Indian airline competitiveness. While fuel hedging seems like an ideal way to combat losses incurred due to high ATF costs, it is interesting to note how few India airlines actually hedge ATF prices. One reason for this lack of practice is the fact that domestic carriers are only permitting to hedge their price risk on ATF in overseas exchanges or Over the Counter ("OTC") markets. Such hedging may only be done with the prior approval of the RBI and is also subject to the Foreign Exchange Management (Foreign Exchange Derivative Contracts) Regulations, 2000. Specifically, RBI Circular No. 66 dated May 31, 2007 provides that AD Category – I Banks may permit domestic airlines to hedge their economic exposures in the international commodity exchanges based on their domestic purchases. If the risk profile warrants, the actual users of ATF may also use OTC contracts. However, among the several internationally flying airlines in India, Air India is the only airline that consistently hedges fuel costs. In fact, it was the first airline to be permitted to hedge when it signed an International Swap Dealer's Association deal with ICICI Bank in 2003. While Jet Airways has also been granted approval by RBI,91 Indigo (India's largest airline) Spice Jet, Air Asia India and Go Air do not generally hedge their fuel prices.92 One possible reason for this lack-lustre activity in ATF hedging may be due to the highly volatile nature of fuel prices. A recent drop has resulted in carriers like Singapore Airlines to incur heavy losses as their locked-in fuel prices have now become much higher than fair market value.

Ownership of Private Aircrafts: Owning a private aircraft in India can be done in several ways. The simplest of course involves buying an aircraft already located in India from its current owner or a jet manufacturer. However, considering that the number of private jets in India is limited (not to mention that many would like their jet customized to their specific needs) and that such jets are not domestically manufactured, chances are that the private aircraft will need to be imported from abroad. An aircraft is typically imported into India by a company either having a Scheduled or Non-Scheduled Operator's permit which allows the importer to provide air transportation services. Commercial air transportation, like the service provided by well-known airlines like Indigo and Jet Airways, is undertaken with a Scheduled Operator's permit, while charter plane services are offered by companies holding Non-Scheduled Operator permits. However, aircrafts can also be imported to, and operated in India under the category of 'private aircraft'. A private aircraft includes any aircraft which is not operated for hire or reward or for any kind of remuneration whatsoever. The stage for private jet ownership in India is currently dominated by the likes of the Ambani brothers, Vijay Mallaya, and Lakshmi Mittal. While these billionaires travel in style with luxury jets priced anywhere from USD 30 million over USD 70 million, corporate executives of all sorts are starting to find that private jets are not only about status, but also provide the most time efficient way to travel. As such, third-party companies like JetSetGo and Club One Air offer private jet charter services in India. However for frequent travelers flying more than 50 hours per year in private charters, some Indian charter service providers have also starting providing the option of fractional ownership. The concept of fractional ownership of aircrafts is commonly believed to have been first introduced in the United the Counter ("OTC") markets. Such hedging may only be done with the prior approval of the RBI and is also subject to the Foreign Exchange Management (Foreign Exchange Derivative Contracts) Regulations, 2000. Specifically, RBI Circular No. 66 dated May 31, 2007 provides that AD Category – I Banks may permit domestic airlines to hedge their economic exposures in the international commodity exchanges based on their domestic purchases. If the risk profile warrants, the actual users of ATF may also use OTC contracts. However, among the several internationally flying airlines in India, Air India is the only airline that consistently hedges fuel costs. In fact, it was the first airline to be permitted to hedge when it signed an International Swap Dealer's Association deal with ICICI Bank in 2003. While Jet Airways has also been granted approval by RBI, IndiGo (India's largest airline) Spice Jet, Air Asia India and Go Air do not generally hedge their fuel prices. One possible reason for this lack-lustre activity in ATF hedging may be due to the highly volatile nature of fuel prices. A recent drop has resulted in carriers like Singapore Airlines to incur heavy losses as their locked-in fuel prices have now become much higher than fair market value. In India, the concept of fractional ownership has yet to take off. Only a few Indian companies, like JetSetGo, actually offer the service. Although the basic concept is modelled off of the programs in the United States, fractional ownership in India generally offers a fractional interest in an aircraft. Typically an interested party may purchase 1/16th of an aircraft which also buys you 50 hours of flight time for a

pre-set period of time, say 5 years. Like the programs in the United States, a fractional owner is guaranteed a jet at short notice and has control over its take-off time, destination and flight path. However, at the end of the 5 year period, companies like JetSetGo do not buy back the share or interest in the jet. As such, fractional ownership in India operates more like a lease agreement which expires at the end of its terms. Another significant difference between fractional ownership in the United States and in India is that India does not provide a specific set of regulations to govern fractional ownership programs. As such, it is difficult to determine whether tax authorities would treat the fraction of the aircraft as a capital asset owned by the tax payer. Under FAR in the United States, fractional owners are determined to have "operational control" over their aircraft if they exercise authority over initiating, conducting or terminating a flight. Such control is also considered sufficient to meet the "possession, command and control" test required to determine ownership for United States tax purposes. However, without such regulations in India, coupled with the fact that the Indian business model suggests that fractional ownership agreements are more akin to lease agreements since 'ownership' simply expires at the end of the term instead of being bought back by the service provider, makes it difficult to determine whether fractional ownership would qualify for depreciation under the ITA. Specifically, the ITA provides for depreciation to be deducted at the rate of 40% on aircrafts which are owned, wholly or partly, by the assesse and used for the purposes of the business or profession. While the intention to allow depreciation for part ownership is self-evident, what is less clear is whether fractional ownership, as provided for in India, would amount to ownership for tax purposes. Although it has been settled through case law that the term "owned" for purposes of depreciation must be interpreted broadly and does not require the assesse to have legal title of the asset, the assesse must have still have dominion over the property as would enable others [to be] excluded therefrom and [have] the right to use and occupy the property or to enjoy its usufruct in his own right." Freely. However, as long as such terms do not amount to the assesse simply having a lease over the aircraft, and provide the fractional owner an unfettered right to use the aircraft, depreciation should be allowable.

## 4. SWOT Analysis of Air Asia India Airlines

SWOT Analysis stands for – **Strengths, Weaknesses, Opportunities, and Threats** that Airasia Aviation encounters both internally and in macro environment that it operates in. Strengths and Weaknesses are often restricted to company's internal - resources, skills and limitations. Opportunities and Threats are factors that are analyzed in view of the prevalent market forces and other factors such as political, economic , legal & environmental, technological, and social, health & safety. Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Air Asia : Air Asia has been positioned as a low-cost airline The airline has been successful in ensuring that they consistently keep their operating costs as low as possible and this means that the benefits of this trickle into the pricing. Through customer research, Air Asia realized that many customers travel from Trichy to Chennai and then onward to Kuala Lumpur, Singapore, and Bangkok which was proving to be expensive. This made the airlines start weekly flights to Kuala Lumpur priced as low as Rs 12000 as return fare in comparison to Rs 21,000 of other airlines. Air Asia was quick to realize the huge prospect that India offered and thus moved into the region. The airline operates around 120 flights to India connecting various key destinations and ensuring that economic travel option is offered to customers. Air Asia has been using cutting-edge technologies for innovation. Some of their service innovation includes online ticket reservation printing and even e-check-in. The airline has also been streamlining costs by replacing human effort with technology through online services. Air Asia is a low-cost airline and they have taken all possible measures to cut down on costs. One strategy that has been followed by the airline is to transfer the onus of service to the customer making most of the work as self-service. Air Asia is a low-cost airline and thus it is critical that the airlines keep its operating costs as low as possible. With fluctuations in fuel costs and increase in service costs, the airlines find it immensely challenging to keep their costs as low as possible. In order to keep their positioning of a low-cost carrier Air Asia keeps their pricing as low as possible and thus relies completely on volumes for their profits which in turn has resulted in lowering the profits as well as reduced continuous revenue inflows. The USP of Air Asia is the low-cost carrier image it carries. However, customers are not willing to compromise on quality just because they charge low and satisfaction is based on the quality of services. The airline thus finds it challenging to balance the quality with pricing and it has been alleged that compromise on quality. Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include: In Asia where Air Asia is based out of there has been a surge in business travel. Destinations like Singapore, Malaysia, and Bangkok are popular in the world tourist map and vacation seasons also see a surge in pleasure travel. These are opportunities that the airline can capitalize on.

Threats in the SWOT analysis of Air Asia India: Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include: The company faces a lot of competition from brands such as Air India, Singapore Airlines, and Virgin Airlines etc. Air Asia is finding it immensely difficult to manage the fluctuations in costs of fuel and also to maintain its vast fleet of aircraft. The management of costs across time is the most critical challenge that the airline faces. When an entire nation is riveted on their computer screens, figuring out the best possible way to procure Covid-19 vaccine shots, a silent, efficient operation is underway to ensure that the vaccine is available to you in the shortest possible time. And AirAsia India is one of the key players in this operation. The two-month-long suspension of all airline traffic drastically reduced business travel. Leisure and tourist travel nosedived almost overnight with travellers postponing or cancelling their plans if they had already made them. The logistics sector was also severely affected as the movement of goods on surface transport was restricted across states, with exemptions being made only for long-distance and essential commodities. Given this situation, AirAsia India redirected its focus on services like cargo and charters. But Air Asia's shift

of focus was not just about continuity of services. The disruption was widespread and given the rich Tata heritage of putting the nation first, AirAsia's teams prepared themselves to respond. The Ministry of Civil Aviation (MoCA) also requested support from airlines operating in India. The relief effort was massive: India needed cargo flights to carry not only essential goods for sustenance such as agricultural and marine produce but also critical life-saving and pandemic containment equipment like personal protective equipment (PPE) and kits, face masks, medicines, ventilators and, in some cases, medical and support personnel. On the request of the Brihanmumbai Municipal Corporation, AirAsia India carried medicines and PPE, weighing 6.6MT on the Coimbatore-Mumbai sector. Similar cargo, including ventilators and surgical masks, was airlifted from New Delhi to Kolkata for the Tata Memorial Hospital in Jamshedpur, an example of intra-group coordination. As the national vaccination effort gathers momentum, AirAsia, along with the MoCA, is ensuring that vaccine supplies from the two designated pharma companies, Serum Institute of India (SII) and Bharat Biotech, reach vaccination destinations across the country. In the first month itself, AirAsia India carried more than 9 lakh doses of Covaxin and Covishield put together, from their respective hubs at Pune and Hyderabad to Jaipur. This effort continues; AirAsia India has lifted 69 tonnes of vaccines (2.27 crore doses) till the time of publishing. The nation's first flight — a Tata Airlines Puss Moth co-piloted by the legendary JRD Tata — carried air mail. Perhaps, it was destined that a Tata airline would again handle air cargo including air mail in a big way; AirAsia operated its first cargo-only flight between Kolkata and Imphal, which carried agricultural produce and postal articles. AirAsia India's first ever cargo-on-seat flight was between Kolkata and Chennai, winging live fish and shrimp seeds weighing about 15MT — the first airborne passengers that were strictly and safely underwater throughout the journey! AirAsia India attracted more such crustacean and aquatic passengers as transport restrictions on ground affected timely delivery. AirAsia India sought regulatory approvals for cargo-on-seat flights in the Kolkata-Kochi-Chennai sectors and carried more than 125MT across 10 flights at the peak of the lockdown in July 2020. Approval to carry electronics with lithium batteries, high value and luxury items was sought; this enabled the airline to support e-commerce, computer and mobile handset companies at a time when other modes of transport were not available. A process was also defined to handle and carry articles such as forex, gold and diamond jewellery, and luxury watches. The flexibility and customer-centricity displayed by AirAsia India proved invaluable to clients for the cargo services. Flights could be scheduled as per clients' convenience, customised uplift as per their business requirements and efficient processing, including late acceptance and faster delivery, struck a responsive chord. AirAsia India was also part of the Ministry of Civil Aviation's 'Krishi Udaan', where the airline's support was sought to help farmers in transporting fresh fruits and vegetables across the country. These included lychee fruit from Ranchi and Kolkata, cherries from Srinagar, pineapples from Guwahati, custard apple from Pune and Mumbai, fresh peas from Chandigarh, and coriander from Bengaluru, thereby helping farmers to reach their produce to consumers. By offering a helping hand in these trying times, AirAsia India demonstrated its positive intent to make a difference in its own small way.

## 5. Research Methodology

Descriptive research refers to the methods that describe the characteristics of the variables under study. This methodology focuses on answering questions relating to "what" than the "why" of the research subject. The primary focus of descriptive research is to simply describe the nature of the demographics understudy instead of focusing on the "why". Descriptive research is called an observational research method as none of the variables in the study are influenced during the process of the research. Descriptive research is quantitative in nature as it attempts to collect information and statistically analyse it. Descriptive research is a powerful research tool that permits a researcher to collect data and describe the demographics of the same with the help of statistical analysis. Thus, it is a quantitative research method. Since descriptive research points out the patterns between variables and describes them, researchers can further study the data collected here. It guides researchers to further find out why such patterns have been found and the association between them. Hence, it gives researchers a direction towards insightful market research.

## 6. Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Each element/respondent has a known probability of being included in the sample. I am doing this research based on convenience sample design. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample. Researchers use various sampling techniques in situations where there are large populations. In most cases, testing the entire community is practically impossible because they are not easy to reach. Researchers use convenience sampling in situations where additional inputs are not necessary for the principal research. There are no criteria required to be a part of this sample. Thus, it becomes incredibly simplified to include elements in this sample. All components of the population are eligible and dependent on the researcher's proximity to get involved in the sample. The researcher chooses members merely based on proximity and doesn't consider whether they represent the entire population or not. Using this technique, they can observe habits, opinions, and viewpoints in the easiest possible manner. Primary data collection is the process of gathering data through surveys, interviews, or experiments. A typical example of primary data is household surveys. In this form of data collection, researchers can personally ensure that primary data meets the standards of quality, availability, statistical power and sampling required for a particular research question. With globally increasing access to specialized survey tools, survey firms, and field manuals, primary data has become the

dominant source for empirical inquiry in development economics. Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. A researcher may have collected the data for a particular project, and then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census. Data classified as secondary for particular research may be said to be primary for another research.

**TABLE 1.** Age

| Sl.no. | Age | NO. of respondents |
|---|---|---|
| 01 | Below 20 | 9 |
| 02 | 20-30 | 37 |
| 03 | 30-40 | 14 |
| 04 | 40-50 | 3 |
| 05 | 50 above | 2 |
| | | Total = 65 |

In the above table I can see that the majority of respondents belong to age group is 20-30 which 57% is. The respondents of age group 30-40 are around 21% and followed by 14% of respondents from age group of below 20. And other respondents of 5% belong to 40-50 age and remaining 3% belongs to 50 above age group.

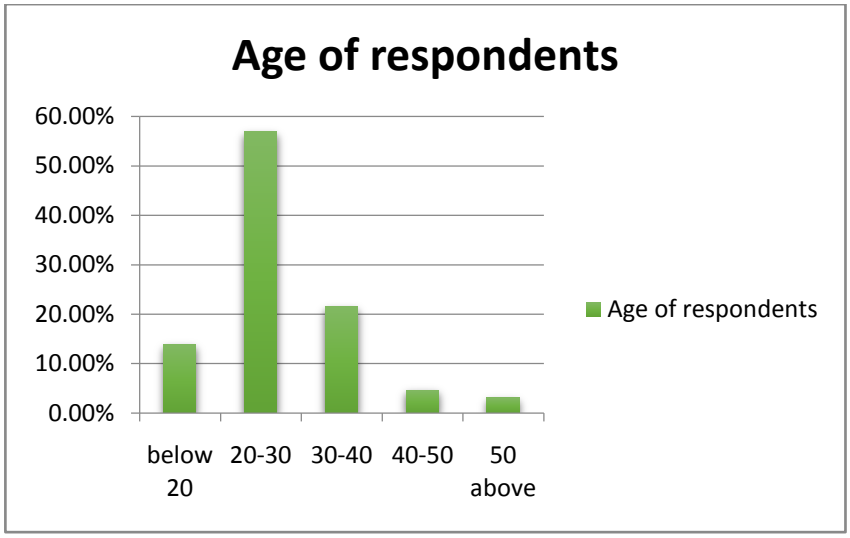


**FIGURE 1.** Age of Respondents

In the above graph I can analyse that the majority of respondents belong to the age group of 20-30. Followed by 30-40 age group and rest of the respondents are merely of other age groups.

**TABLE 2.** Gender

| SL. NO. | Gender | NO. of respondents |
|---|---|---|
| 01 | Male | 30 |
| 02 | Female | 35 |
| 03 | others | - |
| | | Total = 65 |

In the above table I can understand that most of the respondents are female which is 54% and 46% are male and I see there are no respondents from others category of gender.

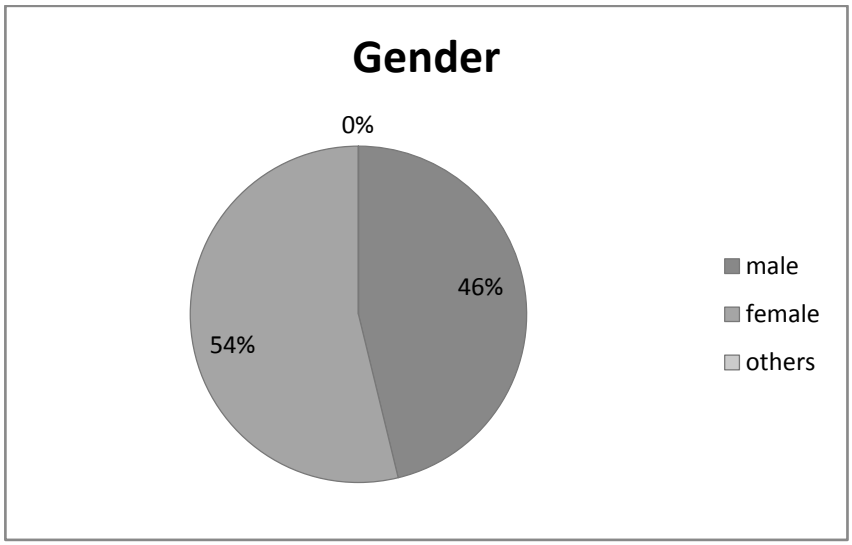


**FIGURE 2.** Gender

In the above pie chart the data reveals majority of the respondents are female and rest of the respondents are male. I can see that there is no respondent's response for the other category.

**TABLE 3.** Occupation of Respondents

| Sl. no. | Occupations | NO. of respondents |
|---|---|---|
| 01 | Student | 34 |
| 02 | Employee | 19 |
| 03 | Unemployed | 1 |
| 04 | Business person | 7 |
| 05 | Tourist | 2 |
| 06 | Retired | 2 |
| | | Total = 65 |

According to the above table I can analyze that majority of the respondents are students which is 52.3% .29.2% respondents are employees and 11% of them are business person. And remaining 3% is tourist and other 3% is retired people and last 2% is unemployed.

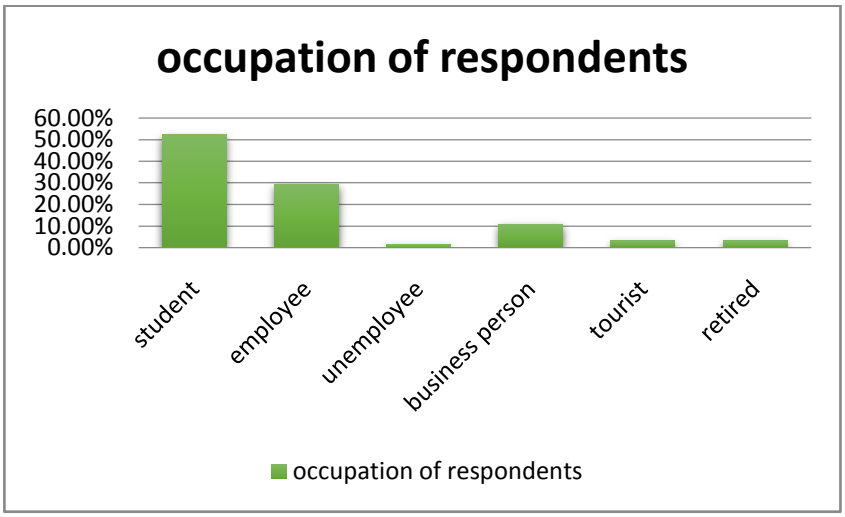


**FIGURE 3.** Occupation of Respondents

The above graph shows that most of the respondents are students and followed by employees and there are fewer respondents in the unemployed, tourist and retired.

**TABLE 4.** As a passenger are you happy with the pricing of flight tickets through online

| Sl. No. | Particulars | NO. of respondents |
|---|---|---|
| 01 | Yes | 52 |
| 02 | No | 13 |
| | | Total = 65 |

By seeing the above table I can get to know that 80% of the respondents opted for yes which means they all agree that online pricing of flight tickets is better. And the other respondents who are about 23.1% opted for no which meant they are not happy with the online pricing of flight ticketing.

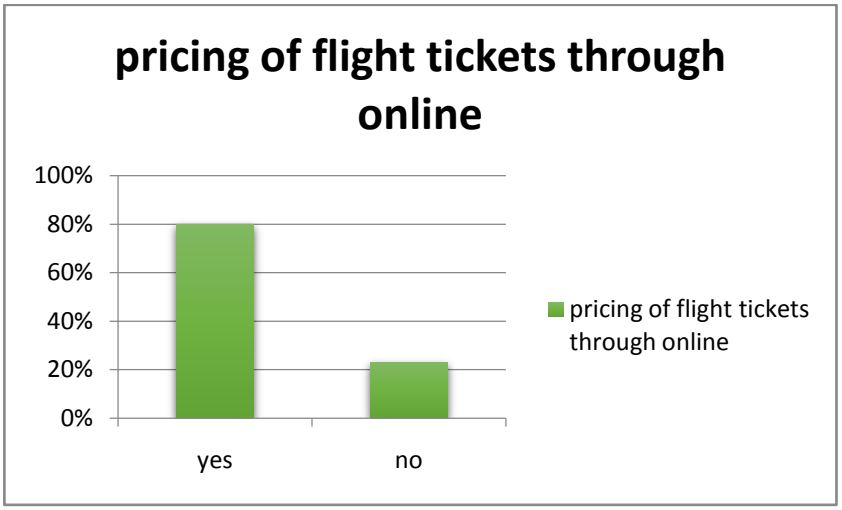


**FIGURE 4.** Pricing of flight tickets through online

In the above graph I came to know that the respondents opted for yes which means they all agree that online pricing of flight tickets is better. And the other respondents opted no which meant they are not happy with the online pricing of flight ticketing.

**TABLE 5.** Did you like the quality of food served by the airline?

| Sl.no | Particulars | NO. of respondents |
|---|---|---|
| 01 | Excellent | 14 |
| 02 | Good | 40 |
| 03 | Poor | 11 |
| | | Total = 65 |

In the below pie chart I can understand 62% of respondents liked there meal onboard as they opted for good and 21% of them really enjoyed their meal as they opted for excellent. There are other respondents who opted for poor food quality served is 17%.

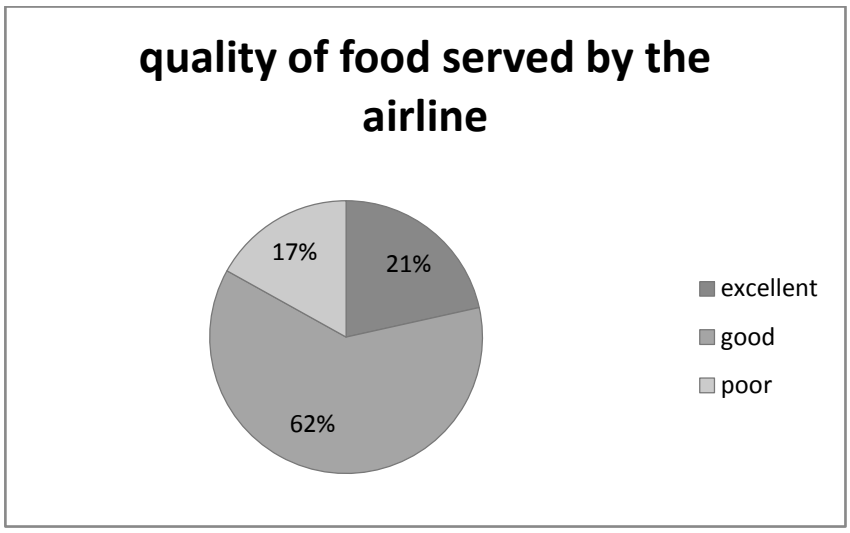


**FIGURE 5.** Quality of food served by the airline

Based on the analysis on the view of respondents on the food quality is showcasing that most of the respondents chose it is good and few of them choose excellent quality and rest of them choose poor for quality of food.

**TABLE 6.** Is the online flight ticket purchasing system easy to use?

| SL.NO. | Particulars | NO. of respondents |
|---|---|---|
| 01 | Agree | 63 |
| 02 | disagree | 2 |
| | | Total = 65 |

In the above graph I come to know that for majority of respondents, it is easy to use online purchasing system to buy flight tickets they are 96.9% and only few felt it is difficult to use online purchasing system which is about 3.1% of respondents.

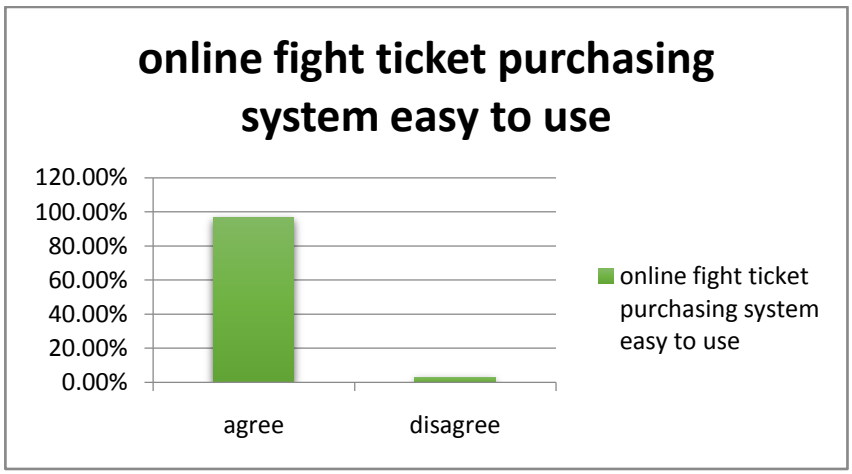


**FIGURE 6.** Online fight ticket purchasing system easy to use

The above graph depicts that the majority of the respondents have opted for agree the online flight ticket purchasing system was easier to use and remaining respondents opted for disagree as they felt the online flight ticket purchasing system was not easy to use.

**TABLE 7.** Are the flight attendants friendly and polite?

| SL. NO. | Particulars | NO. of respondents |
|---|---|---|
| 01 | Strongly agree | 25 |
| 02 | Agree | 32 |
| 03 | Disagree | 8 |
| 04 | Strongly disagree | 0 |
| | | Total = 65 |

The above table shows that 38.5% of passengers strongly agree that the flight attendants are friendly and polite. 49.2% respondents agree and remaining 12.3% is disagreeing. No one opted for strongly disagree option.

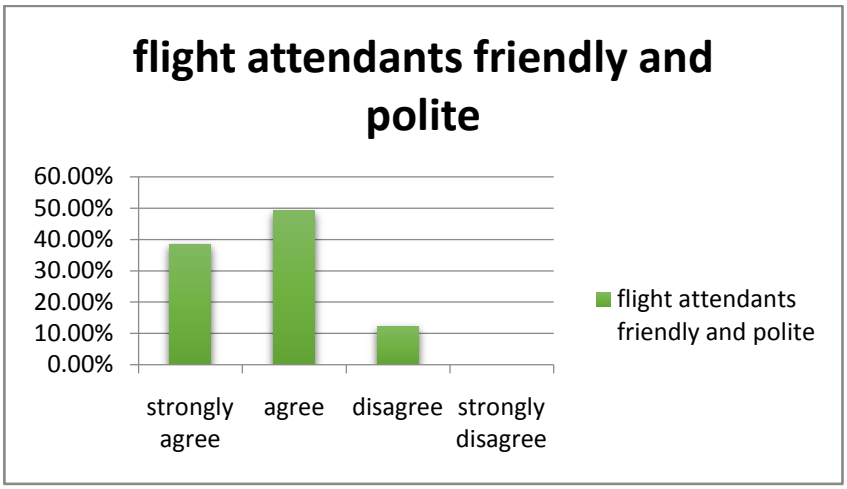


**FIGURE 7.** Flight attendants friendly and polite

The data reveals that the majority of the respondent opinions was agree as that the Air Asia India flight attendance were friendly and polite and remaining obtained for strongly agree and rest of the respondents opted disagree that flight attendance were not friendly and polite.

**TABLE 8.** Is safety and security measures taken by the airlines good?

| Sl.no. | particulars | NO. of respondents |
|---|---|---|
| 01 | Excellent | 31 |
| 02 | Good | 33 |
| 03 | Poor | 1 |
| | | Total = 65 |

In the above table I can see that 47.7% of passengers of Air Asia India airline felt the safety and security measures taken are excellent. And 50.8% of passengers felt its good and remaining 1.5% respondents have opted for poor.

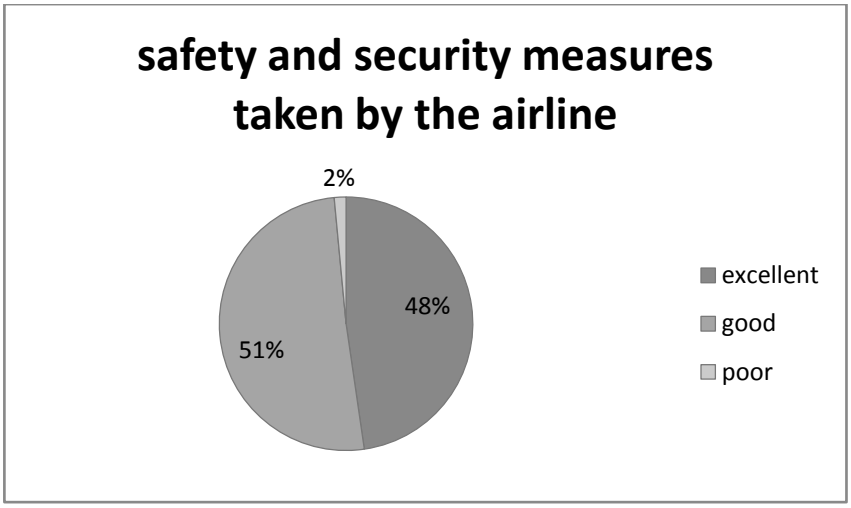


**FIGURE 8.** Safety and security measures taken by the airline

In the above pie chart I can analysis that most of the respondents choose good safety and security measures are taken by the airline and others opted for excellent and few of the respondents choose poor.

**TABLE 9.** Being a passenger have you ever lost your baggage?

| SL. NO. | Particulars | NO. of respondents |
|---|---|---|
| 01 | Yes | 11 |
| 02 | No | 54 |
| | | Total = 65 |

In the below pie chart I can observe that 20.3% of passengers have lost their baggage and responded as yes. And rest of the respondents about 79.7% have opted for no saying that they have never lost their baggage.

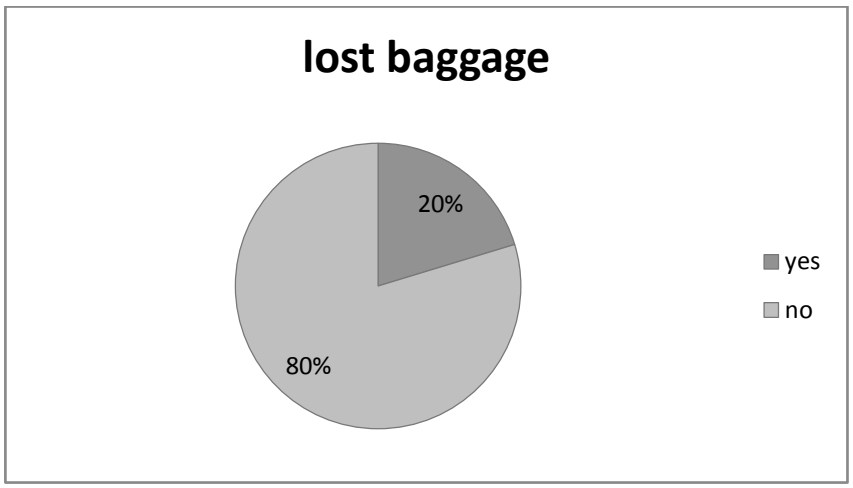


**FIGURE 9.** Lost Baggage

In the above pie chart I can determine that majority of the respondents have chosen no their baggage wasn't lost and few of the respondents have responded that yes their baggage was lost while travelling through Air Asia India.

**TABLE 10.** If yes, what was the time duration taken by airlines to resolve this issue?

| Sl.no. | Particulars | No. respondents |
|---|---|---|
| 01 | Within a week | 4 |
| 02 | Within a month | 2 |
| 03 | Less than 60 days | 4 |
| 04 | Never | 1 |
| | | Total = 65 |

In below graph I can understand that total 10 respondents have lost their baggage. Among which 4 of them were able to clear this issue within a week and 2 people could clear it within a month and 4 passengers have cleared their issues by within 60 days and 1 passenger who never received their baggage.

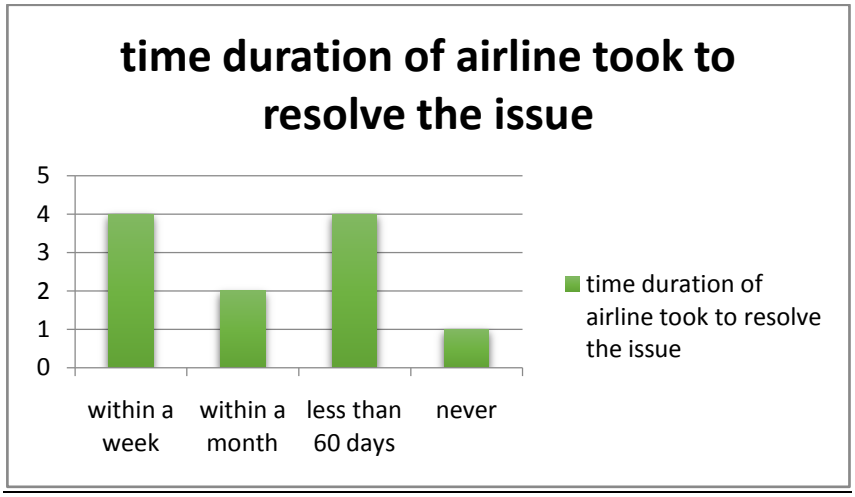


**FIGURE 10.** Time duration of airline took to resolve the issue

The data showcase that the respondent's baggage was found within a week for few and found within a month for other few. Remaining respondents for whom the baggage was found less than 60 days and one passenger would never reclaim their baggage.

**TABLE 11.** Noise level

| SL. NO. | particulars | NO. of respondents |
|---|---|---|
| 01 | 1 | 3 |
| 02 | 2 | 15 |
| 03 | 3 | 22 |
| 04 | 4 | 20 |
| 05 | 5 | 5 |

| | | |
|---|---|---|
| | | Total = 65 |

In the above graph I understood that respondents opted for level 3 mostly which is 34.4% and level 4 which is 29.7%. Respondents also opted for level 2 which is 23.4% and level 5 7.8%. And few also opted for level 1 which is 4.7%. Considering level 1 as the lowest level of noise and level 5 being the highest level of noise.

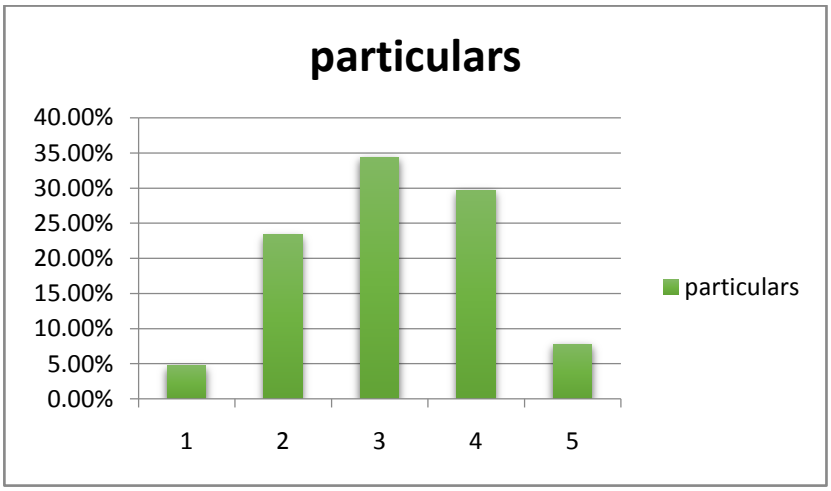


**FIGURE 11.** Particulars

The data represents that respondents have experienced third level of noise while travelling through Air Asia India and followed by fourth level and second level. Few of the respondents have even chosen fifth level of noise and few even opted for level one.

**TABLE 12.** Whether the seating arrangement in the aircraft you travelled is comfortable?

| **Sl. No.** | **Particulars** | **No. of respondents** |
|---|---|---|
| 01 | Agree | 50 |
| 02 | Disagree | 15 |
| | | Total = 65 |

In the graph belowI can analyse that some of the passengers are not satisfied and disagreed with the seating arrangement which is 23.1% and rest 76.9% of the passengers agree with seating arrangement provided.

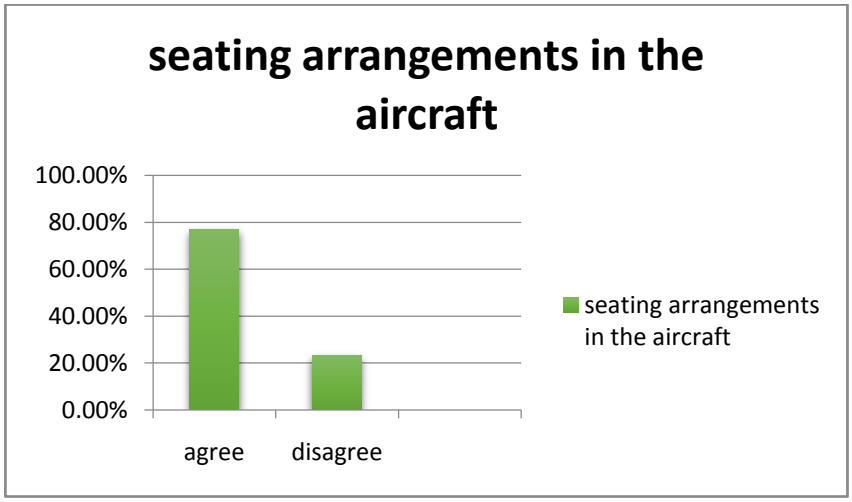


**FIGURE 12.** Seating Arrangements in the aircraft

In the graph above I can analyse that some of the passengers are not satisfied and disagreed with the seating arrangement and rest of the passengers agree with seating arrangement provided.

**TABLE 13.** Are you satisfied by the passenger assistants at the airport?

| Sl. No. | Particulars | No. of respondents |
|---|---|---|
| 01 | Minimal | 16 |
| 02 | Moderate | 38 |
| 03 | High | 11 |
| | | Total = 65 |

As shown in the below bubble graph I get to know that majority of passengers opted moderate which is 58.5% and 16.9% are highly satisfied with passenger assistants at airport. Remaining 24.6% of respondents opted for minimal satisfaction.

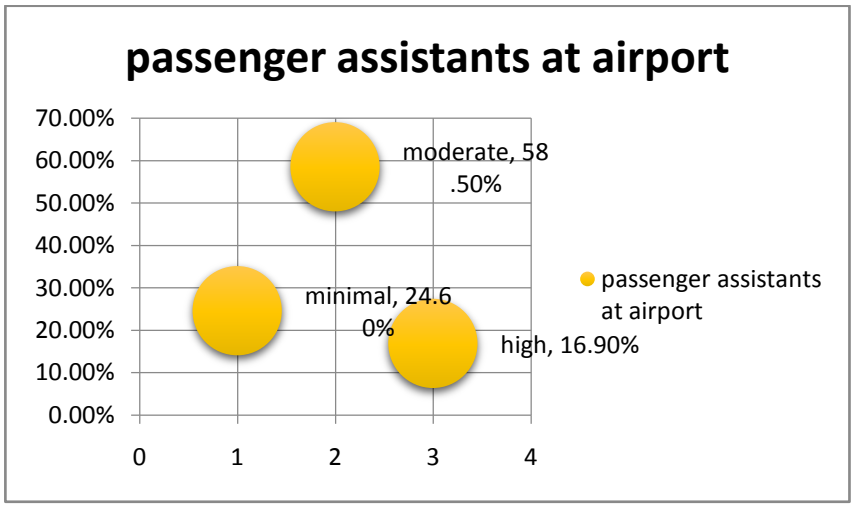


**FIGURE 13.** Passengar Assistantss at airport

As shown in the above bubble graph majority of respondents have opted for moderate passenger assistants at the airport and others have responded as minimal. Few other respondents have responded high.

**TABLE 14.** Would you opt Air Asia India airline for your next flight?

| Sl.no. | Particulars | No. of respondents |
|---|---|---|
| 01 | Yes | 49 |
| 02 | No | 16 |
| | | Total = 65 |

In the above below bubble graph I could analyse that most of the passengers would like to continue their travelling with Air Asia India airline and opted yes. Few passengers opted no due to some reasons and pervious experiences which is 27.7%.

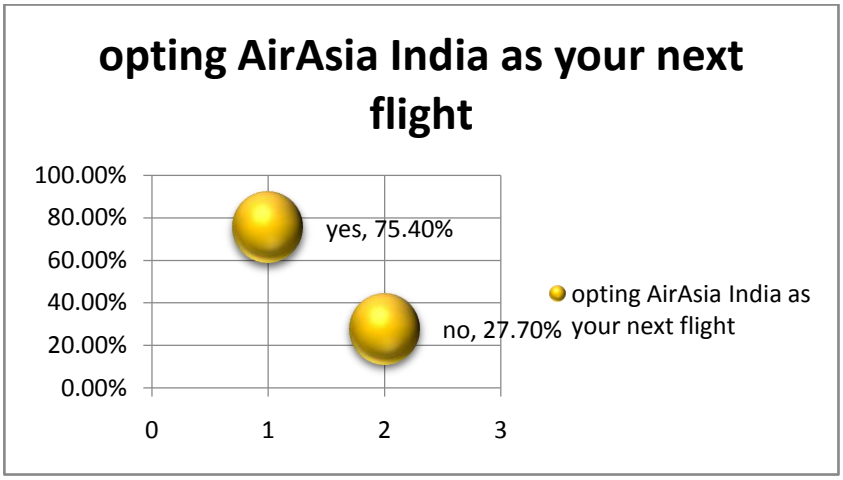


**FIGURE 14.** Opting Air Asia India as your next flight

As the data represents that majority of the respondents have responded yes which means they would like to travel in Air Asia India for their next flight and few of them responded no.

**TABLE 15.** Are you satisfied with the overall service quality provided by the airline.

| SL.no. | particulars | No. of respondents |
|---|---|---|
| 01 | 1 | 4 |
| 02 | 2 | 15 |
| 03 | 3 | 16 |
| 04 | 4 | 22 |
| 05 | 5 | 8 |
| | | Total=65 |

In the below mentioned graph I understand that respondents opted for level 4 of satisfaction which is 34.4% and some passengers opted for level 3 which is 25% and few of them opted for level 5 the maximum satisfaction which is 12.5%. Some respondents choose level 2 which is 21.9% and few opted level 1 which is 6.3%. Level 1 being the minimum level of satisfaction and level 5 being the maximum level of overall satisfaction.

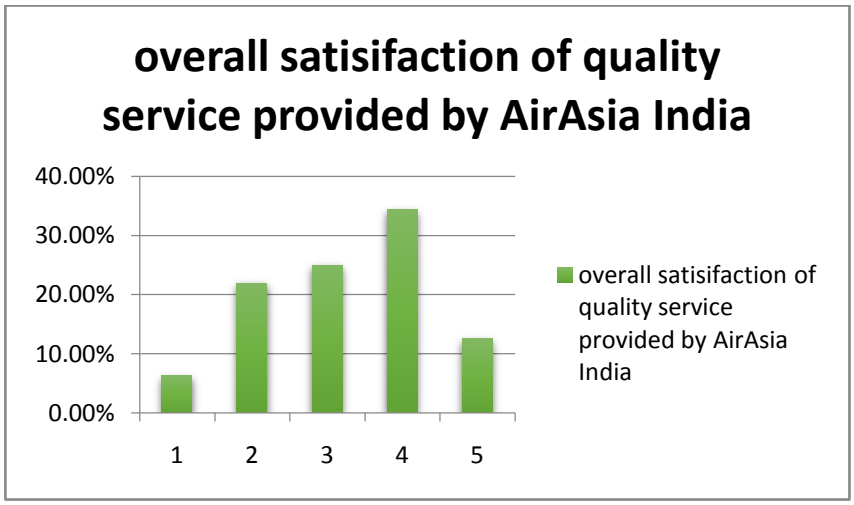


**FIGURE 15.** Overall satisfaction of quality service provided by Air Asia India

The above graph determines that most of the passengers have rated 4 which mean they are satisfied with quality of service provided by the airline. Followed by 3 and 2 ratings which other respondents have opted. Remaining respondents have chosen 1 and 5 ratings for the service provided.

## 7. Conclusion

An airline industry is the companies that offer air transportation service to the paying customers. I came to know that the passengers' dissatisfaction with service quality is one of the crucial factors affecting the market share loss of airlines. This

study aims to find out how airlines become capable of satisfying their passengers by considering the diversity of pre-purchase expectations. I measured the level of satisfaction of customers through the help of questionnaire, where the respondents answered and also suggested the areas where the airline can improve in serving their passengers. I also figured how the service providing industry works regardless of any crisis. I made out how the less-cost carrier like Air Asia India be maintaining to provide their best traveling facility to their passengers through situations like covid-19. I could like to conclude that establishing an airline company isn't enough rather than that customer satisfaction must be given at most importance and that's how a company can survive in the market.

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