



## **A Comparative Study on Passenger Satisfaction in Air India and Jet Airways with Special Reference in Coimbatore City**

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### **ABSTARCT:**

This comparative study aims to examine and analyze the level of passenger satisfaction in Air India and Jet Airways, with a special focus on Coimbatore city. The study is based on primary data collected from a sample of passengers who have recently traveled with either of the two airlines. The study uses a structured questionnaire to collect data on various aspects such as ticket booking, check-in process, in-flight services, baggage handling, and overall satisfaction with the airline. The study also compares the two airlines based on these parameters to identify the strengths and weaknesses of each. The findings of the study will be useful for airline management to improve their services and enhance passenger satisfaction.

**KEYWORDS:** Air India, Jet Airways, Passenger satisfaction, Comparative study, Air travel, Service quality, Customer experience ,Pricing

### **INTRODUCTION:**

- Marketing is the business process of creating relationships with consumers and satisfying them.
- Comparative analysis, simply put, is the act of comparing two or more things with a view to discovering something about one or all of the things being compared. In this study, the comparative analysis helps to compare the various companies in telecom sector. So it is useful to find the different relationship between various companies.
- This study helps to know the comparative analysis towards customer satisfaction, customer perception of air india and jet airways and The Indian aviation industry holds the position of third largest civil aviation industry in the world

### **OVERVIEW OF STUDY:**

#### **ABOUT AIR INDIA AND JET AIRWAYS :**

□ Air India is India's flag carrier and is owned by the Indian Government. With a fleet size of 101 planes it offers flights to over 90 domestic and international destinations. Air India offers meals and beverages in-flight entertainment, and comfortable seating in all classes. However, in recent years, its reputation has been impacted by various issues such as operational inefficiency, aging fleet, and declining profitability.

□ Jet Airways is a privately-owned airline that started as a domestic carrier and now offers flights to over 70 destinations in India and abroad. It has a younger fleet size of 124 aircraft and offers world-class service and amenities across all its classes. Jet Airways is known for its impeccable service, comfortable seating, and superior in-flight entertainment.

### **COMPANY PROFILE:**

#### **AIR INDIA :**

India's third-largest domestic carrier, after IndiGo and SpiceJet. Air India operates more than 400 daily flights to over 90 domestic and international destinations.

Air India has a fleet of nearly 120 aircraft, including long-haul wide-body aircraft (Boeing 777- 300ER and 787-8 Dreamliner) and narrow-body aircraft (Airbus A320 and ATR72-500). The airline serves over 70 domestic and international destinations across Asia, Europe, Australia, North America and the Middle East.

On 27th January, 2022, Air India has been welcomed back to the Tata Group and is poised to soar high - redefining its goals & approach with focus on overall excellence & customer-centric processes. "The Tata group welcomes Air India's new customers and is excited to work together

#### JET AIRWAYS:

Jet airways are guest genuine are delight wit care and personalized quality service, along with consistent, reliable and efficient operations. We will innovate and deliver service excellence, setting standards Jet Airways is an Indian airline based in Mumbai. It is the second-largest airline in India, after IndiGo, and operates flights to over 65 destinations. The airline operates a fleet of more than 110 aircraft, including wide-body and narrow-body aircraft.

Jet Airways offers both domestic and international flights, with a focus on short-haul flights to destinations in India. The airline also has code-sharing agreements with several international airlines

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#### STATEMENT OF THE PROBLEM:

This paper seeks to analyze the differences between Air India and Jet Airways in order to determine which airline provides the best value for money and offers the most comfortable travel experience. It will consider the various features of both airlines such as pricing, customer service, safety, and amenities in order. The main problem facing Air India and Jet Airways is the lack of profitability due to a combination of high operating costs, low utilization rates, and intense competition. Both airlines are burdened by substantial debt, which limits their ability to invest in new aircraft, technology, and marketing campaigns. Additionally, government regulations and policies have hindered their ability to make strategic decisions and engage in partnerships that could boost their competitiveness.

Furthermore, in recent years, the COVID-19 pandemic has caused a severe downturn in the aviation industry, putting further pressure on these airlines' financial performance.

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#### OBJECTIVES OF THE STUDY:

- To analyze the customer preference towards air india and jet airways.
- To identify the competitors among air india and jet airways.
- To upgrade its fleet and introduce innovative technologies.
- To focus on cost efficiency and productivity in order to remain competitive in the market.
- To enhance the customer experience by offering superior in-flight service.
- To analyze the level of satisfaction among air India and jet airways.

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#### SCOPE OF THE STUDY:

The scope of this study will include a comparison between Air India and Jet Airways, focusing on the airline's financial performance, customer service, safety records, and other important factors. The study will also examine the competitive landscape of the Indian aviation industry, and the potential threats and opportunities for both airlines. Studying the market segment, demographic structure, consumer behaviors, and demand patterns can provide a better understanding of the market dynamics, which can be helpful for businesses to refine their targeting strategies, reposition their offerings and competitive edge.

Overall, the scope of the study will be largely contingent upon the research objectives, the selection of the research methodology, and the choice of variables to investigate.

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#### LIMITATION OF THE STUDY:

The scope of this study will include a comparison between Air India and Jet Airways, focusing on the airline's financial performance, customer service, safety records, and other important factors. The study will also examine the competitive landscape of the Indian aviation industry, and the potential threats and opportunities for both airlines. Studying the market segment, demographic structure, consumer behaviors, and demand patterns can provide a better understanding of the market dynamics, which can be helpful for businesses to refine their targeting strategies, reposition their offerings and competitive edge.

Overall, the scope of the study will be largely contingent upon the research objectives, the selection of the research methodology, and the choice of variables to investigate.

- The data about air india and jet airways was collected from respondents.
- The data was collected form 110 respondents as sample size.

•The main source of data for the study was primary data with the help of self-administered questionnaire.

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## RESEARCH DESIGN:

### COLLECTION OF DATA

**Primary data:** was collected by means of a survey. The data is collected specifically for the purpose of research paper.

An advantage of primary data is that it is specifically tailored to one's research needs

**Secondary Data:** In order to have a proper understanding of the aviation sector, a depth study was done from the various sources. A lot of data is also collected from the official websites of the air india and jet airways and the articles.

**Questionnaire:** The questionnaire was designed to collect information about the respondent's age, gender, income and some questions about the type and quality of service provided by the air india and jet airways to the customers.

**Sample size:** The sample size consists of 110 respondents.

**Tools :** Simple percentage

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## REVIEW OF LITERATURE:

1. Comparison of Marketing Strategies of Air India and Jet Airways" (2016) by Abhishek Singh and Shivangi Singh. This study compared the marketing strategies of Air India and Jet Airways based on factors such as branding, advertising, and promotions. The authors found that Jet Airways had more effective marketing strategies than Air India, with a stronger brand image and more targeted promotions.

2. "A Comparative Study on the Financial Performance of Jet Airways and Air India" (2018) by P. V. Krishnan and M. K. Shyamkumar. This study compared the financial performance of Jet Airways and Air India based on factors such as revenue, profitability, and debt. The authors found that Jet Airways had better financial performance than Air India in most areas, although Air India had the advantage of being a government-owned airline.

3. "Service Quality Comparison between Air India and Jet Airways" (2016) by G. Ramakrishnan And K. Balaji. This study compared the service quality of Air India and Jet Airways based on factors such as in-flight services, ground handling, and customer service.

The authors found that Jet Airways had higher service quality scores than Air India in most areas, particularly in-flight services and customer service.

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## DATA ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE:

➤ **TABLE REPRESENTS THE RESPONDENTS IN BASED ON AIRLINE**

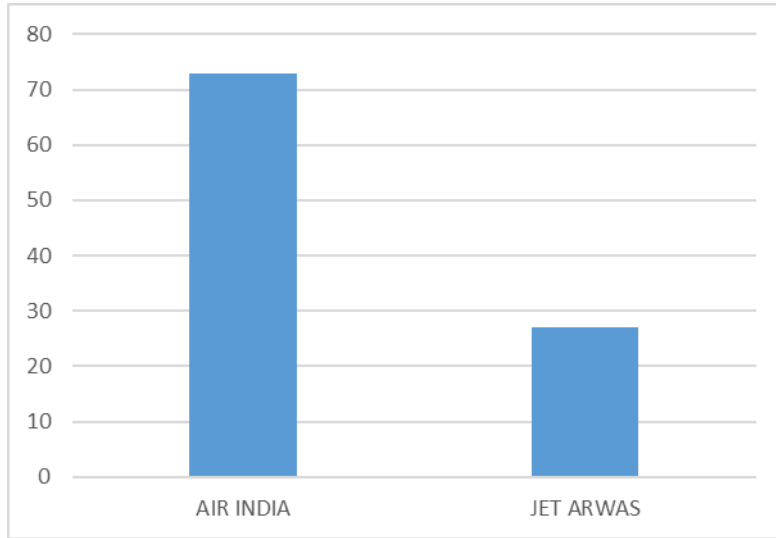
OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
AIR INDIA	80	73%
JET AIRWAYS	30	27%
TOTAL	110	100%

### INTERPRETATION:

Above table represents the airline used by respondents. the respondents mostly 73% uses air india and followed by 27% of respondents uses jet airways

**Majority** 73% of respondents uses air india

➤ **CHART BASED ON THE RESPONDENTS IN AIRLINES:**



➤ TABLE REPRESENTS THE PASSENGER EXPECTED FEATURES ARE AVAILABLE IN AIR INDIA AND JET AIRWAYS:

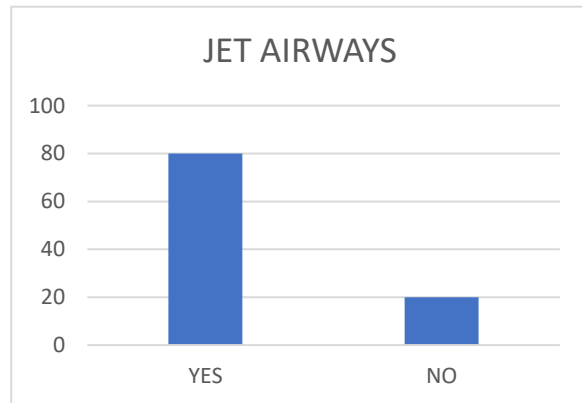
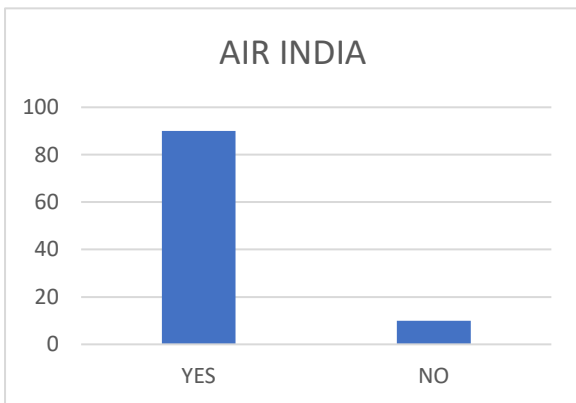
AIR LINE	OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
AIR INDIA	YES	99	90%
	NO	11	10%
JET AIRWAYS	YES	88	80%
	NO	22	20%
<b>TOTAL</b>		<b>110</b>	<b>100%</b>

**INTREPREATATION:**

The table represents the passenger expected features are available in air india and jet airways, mostly 90% respondents selected YES and 10% respondents selected NO for air india and followed by 80% respondents selected YES and 20% respondents selected NO for jet airways

**Majority** 90% respondents selected YES for air india and followed by 80% respondents selected YES, for Jet airways

➤ **CHART BASED EXPECTED FEATURES ARE AVAILABLE IN AIR INDIA AND JET AIRWAYS:**



**FINDINGS:**

- Majority 73% respondents uses air india
- Majority 90% of the respondents selected YES for air india
- Majority 80% of the respondents selected YES for jet airways

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**SUGGESTIONS:**

- Passengers want airlines to prioritize their needs and provide better customer service. This includes more personalized attention, better communication, and more efficient processes.
- Passengers often complain about long lines, delays, and confusion during boarding and deplaning. Airlines can improve this by providing clearer instructions, more staff to assist with the process and better organization.
- Passengers want more comfortable seats and amenities such as in-flight entertainment, Wi-Fi, and power outlets. Airlines can also improve their food and beverage offerings.
- Passengers want flights to be on time and for airlines to communicate more effectively about delays or cancellation.
- Passengers want airlines to prioritize safety measures, especially during the ongoing COVID-19 pandemic. This includes increased cleaning and sanitation procedures, as well as proper ventilation and air filtration

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**CONCLUSION:**

It is concluded from the study that aviation industry is the most critical determinant of the Structure of the Indian economy. Technology has acted as the prime factor to determine the structure of the aviation industry. and it had been severely impacted by the COVID-19 pandemic. Airlines had to deal with reduced demand for air travel, resulting in financial losses and the need for cost-cutting measures. To adapt to the situation, airlines implemented various measures such as reducing capacity, implementing health and safety protocols, and receiving financial aid from governments and industry associations.

The aviation industry is still recovering from the impact of the COVID-19 pandemic and adjusting to the new normal of travel. The industry may continue to face challenges such as fluctuating demand and changing regulations, but it is also likely to see advancements in technology and sustainability efforts. The future of the aviation industry will depend on various factors such as global economic conditions, public health, and geopolitical developments. the situation may have evolved. It is possible that the industry has continued to recover and adapt to the new normal of air travel in a post-pandemic world.

However, with the gradual reopening of borders and the distribution of vaccines, there was hope for a recovery in the industry. The aviation industry is likely to undergo structural changes such as the adoption of new technologies, a shift towards sustainability, and changes in consumer preferences.

Overall, the aviation industry remains an essential part of global transportation and economic activity. Its future depends on various factors such as technological advancements, sustainability efforts, government policies, and customer demand