

# **CUSTOMER'S BRAND AWARENESS TOWARDS DOMESTIC AIRLINES OF INDIAN AVIATION SECTOR WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT**

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## **INTRODUCTION**

Indian aviation industry is one of the rapidly growing aviation sector soft he world. In recent years, Indian air transport has seen a huge leap which has given growth to the need for developing Indian air transport infrastructure like never before. Air travel was exclusively the privilege of rich. It was a luxurious form of travel early in the last decades. Since time saving and wallet friendly journey is available it has become one of the largest accepted methods of travel today.

Indian aviation was the Monopoly of government in past belonging to Air India .Now airline sector is quickly expanding and private players entered in to the market catering to the raising demands offering premium services. At present, air passengers have wide alternatives in choosing their airlines while comparing to previous options. Like Indian government airlines (Air India), Indian private airlines (Jet airways, Indigo etc) and foreign airlines.

The competition among airlines offers travelers with more choices. While the fundamental product provided by each airlines is similar to each other, which is carry passengers and cargo from origin to destinations, Flights operated by different carriers to do differentiate from each other in terms of departure or arrival time, number of stops, aircraft type etc. Among these factors, airfare plays a critical role in traveler's decision making, especially to budget-sensitive leisure travellers.

Since there is stiff competition in the airline Industry, it opens way for a study in the perspective of customers and their brand awareness and satisfaction towards major airline giants of India. This project attempts to answer some of the questions regarding

brand awareness of selected consumers in Malappuram district.

## **STATEMENT OF THE PROBLEM**

Due to the rapid changes in the global market and the increased competition, brand management has become more. Good brand management brings about clear differentiation between the services and ensures the loyalty of the customers and may lead to greater market share. Thus, to be a successful marketer it's essential to read the minds of customers. So branding has become more important in present business whether it be a manufacturing or service rendering concern. At this context considering about Indian airline market majority is occupied by private players and hence branding of airlines and boosting up brand image is vital. So this project aims at studying the customers brand awareness towards and their opinion about some selected airline brands of Indian aviation sector such as Air India, Indigo, Spice jet, Jet airways, etc.

## **SCOPE OF THE STUDY**

Study in branding with regard to aviation sector is very vital in the present scenario of business. A study like this will throw light in knowing what there in the mind set of customers which helps the marketers in future planning.

Thus it is necessary to understand thoroughly the customers. A simple insight into how customers think of a particular brand can help create a profitable Change in the marketing program. In this present world customer preferences and choice are changing day by day. Therefore there is a need to examine the perceptions and brand awareness of customers.

## **OBJECTIVES OF THE STUDY**

The study is expected to fulfill the following objectives;

- ❖ To study customer brand awareness on Indian domestic airlines
- ❖ To identify the impact of dominant factors on brand awareness towards domestic airlines.
- ❖ To understand the satisfaction level of customers towards airline brands.
- ❖ To analyze the customers perception towards brand performance.
- ❖ To suggest remedial measures to enhance the satisfaction level.

## **HYPOTHESES**

- H0: There is no association between monthly income and frequency of domestic airline travel.  
H1: There is association between monthly income and frequency of domestic airline travel.
- H0: There is no correlation between occupation and frequency of domestic airline travel.  
H1: There correlation between occupation and frequency of domestic Airline travel.

## **RESEARCH METHODOLOGY**

- RESEARCH DESIGN

It's required to gather a lot of primary and secondary data to analyze the brand sense of customers towards airline giants of India aviation industry. So a descriptive design is used.

- POPULATION

The study was conducted among the airline passengers of Malappuram District.

- SAMPLE SIZE

The number timesaving and wallet friendly journey is now samples are restricted to 100 including male and female.

- SAMPLING METHOD

Convenience sampling and snowball sampling methods are used by approaching the potential respondents and asked them whether they know anybody with same characteristics.

- SOURCES OF DATA

Both primary and secondary data are used in this study.

- PRIMARY DATA

Questionnaires are distributed among airline passengers who are near and majority of the data is collected through online questionnaire prepared with Google Form and sent via email and WhatsApp from those who are outside.

- SECONDARY DATA

Secondary data is also used for the collecting relevant data using from scholar articles, websites, books etc.

- TOOLS FOR DATA COLLECTION

Data required for the study is collected using structured questionnaires and Prepared with Google Form sent via email and WhatsApp from those who are outside.

- TOOLS FOR ANALYSIS

The statistical tools used for the study are mean, percentage, ordinal measurements including ranking etc.

## ANALYSIS USING CHI-SQUARE

### MONTHLY INCOME AND FREQUENCY OF AIRLINE TRAVEL

HO: There is no association between monthly income and frequency of domestic airline travel.

monthly income * frequency of travel Crosstabulation							
Count							
		frequency of travel					Total
		once in a month	once in 6 months	once in a year	occasionally	rarely	
monthly income	below 25000	4	6	0	0	0	10
	25000-50000	0	20	2	0	4	26
	50000-100000	0	0	0	46	0	46
	above 100000	0	0	0	18	0	18
Total		4	26	2	64	4	100

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	136.095 <sup>a</sup>	12	.000
Likelihood Ratio	145.134	12	.000
Linear-by-Linear Association	56.939	1	.000
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .20.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.759	.000
N of Valid Cases		100	

### INTERPRETATION

In the above table presents the association between the monthly income and frequency of domestic airline travel. While income and frequency of travel, the calculated value is less than (.000) the table value (.5), hence the null hypothesis is rejected. That means there is no association between monthly income and frequency of domestic airline travel.

### ANALYSIS BY USING CORRELATION

#### OCCUPATION AND FREQUENCY OF TRAVEL

HO: There is no correlation between occupation and frequency of domestic airline travel.

Correlations			
		occupation	frequency of travel
occupation	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	100	100
frequency of travel	Pearson Correlation	.813**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### INTERPRETATION

The above table shows the relationship between the occupation and the frequency of Domestic airline travel. At 1% level of significance the calculated value is 0.00, since the calculated value less than the table value, so the null hypothesis is rejected. That

means there is no correlation between occupation and frequency of Domestic airline travel.

## **FINDINGS**

- It is observed that most of the airlines customers are male
- It is found that majority of respondents belongs to youth having the age between 25-35.
- Most of the customers are graduates.
- It is seen that majority of the airlines customers are employed in private or multinational companies
- It's analyzed that most of the customers are earning income between 50000-100000.
- It's found that hundred percent of the respondents were airline customers since the study is based on purposive sampling.
- Regarding the frequency of travel most of the customers are occasional travelers.
- The domestic airline brand which is familiar to hundred percent of respondents is none other than Air India which is dominated by Government
- Vistara Airways and Go Air are not at all familiar to majority of respondents
- Indigo seems to be the most preferred domestic airline which chosen first by majority of respondents.
- The major source of information about airlines and their services is internet itself.
- The logo identified by hundred percent of respondents is that of air India.
- Logo is the factor through which most of the customers could recognize a particular airline brand.
- The tag line of Indigo is identified by all customers which is simple and catchy.
- The majority of respondents are satisfied with the overall Service quality of the domestic airlines.
- Majority of the customers are in the opinion that they are not ready to switch over to new brands which are likely to arrive in the market.
- Hundred percent of respondents agree that their choice is influenced by advertisements.
- It's observed that most of the customers travel by Airways for the purpose of business.

- The study reveals that the favorite mode of travel across the country is Airways itself.
- Even though the most of the customers are satisfied with the quality of the air line services, the study proves that the brand awareness towards domestic airlines is not up to mark.
- Many of the customers are not aware about all domestic airlines.

## **CONCLUSION**

This study surveys the various factors influencing the customer's choice of domestic airlines brands which were travelled by different age group of Malappuram District.

This project focuses on the brand awareness of the top six domestic airlines which include Air India and private players like Spice Jet, Indigo, Jet Airways, Go Air and Vistara. Among the all domestic airlines brands majority of the customers have selected Indigo as first choice because of the quality of service.

Majority of the people considers travel comfort and concessional charges as the most vital factors before choosing a brand .and the major purpose of travel by airways is business. This study makes an attempt measure the mental connections that the customers develop with the logo and tagline of airline brands. Majority of the customers could not recognize the logo and taglines.

Air India is the ever familiar brand for everyone while some of them were not even heard of the brands like Go Air and Vistara. Even though most of them satisfied with the brands they travel they are still in need of improving facilities and services.

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