

**Major Research Project**

**“A STUDY ON PREFERENCE OF PEOPLE IN  
DELHI TOWARDS SPICEJET, INDIGO AND  
VISTARA AIRLINES”**

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## **CERTIFICATE**

This is to certify that **Mr. Pratul Ranjan, 2K22/DMBA/92** has completed the project titled **“A Study on Preference of People in Delhi towards SpiceJet, Indigo and Vistara Airlines”** Under the Guidance of Dr. Abhinav Chaudhary as a part of the Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi during the academic year 2023-2024.

Dr. Abhinav Chaudhary

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## **DECLARATION**

I, Pratul Ranjan student of Delhi School of Management, Delhi Technological University hereby declare that the project entitled “A Study on Preference of People in Delhi towards SpiceJet, Indigo and Vistara Airlines” under the supervision of Dr. Abhinav Chaudhary, submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Pratul Ranjan

2K22/DMBA/92

## **ACKNOWLEDGEMENT**

Working on this project has been motivating, thrilling, and demanding at times, but it was truly a learning experience. First and foremost, I would want to express my heartfelt gratitude to my institution Delhi School of Management, Delhi Technological University, for giving me this opportunity to work on this project. I would also like to express my gratitude to H.O.D of our college, Dr. Saurabh Agrawal who has always inspired us and motivated us to excel in our project.

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## **EXECUTIVE SUMMARY**

This research work was conducted on “Preference of Consumer towards Spice Jet, Indigo Airlines and Vistara Airlines”. Consumer preferences are defined as the subjective tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The preferences are independent of income and prices. Ability to purchase goods does not determine a consumer’s likes or dislikes. The individual consumer has a set of preferences and values whose determinations are outside the realm of economics.

Objectives of the study:

1. To understand the preference of consumer towards Spice Jet, Indigo and Vistara airlines.
2. To determine whether the service quality of Spice Jet, Indigo and Vistara airlines are same or not.

Scope of the study:

The study was conducted in Delhi. The study was confined to measure the preference of consumers with respect to three airlines - Spice Jet, Indigo airlines and Vistara airlines.

Literature Review: 10 research papers were studied and the point of interest were noted and mentioned in the report.

Methodology:

The data was collected from people of South Delhi, East Delhi, West Delhi and North Delhi. The consumers were the combination of male and female. The sample size was 100. The hypothesis was tested using ANOVA and Paired t- test.

Hypothesis:

1. H01: The preferences of people in Delhi for Jet airways, Indigo and Vistara are same.
2. H02: The service quality of Jet airways and Indigo is same.
3. H03: The service quality of Jet airways and Vistara is same.
4. H04: The service quality of Vistara and Indigo is same.

Findings: The findings are as under:

1. 48% of respondents have strongly agreed that they prefer Jet airways as it take care of their passengers.
2. 49% of respondents have agreed that they prefer Jet airways as it tries to accommodate their passengers
3. 53% of respondents agreed that Jet airways offers good baggage carrying rule
4. 42% of respondents agreed that Vistara airline seldom cancel its flight.
5. There is a significant difference in the preference of people in Delhi for Spice Jet, Indigo and Vistara Airlines.
6. There is a significant difference in the service quality of Spice Jet and Indigo Airlines.
7. There is a significant difference in the service quality of Spice Jet and Vistara Airlines.
8. There is a significant difference in the service quality of Vistara and Indigo Airlines.

Recommendations: The airlines may conduct a study to get more information about what service does the customer expect the airlines to deliver and can align company's policies to provide satisfaction to their customers.

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## LIST OF ABBREVIATIONS

<b>S No</b>	<b>Abbreviated Name</b>	<b>Full Name</b>
1	DIPP	Department of Industrial Policy and Promotion
2	SPSS	Statistical Package for the Social Sciences
3	SA	Strongly Agree
4	A	Agree
5	N	Neutral
6	DA	Disagree
7	SDA	Strongly Disagree
8	AAI	Airports Authority of India
9	ANOVA	Analysis of variance
10	SPSS	Statistical Package for Social Sciences

# **CHAPTER-1**

## **INTRODUCTION**

### **1.0 Aviation Sector**

Indian aviation is one of the aviation sectors growing at the fastest rate in the world. The aviation sector in India, which may be broadly classified into military and civil aviation, is the one that is expanding the quickest in the world. Bangalore, which accounts for 65% of the country's aviation manufacturing output, is the country's largest hub. India's infrastructure and connectivity for civil aviation are expanding thanks in large part to the UDAN initiative. India, which grew to be the third-biggest domestic aviation market internationally, expected to overtake the United Kingdom by 2024 to take the 3rd place in the world rankings for air passengers.

### **Market Size**

Between April and December of 2021, India's passenger traffic totalled 131.62 million, of which 84.16 million were domestic and 47.46 million were foreign.

Domestic freight traffic was 0.80 million tonnes in 2021 (April–December), whilst international freight traffic was 1.20 million tonnes.

From April to December of 2021, the number of aircraft movements in India, both domestic and foreign, was 1.24 million and 0.25 million, respectively.

To handle the increasing amount of air traffic, the Indian govt. has been working to increase the number of airports. In March 2019, India boasted 103 operational airports. India aims to have between 190 and 200 operational airports by FY40.

In addition, as industrial demand has grown, so too has the No. of planes operating in that area. As of July 2018, scheduled airline firms operated nearly 620 aircraft in India. It is projected that there will be 1100 planes by 2027.

## Investment

According to the figures given by the Department of Industrial Policy and Promotion, foreign direct investment given totalling US\$ 1,904.37 million were made into India's air transport sector (including air freight) between April 2000 and June 2019. The govt. owns 100% of the FDI under automatic route in scheduled air transport services, regional air transport services, and domestic scheduled passenger airplane. However, Govt. approval would be required for FDI exceeding 49%.

India's aviation industry is expecting to attract investments of 35,000 crore (US\$ 4.99 billion) during the next couple of years. The Indian govt. plans to invest US\$ 1.83 billion in airport infrastructure and aviation navigation services by 2026. Significant advancements and investments in India's aviation sector include:

- The France-based Safran Group is to invest US\$150 million by December 2019, in a new airplane engine maintenance and repair facility in India to better serve its airline clients.
- In November 2019, Adani Properties Private Limited (APPL) was granted approval by the Competition Commission of India (CCI) to purchase shares in Mumbai International Airport Limited (MIAL).
- A partnership from the UK plans to invest 950 crore, or US\$ 135.9 million, in TruStar, Turbo Aviation's new airline.
- AAI intends to invest 15,000 crore (US\$ 2.32 billion) in 2018-19 to increase 15 new air dock in addition to expanding the current ones.
- An open sky agreement between Australia and India was signed in June 2018, allowing airlines from both nations to offer an infinite number of tickets to several Australian cities and six Indian metropolises.
- The goal of the AAI is to create inter-regional hubs in Guwahati and intraregional hubs in Agartala, Imphal, and Dibrugarh.
- Indian manufacturers, repairers, and overhaulers of aircraft are fully immune from customs and countervailing charges.

## State-sponsored Projects

Among the major initiatives the Govt. has worked on are:

In line with the Union Budget 2019–20, the govt. would assist aircraft finance and leasing activities to help Indian aviation industry become self-sufficient.

- “In February 2019, the Indian govt. approved the construction of a new greenfield airport at Hirasar, Gujarat with an estimated cost of 1,405 crore (US\$ 194.73 million).”
- As of January 2019, the Indian govt. is creating a strategy to support domestic aircraft financing and manufacturing.
- Over 1,200 delegates from 83 countries attended the Global Aviation Summit, which the Govt. hosted in Mumbai in January 2019.
- The Indian Govt. released the National Air Cargo Policy Outline 2019 in January 2019 with the intention of making Indian air cargo and logistics the most efficient, seamless, and cost-effective in the world by the end of the ensuing ten years.
- A proposal for the public-private partnership (PPP) management of six AAI airports was accepted by the Indian Govt. in November 2018. These airports are located at Mangalore, Thiruvananthapuram, Guwahati, Jaipur, Lucknow, and Ahmedabad. Ten businesses submitted 32 technical offers to AAI.
- The Indian Prime Minister launched the construction of the Navi Mumbai airport in February 2018, with an estimated construction cost of US\$ 2.58 billion. The first phase of the airport will be completed by the end of 2019.
- The Regional Connectivity Scheme (RCS) is presently in existence. • The Andhra Pradesh Govt. would construct greenfield airports in the following six cities under the PPP model: Nizamabad, Nellore, Kurnool, Rama Gundam, Tadepalligudem, and Kothagudem.

The nodal ministry in charge of developing national policies for the expansion and regulation of civil aviation in India is The Ministry of Civil Aviation of the Indian Govt. as well as planning and executing strategies for the orderly development and extension of civil aviation. Its duties also include managing airport infrastructure, air traffic control, and aviation passenger and cargo transportation. The Ministry is also in charge of overseeing the Commission of Railways Safety administratively and managing the application of the 1934 Aircraft Act and 1937 Aircraft Rules.

The Indira Gandhi International Airport, the primary hub for civilian aviation in the National Capital Region of Delhi, is one of the busiest airports in India. It has been the busiest airport in the country since 2009 for both international and passenger traffic, and it is the nation's second busiest airport for cargo traffic, behind Mumbai. Since Terminal 3 opened for business in 2010, it has grown to become the busiest aviation hub in South Asia and India, capable of handling over 40 million passengers annually. With planned expansions, this figure will rise to 100 million passengers by 2030. In terms of passenger volume, it ranked as the 21st busiest airport worldwide and the 12th busiest in Asia in 2014.

As of 2015, there were 22 airlines operating in India: listed businesses SpiceJet and IndiGo Airlines, as well as private airlines GoAir, Air Asia, Vistara, and IndiGo; these include Pawan Hans PSUs and Air India. From 395 in 2014 to 548 in December 2017, 50 new aircraft are added to the civil aviation fleet every year, accounting for 38% of the increase in aircraft used for regularly scheduled commercial flights.

In September 2018, the Minister of Civil Aviation declared that in order to accommodate the increasing demand for domestic air travel, up to 100 additional airports would be developed for roughly \$60 billion over the course of the next 10 to 15 years.

Several integrated aviation-industrial parks for the aerospace industry's fixed-base operations (FBO) and maintenance, repair, and operations (MRO). The establishment of international aviation hubs and aerospace industrial hubs, like those in Gujarat and Hisar, is under underway.

All of India's non-private civilian airports are governed by the Airports Authority of India (AAI), which plans to invest ₹20,178 crore over the next four to five years to increase

the airports' capacity. In addition, the AAI has chosen to lease out six of its managed airports: Mangaluru, Jaipur, Lucknow, Gujarati, Thiruvanthapuram, and Ahmedabad. This lease will be done under phase one of PPP development, operation, and management.

India's growing flight industry is projected to boost air connectivity between cities and alleviate airport blockage by building new airport and upgrading the ones that already exist.

Infra building majors like GMR Infra, Adani Group, Reliance Infra, and L&T, offshore companies like Zurich Airport International and Hong Kong ADP and other Indian suitors like GVK, Fairfax India, sovereign wealth fund NIIF, and PNC Infrastructure are among the top contenders for the 16,000 crore greenfield Jewar airport project in the Greater Noida. It is projected that 35,000 crore (US\$ 4.99 billion) will be invested in India's aviation industry over the course of the next couple of years. The Indian Govt. plans to invest US\$ 1.83 billion in airport infrastructure and aviation navigation services by 2026.

## **Achievements**

The accomplishments of the Govt. in FY18 are listed below:

- In 2019 33 airports (20 unserved, 3 underserved, and 10 water aerodromes) were served by 335 routes awarded under the RCS-Udan initiative, carrying about 34,74,000 passengers.
- As of October 2019, 55 AAI airports had been designated as airport terminals free of single-use plastic.
- By December 2019, India is anticipated to have the most aircraft operated by its scheduled carriers.
- In FY19, the number of operational airports surpassed 100.
- The opening of Sikkim's Pakyong Airport and Odisha's Jharsuguda Airport took place in September 2018. The first airport in Sikkim and the first greenfield airport built by AAI is Pakyong Airport.
- Kerala became the only Indian state with four international airports when Kannur International Airport opened its doors in December 2018.

## **Road Ahead**

The majority of the people in the country, including the middle class, which makes up over 40% of the upwardly mobile population, still finds air travel to be too expensive, therefore despite the aviation sector's immense growth potential, it remains essentially unexplored in India.

In order to adopt logical and effective regulations that will strengthen India's civil aviation sector, policymakers need communicate with and collaborate with industry actors. If the right policies were put and a constant aim was made on quality, affordability, and public interest, India will very likely make its objective of becoming the third-largest aviation market by 2020. Indian tourists are expected to have spent a total of 9.5 lakh crore (US\$ 136 billion) by 2021. India's increasing need for air travel would mean that 2,380 more commercial aircraft would be needed by 2038.

## **Upcoming Airport Projects**

### **Gujarat**

The Hirasar airport in Rajkot and the Dholera airport, which is located in the Gujarati district of Ahmedabad, have received ₹7,737 crore in funding from the Civil Aviation Ministry. The Govt. has authorized ₹2,654 crore for the Hirasar airport and ₹5,083 has been authorized for the Dholera projected International airport.

### **Delhi NCR**

Jewar airport, which was initially supposed to have four runways, will now have six runways, according to a statement from the UP cabinet. Similar to Delhi's IG Intl Airport, the new airport will offer international connectivity with the United States, United Kingdom, Singapore, Australia, and the Middle East, hence alleviating pressure on it.

### **Karnataka**

Over the next two years, Kempegowda International Airport in Bengaluru, India's third busiest airport, anticipates a 70% increase in passenger volume. The organization that



owns and runs it, Bangalore International Airport Authority (BIAL), has declared plans to invest \$2 billion in a second runway and new terminal.

### **Tamil Nadu**

Chennai's second international airport is scheduled to open at Cheyyur, next to the picturesque East Coast Road, approximately 100 kilometers south of the city. Maybe an aviation city will be developed.

### **Odisha**

The PM opened an airport in Jharsuguda, the industrial hub of Odisha, two years ahead of schedule. It is the first airport in Odisha to offer service under the Regional Connectivity Scheme (RCS) - UDAN to Bhubaneswar, Raipur, and Ranchi.

### **Andhra Pradesh**

About 40 kilometers from Visakhapatnam, Bhogapuram Airport is a greenfield international airport project being developed by the Bhogapuram International Airport Company Limited (BIACL). It is a component of an aerotropolis that will also feature an Aviation Academy and a Maintenance, Repair, and Overhaul (MRO) facility. The Andhra Pradesh Govt. will construct the airport using a public-private partnership (PPP) format, with completion anticipated by 2022.

A greenfield project, Orvakal Airport in Kurnool will serve low-cost carriers that fly domestic routes under the Govt.'s UDAN program. The capital city of Amravati will be connected to foreign locations by the Vijayawada Amaravati International Airport at Mangalagiri.

## **North East**

By early 2020, Agartala airport will have surpassed Guwahati and Imphal as the region's third international airport.

## **Arunachal Pradesh**

About 25 kilometers from Itanagar, the Hollongi Airport will offer convenient access to the state capital as well as direct flights to other state capital cities and even other nations.

## **Goa**

As the entry point to north Goa, the Mopa International Airport will be constructed in four stages, with each stage adding to its capacity to handle passengers. GMR Infrastructure Ltd. will construct its state-of-the-art infrastructure.

## **Maharashtra**

After it is completed, the Navi Mumbai International Airport would relieve the congestion at Mumbai's Chhatrapati Shivaji International Airport, which is expected to see an increase in flight traffic between 2019 and 2031.

The 14th airport in the state is Sindhudurg Airport, located in Chipi Parule, close to Malvan. It links the Konkan area, which includes Goa, Karnataka, and portions of Maharashtra. It can be reached by car from Tarkarli Beach in Maharashtra as well as the beaches of Arambol and Mandrem in north Goa. It is situated 25 kilometers from the Mumbai-Goa highway.

At the air force base near Purandar, Pune will have its second international airport, Chhatrapati Sambhaji Raje International Airport.

## **Punjab**

Currently under construction, Ludhiana International Airport will be located 32 kilometers from Ludhiana City at the Halwara IAF facility. Its international civil terminal, which will be developed by the AAI and the Punjab Govt., is anticipated to be finished in phase one by 2022. That will lessen the volume of aircraft using Amritsar International Airport.

## **Kerala**

The Cheruvally Estate near Erumely in the Kottayam district is the site of the development of Sabarigiri International Airport. It will be the fifth international aviation centre in Kerala and the closest airport to Sabarimala. At the moment, Sabarimala's closest airport is the Cochin International Airport.

## **Himachal Pradesh**

Thirty acres of land are being acquired by the state Govt. in order to expand the Kangra Airport in Dharamshala. At the moment, the airport has the capacity to land small aircraft with 80 seats. Airbuses will be facilitated by the enlargement. The state's Mandi district has been given permission to build a new airport.

## **2.0 Profile of the Organisation**

### **(a) IndiGo Airlines**

Based in Gurugram, Haryana, India, is the cheap airline IndiGo. It's India's largest airline in metrics of both the number of people it carries and the size of its plane. Its share of the domestic market was 54.8% till November 2019. It is the largest individual carrier in terms of both the size of its jet fleet and the number of passengers it carried in the fiscal year 2018–19, ranking sixth among Asian low-cost carriers. The airline operates 1500

daily flights to 82 destinations. Its principal hub is the Indira Gandhi International Airport in Delhi.

As of Jan 2013, IndiGo was the second fastest growing cheap carrier in Asia, behind Indonesian carrier (Lion Air). In reaction to the civil aviation ministry announcement that the airline would only be allowed to get five plane for delivery that year, IndiGo announced in February 2013 that it will create a subsidiary to begin cheaper regional operations. Then, IndiGo said that it will request the ministry for permission to buy four more planes, so that by 2013, nine aircraft would be delivered. As of March 2014, IndiGo is the second-largest cheaper air fare carrier in Asia based on the quantity of seats it has operated.

The largest single purchase in Airbus history was placed in August 2015 by IndiGo for 250 Airbus A320neo aircraft, valued at \$27 billion. On October 19, 2015, IndiGo stated that it would launch an IPO for ₹32 billion (US\$450 million) on October 27.

In October 2019, IndiGo placed a second order for 300 Airbus A320 plane, breaking the previous record for the largest single order in Airbus's history with a total value of \$33 billion (₹2.3 lakh crore).

Rakesh Gangwal, an Indian expat, and Rahul Bhatia of Inter Globe Enterprises founded the airline as a business in 2006. The most effective low-cost airline in the nation, IndiGo is comparable to foreign low-cost carriers.

To further enhance their experience, we are constantly working to improve the way we communicate with our clients. With our multiple channel direct sales approach—which includes online flight booking and contact centres, we have completely transformed air travel in India. Additionally, we provided online plane status checking and created a dedicated indigo app for Android. At the moment, we are India's most well-known plane carrier. IndiGo provides outstanding value at a reasonable cost.

## **SWOT analysis of IndiGo Airlines**

## **Strengths**

1. Indigo Airlines is one of the biggest low-cost carriers in India and has a solid support system.
2. In terms of market share, Indigo Airlines ranks among the top airlines in India.
3. Effective marketing and advertising techniques have raised brand memory.
4. Indigo Airlines' entry into foreign markets has increased the value of its brand.

## **Weakness of IndiGo Airlines**

1. Indigo needs to develop itself in foreign markets.
2. Unexplored domestic freight market.

## **Opportunities of IndiGo Airlines**

1. The opening of international lines may increase Indigo's revenue.
2. The largest market share in the Indian market for LCCs.

## **Threats of IndiGo Airlines**

1. Growing labour expenses and shifting Govt.al directives
2. Indigo's business margins may be impacted by rising fuel costs.

## **(b) Vistara Airlines**

Tata SIA Airlines Limited, a full-service Indian airline based in Gurgaon, operates under the Vistara name and has its hub at Indira Gandhi International Airport. On January 9, 2015, the flight carrier—a joint venture between Singapore Airlines and Tata Sons—opened its inaugural route, connecting Delhi and Mumbai. With a 4.7% market share of

domestic carriers as of May 2019, it was the sixth-biggest domestic airline. The airline operates flights to 34 locations using Airbus A320 and Boeing 737-800NG aircraft.

The airline was founded in 2013 as a joint venture (JV) between the Indian company Tata Sons and Singapore Airlines (SIA). In the mid-1990s, the two companies made an attempt, but were unsuccessful, to open a full-service airline in India after the Indian Govt. declined to provide them a regulatory license. After India opened up the airline industry to 49% foreign direct investment in 2012, Tata and SIA decided to establish joint venture airline company there once more. The joint venture, Tata SIA Airlines Limited (TSAL), was envisioned as a luxury full-service airline to cater to the needs of premium business travellers in India's civil aviation sector, which is dominated by cheap flight carriers.

The Foreign Investment Promotion Board of India approved the Joint Venture in October 2013, allowing SIA to purchase a 49% stake in the airline. Initially, the two parent companies—Singapore Airlines holding 49 percent and Tata Sons holding 51 percent—promised to invest a total of US\$100 million toward start-up costs.

Singapore has been confirmed by Vistara as their first foreign destination as of July 11, 2019.

## **SWOT Analysis of Vistara Airlines**

### **Strengths of Vistara Airlines**

1. Solid ancestry, with Singapore Airlines and TATA serving as the parent companies.
2. Growing quickly and frequently in the aviation industry.
3. Vistara is now providing daily service to new routes, including as Delhi-Leh and Mumbai-Amritsar.
4. It has a frequent flyer club known as CV (Club Vistara).

### **Weakness of Vistara Airlines**

1. Despite its launch in 2015, Vistara's brand recognition is still quite low.
2. Market Share is constrained by intense industry competition.

### **Opportunities of Vistara Airlines**

1. Vistara can reach a worldwide audience by providing flights to nearby ports like Singapore and other south Asian countries.
2. In order to increase marketing pull, Vistara might provide more to passengers throughout their in-flight experience.

### **Threats of Vistara Airlines**

1. The Indian aviation industry is overly cost-sensitive.
2. New brands such as Vistara may face challenges due to external variables such as taxation in the aviation industry.

### **(c) SpiceJet Airlines**

India's Gurgaon is home to SpiceJet Limited, a low-cost airline. As of March 2019, it holds the second-largest market share in terms of domestic passenger volume in the country, with a 13.6% market share. The airline operates 635 daily air rides to 64 different destinations, including 10 international and 54 Indian locations, out of its hubs in Delhi, Kolkata, Mumbai, and Hyderabad.

Modi Luft was first established in 1994 as an air taxi service. In 2004, Indian billionaire Ajay Singh acquired Modi Luft and renamed it SpiceJet.

SpiceJet has broken with the traditional low-cost carrier service model, which limits its seat selection to economy class. Under the SpiceMax brand, the airline provides upscale services that let customers to pay a premium for extra perks like priority check-in and boarding, priority luggage handling, meals served on board, and pre-assigned seats with more legroom. If not, none of SpiceJet's flights include complimentary meals. It does

provide full in-flight meals on some trips. SpiceJet operates a frequent flyer program, although there are no amenities for in-flight entertainment.

The goal of SpiceJet is to become the go-to low-cost airline in India by offering priceconscious customers the best value at the lowest possible air costs. We want to make everyone's dream of flying a reality!

India's corporate and industrial growth is driving up the country's traveller population. Indians are traveling increasingly frequently for work and pleasure, thus it's important for everyone to save time and money. The goal of SpiceJet is to solve it and guarantee that everyone can fly.

The senior, seasoned experts who make up SpiceJet's key management team have extensive international expertise in starting and running low-cost airlines. With millions of man hours in the industry overall, the management is dedicated to delivering all the advantages of the worldwide revolution in the skies to clients in India. SpiceJet wants to provide everyone with a pleasant, reasonably priced, and surprisingly efficient travel experience.

## **SWOT Analysis of SpiceJet Airlines**

### **Strengths of SpiceJet Airlines**

1. SpiceJet's supporters strongly support the company.
2. The LCC market in the nation is constantly expanding
3. SpiceJet features an interactive website that facilitates reservations, hotel etc.

### **Weakness of SpiceJet Airlines**

1. SpiceJet's low market share as a result of fierce rivalry.
2. Has few worldwide presence and few destinations.



### **Opportunities of SpiceJet Airlines**

1. SpiceJet has a great opportunity as Middle Class takes to the sky.
2. More chances to expand on well-travelled paths and locations.
3. Global partnerships would increase brand recognition and exposure.

### **Threats of SpiceJet Airlines**

1. Intense rivalry in the LCC market.
2. SpiceJet's profitability may be impacted by rising fuel prices.
3. International pressure and shifting Govt.al policies have an impact on brand operations.

### **3.0 Objectives of the study**

1. To ascertain people's inclinations regarding SpiceJet, Indigo, and Vistara airlines.
2. To contrast SpiceJet's service quality with that of Vistara and Indigo.

### **4.0 Scope of the study**

The current investigation will take place in Delhi.

### **Methodology**

#### **Primary data collection method**

The first-hand facts and information were gathered using a well-structured questionnaire.

## **Secondary data collection method**

The secondary data, which will be used as second-hand information, has been gathered from websites, books, journal papers, internal documents, etc.

## **Hypothesis**

1. H01: People in Delhi have similar preferences for Spice Jet, Indigo, and Vistara.
2. H02: Spice Jet and Indigo both provide the same level of service.
3. H03: Spice Jet and Vistara both provide the same level of service.
4. H04: Vistara and Indigo offer the same level of service.

## **CHAPTER-2 LITERATURE REVIEW**

1. Mitra (2010) EXAM is the acronym for the relationship that exists between the airline service provider and its customers. The modern airline industry should prioritize providing passengers with services that meet their needs in addition to just delivering those services. It is imperative that they are aware of the preferences of their customers and make adjustments accordingly. The client will then be happy. A few private actors are highly concerned about the pricing strategy used by the airline to draw passengers, specifically the way it sets itself apart from competitors. Thus, in this cutthroat era, airline performance hinges heavily on the quality of passenger service provided at all times to ensure that their customers are satisfied, including before, during, and after the trip.
2. Archana and Subha (2011) investigated the elements that impact on the contentment of passengers. It has been determined that Cuisines offered a seat. ease and security These elements play a significant part in client happiness. Additionally, they have discovered that passenger judgments about flying are significantly influenced by personal entertainment, which directly affects consumer happiness. Their analysis indicates that online seat reservations, call

centre services, and reservation/cancellation policies are highly valuable for students. The poll was conducted in May and June 2011 at the Tamil Nadu international terminal in Chennai, and the study encompasses a sample of 270 respondents. Interviewing randomly chosen passengers at various times of the day allowed for sampling.

3. Mahajan, Ranu (2010) EMPHASIS, or measuring customer satisfaction, is a crucial instrument for creating business processes that connect quality and customer pleasure as well as for constructing customer satisfaction metrics. To address the challenges of industry competition, managers have become increasingly interested in defining, measuring, and enhancing customer happiness in recent years. Airlines are also affected by this kind of competition. It is important for them to realize that maintaining a positive customer experience is what will ensure their survival, and that can be done by using a comparing tool to reduce gaps between the services they provide and the wants of their customers. There are numerous studies that are accessible that show how satisfied clients are. The low-cost airline sector in India is currently experiencing an intriguing competitive period. Layoffs, closures, and industry mergers have improved employee morale, which highlights the detrimental effect on customer satisfaction. The approach that was employed was predicated on gathering primary and secondary data. The majority of clients are happy with Indian Airlines' services, the researcher discovered.
4. Wong and Musa (2011) noted that the aviation industry has experienced a rapid change over the last many years. A significant advancement in the aviation sector nowadays is the rising demand for low-cost carriers offering superior services at reasonable prices. There has been fierce competition in terms of pricing between Malaysia Airlines and Air Pacific. Because their clienteles are distinct, the two airlines provide differing levels of customer service. It's also noteworthy that differentiating themselves by offering superior service quality is what drives clients to them. Customers are drawn to intangible services, which have a lower monetary worth than the services they offer, it has been observed.

5. According to Zahari, Salleh, Kamaruddin, and Kutut (2011), an airline's ability to provide high-quality service is what sets them apart from the competition and helps passengers remember them. A lot of airlines took the path toward better service quality by offering both on- and off-ground services. One of the crucial facets of flying is the in-flight meal. It is now used as a marketing tactic. This study shows how consumers responded to the Page 6 flight meals in terms of their level of satisfaction and likelihood to return. Food affects flight intention in addition to sacrificing onboard passengers.
6. Kanine thara (2012) Labor rules and other restrictions have prevented the aviation industry from innovating, so rather than relying on potential solutions like a survival fund or bailout, airlines must collaborate with the Govt. to address enduring issues. Goals include providing an affordable airline for the typical Indian who aspires to fly by air at least once in their lifetime, in addition to expanding runways, optimizing airport operations, and controlling labour costs. The companies encountered a number of difficulties, including as a lack of specialists and workers, safety issues, diminishing returns, and a lack of infrastructure and supporting capacity. In addition, the industry is being badly impacted by fierce competition and growing fuel prices.
7. Bhuvaneswaran and Vijayranagam (2013) contended that "The World has become into a global village" and noted that India is a one element of that village. They also expressed gratitude for the growth of the civil aviation industry, which has made it easier for more people in Tamil Nadu to travel. The primary reason international airlines continue to operate in India is that they draw most of the country's tourists and business travellers. Domestic airlines operating in India have not experienced any significant growth. All domestic aviation decisions were monopolized by the state, and the ep-rooted bureaucratic policies continued to grow. The poll gathered the opinions of travellers who are currently traveling in this quickly evolving landscape of more open and competitive marketplaces. Air India, the country's first low-cost airline, has altered the competitive environment in India. The findings of the poll validate the theory that there are

two discrete markets: one consists of travellers who opt for full-service airlines, while the other consists of those who chose low-cost carriers.

8. Shah (2008) state about the period of loyalty that the Indian aviation industry has seen. Numerous macroeconomic variables, including market dynamics and Govt. reforms, contributed to this increase. The article goes on to discuss the POD of distinction, a marketing concept that different businesses employ to build relationships with their clients. Airlines employ a variety of strategies, such as multiple pricing policies, in which tickets are given to customers at varying costs depending on the available seats and the time of travel, and are subject to sudden changes in price. All airlines must abide by certain basic requirements in order to operate internationally, including a minimum fleet size requirement, equity requirements, and a minimum of five years of domestic operation. The article also discusses well-known mergers and acquisitions that have recently taken place in the Indian aviation industry, including Jet Airways' acquisition of Sahara Airline and King Fisher's combination with Air Deccan.
9. According to Venkatesh & Nargundkar's (2006) analysis, the two main factors determining any airline company's brand equity are pricing and service quality. According to the article, airline firms' ability to monitor and control service quality is critical to their existence. In light of the intense competition in the airline service industry, this study looks at the level of service provided by four significant airlines operating in India. Pre-flight, in-flight, and post-flight experiences comprised the domestic airline travel process.
10. According to Punitha, Tamilchelvi (2013), customer satisfaction is determined by how well a business meets or surpasses the expectations of its customers with its products and services. The future of airlines is dependent on their ability to satisfy their customers, which can only be achieved by balancing passenger needs with their service offerings. The goal of the survey was to determine how satisfied people were with the domestic airlines' services in the Coimbatore area.

## **CHAPTER-3**

### **DATA ANALYSIS AND INTERPRETATION**

#### **Data Presentation and Analysis**

The comments that were provided by participants about the questionnaire found in Annexure I are listed below.

Q1. You prefer the Air lines as they well take care of their passengers?

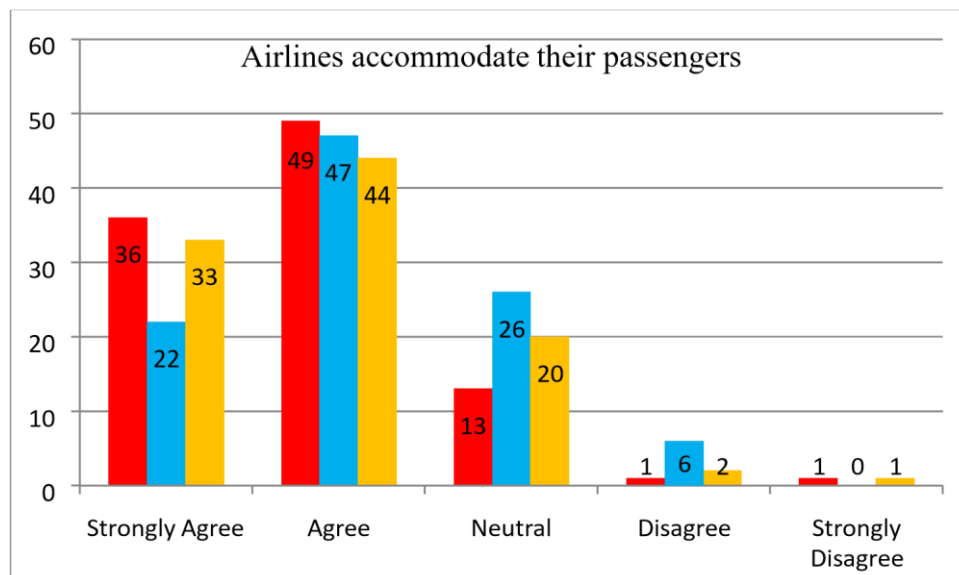
Table 3.1: Airlines take care for their passengers

Scale	Spice Jet	Indigo	Vistara
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Strongly Agree	48	27	39
Agree	41	40	41
Neutral	9	29	19
Disagree	2	3	0
Strongly Disagree	0	1	1

Interpretation: Of the respondents, 48% strongly agreed that they preferred Spice Jet because of the way the airline looks out for its passengers. Forty percent of respondents said they preferred Indigo Airlines because of the way the airline treats its customers. Out of 100 respondents, 41% said they preferred Vistara Airlines because of the way the airline takes care of its passengers.

Q2. You prefer the Air lines as they try to accommodate their passengers?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.1: Response for airline accommodating their passengers

Interpretation: Regarding Spice Jet Strongly agreeing that they prefer the airline because it makes an effort to serve its customers is 49% of respondents. Regarding Indigo Airlines According to 47% of respondents, they choose the airline because it makes an effort to satisfy its customers. Regarding Vistara Airlines Out of 100 respondents, 44% said they preferred the airline because it makes an effort to accommodate its passengers.

Q3. You prefer the Air lines as the cost of tickets are reasonable?

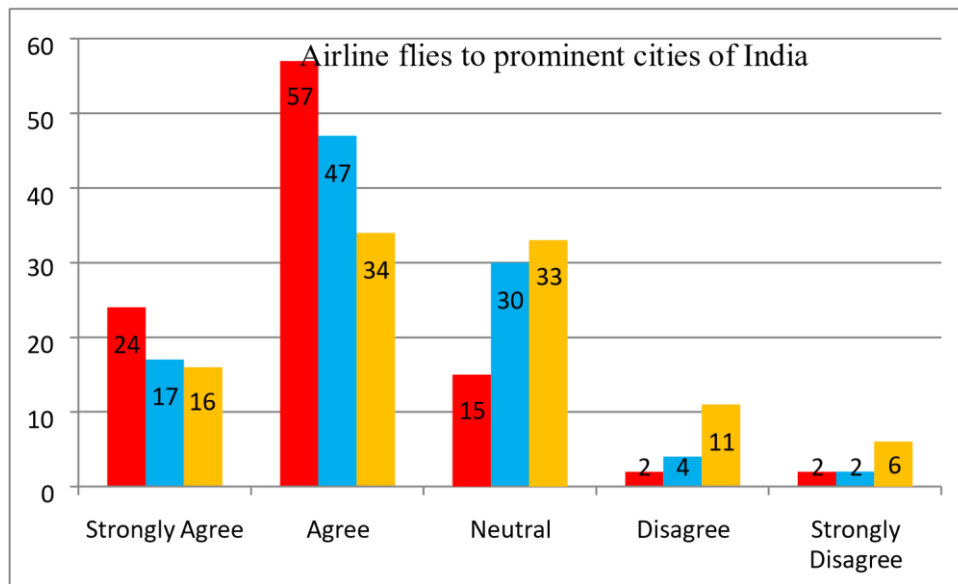
Table 3.2: Cost of tickets of Airlines

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	33	20	32
Agree	39	47	37
Neutral	25	31	28
Disagree	2	1	3
Strongly Disagree	1	1	0

Interpretation: Regarding Spice Jet According to 39% of respondents, they prefer the airline since the ticket prices are fair. Regarding Indigo Airlines 47% of respondents said they preferred the airline because the tickets were reasonably priced. Regarding Vistara Airlines Out of all responders, or 100, 37% have agreed to Favor the airline.

Q4. You prefer the Air lines as it flies to most of the prominent cities in India?





Red : Spice Jet, Blue : Indigo, Yellow : Vistara

Fig 3.2: Response for Airlines that flies to prominent cities of India

Interpretation: Given that Spice Jet flies to most of India's major cities, 57% of respondents said they preferred the airline. Given that Indigo travels to the majority of India's most well-known cities, 47% of respondents said they preferred the airline. Out of all respondents, 34% said they preferred Vistara Airlines. There were 100 respondents.

Q5. You prefer the Air lines as its baggage carrying rule is good?

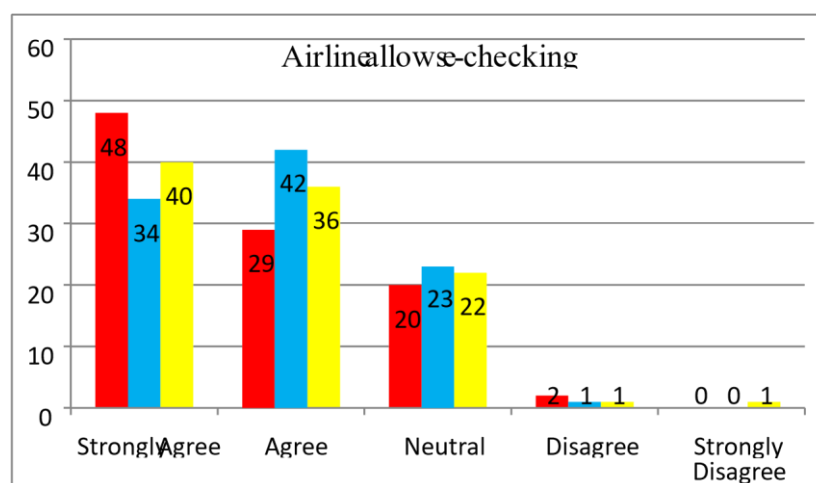
Table3.3 Baggage carrying rule of Airlines

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	14	4	8
Agree	52	40	51

Neutral	32	47	39
Disagree	1	6	2
Strongly Disagree	1	3	0

Interpretation: Regarding Spice Jet 52% of respondents said they preferred the airline because of its reasonable luggage policies. Regarding Indigo Airlines In response to the question, 47% of respondents said they were impartial and preferred the airline because of its good luggage carrying policy. Regarding Vistara Airlines Out of all responders, or fifty-one percent, agreed to Favor the airline.

Q6. You prefer the Air lines as it allows e-checking?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.3: Response of people towards airlines regarding e checking

Interpretation: 48% of respondents firmly agreed that they preferred Spice Jet since it enables for e-checking. Of those surveyed, 42% said they preferred Indigo Airlines. Out of 100 respondents, 40% said that they preferred Vistara carriers over other carriers.

Q7. You prefer the Air lines as the food is available in the flight?

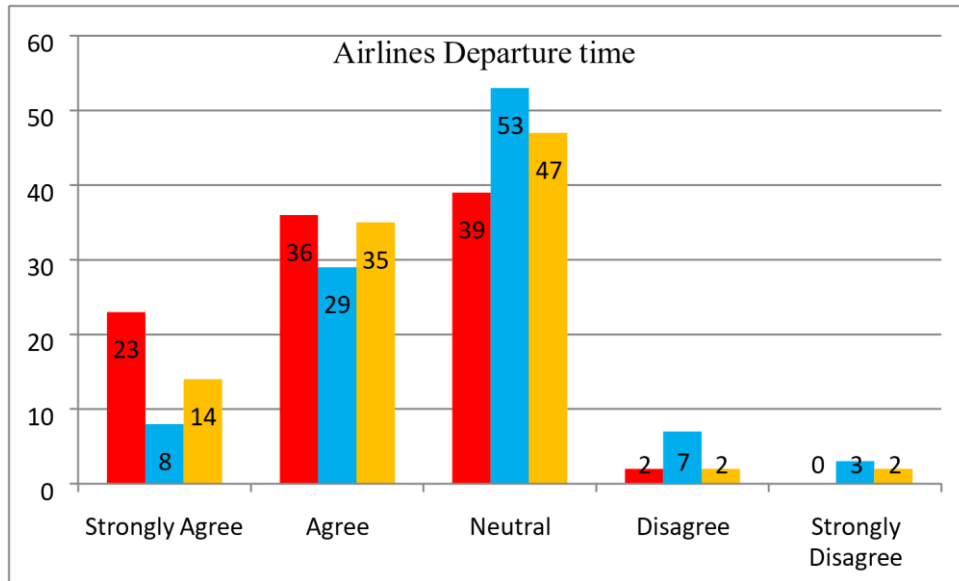
Table 3.4: Preference of people towards Airlines for availability of food

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	16	8	13
Agree	52	41	50
Neutral	27	44	32
Disagree	3	5	5
Strongly Disagree	2	2	0

Interpretation: Of the respondents, 52% said that they preferred Spice Jet because food is served during the trip. 44% of respondents had a neutral opinion of Indigo Airlines.

Out of a total of 100 respondents, 50% said they preferred Vistara Airlines.

Q8. You prefer this Air lines as it keeps its schedule departure in time?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.4: Response of people towards airlines for its schedule departure time

Interpretation: 39% of respondents indicated in a neutral manner that they preferred Spice Jet because it departs on time according to its timetable. Of those who responded in a neutral manner, 53% said they preferred Indigo Airlines because it operates on a schedule and leaves on time. Out of 100 respondents, 47% said they would prefer Vistara Airlines, giving the airline a neutral rating.

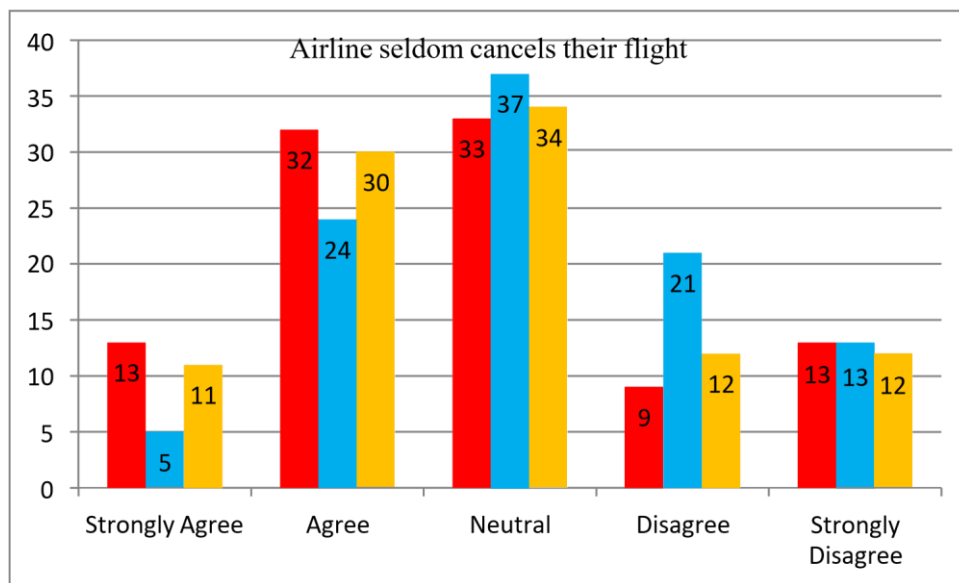
Q9. You prefer the Air lines as it keeps its schedule arrival in time?

Table 3.5: Preference of people towards Airlines for schedule arrival time

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	22	8	14
Agree	46	35	42
Neutral	32	47	40
Disagree	0	6	4
Strongly Disagree	0	4	0

Interpretation: 46% of respondents said they preferred Spice Jet because the airline adheres to its scheduled arrival times. Of those surveyed, 47% indicated in a neutral manner that they preferred Indigo Airlines because it adheres to its scheduled arrival times. Out of 100 respondents, 42% said they preferred Vistara Airlines because the airline maintains its scheduled arrival time.

Q10. You prefer the Air lines as it seldom cancels its flight?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig.3.5: Preference of people towards airlines for cancel of flights

Interpretation: Since Spice Jet rarely cancels flights, 33% of respondents indicated that they preferred the airline. Because Indigo rarely cancels flights, 37% of respondents said they would choose the airline. A third of the participants provided a neutral response. Out of 100 respondents, 34% said they would prefer Vistara Airlines but had no opinion at all.

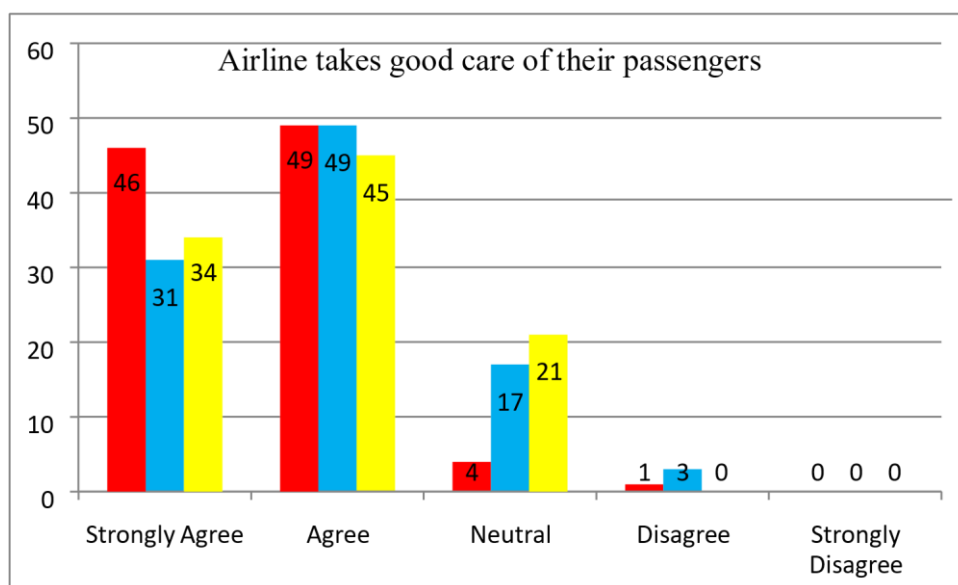
Q11. You prefer the Air lines as it takes care of passenger's luggage and hardly there is any missing of luggage?

Table 3.6: Preference of people towards airlines for baggage carrying rule

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	28	7	11
Agree	38	36	44
Neutral	29	41	37
Disagree	2	7	4
Strongly Disagree	1	9	4

Interpretation: 38% of respondents said they preferred Spice Jet because the airline takes care of its passengers' luggage and rarely has any missing bags. Of those surveyed, 41% expressed a neutral preference for Indigo Airlines, citing the airline's attentive handling of passengers' bags and low rate of luggage loss. Out of 100 respondents, 44% agreed that Vistara Airlines is the airline they preferred.

Q12. The Airlines well take care of its passengers?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.6: Response of people towards service of airlines for taking of their passengers

Interpretation: According to 49% of respondents, Spice Jet is their preferred airline because it provides excellent customer service. 49% of respondents said they preferred Indigo Airlines because of the way it treats its customers. 45% of respondents, or 100 respondents in all, said they preferred Vistara Airlines.

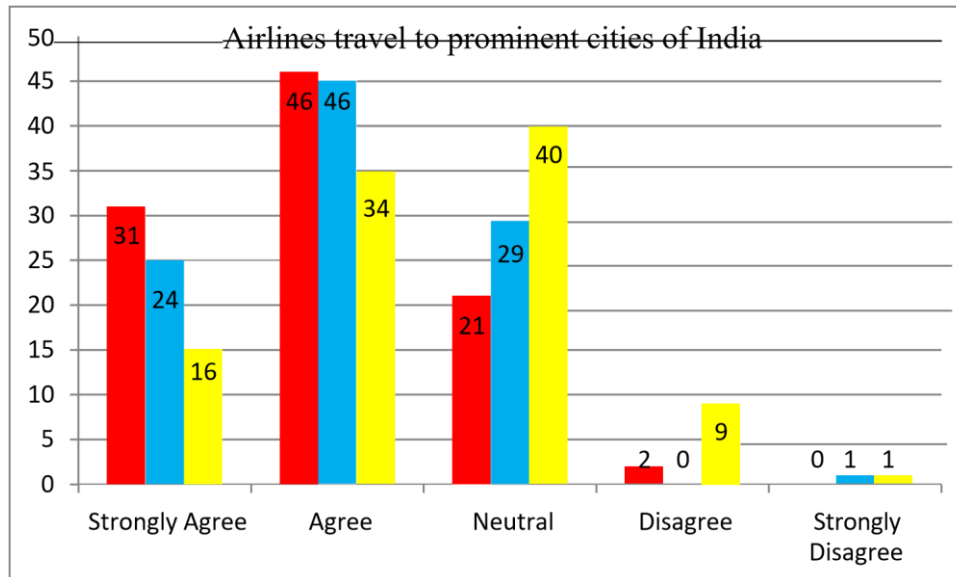
Q13. The Airlines try to accommodate its passengers?

Table 3.7 Service quality of Airlines for accommodating of their passengers

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	23	17	21
Agree	60	49	51
Neutral	15	32	25
Disagree	0	0	1
Strongly Disagree	2	2	2

Interpretation: Sixty percent of respondents agreed that Spice Jet makes an effort to satisfy its customers. Regarding Indigo Airlines, 49% of participants concurred that the airline makes an effort to serve its customers. Out of 100 respondents, 51% agreed with the statement regarding Vistara Airlines.

Q14. The Airlines conduct its flight to most of the prominent cities in India?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.7: Response of people towards service of airlines for connecting to prominent cities of India

Interpretation: Regarding Spice Jets, 46% of participants concurred that the airline flies to the majority of important Indian cities. Regarding Indigo Airlines, 46% of participants strongly concurred that the airline operates flights to the majority of India's well-known cities. Out of 100 respondents, 40% responded in a neutral manner to the statement on Vistara Airlines.

Q15. The Airlines offers good baggage carrying rule?

Table 3.8 Service quality of airlines for baggage

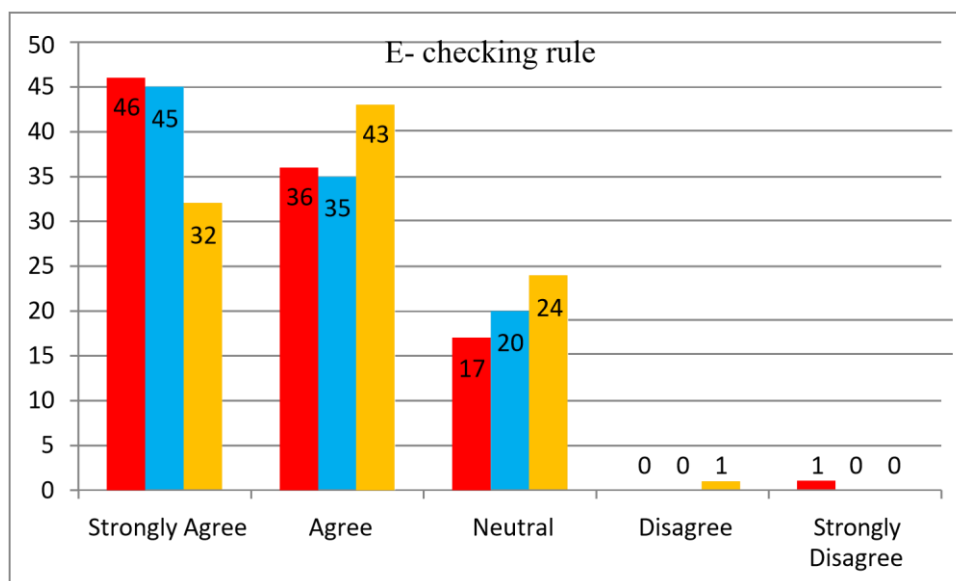
Scale	Spice Jet	Indigo	Vistara
-------	-----------	--------	---------



Strongly Agree	18	12	14
Agree	53	37	46
Neutral	27	45	38
Disagree	0	5	1
Strongly Disagree	2	1	1

Interpretation: Regarding Spice Jet, 53% of participants concurred that the airline provides a good baggage policy. Forty-five percent of respondents said that Indigo Airlines offers good baggage carrying policies. Out of 100 responders, 46% of them agreed with the statement regarding Vistara Airlines.

Q16. The Airlines allows e-checking?



**Red: Spice Jet, Blue: Indigo, Yellow: Vistara**

Fig 3.8: Response of people towards service provided by airlines for e checking.

Interpretation: Regarding Spice Jet, 46% of participants strongly concurred that the airline permits electronic check-in. Regarding Indigo Airlines, 45% of participants strongly concurred that the airline permits electronic check-in. Out of 100 responders, 43% of them agreed with the statement regarding Vistara Airlines.

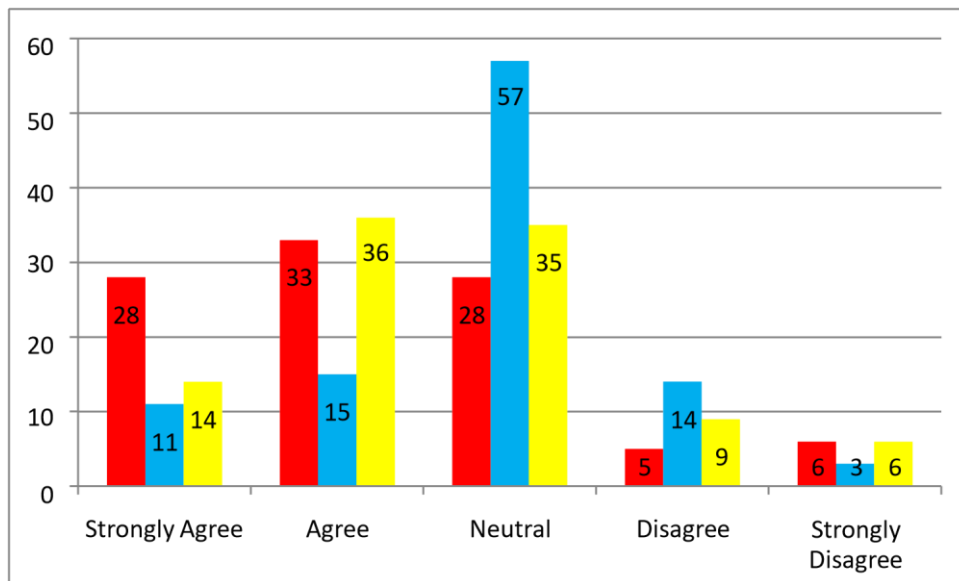
Q17. The Airlines serve the food in the flight?

Table 3.9: Airlines serve food in the flight

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	8	7	11
Agree	61	39	54
Neutral	29	51	34
Disagree	1	3	1
Strongly Disagree	1	0	0

Interpretation: Sixty-one percent of respondents thought that Spice Jet should serve food during flights. 39% of respondents agreed that Indigo Airlines serves meals during flights. Out of 100 respondents, 54% of respondents for Vistara Airlines agreed with the statement.

Q18. The Airlines conforms to its schedule departure time?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.9: Response of people towards service of airlines departure time

Interpretation: According to 33% of respondents, Spice Jet complies with its scheduled departure time. When asked if Indigo Airlines adheres to its scheduled departure time, 57% of respondents gave the airline an indifferent response. Out of 100 responses, 36 percent agreed with the statement regarding Vistara Airlines.

Q19 Airlines conform to its schedule arrival time?

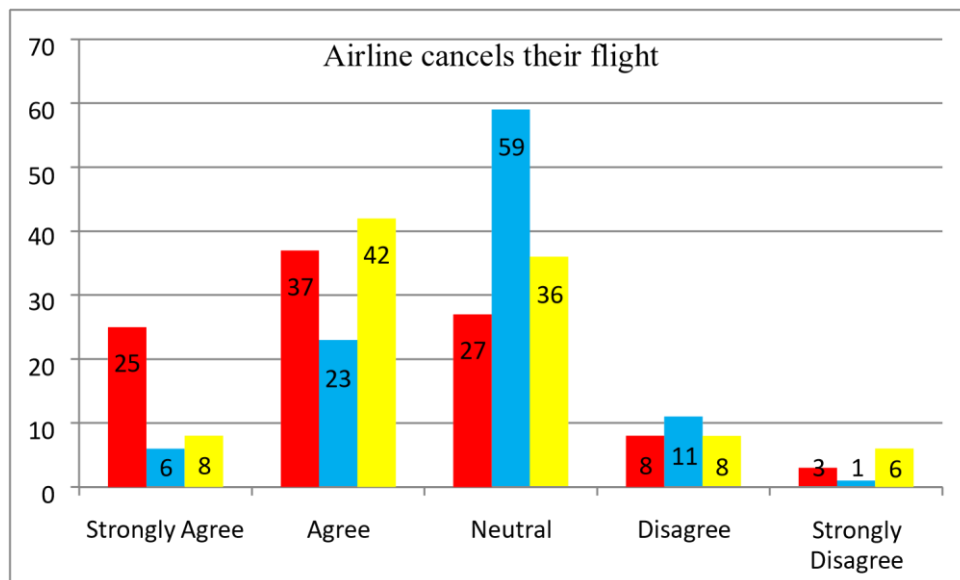
Table 3.10: Airlines conforms schedule arrival time

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	31	11	15
Agree	34	23	37

Neutral	31	61	43
Disagree	1	3	4
Strongly Disagree	3	2	1

Interpretation: According to 34% of respondents, Spice Jet adheres to its scheduled arrival time. Sixty-one percent of respondents said indifferently that Indigo adheres to its scheduled arrival time. Out of 100 respondents, 43% responded in a neutral manner to the statement on Vistara Airlines.

Q20. The Airlines seldom cancel its flight?



**Red: Spice Jet, Blue: Indigo, Yellow: Vistara**

Fig 3.10: Response of people towards airlines as it seldom cancels its flight.

Interpretation: According to 37% of respondents, Spice Jet rarely cancels its flights. Regarding Indigo Airlines, 59% of participants provided a neutral response, stating that the airline rarely cancels flights. Out of 100 respondents, 42% of respondents for Vistara Airlines agreed with the statement.

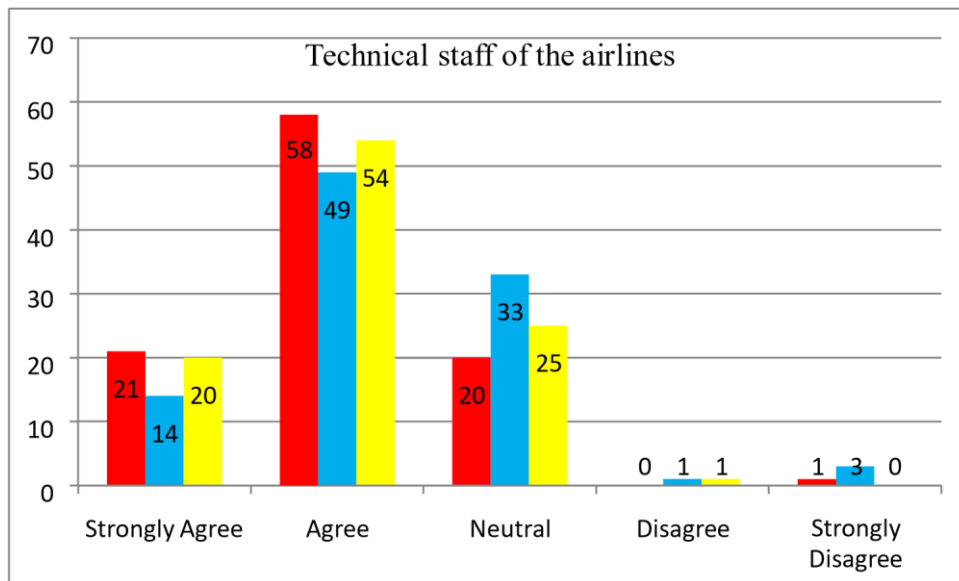
Q21. The Airlines take care of passenger's luggage and hardly there is any missing of luggage?

Table 3.11: Service quality of handling passenger's baggage by the airlines

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	13	8	14
Agree	65	35	55
Neutral	21	53	28
Disagree	1	1	2
Strongly Disagree	0	3	1

Interpretation: Sixty-five percent of respondents agreed that Spice Jet takes good care of its passengers' luggage and that very few bags go missing. Regarding Indigo Airlines The airline looks after passengers' luggage, according to 53% of respondents who gave a neutral reaction; very few bags go missing. Regarding Vistara Airlines Out of all responders, or fifty-five percent, agreed with the statement.

Q22. The technical staffs of the Airlines is good?



Red: Spice Jet, Blue: Indigo, Yellow: Vistara

Fig 3.11: Response of people towards technical staff of the airline

Interpretation: According to 58% of respondents, Spice Jet's technical team is of high quality. 49% of respondents thought that Indigo Airlines' technical staff was good. Out of 100 respondents, 54% agreed with the statement regarding Vistara Airlines.

Q23. The non-technical staffs of the Airlines are good?

Table 3.12: Non-Technical staff of Airlines is good

Scale	Spice Jet	Indigo	Vistara
Strongly Agree	22	9	13
Agree	61	46	56
Neutral	16	37	28
Disagree	1	6	1
Strongly Disagree	0	2	2

Interpretation: Sixty-one percent of respondents thought that Spice Jet's non-technical staff was good. Regarding Indigo Airlines, 46% of participants concurred that the nontechnical personnel of the airline is satisfactory. Out of 100 respondents, 56 percent agreed with the statement regarding Vistara Airlines.

## Testing of Hypothesis

### Testing the Questionnaire's Reliability

With SPSS, the questionnaire's reliability was examined. The following is the result of the same:

#### 1. Spice Jet:

Table 3.21: Reliability of Spice Jet

#### Reliability Statistics

Cronbach's Alpha	N of Items
.883	23

Given that the Cronbach alpha score is .883, higher than 0.6, the questionnaire can be utilized for additional analysis and verification of internal consistency.

#### 2. Indigo Airlines:

Table 3.22: Reliability of Indigo Airlines Reliability Statistics

Cronbach's Alpha	No. of Items
.888	23

Given that the questionnaire's Cronbach alpha score is .888, which is higher than 0.6, it can be used for additional analysis and verification of internal consistency.

### 3. Vistara Airlines:

Table 3.23: Reliability of Vistara Airlines Reliability Statistics

Cronbach's Alpha	No. of Items
.887	23

Given that the Cronbach alpha value of .887 is higher than 0.6, the questionnaire can be utilized for additional analysis and verification of internal consistency.

Testing of the first hypothesis.

#### **H01: People in Delhi have similar preferences for Spice Jet, Indigo, and Vistara.**

ANOVA was the test used to evaluate the hypotheses. SPSS and MS Excel have been used to administer the test.

Table 3.24: Descriptive statistics

#### **Descriptive**

	n	mean	Standard Deviation	Standard Error	95% confidence interval for mean		Minimum	Maximum
					Lower B	Upper B		
Spice Jet	11	3.9164	.29914	.09019	3.7154	4.1173	3.23	4.35



Indigo Airlines	11	3.5500	.35950	.10839	3.3085	3.7915	2.87	4.09
Vistara Airlines	11	3.7309	.32195	.09707	3.5146	3.9472	3.14	4.17
Total	33	3.7324	.35187	.06125	3.6077	3.8572	2.87	4.35

Table3.25: Homogeneity of variances

Levenese Statistic	df1	df2	Sig.
.628	2	30	.540

### Test of Homogeneity of Variances

Table3.26: ANOVA of Preferences of customer towards airlines

### ANOVA

	Sum of Square	DF	mean square	f	Sig.
B/W the Groups	.738	2	.369	3.435	.045
Within the Groups	3.224	30	.107		
Total	3.962	32			

According to the ANOVA table, the value of F is 3.435, and the associated P value is .045, which is less than 0.05. Thus, we can draw the conclusion that people in Delhi have different preferences for Spice Jet, Indigo, and Vistara.

Testing of hypothesis number two

**H02: Spice Jet and Indigo provide the same level of service**

The outcome of the paired-T test, which was used to test the hypothesis, is provided below.

Table 3.27: Descriptive statistics of both Spice Jet and Indigo airlines

### Paired Samples Statistic

		Avg.	n	Standard Deviaion	Standard Error Avg
Pair 1	Spice Jet	3.9658	100	.42145	.04215
	Indigo	3.5550	100	.47632	.04763

Table3.28: Correlation Coefficient between Spice Jet and Indigo airlines

### Paired Sample Correlation

		N	Correlation	Sig.
Pair 1	Spice Jet & Indigo	100	.000	.997

Table3.29: Paired T- Test of Services of Spice Jet and Indigo airlines

### Paired Samples Test

	Paired Diff					t	df	Sig. (2-tailed)
	Avg	Standrd Devition	Standard Error Mean	95% Confidence Interval of the Diference				
				L	U			
Pair Spice Jet - 1 Indigo	.41083	.63611	.06361	.28462	.53705	6.459	99	.000

Descriptive statistics for both Spice Jet and Indigo Airlines are provided in the first table, which is labelled "paired samples statistics." The value of the correlation coefficient between the two variables equals zero, according to the second table, which is labelled "paired sample correlation." The analysis's outcome is shown in the third table, which is labelled "paired

sample test." The test result indicates that the t statistic has 99 degrees of freedom and a value of 6.459. The two-tailed p-value is less than 0.05, at.000. As a result, we can say that Spice Jet and Indigo Airlines do not provide the same level of service.

Testing of the third hypothesis

**H03: Spice Jet and Vistara offer the same level of customer service.**

The outcome of the paired-T test, which was used to test the hypothesis, is provided below.

Table3.210: Descriptive statistics of both Spice Jet and Vistara airlines

**Paired Sample Statistic**

	Avg.	N	Std. Deviatin	Std. Error Avg
Pair 1st Spice Jet	3.9658	100	.42145	.04215
Vistara	3.7492	100	.43928	.04393

Table3.211: Correlation Coefficient between Spice Jet and Vistara airlines

**Paired Samples Correlations**

	N	Correlation	Sig.
Pair 1st Spice Jet & Vistara	100	.426	.000

Table3.212: Paired T- Test of Services of Jet Airways and Vistara airlines

Paired Sample Test								
	Paired Differences					t	df	Sig. (2-tail)
	Mea	Standard Deviatin	Standard Error Avg	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair Spice Jet Vistara	.21667	.46117	.04612	.12516	.30817	4.698	99	.000

Descriptive statistics for Spice Jet and Vistara airlines are provided in the first table, which is labelled "paired samples statistics." The significant level for the two-tailed test and the paired sample correlation between the two variables are shown in the second table. The analysis's outcome is shown in the third table, which is labelled "paired sample test." A t-statistic of 4.698 with 99 degrees of freedom is displayed in the test result. The two-tailed p-value is less than 0.05, at.000. As a result, we can say that Spice Jet and Vistara airlines do not provide the same level of service quality.

Testing the fourth hypothesis

**H04: Vistara and Indigo offer the same level of customer service.**

The outcome of the paired-T test, which was used to test the hypothesis, is provided below.

Table3.213: Descriptive statistics of both Vistara and Indigo airlines  
Paired Sample Statistic

		Avg	N	Standard Deviaation	Srnadard Error Avg
Pair 1st	Vistara	3.7492	100	.43928	.04393
	Indigo	3.5550	100	.47632	.04763

Table3.214: Correlation Coefficient between Vistara and Indigo airlines

#### Paired Samples Correlations

		N	Correlation	Sig.
Pair 1st	Vistara & Indigo	100	.413	.000

Table3.215: Paired T- Test of Services of Vistara and Indigo airlines

#### Paired Sample Test

	Paired Differences					t	df	Sig. (2-tail)
	Avg	Standard Deviaation	Standard Error Avg	95% Confidence Interval of the Diference				
				L	U			
Pair Vistara Indigo	.19417	.49691	.04969	.09557	.29276	3.907	99	.000

The descriptive statistics for Vistara and Indigo airlines are provided in the first table, which is labelled "paired samples statistics." The significance level for the two-tailed test and the correlation coefficient between the two variables are shown in the second table, which is labelled "paired sample correlation." The analysis's outcome is shown in the third table, which is labelled "paired sample test." A t-statistic of 3.907 with 99 degrees of freedom is displayed in the test result. The two-tailed p-value is less than

0.05, at.000. As a result, we can say that Vistara and Indigo Airlines do not provide the same level of service.

## **CHAPTER-4 SUMMARY & CONCLUSION**

### **Findings:**

The following are the conclusions:

1. Strongly agreeing that they prefer Spice Jet because it looks out for its passengers, 48% of respondents said as much.
2. According to 49% of respondents, Spice Jet is preferred because it makes an effort to satisfy its customers.
3. Of those surveyed, 53% thought Spice Jet had reasonable luggage policies.
4. Of those surveyed, 42% concurred that Vistara Airlines rarely cancels flights.
5. People in Delhi have distinctly different preferences when it comes to Spice Jet, Indigo, and Vistara Airlines.
6. Spice Jet and Indigo Airlines' levels of customer service differs significantly.
7. Spice Jet and Vistara Airlines offer noticeably different levels of customer care.

8. The quality of service provided by Indigo and Vistara Airlines differs significantly.

### **Limitations of the study**

- (a) Because the project's scope is restricted to the Delhi region, it is not possible to generalize to all of India's airline consumers.
- (b) As a result of time constraints, convenience sampling was employed.
- (c) Non-responses and certain incorrect responses may be included in errors because this research is based on consumer responses.
- (d) The research sample size was limited to 100 due to time constraints, which is a small number compared to the airlines' entire customer base.
- (e) Insufficient familiarity with the statistical program utilized.

### **Suggestions & Scope of further study:**

- (a) Conducting a second study in the same field of study with the inclusion of additional airline passengers would be highly fascinating and provide a more comprehensive analysis of the subject.
- (b) The study has a sample size of 100; in further research, the sample size may be raised.
- (c) The study is limited to the Delhi region; more research may be undertaken in other states and cities around the nation.

## **CHAPTER-5**

### **RECOMMENDATIONS**

(a) After comparing Spice Jet, Indigo, and Vistara airlines, it was determined that Indigo should prioritize passenger care over that of the other two.

(a) In order to provide Spice Jet Airways with more competition, Indigo and Vistara airlines need to make an effort to accommodate their passengers.

(c) In order to generate demand in the market, Vistara Airlines must maintain fair ticket rates.

(b) In order to grow its market share, Vistara Airlines needs to provide flights to some of India's most important cities.

(e) In order to prevent losses for its customers, Indigo Airlines needs to make improvements to its luggage carrying policy.

(f) In order to improve consumer convenience, Indigo Airlines must offer e-checking services throughout India.

(g) In order to have passengers choose Indigo and Vistara over Spice Jet, they must serve food during the journey.

(h) The Indigo and Vistara must maintain their scheduled departure times to avoid causing any disruption to the public.

(i) The Indigo needs to arrive at the scheduled time in order to avoid causing disruption to anyone.

(j) To avoid causing trouble to passengers, Indigo should refrain from frequently cancelling its flights.

(k) Indigo Airlines is required to handle passenger luggage so that very little of it goes missing.

(l) Indigo Airlines' technical crew needs to be excellent in order to prevent flight delays or cancellations.



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## Annexure-1

### Questionnaire

**H01: People in Delhi have similar preferences for Spice Jet, Indigo, and Vistara.**

**SA: Completely concur A: Concur N: Indifferent DA: Not in agreement Strongly disagree, SDA**

	Statements	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1.	You prefer this Air lines as they well take care of their passengers					
2.	You prefer this Air lines as they try to accommodate their passengers					
3.	You prefer this Air lines as the cost of tickets are reasonable					
4.	You prefer this Air lines as it flies to most of the prominent cities in India					
5.	You prefer this Air lines as its baggage carrying rule is good					
6.	You prefer this Air lines as it allows e-checking					
7.	You prefer this Air lines as the food is available in the flight					
8.	You prefer this Air lines as it keeps its schedule departure in time					
9.	You prefer this Air lines as it keeps its schedule arrival in time					
10.	You prefer this Air lines as it seldom cancels its flight					
11.	You prefer this Air lines as it takes care of passenger's luggage and hardly there is any missing of luggage					

**H<sub>02</sub> : The service quality of Spice Jet and Indigo is same**

	Statements	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1.	The Airlines well take care of its passengers					
2.	The Airlines try to accommodate its passengers					
3.	The Airlines conducts its flight to most of the prominent cities in India					
4.	The Airlines offers good baggage carrying rule					
5.	The Airlines allows e-checking					
6.	The Airlines serves the food in the flight					
7.	The Airlines conforms to its schedule departure time					
8.	The Airlines conforms to its schedule arrival time					
9.	The Airlines seldom cancels its flight					
10.	The Airlines takes care of passenger's luggage and hardly there is any missing of luggage					
11.	The technical staff of the Airlines are good					
12.	The non-technical staff of the Airlines are good					

**H<sub>03</sub> : The service quality of Indigo and Vistara is same**

	Statements	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1.	The Airlines well take care of its passengers					
2.	The Airlines try to accommodate its passengers					
3.	The Airlines conducts its flight to most of the prominent cities in India					
4.	The Airlines offers good baggage carrying rule					
5.	The Airlines allows e-checking					
6.	The Airlines serves the food in the flight					

7.	The Airlines conforms to its schedule departure time					
8.	The Airlines conforms to its schedule arrival time					
9.	The Airlines seldom cancels its flight					
10.	The Airlines takes care of passenger's luggage and hardly there is any missing of luggage					
11.	The technical staff of the Airlines are good					
12.	The non-technical staff of the Airlines are good					

**H<sub>04</sub> : The service quality of Vistara and Spice Jet is same**

	Statements	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1.	The Airlines well take care of its passengers					
2.	The Airlines try to accommodate its passengers					
3.	The Airlines conducts its flight to most of the prominent cities in India					
4.	The Airlines offers good baggage carrying rule					
5.	The Airlines allows e-checking					
6.	The Airlines serves the food in the flight					
7.	The Airlines conforms to its schedule departure time					
8.	The Airlines conforms to its schedule arrival time					
9.	The Airlines seldom cancels its flight					
10.	The Airlines takes care of passenger's luggage and hardly there is any missing of luggage					
11.	The technical staff of the Airlines are good					
12.	The non-technical staff of the Airlines are good					



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Summary