AN EMPIRICAL STUDY ON PASSENGER EXPECTATIONS FROM LOW COST CARRIER

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Budget Airlines Play a Very Vital Role in the Aviation Industry and is a Popular Choice of Interest For All Types of Passengers Willing to Fly has High Demand in the Aviation Industry, Which Provides Budget Friendly Fare with Effective and Efficient Comfort for the Passengers to Fly. The Purpose of this Research Try to Study the Passenger Expectations in Budget Airlines, It Presents the Survey Questionnaire of Service Quality Respective to Budget Airlines. This Report Provides a Brief Overview of the Passenger Expectations and Ways to Enhance the Service Quality and the Sustainability Respective to Budget Airlines in the Aviation Industry. As it Provides Cheaper Rates with Effective Cost Cutting by Eradicating Some Service Provided as in Full Cost Carriers, Budget Airlines Manage to Satisfy the Passenger Expectations in a Cost Effective Approach of Quality Servicing. Data will be collected from 150 passengers using snow ball sampling method. SPSS (Statistical Package for Social Services) tool will be used to analyze the data.

Keywords: Budgeted Airlines, Service Quality, Passenger Expectations ,Effective Cost Cutting, Sustainability of Passenger.

INTRODUCTION

Budget Airlines which is also Referred as Low Cost Carriers (LCC) Provide Lower Fares, Fewer Amenities and Services for the Passengers in a Budget Friendly Manner. As Commercial Aviation is a Growing Industry, in order to Satisfy the Passengers to Fly, Budget Airlines Provide Cost Effective Schemes For the Passengers Capable to Afford Cost Effectively by Satisfied Services provided as Respective to the Rates Incorporated, For a Immense Population to Fly, Increasing the Number of Passengers to Fly Different Parts Around the World. Budget Airlines Serves Global Economy and Social Growth Effectively, Also Budget Airlines Play a Indispensable Role in the International and Domestic Tourism By Consequently Boosting the Passenger Flow Increasing the Tourism Activities Around the World Particularly Budget Airlines is a Dominant Factor in the Globalization and the Trade Practices that is Carried on Globally.

Review of Literature

Facilities and amenities

George, I. Mentioned the live passengers' perception of the importance of the four factors of check-in facility, amenities, terminal facilities, and airport accessibility facility with reference to their visit to the airport and therefore their perceived level of performance of the actual facility and the resulting gap. Using purposive sampling method, data was gathered from the departing passengers of the Cochin International Airport Limited. A modified importance-performance analysis (IPA) method is developed using exploratory and confirmatory correlational analysis methods with the assistance of structural equations for the aim of this study. This first model is refined to succeed in the ultimate model. An empirical case study of the perceptions of the passengers about the importance and performance of the facilities at the airport is provided during this paper to check the effectiveness and suitability of the modified IPA and gap analysis within the measurement of the extent of performance of a facility. results of the gap analysis shows that except the check-in facilities there's a niche between importance and satisfaction levels of passengers in respect of the facilities and, the airport authorities should give more attention to the power management at the airport.

Service Quality

Bubalo, B., & Gaggero, A. A. Mentioned a better presence and more efficient operations of Low-Cost Carriers (LCCs) can increase the service quality in terms of on-time performance of all the flights landing at an airport. They collected the sample of 100 European airports located in 76 metropolitan areas of diverse sizes in 19 countries on both a daily and flight-by- flight basis during the amount from April 2011 to December 2012 and it construct a panel dataset at the flight code level comprising about 3.5 million observations. Then the author discover that LCCs contribute to a discount of delays for airlines and flights landing at the observed airport. From the customers' point of view and taking into consideration the extent of service and conclude that the presence of LCCs represents a positive externality for an airport. Airport management may therefore consider the proactive increase of Low cost carrier market share in their long-term business strategies.

Jin-Woo Park, Rodger Robertson*, Cheng-Lung W mentioned to improving our understanding of air passengers' decision-making processes by examining a conceptual model that considers service expectation, service approach, service value, passenger satisfaction, airline image, and behavioural intentions simultaneously. For this examining, path analysis along maximum likelihood estimator is applied to data collected from Korean international air passengers. Service value, passenger satisfaction, and airline image are each found to possess an instantaneous effect on air passengers' decision-making processes.

R Archana, MV Subha mentioned to examines the underlying forces of service quality influences on passengers" satisfaction in aircraft transport. Then which dimensions have a positive influence on service quality and which dimensions have the foremost and least important impact on service quality in international aviation, as perceived by airline passengers. The findings of this study are supported the analysis of a sample of 270 respondents. Their analysed the inform passengers of three classes, economy, business and

premium. The results suggest that there are various factors of in-flight service quality that are important consistent with the customer seat class.

Safety and security

Pettersen, K. A., & Bjørnskau, T. Mentioned the article documents results from a survey conducted among employees in a regional Norwegian airline, highlighting challenges and disparities between the way flight safety and aviation security is organised in civil aviation. The results indicated that the introduction of new security regulations in Eur- ope and Norway are changing communication and information sharing at airports. It is argued that these challenges are due to conflicting institutional demands and principle contradictions in the way safety and security are approached within the civil aviation system. This argument is based on descriptions of the organizational foundations for flight safety and characteristics of how aviation security is organized.

Kovari, I., & Zimányi, K. Mentioned the Safety and security have always been indispensable action for travel and tourism. Research and education also has got to face the many problems of security and safety in tourism so as to organize future specialists of the industry by incorporating new results of research to academic curricula.

Value for money

Rajaguru, R. explore about low cost and full service airline consumers' perception useful for money and repair quality, and its influence on behavioural intention within the perspectives of means-end chain theory and price sensitivity theory. They study also examines the buyer behaviour of compensating service expectations for better price. Structural equation model was wont to test the effect of perceived value for money and repair quality on customer satisfaction and their behavioural intention. By confirming the low cost airline passengers' sensitiveness against value for money, the study supports price sensitivity theory. The results support means end chain theory by identifying perceived value for money and repair quality as a big predictor of consumer satisfaction and behavioural intention.

Entertainment

G. Lui-Kwan Following relaxation of economic control in many aviation business, the competition amongst airlines has intensified in recent years. This has resulted in improvements in airline products, especially within the in-flight services. Microprocessors and miniaturized components, which have filtered into numerous aspects of lifestyle, are now poised to comb through passenger planes, leaving a plethora of high-tech amenities in their wake. Travelers will soon enjoy audio and video on demand, along side in-seat movies, video games, catalog shopping, phones and faxing, e-mail and Internet access. Airliners will provide an entire home entertainment system and mobile office for every passenger seat.

Liu, H enclosed environment of the aircraft causes both physiological and psychological discomfort and even negative stress. In-flight entertainment

systems are commonly installed on the long-haul aircrafts to extend the passenger's comfort level. during this paper, we first check how the present in-flight entertainment systems are designed and implemented to enhance the passenger's comfort level. Then, we investigate the state of the art of related systems and enabling technologies that would enable a replacement context-adaptive system to supply personalized entertainment services to scale back the passenger's physical and psychological negative stress intelligently and effectively. Finally, we conclude with possible research directions towards this goal.
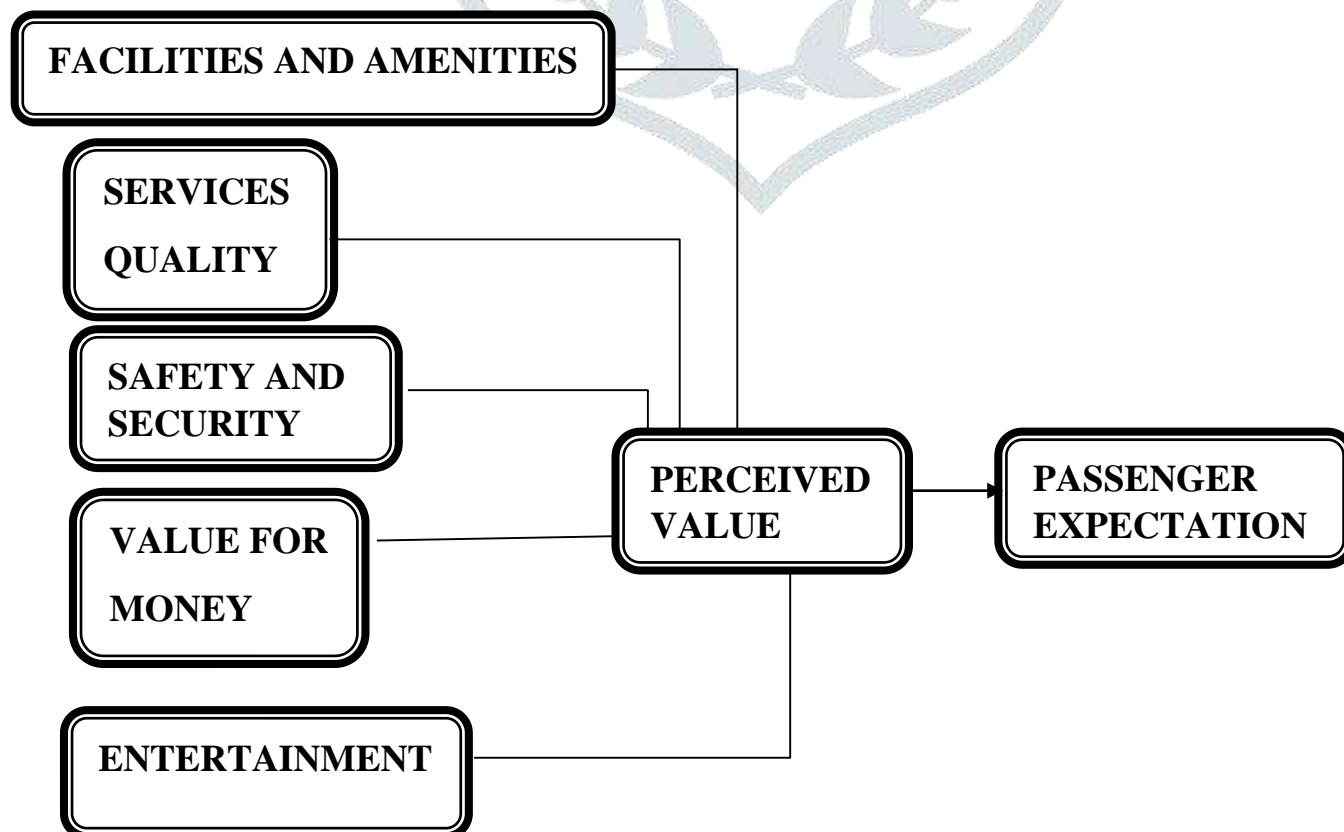
OBJECTIVES OF THE STUDY

Primary Objectives

- To Study the Expectations of the Passengers.

- To Initiate New Services to Satisfy the Expectations.

Secondary Objectives

- Study the Facilities and Amenities Provided in Low cost carrier.

- Study the Relationship between Passengers and Airline.

CONCEPTUAL FRAMEWORK:

HYPOTHESIS OF THE STUDY:

Facilities and amenities

H_0- There is significant relationship between facilities and amenities and passenger expectations.

H_1- There is no significant relationship between facilities and amenities and passenger expectations.

Service quality

H_0- There is significant relationship between services quality and passenger expectations.

H_1- There is no significant relationship between services quality and passenger expectations.

Safety and security

H_0-There is significant relationship between safety and security and passenger expectations.

H_1-There is no significant relationship between safety and security and passenger expectation.
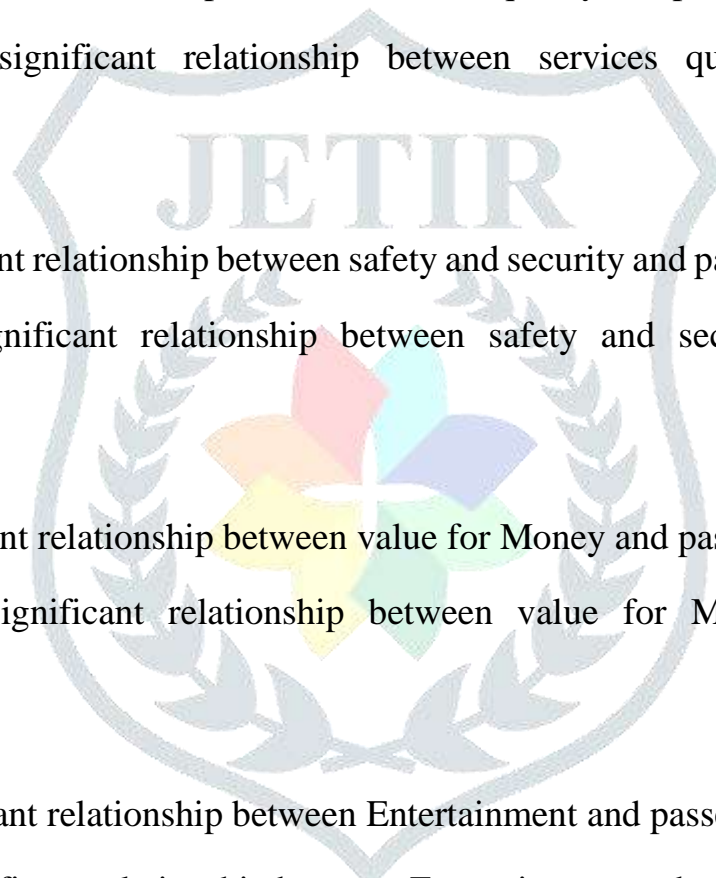
Value for money

H_0-There is significant relationship between value for Money and passenger expectations.

H_1- There is no significant relationship between value for Money and passenger expectations.

Entertainment

H_0- There is significant relationship between Entertainment and passenger expectations.

H_1- There is no significant relationship between Entertainment and passenger expectations.

Data Analysis and interpretation:

Reliability:

Scale: all variables

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	30

Interpretation:

reliability test shows the total number of item in the survey. The total number of item present is 30.

Correlations

		FACILITIES	SERVICEQUALIY	SAFETYAND SECURITY	VAULEFOR MONEY	ENTERTAIN MENT	PASSENGE RSEXPECTA TIONS
FACILITIES	Pearson Correlation	1	.617**	.587**	.606**	.312**	.469**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	150	150	150	150	150	150
SERVICEQUALIY	Pearson Correlation	.617**	1	.700**	.697**	.233**	.518**
	Sig. (2-tailed)	<.001		<.001	<.001	.004	<.001
	N	150	150	150	150	150	150
SAFETYANDSECURITY	Pearson Correlation	.587**	.700**	1	.753**	.133	.607**
	Sig. (2-tailed)	<.001	<.001		<.001	.104	<.001
	N	150	150	150	150	150	150

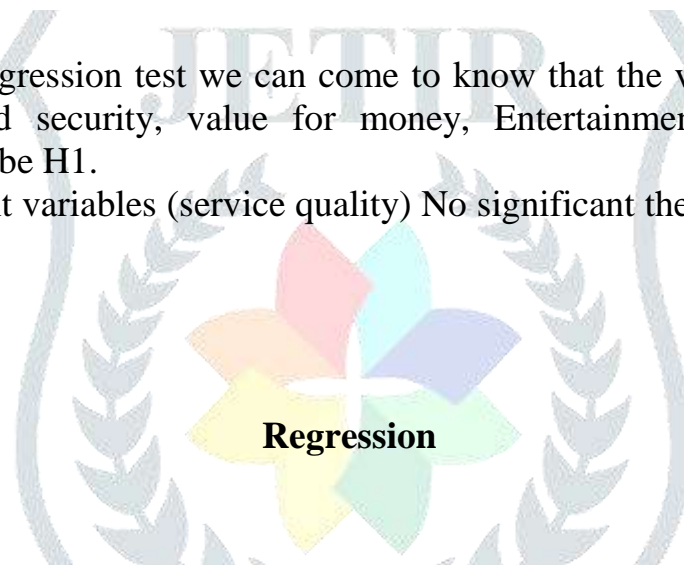|							
VAULEFORMONEY	Pearson Correlation	.606**	.697**	.753**	1	.174*	.545**
	Sig. (2-tailed)	<.001	<.001	<.001		.033	<.001
	N	150	150	150	150	150	150
ENTERTAINMENT	Pearson Correlation	.312**	.233**	.133	.174*	1	.116
	Sig. (2-tailed)	<.001	.004	.104	.033		.159
	N	150	150	150	150	150	150
PASSENGERSEXPEC TATIONS	Pearson Correlation	.469**	.518**	.607**	.545**	.116	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.159	
	N	150	150	150	150	150	150

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

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Through the above regression test we can come to know that the variables (facilities and amenities, safety and security, value for money, Entertainment) highly significant. Therefore, proving to be H1.

And other independent variables (service quality) No significant therefore proving them to be H0.

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Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ENTERTAINMENT, SAFETYANDSECURITY, FACILITIES, SERVICEQUALIY, VAULEFORMONEY^b	.	Enter

a. Dependent Variable: PASSENGERSEXPECTATIONS

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.401	.380	.49162

a. Predictors: (Constant), ENTERTAINMENT, SAFETYANDSECURITY, FACILITIES, SERVICEQUALIY, VAULEFORMONEY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.268	5	4.654	19.254	<.001[b]
	Residual	34.804	144	.242		
	Total	58.071	149			

a. Dependent Variable: PASSENGERSEXPECTATIONS

b. Predictors: (Constant), ENTERTAINMENT, SAFETYANDSECURITY, FACILITIES, SERVICEQUALIY, VAULEFORMONEY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.780	.349		2.238	.027
	SAFETYANDSECURITY	.429	.121	.379	3.534	<.001
	FACILITIES	.126	.097	.116	1.291	.199
	SERVICEQUALIY	.110	.111	.101	.995	.321
	VAULEFORMONEY	.112	.099	.122	1.132	.260
	ENTERTAINMENT	-.012	.054	-.016	-.230	.819

a. Dependent Variable: PASSENGERSEXPECTATIONS

Interpretation:

Through the above regression test we can come to know that the variables (facilities and amenities, service quality, value for money, Entertainment) no significant. Therefore, proving to be H0. And other independent variables (safety and security) highly significant therefore proving them to be H1.

CONCLUSION:

The study includes facilities and amenities and airlines safety and security as a stimulus to passengers expectations, and located that Low Cost Carrier / LCC's passengers expectations stimulus is service quality, entertainment , value for money , and airlines safety. In addition, service quality is the strongest stimulus factor for creating LCC passenger expectations . Furthermore, passengers expectations is also found to supply consequences for airline brand loyalty. There is a robust bias towards children taking low cost carriers and it'll be interesting to watch if these travellers migrate towards incumbents once they have more income within the future. Based on the result obtained from hypothesis, service improvement has a positive effect on low cost carrier. This study helps the airlines to fulfill the passengers need by improving facilities and amenities and services quality .These are all some of the important elements which helps the low cost carrier for further development and to increase the passengers flow.

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