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## **Brand awareness and its influence on repeat customers in the airline industry**

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### **Abstract**

India's aviation industry is seeing growth, and the country is host to several domestic airline firms. In India, the domestic aviation industry is predominantly composed of private airlines, accounting for over 75% of the market, making it one of the aviation markets with the highest growth rates globally. Currently, there are 454 functioning airports in the country, out of which 16 are international airports. The aviation sector is projected to have a resurgence with an anticipated compound annual growth rate (CAGR) of 18% in 2011. The Civil Aviation Ministry's current predictions indicate that increasing traffic movement and revenues—which climbed by about US\$ 21.4 million in 2009—will enable India's Airports Authority to create higher margins in 2009–2010. Acknowledging and recognizing and delivering high-quality service begins with knowing exactly what clients want.

Service quality is one of the finest measures for assessing the opinions and expectations of clients. Customer performance within an organization determines customer satisfaction with services. Passenger happiness affects customer sovereignty. It is possible for customers to be really satisfied and still not be loyal, or vice versa. Companies need to have a deeper understanding of the relation between online behaviour and contentment in order to divide internet marketing tactics between programs that promote behavioural intention and happiness. The findings will benefit airline managers by enabling them to monitor and improve the quality of their workforce, improve customer service, and increase passenger satisfaction.

In India, buying airline tickets again and again is rather usual, particularly for business or frequent visitors. Numerous domestic airlines in India have frequent flyer and loyalty programmes as a means of encouraging consumers to keep using them when making travel reservations. Furthermore, a lot of Indian travellers buy their flights using online travel agents (OTAs), which make it simple for consumers to compare options and costs across several airlines. To entice users to make additional reservations, these OTAs frequently provide cashback or discount incentives for recurring bookings. Furthermore, a lot of Indian airlines entice customers to buy tickets with them again and again by providing a range of promotional deals, discounts, and cashback incentives at different periods of the year. In general, Indians frequently buy plane tickets again and are influenced by loyalty programs, frequent flyer programs, discounts, cashback offers, and the ease of booking through online travel agencies.

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**Subject Classification:** 91B42

**Keywords:** *Aviation industry, Service quality, Airlines, Loyalty, Brand, Consumer behaviour, Service quality.*

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## 1. Introduction

The Indian airline industry is a rapidly growing and competitive market that has undergone significant changes in the last few decades. Some of the prominent Indian airline brands are:

**IndiGo:** IndiGo holds the distinction of being the largest airline in India in terms of both the number of people transported and the size of its fleet. Established in 2006, this company is renowned for its cost-effective approach and exceptional timeliness.

**Air India:** Established in 1932, this company provides both domestic and international air travel services.

**SpiceJet –** It is a budget airline established in 2005. The airline offers both local and international flights and is renowned for its cost-effective pricing.

**Vistara –** This is a comprehensive airline established in 2013. The company is a collaborative effort between Tata Sons and Singapore Airlines, and it provides air transportation services for both domestic and international routes.

**GoAir-** GoAir is a budget airline established in 2005. The company provides domestic air travel services to various locations in India.

**AirAsia-** AirAsia India is a collaborative effort between AirAsia Berhad and Tata Sons. Established in 2014, this company provides domestic air travel services to several locations inside India.

The theoretical underpinnings of the Indian airline business may be comprehended through the following concepts:

- **Liberalization:** In the early 1990s, the Indian government liberalized the airline industry by removing government controls and allowing private players to enter the market. This paved the way for allowing the entry of low cost carriers and increased rivalry, which reduced fares and increased passenger traffic.
- **Market Structure:** The Indian airline industry is characterized by an oligopolistic market structure, where a few dominant players such as IndiGo, SpiceJet, and Air India hold a significant market share. This market structure has led to intense competition among players, resulting in price wars and discounting strategies.
- **Regulation:** The Directorate General of Civil Aviation (DGCA) is the regulatory authority overseeing the Indian airline sector, with the primary objective of ensuring compliance with safety and security

regulations.. The government also regulates the pricing of air tickets through the Airfare Monitoring System, which sets the upper limit for airfares during peak seasons.

- **Technology:** The Indian airline industry has been quick to adopt new technologies such as online ticketing, mobile check-in, and e-commerce, which have made the booking process more convenient for passengers. Airlines are also leveraging data analytics and artificial intelligence to improve operational efficiency and enhance customer experience.
- **Environmental concerns:** With the growing concern for the environment, airlines in India are increasingly adopting sustainable practices such as biofuel usage, waste reduction, and carbon offsetting. The government has also introduced regulations to encourage airlines to adopt sustainable practices. Overall, the Indian airline industry is influenced by various theoretical concepts such as liberalization, market structure, regulation, technology, and environmental concerns. These factors have contributed to the growth and competitiveness of the Indian airline industry.

## **Review of Literature**

**Literature no.1:** - Consumers' Perceptions of Airlines:

AUTHORS: - Erdener Kaynak, Orsay Kucukemiroglu, Ali Kara

*Analogy:*

The international airline business is undergoing structural changes. Increased local and international competition, airline privatisation, and the liberalisation of bilateral agreements have all had a significant impact on global aviation. Particular policy ramifications of airline marketing are emphasised, including effects on distribution, pricing, and service standards. Airline executives presented the findings of a survey on airline selection for international travel that was done in South Central Pennsylvania in order to facilitate orderly decision-making. The primary standards for survival and analysis of the airline industry's prospects in international markets.

**Literature no.2:** - Identification of strategic groups in the U.S. industry using the Porter Model.

AUTHORS: - JAMES A. KLING and KEN A. SMITH

It is tremendously advantageous to identify strategic groupings within the industry from both a quantitative and qualitative standpoint. Psychologically, comprehending the competitive dynamics of an industry is more manageable when we can categorize three or four comparable groupings instead of individually characterizing each organization. Moreover, by categorizing the aviation business into distinct segments, performance and operating information can be isolated and examined more efficiently.

**Literature no. 3:** - Enhancing performance through employee engagement.  
AUTHORS: - Anthony M. Gould

The objective was to analyze the changes resulting from heightened price rivalry, which has been influenced by three interconnected factors: employee engagement, the emergence of new low-cost competitors, and growing customer price sensitivity.

**Literature no. 4:** - Low-Cost – A Failure?  
AUTHORS: - Kenneth Button

The viability of the budget airline's "no frills" business model over the long run is the subject of this research. This article explores many adaptations of the basic low-cost airline model and traces the historical development of this management technique within the framework of other prominent business concepts. It assesses if the model has the potential to be sustainable or whether it is only a short-term strategy for certain airlines to recover their total costs by using insights from several markets.

**Literature no. 5:** - Service Quality Evaluation  
AUTHORS: - LAWRENCE J. TRUITT and RAY HAYNES

This research shows how quality and productivity are two main elements to the competitive market of commercial airlines and travel

**Literature no. 6:** - Service Failure-Impact  
AUTHORS: - YOSHINORI SUZUKI

For airline managers, knowing the choices that passengers have when choosing a carrier is crucial. This study explores how passengers' airline preferences are influenced by their prior experiences (e.g., seat denials or significant flight delays) with the candidate airlines using survey data that was recently gathered in central Iowa. For both business and leisure travellers, as well as for each sort of service failure (such as seat denials,

aircraft delays, and baggage mishandling), the effects of service breakdown experiences on traveller choice probabilities are calculated independently. The findings suggest that passengers' choice of airline may not be influenced by a service failure experience for both leisure and business travel. This clause suggests that passengers may select the airlines that best suit their needs on each occasion of travel, regardless of previous service issues. This pattern of behaviour is compatible with the random utility theory, despite the fact that it may appear somewhat counter-intuitive.

**Literature no.7:** - Passenger Mix- Impact

AUTHORS: - James D. Dana Jr. and Daniel J. Greenfield

We examine how aircraft utilisation in the US airline industry has evolved as a result of the sharp rise in the percentage of leisure travel. We contend that a rise in airlines' load factors has been caused by the expansion in leisure travel, which is a result of rising household income and airline deregulation. Because there is a lack of data, we use cross-sectional variation in the mix of passenger sorts to find out how passenger mix affects load variables. We discover that routes with higher load factors are also those with a higher percentage of leisure travellers. Using this data, we contend that the expansion of leisure travel subsequent to airline deregulation plays a critical role in the utilisation of aircraft and other features of the American airline sector.

**Literature no. 8:** - Identifying Service Gaps.

AUTHORS: - KENT M. GOURDIN, KENT N. GOURDIN and TIMOTHY J. KLOPPENBORG

Airline companies have been sluggish to implement 'quality first'. The publication originally covered the problem in 1988. Many conceptual models were created to demonstrate government/passenger/management relationships in air travel. In general, each group's competing interests were underlined. A recent poll asked airline management, passengers, and federal transportation officials to define quality air transportation from their perspectives. This article summarizes the results. The study used air travel variables to compare and contrast each group's views.

**Literature no. 9:** - The Price Elasticity of Demand.

AUTHORS: - J. M. Jung and E. T. Fujii

Customers' spending power drives air travel demand. This research seeks to explain aviation price elasticities. Comparing several empirical research in this sector, it aims to discover common and contrasting

elements that affect pricing elasticities. The relative importance of distance, ticket type, and study kind is examined using meta-analytical approaches.

**Literature no.10:** - The Impact of Post 9/11

AUTHORS: - Garrick Blalock, Vrinda Kadiyali and Daniel H. Simon

The impact of two airport security measures, namely the implementation of passenger screening and luggage screening, on the demand for air travel in the United States after the 9/11 attacks. Through the progressive deployment of security measures at airports, it has been seen that baggage screening has resulted in a reduction of passenger traffic on all flights by around 6%, and on flights departing from the 50 largest airports in the nation by over 9%. However, the number of travelers was unaffected by the process of federalizing passenger screening. We prove that the drop in demand was entirely coincidental and had nothing to do with price changes, disruptions at individual airports, changes to flight schedules, or anything else. Significant costs are associated with the drop in air travel. The aviation industry lost around \$1.1 billion because of the economic downturn.

**Literature no. 11:** - Leisure and Air Travel

AUTHORS: - DAVID BANISTER

The increasing prevalence of air travel for recreational purposes has significant ramifications for both sustainable transportation and the natural surroundings. This analysis explores the resource usage and consequences of the leisure and air travel industries. The study finishes by presenting a series of proposals that should be considered in any discussion about the attainment of sustainable tourism and travel.

**Literature no.12:** - Why Is Air Travel so Expensive? An Analysis

AUTHORS: - Danish A. Hashim

The current expensive operating conditions within the domestic civil aviation sector limit the demand for air services and provide challenges for airlines to achieve profitability. An examination of the elements that contribute to the expensive operational framework of the current airlines suggests that implementing suitable government measures has the potential to reduce the cost of air travel in India by 50%.

**Literature no. 13:** The effect of service quality :

AUTHORS: Ira Agarwal , Kavitha R. Gowda

Taking into account that millennials make up 60% of the population and are very active online, businesses should prioritise providing high-



quality service in order to preserve the reputation that these carriers have built. It is evident from the data analysis that aspects other than relationship quality that have a considerably greater influence on customer satisfaction are ambient conditions and service quality. After reviewing the survey's findings, airline firms will be better able to concentrate on the in-flight service quality and ambient factors while also keeping a close eye on relationship quality.

#### *Declaration of Competing Interest*

The writers herein affirm that they are completely free from any ties or financial conflicts of interest that may have seemed to impact the results presented in this work.



**Figure 1**  
**Theoretical Framework**

#### **Research Methodology:**

##### *Objectives*

The objectives of the Indian airline industry are multifaceted and can be broadly categorized into the following:

1. **Providing safe and efficient air transportation:** The primary objective of the Indian airline industry is to provide safe, reliable, and efficient air transportation to passengers. Airlines in India strive to maintain the highest safety standards and invest heavily in training their pilots, crew, and ground staff to ensure safe and comfortable flights.
2. **Maximizing profitability:** Airlines in India aim to maximize their profits by increasing their market share, reducing costs, and improving operational efficiency. This is achieved by adopting cost-cutting measures, offering competitive fares, and enhancing customer experience.

3. Expanding their network: Airlines in India aim to expand their network by introducing new routes, increasing flight frequencies, and entering into code-sharing agreements with other airlines. This helps them to reach new markets and attract more customers.
4. Enhancing customer experience: Airlines in India focus on enhancing customer experience by offering personalized services, improving in-flight entertainment, and providing a range of amenities such as meals, beverages, and Wi-Fi. They also invest in loyalty programs and frequent flyer programs to retain customers.
5. Adopting sustainable practices: With growing concerns over the environment, airlines in India are increasingly adopting sustainable practices such as reducing carbon emissions, using biofuels, and adopting energy-efficient technologies.

*Research design*

The research employed an exploratory research design. An exploratory research design is a method used to study an issue or condition in a preliminary manner as shown in Figure 1. It is typically used when little is known about a phenomenon or when a researcher is seeking to gain a deeper understanding of a particular issue. Exploratory research design is characterized by its flexibility and openness to change, as the focus of the research may shift as new information is gathered.

*Sample design*

The sampling population consists of people from the entire India starting from the age of 18 years to 45 years and above and are of any gender. The sampling method used is convenience sampling where every member has equal probability of getting chosen as sample. The Sample size taken is 591 respondents for the purpose of study.

*Data interpretation using regression and ANOVA:*

**Table 1**  
**Dependent Variable: Customer Satisfaction**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.428 <sup>a</sup>	.183	.179	.925	2.019
a. Predictors: (Constant), Service, PR, Awareness					
b. Dependent Variable: Customer Satisfaction					

This model in Table 1 summary provides the outcomes of a regression study, in which the customer satisfaction is the dependent variable and the predictors are service, price, and awareness. The r-square value of .183 suggests that the predictors account for about 18.3% of the variability in customer satisfaction. This implies that there exist other variables that exert an impact on customer satisfaction, which are not accounted for in the current model.

The modified coefficient of determination, with a value of .179, is marginally lower than the coefficient of determination. This indicates that the inclusion of more variables in the model did not enhance its ability to explain the variation in the data. The mean difference between forecasted customer satisfaction numbers and sample values is .925, the estimate's standard error. The Durbin-Watson statistic is 2.019, indicating no model residual autocorrelation. This implies that model mistakes are independent and unrelated.

Overall, the model suggests that service, price, and awareness are weak predictors of customer satisfaction, and that there are likely other factors that contribute to customer satisfaction that are not included in the model.

**Table 2**  
**Anova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.223	3	37.408	43.678	.000 <sup>b</sup>
	Residual	501.016	585	.856		
	Total	613.239	588			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service, PR, Awareness

The results of the regression analysis in Table 2, which show how the service, price, and awareness factors affected the variability in customer satisfaction, are presented in the ANOVA table. The percent of variance in customer satisfaction that can be explained by the model's variables is shown by the regression sum of squares, which is 112.223. An unexplained variance in customer satisfaction by the model's predictors is shown by the residual sum of squares, which is 501.016. When you add up the squares of the residuals and the squares of the deviations from the mean in the regression and residual components, you get 613.239 as the total sum of squares. After deducting the number of predictors from the total sample size, the residual, which is derived from the regression model, has 585 degrees of freedom, whereas the former has only 3 degrees of freedom. To determine the mean square of the regression, which is 37.408 degrees of freedom, divide the sum of squared residuals by the degrees of freedom.

The mean square of the residuals is .856 when the sum of the squares is divided by the degree of freedom for fixing.

The F-statistic is 43.678, which is the quantitative relation of the average squared for the fixation to the mean square for the residual. The p-value is .000, which indicates that the F-statistic is statistically significant at a significance level of .05.

Overall, the ANOVA table suggests that the predictors (service, PR, and awareness) significantly contribute to explaining the variance in customer satisfaction.

**Table 3**  
**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.980	.290		10.278	.000
	Awareness	-.521	.097	-.202	-5.389	.000
	PR	.679	.070	.363	9.712	.000
	Service	-.071	.053	-.050	-1.329	.184

a. Dependent Variable: Customer Satisfaction

Each predictor variable (awareness, PR, and service) and the constant intercept are shown in Table 3 the coefficients table along with their calculated regression coefficients. The anticipated change in customer satisfaction for a one-unit increase in the independent variable, holding all other independent variables constant, is shown by the unstandardized coefficients (B). The exchangeable coefficients (Beta) show the parasite variant's predicted change when the predictor variable rises by one standard deviation while maintaining all other predictors constant. Standardized coefficients allow model predictor relevance comparisons. When all the predictor variables are set to zero, the predicted value of customer satisfaction is represented by the intercept coefficient, which is 2.980. With all other factors held equal, the awareness coefficient of -.521 indicates that there is a .521-unit decrease in consumer satisfaction for every one-unit rise in awareness. Awareness has a small effect on customer satisfaction compared to the other factors, as indicated by its standardized coefficient (Beta) of -.202.

While holding all other factors fixed, a one-unit increase in PR increases customer satisfaction by .679 units. PR's beta coefficient is .363, indicating that it strongly affects customer satisfaction compared to other factors. The service coefficient is -.071, indicating that an increase of one unit in service is linked to a drop of .071 units in customer satisfaction, while keeping all other variables constant. Nevertheless, the coefficient lacks statistical significance (p-value > .05), suggesting that service does not have a substantial impact on customer satisfaction in the model.

**Table 4**  
**Residuals Statistics**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.59	4.35	3.60	.437	589
Residual	-3.214	2.594	.000	.923	589
Std. Predicted Value	-4.613	1.726	.000	1.000	589
Std. Residual	-3.473	2.803	.000	.997	589

a. Dependent Variable: Customer Satisfaction

Disagreements between the dependent variable's actual and predicted values, as shown in the regression model in Table 4, are known as residuals, and their frequency distribution is shown in the residuals statistics table. Values between 1.59 and 4.35 are expected. The mean predicted value is 3.60, which is very close to the mean value of the dependent variable (not shown in this table). The standard deviation of the predicted values is .437, which indicates that the predicted values are relatively close to the mean predicted value. The minimum and maximum values of the residuals are -3.214 and 2.594, respectively. The mean residual is .000, which indicates that the predicted values are on average very close to the observed values. The standard deviation of the residuals is .923, which indicates that the observed values of the dependent variable vary around the predicted values by about .923 units on average.

The minimum and maximum values of the standardized predicted values and standardized residuals are -4.613 and 1.726, respectively. The average standardized projected value is .000, indicating that the predicted values are centered around the mean of zero. The average standardized residual is also .000, indicating that the residuals are centered around a mean of zero. The standard deviation of the standardized predicted values is 1.000, while the standard deviation of the standardized residuals is .997. This suggests that the variability of the standardized predicted values and standardized residuals is comparable.

#### Dependent Variable : Repeat Purchases

The regression model that evaluates Repeat purchase and Service, PR, and Awareness shows its goodness-of-fit metrics in the model summary Table 5. The correlation coefficient (R) between expected and observed repeat purchase values is 0.316. This suggests a weak but positive association between predictor variables and dependent variable. The coefficient of determination (R Square) is 0.100, suggesting that the forecaster's hypothesis uncertainty can only explain 10% of parasite variant variability. The adjusted R Square, which accounts for model

**Table 5**  
**Model Summary**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.316 <sup>a</sup>	.100	.095	.476	1.986

a. Predictors: (Constant), Service, PR, Awareness

b. Dependent Variable: Repeat purchase

predictor factors, is 0.095. The adjusted R-squared value implies that predictor variables did not improve model goodness-of-fit.

The estimate’s standard error is.476, which indicates the parasitic variant’s average variability not accounted for by the forecaster variant in the hypothesis.

Our Durbin-Watson score is 1.986, indicating no substantial autocorrelation between model residuals. This figure usually falls between 1.5 and 2.5.

**Table 6**  
**Anova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.665	3	4.888	21.620	.000 <sup>b</sup>
	Residual	132.275	585	.226		
	Total	146.941	588			

a. Dependent Variable: Repeat purchase

b. Predictors: (Constant), Service, PR, Awareness

The ANOVA Table 6 shows the regression model of Repeat purchase on Service, PR, and Awareness variance analysis results. The regression sum of squares is 14.665, showing that the model’s predictor variables explain a lot of the dependent variable’s variability. The residual sum of squares is 132.275, indicating that the model’s predictor variables cannot explain dependent variable variability. Total regression and residual SOS is 146.941. Regression has 3 df, residual sums of squares 585.

The regression’s mean square is 4.888, computed by dividing its sum of squares by its degrees of freedom. The regression F-statistic is 21.620, computed by dividing the regression mean square by the residual mean square. This statistic tests the null hypothesis that all model regression coefficients are zero.

F-statistic p-value is.000, suggesting a statistically significant result at.05. Thus, we may reject the null hypothesis and conclude that the predictor variable significantly affects the parasite variable. According to the ANOVA table, the regression model is substantially superior than the intercept-only model.

**Table 7**  
**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	.956	.149		
	Awareness	.400	.050	.316	8.050
	PR	.022	.036	.024	.610
	Service	-.001	.027	-.002	-.051

a. Dependent Variable: Repeat purchase

The coefficient Table 7 shows the regression model's estimated coefficients for Repeat purchase on Service, PR, and Awareness. The constant, or intercept, is.956. This number predicts the dependent variable's value when all predictor variables are zero. While holding all other factors fixed, a one-unit increase in Awareness increases Repeat purchase by 0.400 units. A one-unit increase in PR increases Repeat purchase by 0.022 units, while leaving other factors constant. This coefficient's p-value is.542, surpassing the significance limit of.05. We cannot conclude that this variable significantly impacts the parasitical variable.

While leaving the other variables constant, a one-unit increase in Service decreases Repeat purchase by.001 units. However, the coefficient's p-value is.960, exceeding the significance limit of.05. One cannot conclude that this variable significantly affects the dependent variable. The coefficient table shows that Awareness predicts Repeat purchase the most, whereas PR and Service have little effect.

The Residuals Statistics Table 8 presents data on the residuals, which are the discrepancies between the observed and projected values, of the regression model for the dependent variable. Repurchase.

**Table 8**  
**Residuals Statistics**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.35	1.82	1.48	.158	589
Residual	-.819	.629	.000	.474	589
Std. Predicted Value	-.810	2.164	.000	1.000	589
Std. Residual	-1.722	1.323	.000	.997	589

a. Dependent Variable: Repeat purchase

The minimal residual is  $-.819$ , indicating an overestimation of the dependant variable by  $.819$  in the model. The largest residual is  $0.629$ , indicating that the model underestimated the dependent variable by  $0.629$ . The average residual is  $0$ , suggesting that the model is unbiased and does not exhibit any consistent over- or under-prediction.

The standard deviation of the residuals is  $.474$ , which represents the typical amount of error in the model's predictions. The smaller the standard deviation, the better the model's predictions are. In this case, the standard deviation is relatively small, indicating that the model has good predictive power.

The column labeled "Std. Predicted Value" contains data on the standardized predicted values. These values are calculated by dividing each projected value by the standard deviation of the residuals. The standardized projected values span from  $-.810$  to  $2.164$ , with an average of  $0$ , suggesting that the model does not exhibit any consistent deviation in the expected values.

The column labeled "Std. Residual" contains data on the standardized residuals. These residuals are calculated by dividing each residual by the standard deviation of the residuals. The standardized residuals exhibit a range from  $-1.722$  to  $1.323$ , with a mean of  $0$ , signifying the absence of any systematic bias in the residuals of the model.

#### *Findings, Conclusion, Recommendations & Limitations Findings*

- India has a large and growing aviation industry with both domestic and international airlines operating in the country.
- IndiGo holds the most market share among all airlines in India, while Air India serves as the national carrier of the country.
- Indian airlines operate both narrow-body and wide-body aircraft, with the Airbus A320 family being the most popular narrow-body aircraft in the country.
- Many Indian airlines offer low-cost carrier (LCC) services, which are popular among budget-conscious travelers.
- Indian airlines offer a range of domestic and international destinations, with some airlines also offering long-haul flights to destinations in Europe, the Middle East, and Asia.
- Indian airlines are subject to regulation by the Directorate General of Civil Aviation (DGCA), which oversees safety standards and operational regulations.



- Indian airlines have seen financial difficulties in recent years as a result of issues such as exorbitant fuel costs, fierce rivalry, and the repercussions of the COVID-19 epidemic.
- Indian airlines have taken steps to improve their operations, including investing in modern aircraft, enhancing customer service, and exploring new revenue streams such as cargo operations.

### *Recommendation*

- **Improve Customer Service:** Airlines should focus on improving customer service, including responsiveness to customer queries and complaints, and providing clear and accurate information to passengers.
- **Upgrade In-Flight Amenities:** Airlines should invest in modern aircraft with comfortable seats, entertainment systems, and better food options. They should also provide amenities like Wi-Fi, charging ports, and extra legroom.
- **Streamline Check-in and Boarding:** Airlines should implement technology to streamline the check-in and boarding process, including mobile check-in and automated boarding systems.
- **Enhance Safety and Security:** Airlines should prioritize safety and security measures, including regular aircraft maintenance, strict security protocols, and well-trained staff.
- **Improve Baggage Handling:** Airlines should ensure that passengers' luggage is handled with care and is delivered to the correct destination on time.
- **Reduce Delays and Cancellations:** Airlines should work to minimize delays and cancellations by improving their operational efficiency and by providing timely information and assistance to passengers in the event of delays or cancellations.
- **Environmental Sustainability:** Airlines have to endeavor to diminish their ecological footprint by allocating resources towards acquiring fuel-efficient aircraft, employing sustainable materials, and minimizing trash.
- **Offer Personalized Services:** Airlines should tailor their services to meet the individual needs of passengers, such as offering special meals for dietary restrictions or providing assistance to passengers with disabilities.

*Benefits To Academicians, Business Organizations, Society:*

## Academicians:

- Helps in understanding customer loyalty towards airline industries.
- Bring insights about online purchasing of travel tickets and ease of access for its customers.

## Business Organizations:

- Understand the influence of various factors that impact the airline industry and high travel times.
- Business organizations can use the research for strategy formation which may include improving their flying experience, attracting travelers and much more in order to enhance repeat purchases of the customers.

## Society:

- Bring upon a deeper understanding of how repeat purchase intention is made in the airline's environment and the significant factors responsible for influencing the air traveling atmosphere.
- Customer satisfaction & experience can be enhanced if the organizations focus on the aspects covered in this research.

*Future Scope and Limitations*

The future scope of Indian airlines is quite promising, with the country's aviation sector expected to grow in the coming years. Here are a few factors that could contribute to this growth: **Rising middle class:** As the middle class in India grows, more and more people will have the disposable income to travel by air. This is expected to drive demand. **Infrastructure development:** The Indian government has undertaken several initiatives to improve the infrastructure for air travel in the country, including the expansion of existing airports and the construction of new ones.

This is anticipated to result in enhanced efficiency and convenience for flight travelers. **Global interconnectivity:** Due to the expansion of the Indian economy and the escalating globalization of business, there is a rising need for worldwide connection. Indian airlines are well-positioned to take advantage of this trend and expand their international operations.

Increased competition: The Indian aviation sector has become increasingly competitive in recent years, with the entry of low-cost carriers and the expansion of existing airlines. This has led to greater choice for passengers and is expected to drive further growth in the sector.

### **Limitations Of The Research**

Various constraints of Indian airlines must be resolved to enhance the overall performance and competitiveness of the business. Here are many significant constraints:

- **Infrastructure constraints:** The Indian aviation sector is currently facing a number of infrastructure constraints, including congested airports, limited runway capacity, and inadequate air traffic control systems. This can lead to delays and disruptions in air travel.
- **High operating costs:** Indian airlines encounter elevated operational expenses as a result of several variables, such as exorbitant fuel prices, costly airport fees, and taxes. This might pose challenges for airlines in maintaining profitability and competitiveness.
- **Regulatory challenges:** The Indian aviation industry is subject to strict restrictions, requiring airlines to adhere to a variety of intricate and time-consuming laws and regulations. This can impede the ability of airlines to operate with efficiency and effectiveness.
- **Limited international reach:** While Indian airlines are expanding their international operations, they still have a relatively limited reach compared to some of the larger global airlines. This can limit their ability to compete in the global aviation market.
- **Safety concerns:** The Indian aviation sector has faced several safety concerns in recent years, including accidents and incidents involving some of the major airlines. This can erode confidence in the sector and deter passengers from choosing Indian airlines.

### **Conclusion**

With the assistance of this study, we have arrived at the conclusion that customer satisfaction is one of the most important factors for the success of a business. Furthermore, regardless of the numerous strategies and approaches to promotion and marketing that are introduced in a world that is driven by technology, word of mouth remains the most well-known form of marketing, and customer experience is important.

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