

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

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RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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A STUDY ON THE OPERATION OF INDIAN DOMESTIC AIRLINES

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ABSTRACT

As the use of airlines increases nowadays number of airline companies is originating in the world. Airlines which are consistent in providing air services are the only airlines which can able to survive in the heavy competition countries especially in India. Kingfisher airlines is an example for failure because of its worst performance as it losing the competency and consistency in providing the air services in India as well as international carriers as a result Indian director of Civil Aviation cancelled its license in 2012 and thus Kingfisher airlines is wind up to provide its debt to its creditors. This gave an idea to attempt a study on the performance and the various aspects related to the utilizing capacity of Indian domestic airlines like Indigo, Spice jet, Air India, Jet Airways, and Air India subsidiary Air India Express.

KEYWORDS

domestic airlines, air services.

INTRODUCTION

The civil aviation has played a very significant role in Indian's economy. It provides fast and reliable mode of transport across the country and is particularly important for many areas still not adequately connected by road or rail. In 2000-01, 42.03 million domestic and international cargos were handled at various airports in the country. With increasing globalisation this sector is expected to play a significant role in integrating the Indian economy with the rest of the world.

There have been many fast pace changes which have been taken place in the last few years. Also, there has been substantial increase in passenger traffic too. From being a service which could be afforded by just a select few, today it has become a sector which the masses can afford. There has been a perceptible shift in the attitude of the public; with strong preference for the air travel. Airlines have therefore graduated to a position of being a fiercely competitive industry with presence of a number of private and public airlines and several consumer oriented offerings.

REVIEW OF LITERATURE

Archana.R.,Subha.M.V (2012) examined that the underlying forces of service quality influences on passengers satisfaction in aircraft transport. The study analysed which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airline passengers. The results suggested that there are different factors of in-flight service quality that are important according to the customer seat class. The dimensionality of perceived service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings revealed that these three dimensions are positively related to perceive service quality in international air travel and of these dimensions, Cuisines provided, seat comfort safety are the most important dimension in in-flight service quality. Online ticket booking is another dimension in back-office operations. In addition, the findings indicate that passenger's satisfaction on different airline companies on the basis of the

Dipa Mitra (2010) made a study on "A Comparative Study between Indian Public and Private (Low Cost) Airlines with respect to their Passenger Service". In the study researcher has given importance on healthy relationship between customer and the Airline service provider. From the study it was found that some of the private players are very much concerned about their passengers as well as some of them are implementing low price strategy to attract the passengers. The study suggested that Airlines Industry should aim not only at delivery of the service to the passengers, but also focus on satisfying the passengers with the services. So in this competitive age, the success of Airlines is very much dependent on the passenger service provided at all levels, after and during the journey to make their passengers satisfied.

Vaishali.C Mahajan, Rau.S.S, (2010) made a study on "Customer Satisfaction with Domestic Airlines in India". The research paper focuses on the objectives to identify major service determinants of airlines and measuring customer satisfaction on these, and to find out association between customer profile and satisfaction. Results of the study explored that In-flight facilities and comfort is the most important factor while selecting a particular airline. The result also indicated that there is statistically significant association between profile and satisfaction level of the customers. Thus, low cost airlines should understand the expectations of target market before introducing new product in the market. Hence the study suggested that low cost airline should improve their in-flight services to meet the satisfaction level of customers in order to survive in this competitive environment.

STATEMENT OF PROBLEM

As the use of airlines increases nowadays number of airline companies is originating in the world. Airlines which are consistent in providing air services are the only airlines which can able to survive in the heavy competition countries especially in India. Kingfisher airlines is an example for failure because of its worst performance as it losing the competency and consistency in providing the air services in India as well as international carriers as a result Indian director of Civil Aviation cancelled its license in 2012 and thus Kingfisher airlines is wind up to provide its debt to its creditors. This gave an idea to attempt a study on the performance and the various aspects related to the utilizing capacity of Indian domestic airlines like Indigo, Spice jet, Air India, Jet Airways, and Air India subsidiary Air India Express.

OBJECTIVES

- To study the operations of Indian domestic airlines
- To understand the utilization of freight and passengers carried by Indian domestic airlines.
- Analyze the trend in the operations of Indian domestic airlines.

METHODOLOGY OF STUDY**SOURCES OF DATA**

The research is based on the secondary data collected.

TOOLS USED FOR ANALYSIS

- Mean
- Variance
- Standard Deviation
- Trend analysis

LIMITATIONS OF THE STUDY

- This study is fully based on the secondary data.
- Data is collected only for the period of 4 years from 2009 to 2012.
- Domestic information is used therefore it excludes the international flight traffic.

FINDINGS

- It was found that most of the passengers prefer Jet Airways; it holds 35% of total passengers carried.
- It was found that Jet Airways had the highest kilometers flown; it has 31% of share among total share in kilometers flown as compared to other domestic airlines.
- It was found that Jet Airways holds the highest share in freight carrying; it holds 35% of market share in carrying freight.
- It was found that Majority of the mail carried is from Jet Airways; it handled 98% of total mail carried in tons.
- It was found that Jet Airways has the highest departures of 475959 and holds 43% of total departures in Indian domestic airlines.
- It was found that Jet Airways has the highest percentage of hours flown among various domestic airlines. It holds 40 % of share in total hours flown.
- Indigo has most of the available seats with the share of 32% of share in available seats in Indian domestic airlines.
- Indigo holds the highest passenger utilization therefore Indigo tops the list as it has the highest utilizing capacity with its available seats. Indigo utilizes 80% of its capacity out of the total capacity during the study period.
- Spice jet has the highest weight utilization in carrying freight and mail. It utilizes 65% of its weight carrying capacity and it also leads in carrying freight and mail carried.
- Indigo has the highest on time performance and it has topped the list to give 95% of on time performance for every departures made.
- From the analysis it is found that on time delay are the major reasons for delay in departures as well as arriving 73% of delay is due to on time delay.

SUGGESTIONS**AIR INDIA EXPRESS**

Despite being a low cost carrier Air India Express offer a compliment of snack box with veg and non-veg option, limited entertainment facility is only available. In order to increase passenger they should increase competitive entertainment to all class of people.

AIR INDIA

Air India though has a variance of 158.04. In 2012 the passenger carried has increased to 1091 percentage as compared to the previous year 2011. This is due to the low cost offers provided by the Air India. But in 2012 mail carried depreciated to 100 percentages as compared to the previous year 2011. Air India stands last in utilization of its available capacity and this reveals that capacity is not fully utilized as it used only an average of 28 percentage of its capacity from 2009 to 2012. Therefore Air India should give offers to both freight and mail.

JET AIRWAYS

Jet Airways remains the tough competitor in aviation industry. Passenger, freight and mail carried are in an increasing trend. In August 2013 low ticket sale was introduced and extended for weeks which boost its operation in 2013.

INDIGO

Indigo is the second best airlines which is able to provide consistent services after Jet Airways. Indigo wasn't able to carry freight and mail as nearly an average of 83% of its capacity is being utilized only for carrying passengers and therefore it is essential to increase the capacity by buying new Boeing aircrafts.

SPICE JET

Despite the losses, Kalanithi Maran doubled his stake in Spice jet to 16% by investing ₹100 crore (US\$17 million) in the airline and saved the decline in 2011 and thus it is able to retain its operation. Spice jet has to increase their operation towards carrying mail as there was no operation from 2009 to 2012 in carrying mail. Passenger traffic in these airlines is also on the increasing trend therefore it has to offer low fares to passengers.

CONCLUSION

With the introduction of private stake airline industry, India is with huge competition, therefore various offers, incentives, rewards, bonus, services are made innovative. There is an immense scope of improving the capacity utilization in Indian Airlines. But this is not to understate the importance of the renewal of fleet from time to time, as long as it is done in a phased and cautious manner. A smaller size of fleet with efficient management should surely help the Indian Airlines in overcoming its losses and confidently face the growing competition in the years to come.

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