

# A Research on Gender Demography Discernment in Paradigm in Airlines Services in UDAN

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E-mail : [effulgence@rdias.ac.in](mailto:effulgence@rdias.ac.in), Website : [www.rdias.ac.in](http://www.rdias.ac.in)

<http://effulgence.rdias.ac.in/user/default.aspx>

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Shruti<sup>1</sup>

## Abstract

*Present research is to know the customers perception towards the new scheme of the government UDAN (Ude Desh Ka Aam Naagrik) scheme. The analysis is in conformity with the objectives of the study and the hypotheses formulated. The collected data are analyzed through SPSS 21 version. Findings include significant difference is found in average agreement on customer perceptions towards UDAN. It is also observed that Regional connectivity will get a boost with the applicability of UDAN, more employment opportunities are expected by different demography, boost to airline service industry. It is also found that low cost fare will be the USP for travelers. It is also recommended like providing knowledge about different measures to ease the travelers comfort like Viability Gap Funding (VGF) provided by the government will be remarkable step to improve satisfaction in airlines services to different demographics.*

**Keywords:** UDAN, Airline, Male, Customers.

## INTRODUCTION

Under the Ude desh ka aam nagrik (UDAN) scheme, half of the seats on the plane will be covered at the limit of Rs. two thousands and five hundred. Administration will subsidise losses incurred by airlines flying to dormant airports by charging Rs. 2,500 per hour's flight. in present routes. Comment UDAN is unique at international level that aims to provide airline facility to middle income group. It will also strive to make flying affordable to the common man even in small towns. Plan will help to stimulate growth in the regional aviation market and connect underserved and unserved airports in

the hinterland areas that were not having flight services.

One of the key objectives of NCAP-2016 is to "establish an integrated eco-system which will lead to significant growth of civil aviation sector, which in turn would promote tourism, increase employment and lead to a balanced regional growth". Though it seeks to sustain and nurture a competitive market environment in the civil aviation sector, it was felt that encouraging regional air connectivity would be desirable from a public policy perspective and may need financial support, at least in the initial period, to trigger participation of

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1. Assistant Professor, CPJCHS, Affiliated to GGSIP University, Delhi

players. It is in this context that NCAP 2016 provided for a Regional Air Connectivity Scheme.

### Lietrature Review

**Bhagyalakshmi and Nargundkar (2006)** investigated the service quality transported by major airlines in India on the background of rigid competition in the airline service sector. Pricing and service quality are the major variables that decided the brand equity of each organization in the airline industry. The process of traveling on a domestic airline was divided into pre-flight, in-flight and post-flight experiences. A survey was conducted to find out the perceived service quality of frequent fliers on each of the four airlines across a series of service performance variables. The airline brands were placed in a perceptual space, where the perceived service attributes were also plotted. Clear differences existed among the airlines, with two of them perceived as being similar to each other, and the other two divergent in many respects.

**Philemon et al. (2007)** surveyed the problem of customer satisfaction in the airline industry with reference to Malaysia. The data were collected through questionnaire survey at Kuala-Lumpur international airport in Malaysia. The findings of the study retrieved that human interactions, check-in procedures, source of recommendations on choice of Airline, as well as monetary incentives do not influence the level of customer satisfaction. On the other hand, factors such as use of Information Communication Technology, reservation procedures, in-flight services, company image, and mode of registering complaints/suggestions seem to influence customer satisfaction in Malaysian setting.

**Agarwal and Dey (2010)** provided an association on the customer satisfaction based on service quality as perceived by air travelers on six domestic airlines namely Go Air, Kingfisher, Jet Airways, Indigo, SpiceJet and Air India (Domestic) by using different variables such as ease of bookings through the website/call center, hassle free check in, efficient

ticketing staff, regular announcements during flight delays at airport, on time performance of flights, in flight experience, baggage handling and value for money. Approximately, 150 questionnaires were collected by using convenient sampling method. The Perceptions travelers were captured who had actually undergone the experience of travelling by an airline. The result of the study revealed that travelers perceive a significant difference between six airlines for each of the above six identified variables. The study concluded the study useful to help marketers of domestic airlines and designers of flight service offerings to enhance the satisfaction level of air travelers.

**Krishna Kumar and Baby (2012)** studied the domestic airlines preferences and purchase decision in TamilNadu. Eight factors had been acknowledged and employed to study the predilection and procurement decision of domestic airlines services. Primary data was collected through well-structured questionnaire through convenient sampling method. It was recognized through the research that among the eight factors convenient arrival and departure were the most influencing factor and facilities in ticket booking was least influencing factor of preference and purchase decision. The researchers recommended that importance must be given by the airline service providers in those aspects to retain the passengers.

**Grove and Fisk (1997)** conducted a study "The Control of Other Customers on Service Experiences: A Critical Incident Examination of 'Getting Along'" using the critical incident method, data were gathered from 486 customers regarding satisfying or dissatisfying incidents with service organizations that were the result of other customer's presence. The findings of this study are (a) Prolonged waits that often go with many service encounters can put people in a bad mood, displeasures can burst and disruptive behavior can result, (b) apparently satisfying all customers with the same service delivery is almost impossible, (c) tendency of people to be less self-conscious when they are "out-of-town"

or among strangers has long been observed, (d) methods for improving customer-to-customer relationships are apparently required. The study suggested that before means of enhancing customer-to-customer relationships or governing against negative incidents can occur, organizations need to progress for an appreciation for the importance of managing other customers.

**Aksoy, Atilgan and Akinci (2003)** quoted in their paper from the customers' view point that significant differences exist between the foreign and domestic airline passenger groups on the same flight terminuses with respect to their demographic profiles, behavioral traits and understanding of airline service parameters. They also suggested that a firm's competitive advantage is established by its ability to satisfy customers' present and future needs. Being the new scheme of government, there is no literature research available, hence creates gap for the present study on the UDAN- new paradigm in airline services

#### **Scope of the Research**

The present study is confined to know gender perception of UDAN scheme of government of India

#### **Research Objectives**

The chief objective of the study is to know about UDAN scheme

- (i) To study the benefits perceived by gender public for UDAN scheme
- (ii) To suggest the measures for improving the aviation services.

#### **Hypothesis formulation**

To validate the results of the study, the following hypotheses have been formulated:

**H01:** There is no significant difference in gender

perception towards facilities provided in UDAN

**Ha1:** There is a significant difference in gender perception towards facilities provided in UDAN

#### **Data Collection**

The present study is based on both primary and secondary data. Primary data have been collected from the people selected by judgment sampling with the help of pre-structured questionnaire on five point Likert scale i.e. Strongly Disagree (SD), Disagree (D), Indifferent (I), Agree (A) and Strongly Agree (SA). After examination 103 questionnaire were found complete and used for further analysis. Secondary data have been extracted from newspapers and websites.

#### **Results Discussions**

Male customers (Mean=3.92, SD=1.0069) are more in favour of RC in UDAN than female customers (Mean=3.56, SD=1.04). It is also observed that Regional connectivity will get a boost with the applicability of UDAN. female customers (Mean=3.717, SD=1.0261) are more in favour of Underutilized airports in UDAN than male customers (Mean=3.68, SD=1.0388). more employment opportunities are expected by different demography, boost to airline service industry. It is also found that low cost fare will be the USP for travelers. It is also recommended female customers (Mean=3.62, SD=1.9082) are more in favour of RC in UDAN than female customers (Mean=3.54, SD=1.0782), like providing knowledge about different measures to ease the travelers comfort like Viability Gap Funding (VGF) given by the government will be remarkable step to improve satisfaction in airlines services to different demographics.

**Table 1: Group Statistics for perception of Gender in UDAN**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RC**	Male	50	3.920	1.0069	.1424
	Female	53	3.566	1.0471	.1438
U***	Male	50	3.680	1.0388	.1469
	Female	53	3.717	1.0261	.1410
FC***	Male	50	3.600	.9035	.1278
	Female	53	3.585	1.0083	.1385
VGF*****	Male	50	3.540	.9082	.1284
	Female	53	3.623	1.0782	.1481
F*****	Male	50	4.100	.9742	.1378
	Female	53	3.472	1.1537	.1585

\*Significant at 5 percent level, Degree of freedom=1, 101

**Source:** Survey

\*\* Regional connectivity

\*\*\*\*under developed areas and airports will be developed and will boost employment

\*\*\*\*Fare Cap of 2,500 will provide opportunity to travel by flight to middle income group

\*\*\*\*\*Fare price is available online and offline booking

\*\*\*\* \*Viability Gap Funding will be beneficial for both flight owners and customers

Male customers (Mean=4.10, SD=1.0069) are more in favour of fare price charged in UDAN than female customers (Mean=3.47, SD=1.1537)

### Hypothesis testing

Statistically, there is no significant difference in the average agreement on underutilized airports will be made useful by UDAN scheme of male customers (N=50) and female customers (N=53) at 5 percent level of significance ( $p=0.856$ ,  $df=1$ , 101). Also by observing Levene's Test for Equality of Variances  $F=.003$ ,  $p=0.959$ ). Therefore, the null hypothesis ( $H_{01}$ ) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Again statistically, there is no significant difference in the average agreement on fare cap of Rs. 2,500 will be made accessible travelling by flight easy by UDAN scheme of male customers (N=50) and female customers (N=53) at 5 percent level of significance ( $p=0.937$ ,  $df=1$ , 101). Also by observing Levene's Test for Equality of Variances  $F=1.035$ ,  $p=0.311$ ). Therefore, the null hypothesis ( $H_{01}$ ) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Likewise, statistically, there is no significant difference in the average agreement on usefulness of Viability gap funding by UDAN scheme of male customers (N=50) and female customers (N=53) at 5 percent level of significance ( $p=0.676$ ,  $df=1$ , 101). Also by observing Levene's Test for Equality of Variances  $F=.935$ ,  $p=0.336$ ). Therefore, the null hypothesis ( $H_{01}$ ) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Similarly, Statistically, there is no significant difference in the average agreement on underutilized airports will be made useful by UDAN scheme of male customers (N=50) and female customers

(N=53) at 5 percent level of significance (p=0.856, df=1, 101). Also by observing Levene's Test for Equality of Variances F= .003, p= 0.959). Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Contrary, Statistically, there is a significant difference in the average agreement on charging fair

prices online as well on like booking will be made useful by UDAN scheme of male customers (N=50) and female customers (N=53) at 5 percent level of significance (p=0.004, df=1, 101). Also by observing Levene's Test for Equality of Variances F= 2.669, p= .105). Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows same positive signs, that is also indicator of null hypothesis being rejected.

**Table 2 : Independent Samples Test about Perception towards Udan Scheme**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RC	EVA*	3.511	.064	1.747	101	.084	.3540	.2026	-.0480	.7559
	EVNA**			1.749	100.961	.083	.3540	.2024	-.0476	.7555
U	EVA	.003	.959	-.182	101	.856	-.0370	.2035	-.4407	.3668
	EVNA			-.182	100.491	.856	-.0370	.2036	-.4409	.3669
FC	EVA	1.035	.311	.080	101	.937	.0151	.1890	-.3599	.3901
	EVNA			.080	100.740	.936	.0151	.1884	-.3587	.3889
VGF	EVA	.935	.336	-.419	101	.676	-.0826	.1970	-.4735	.3082
	EVNA			-.422	99.753	.674	-.0826	.1960	-.4716	.3063
F	EVA	2.669	.105	2.978	101	.004	.6283	.2110	.2097	1.0469
	EVNA			2.992	99.805	.003	.6283	.2100	.2117	1.0449

\*Significant at 5 percent level, Degree of freedom=1, 101

Source: Survey

\*Equal variance assumed

\*\*Equal variance not assumed

## FINDINGS

Male customers are more in favor of RC in UDAN than female customers. It is also observed that Regional connectivity will get a boost with the applicability of UDAN. female customers are more in favor of Underutilized airports in UDAN than male customers . more employment opportunities are expected by different demography, boost to airline service industry. It is also found that low cost fare will be the USP for travelers. It is also recommended male customers are more in favor of RC in UDAN than female customers like providing knowledge about different measures to ease the travelers comfort like Viability Gap Funding (VGF) given by the government will be remarkable step to improve satisfaction in airlines services to different demographics.

Statistically, there is no significant difference in the average agreement on underutilized airports will be made useful by UDAN scheme of male customers and female customers at 5 percent level of significance. Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Again statistically, there is no significant difference in the average agreement on fare cap will be made accessible travelling by flight easy by UDAN scheme of male customers (N=50) and female customers (N=53) at 5 percent level of significance. Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite a sign that is also indicator of null hypothesis being accepted.

Likewise, statistically, there is no significant difference in the average agreement on usefulness of Viability gap funding by UDAN scheme of male customers and female customers at 5 percent level of significance. Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference

with lower level and upper level shows opposite signs, that is also indicator of null hypothesis being accepted.

Similarly, statistically, there is no significant difference in the average agreement on underutilized airports will be made useful by UDAN scheme of male customers. Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows opposite signs that are also indicator of null hypothesis being accepted.

Contrary, statistically, there is a significant difference in the average agreement on charging fair prices online as well on like booking will be made useful by UDAN scheme of male customers at 5 percent level of significance. Therefore, the null hypothesis (H01) is accepted. 95% Confidence Interval of the Difference with lower level and upper level shows same positive signs that are also indicator of null hypothesis being rejected.

## SUGGESTIONS

With the overall study of the scheme following suggestions are recommended:

Price should be reduced to enhance more booking, Traffic congestion and safety issues and fare price, MRP of items and other services should be fixed on board, Proper food and service Should be affordable for all, Reduced checking time, Tickets should be cheaper, Better food options, Security and Good quality food and other services, Better customer services with economical fare charges some beverage should be given with it . more service quality, Washrooms should've been more clean and sanitation must be taken care of, Food quick response of crew members, delay in flights should be reduced, Online and Offline ticketing Should be reliable for first time users Interior should be more comfortable, cabin crew should behave properly, Baggage security. UDAN is a great initiative launch by the ministry of aviation, hope this scheme

continue to long run with maximum reach of customers especially unconnected remote areas with the affordable price. Therefore, this scheme also availed by middle income people. Lets not airline for rice and decorated class, Check in time reduce and passenger friendly, Lowered prices , Food quality Make fares a little more cheaper

## CONCLUSION

Apart from encouraging the financial growth in vicinity, the affordable air services will ensure that the domination of select on air services comes to an end. The UDAN will usher in a new era in fast growing flying sector by providing low cost air connectivity to untapped routes and connecting unserved and under-served airports. The UDAN will also boost regional connectivity by bringing smaller cities and towns on air map of the country through a market-based mechanism and open this sector to young professionals, small businessmen and students belonging mainly to the vast middle class populations living in these cities and towns. More awareness among passengers: Awareness among middle level and lower level should be spread through formal marketing strategy. Many people do not know about UDAN till now. Regional Connectivity Scheme: Regional connectivity scheme should be upgraded to untapped areas too. Hiked aviation turbine fuel (ATF) prices. It should be taken care of regularly. Viability gap funding should be monitored and should be increased by time to facilitate. Airlines can also considered to provide to passengers on some demographic basis like age, income etc. UDAN should be part of corporate social responsibility (CSR) for business. It will helpful to enhance usability for common man.

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