MODELING CUSTOMER'S VOICES ON SERVICES PROVIDED BY AIR LINES IN INDIA- KANO APPROACH

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ABSTRACT

This paper presents how the knowledge about airline passengers’ needs can be utilized for improving the existing services or developing the new pack of services. In the current study, Kano’s model is adopted to indentify the quality elements for better marketing & planning as well as this may be helpful to new product (package of Services) development. Kano’s quality elements are classified in three categories ‘One dimensional’, ‘Must be’ and ‘Attractive’; these three are classified as according to their ability to make customer satisfied or dissatisfied. For the purpose of capturing needs of passengers, 460 Kano questionnaires have been distributed among the targeted people in Ahmedabad, India; and out of these 460 Indian respondents 201 respondents were selected for the present study. The data of passengers’ requirements were analyzed using Kano model and CS (customer satisfaction) coefficient. Results show that listed 24 airline services were divided in four categories which are named as Delighting Features, Most preferred Features, Least preferred Features and Necessary Features. Within the group all the services have similar quality characteristics and also have similar capability to make customer satisfied or dissatisfied. For example highly comfortable seating, good quality of food and proper security checking are the basic services, improper delivery of these services make customer unhappy; these are listed in a group namely Necessary features’. Services like online ticket booking facility are observed as ‘One dimensional’ and it falls in ‘Most preferred features’ group, so unavailability or improper functioning of E-booking service lead to high level of customer’s dissatisfaction. The observed four groups of airline services may guide the Airline service providers to understand how much attention need to be paid on which service during the processes of developing new product or improve the existing product. These can also be helpful to service providers to develop efficient strategies to satisfy their customers and also to gain customers’ loyalty; ultimately to make profit and achieve growth.

KEYWORDS: Airline services, Kano Model, Service quality.
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