

Business economics- Micro Project

Roll No: - 31

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Product: - Air India Flight Tickets

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Introduction

The product which I have got for this project is Air India Flight tickets. I have collected data for the demand of this product via a survey. In the same survey I have tried to include the factors that might affect demand of the product. I have also gained knowledge about the various competitors to my product. In this report I intend to analyze the data I have received with the help of the various microeconomic concepts.

In this report I have analyzed various factors which could have an affect of the demand and the supply on the Air India flight tickets. I have also found out the price elasticity of demand (PED) and price elasticity of supply (PES).

Body

SWOT Analysis of Air India

Strengths: -

- Air India is a major flight service operator in India. This is also India's flag carrier airline. The airline's hub is New Delhi's Indira Gandhi International Airport. Air India is a well-known airline that offers a wide range of services.
- Air India has a total of 101 destinations, with 57 of them being domestic. It visits 33 nations on 4 continents.
- There are a lot of new Airbus and Boeing planes here. Air India has code-sharing agreements with a number of airlines throughout the world.
- Air India is the country's largest government-owned airline. As a result, it receives financial support from the Indian government.

Weakness: -

- Air India is in a critical financial situation. Air India is experiencing financial difficulties. In truth, the airline has been losing money for a long time and has experienced significant losses. Total losses have risen to roughly 69,575.64 crores in the last decade. Due to financial difficulties and other reasons, the Indian government has decided to sell the airline.

- Air India competes in both international and domestic markets, fighting against both huge global airlines and small regional carriers. This lack of clarity about the strategic approach dilutes its strengths and confuses its brand in markets to a considerable extent.
- Low productivity, low energy consumption.
- Growing Low-cost carrier entrants (LCCs) has increased the competition for Air India.
- The airline's high-cost structure and the compulsions of being a part of the public sector are the reasons it lost money and would continue to lose money for a few more quarters.

Opportunities: -

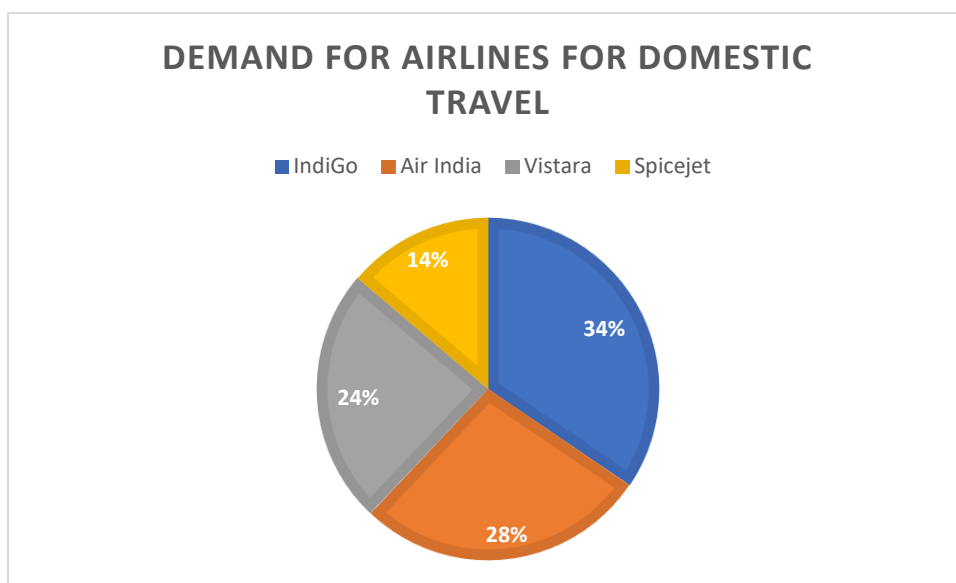
- India is the world's second-largest country in terms of population. It's not difficult to fathom how large Air India's domestic market is. In the domestic market, the airline has room for expansion.
- Tourism is in high demand all across the world. Deregulation of the airline business also makes airlines more exposed to the world than ever before. Both the need for tourists and the deregulation of the airline industry bodes well for Air India's worldwide expansion. The airline's recent decision to open its second long-haul route, three times a week from Mumbai to London Stansted Airport, is seen as a move in the right direction.
- The aviation market in India is expanding quicker and will continue to expand as GDP rises, and this trend is projected to continue until the recession subsides.
- Deregulation around the world makes the sky more accessible, making it simpler to reach an agreement on the road. The number of international tourists and investors visiting India is steadily increasing.
- Tourism and other complementary businesses would increase demand for aviation services. The Ministry of Civil Aviation's stringent oversight and safety provide incentives for restructuring and streamlining.
- Customers are more affluent, have a lower price sensitivity, and prioritize excellent service over price.
- Air India has the chance to start a low-cost carrier.

Threats: -

- A hazard is the final factor to consider in Air India's SWOT analysis. On its international flights, Air India faces intense competition from some of the world's largest airlines. Air India is also threatened by small regional airlines and their price wars.
- Air India is bracing for aggressive competition from the world's top airlines, as well as domestic price battles.
- The Indian Railway Ministry has greatly boosted the speed and reliability of its medium to long-distance routes, luring passengers away from low-cost carriers with tariffs that are practically equivalent to theirs.

Demand for Air India Flight Tickets (Primary Data)

The pie chart below shows the demand for the various airlines that the people prefer.



From the above pie chart, it can be seen that IndiGo has 34% of demand, Air India has 28% of demand, Vistara has 24% of demand and SpiceJet has 14% of demand. The data was collected from 29 people.

It can be seen that Air India has quite a large amount of demand for domestic flights in the sample group.

From this pie chart we can also deduce the competitors of Air India which also hold a majority of demand in the sample group, the competitors are IndiGo and Vistara.

Market Analysis

The airline industry in India has emerged to be the fastest growing industries in the country. India has become the 3rd largest domestic aviation market in the world. FDI investment into India's air transport industry (including air freight) totaled US\$ 2.95 billion between April 2000 and March 2021, according to data provided by the Department for Promotion of Industry and Internal Trade (DPIIT). Under the automatic route, the government has approved 100 percent FDI in scheduled air transport, regional air transport, and domestic scheduled passenger airlines. Over 49 percent FDI, on the other hand, would require government permission. In the next four years, India's aviation sector is anticipated to see investment of Rs. 35,000 crore (US\$ 4.99 billion). The Indian government intends to spend \$1.83 billion on airport infrastructure and aviation navigation systems.

There have been several initiatives taken by the government. The initiatives can be seen below: -

- Domestic flight capacity has been expanded by the Ministry of Civil Aviation (MoCA) to 65 percent, up from 50 percent, as of July 5, 2021.
- The Ministry of Civil Aviation (MoCA) is optimistic that prospective commercial pilots would soon be able to receive training without having to leave India. In this respect, the government stated in July 2021 that eight new flying academies would be established throughout the five airports of Karnataka's Belagavi and Kalaburagi, Maharashtra's Jalgaon, Madhya Pradesh's Khajuraho, and Assam's Lilabari.
- AAI began commercial operations at Rupsi airport on May 8, 2021, making it the 15th airport in Northeast India and the 7th in Assam.
- The Ministry of Civil Aviation (MoCA) proposed 392 routes in the UDAN 4.1 bidding process in March 2021, when the Government of India launched the 'Azadi Ka Amrit Mahotsav (India@75)'.
- To encourage MRO firms to build up facilities at its airports, the Airport Authority of India wants to remove royalty and provide substantial reductions in leasing fee.
- Following Prime Minister Narendra Modi's successful inauguration of seaplane service between the Statue of Unity near Kevadiya in Gujarat's Narmada region and the Sabarmati Riverfront in Ahmedabad in October 2020, the government plans to open 14 additional water aerodromes around the country.

- The Indian government said in November 2020 that it plans to boost the total number of domestic flights authorized to 75 percent of pre-COVID-19 levels, anticipating a surge in passenger numbers during the festival and holiday seasons.
- The Government of India approved Rs. 108 crore (US \$ 14.73 million) for the upgrade and development of the Jagdalpur, Ambikapur, and Bilaspur airports in Chhattisgarh under the UDAN plan in September 2020.
- The government reduced the customs duty on components or parts for aircraft manufacture by public sector entities of the Ministry of Defense from 2.5 percent to 0 percent in the Union Budget 2021-22.
- The Indian government increased the scope of 'Krishi Udaan' in the Union Budget 2021-22, aligning it with Operation Green Scheme, which provides a 50 percent air freight subsidy for agri-perishables to the North East states and four Himalayan states/UTs. The increased product coverage will help to strengthen the 'Krishi Udaan' programme and improve air freight transit from these states.
- The Indian government approved the construction of a new greenfield airport at Hirasar, Gujarat, in February 2019, at a cost of Rs. 1,405 crore (US\$ 194.73 million).
- The Regional Connectivity Scheme (RCS) is now operational.

It can be seen that the government is taking a lot of initiative to grow this industry.

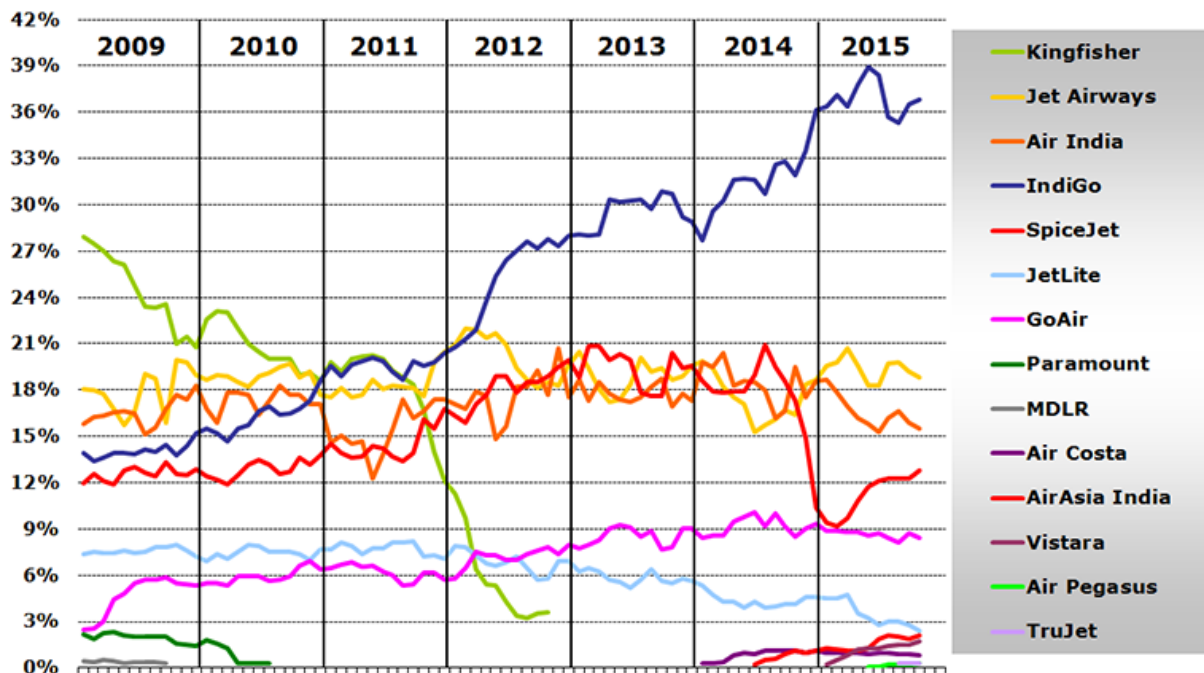
There are number of domestic flights available to the people of India for domestic travel.

Namely: -

- IndiGo
- Air India
- Jet Airways
- SpiceJet
- Vistara
- GoAir
- Air Asia

Domestic market share of Indian airlines

Share of domestic passengers: 1/2009 - 10/2015



The above graph also shows the domestic market share of Indian airlines. There are many airlines that are there in the domestic market but the main competitors to Air India are IndiGo, Jet Airways, Vistara and Air Asia. These are the few companies which have been competing with Air India in terms of in-flight services, cost of the tickets, hospitality, etc.

The substitutes to flights are the trains and the buses. The Indian Railway Catering and Tourism Corporation (IRCTC) has been the biggest substitute to the flights. The IRCTC has been expanding its reach and all its services to stay in competition and is much cheaper than the flights that's why it tends to be a substitute to flights. The IRCTC has increased the number of trains and has also refined the in-train services.

The Civil Aviation Ministry has decided to reimburse all airports, as well as the Airport Authority of India, for revenue losses resulting from the waiver. The Ministry of Civil Aviation has decided to waive Fuel Throughput Charges, which might make flying cheaper in the near future. Airports across the country imposed the FTC on fuel firms for transporting jet fuel to aircraft operators. The exemption might potentially lower airline operating costs, as fuel is a big price that corporations must face. Airlines may be able to save up to Rs 500 crore each year on fuel costs, which account for roughly 40% of total spending. The FTC varies by airport, and when combined with GST and VAT, the cost of operating an airline rises.

The supply of Air India flight tickets is done by retailers such as MakeMyTrip, ClearTrip and air India itself has an online portal for booking the tickets.

Factors that affect the demand of Air India flight tickets

There are various factors that affect the demand for the flight tickets of Air India. The factors and how they affect the demand is given below: -

1. Inflight Services

- This is one of the most important factors which will affect the demand, as the better the inflight services attract a higher demand as it makes the customers satisfied and comfortable for the journey. If the inflight services are not up to the mark people start to avoid the flight cause of the experience they have got.

2. Season

- This is also an important factor which affects the demand of flight tickets. If it is a vacation season there will be a much higher demand for the flights as compared to when it's an off season.

3. Ground Services

- The better the ground services such as ticketing, baggage handling, check-in, etc the higher the demand. This makes the travel much more convenient and comfortable for the passengers which builds an image of the airplane and increases its demand. If the ground services are not up to the mark passengers start to shift to different airlines.

4. Air Fare

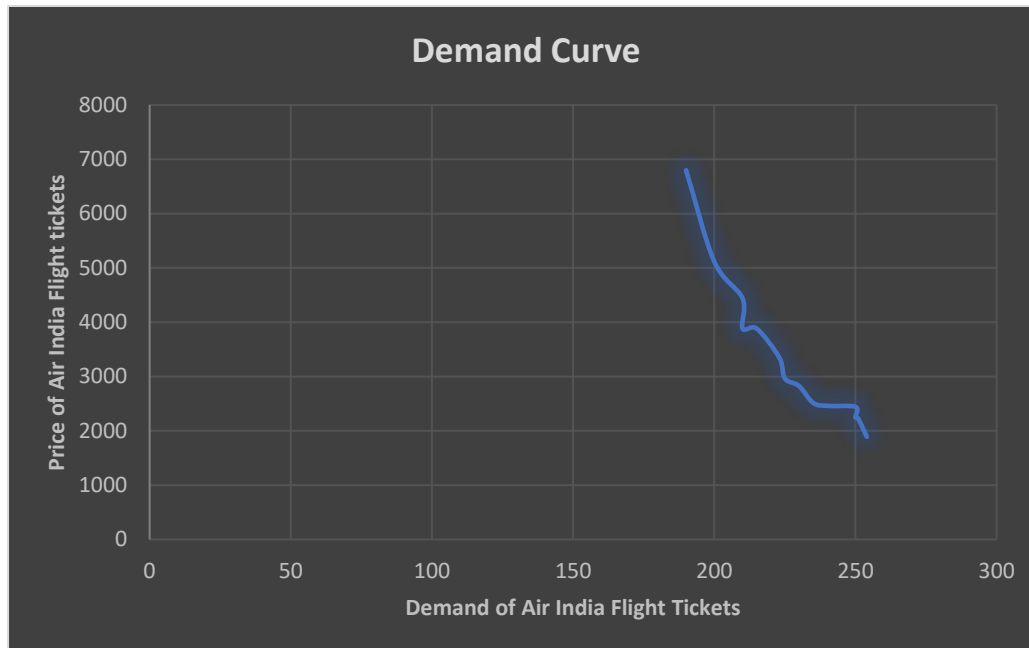
- This is the most important factor as passengers are trying to reach their destination in the least amount of air fare. Therefore, lower air fare will attract higher demand and vice versa.

5. Convenience of arrival and departure

- Time is the most important factor for each and every passenger. The passengers like to have various flight timings so that they can travel on their own convenience. The more convenient the flight timings the higher the demand and vice versa.

PED of Air India Flight Tickets

To calculate the PED of air India flight tickets I will have to assume the quantity change and the price change according to the factors as Air India is a specific company and its market demand is not available. I will be using the primary data as the base and will assume the change according to the factors which have been discussed above. The demand of the flight tickets is taken as the percentage of the number of seats bought in that price.



The above graph shows the demand curve for the Air India flight tickets that has been calculated by using the top prices of the flights and the seats that fill in, in the flight. The average market demand is 212 and the average price is 3359.79rs. I have also calculated the correlation between the price of the Air India flight tickets and its demand. The correlation is:

	Price of flight tickets	Demand of flight tickets
Price of flight tickets	1	
Demand of flight tickets	-0.941365052	1

From this table it is seen that the correlation is -0.941365052 which means that the price of the tickets and the demand have a strong negative correlation, which means that as price increases the demand decreases.

Scenario 1

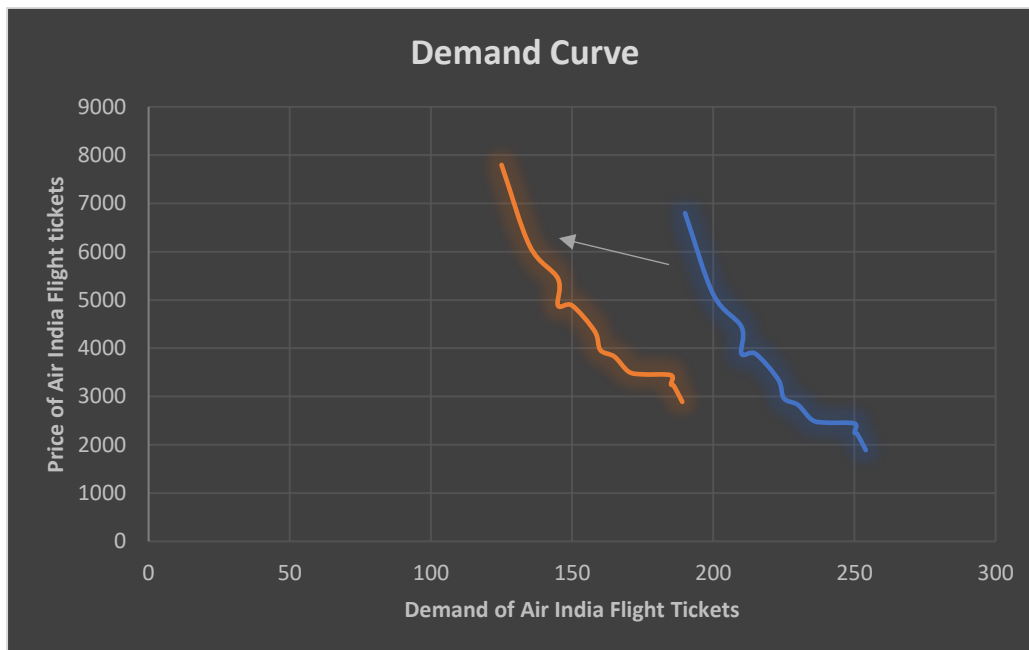
Assuming the air fare for air India flight tickets increases by 1000rs and the quantity demanded falls by 65. Then the PED will be

$$PED = \frac{\left(\frac{-65}{212} \times 100\right)}{\left(\frac{1000}{3359.79} \times 100\right)}$$

$$PED = 1.0301$$

This shows that air India flight tickets have a relatively elastic demand. Which means that a small change in fare impacts the quantity demanded heavily.

The above graph shows how the demand curve has shifted to the left and the demand has fallen due to the rise in prices.



Scenario 2

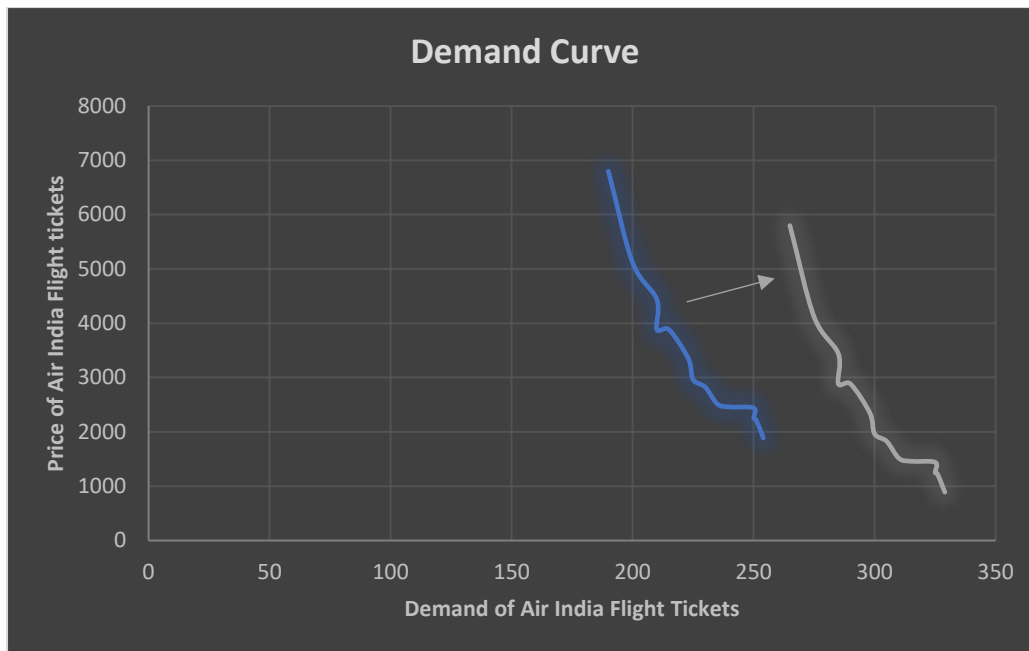
Assuming the air fare has decreased by 1000 and the quantity demanded increases by 75.

Then the PED will be

$$PED = \frac{\left(\frac{75}{212} \times 100\right)}{\left(\frac{-1000}{3359.79} \times 100\right)}$$

$$PED = 1.89$$

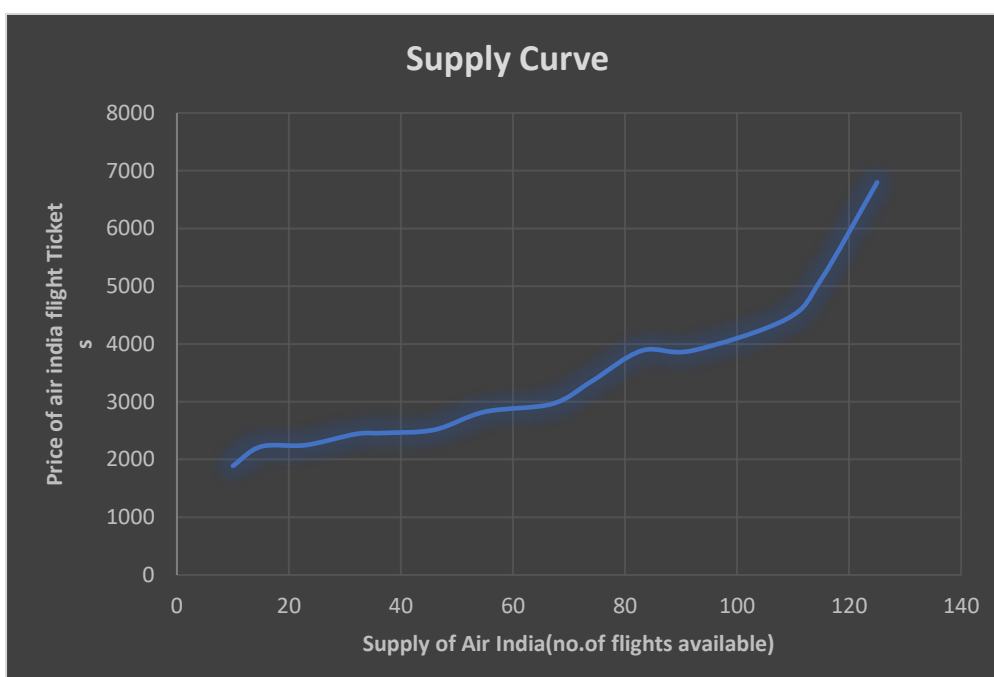
This also shows that the air India flight tickets are relatively elastic in nature.



The above graph shows that the demand graph has shifted to the right when the air fare decreases.

PES of Air India flight tickets

To calculate the PES of the flight tickets I have gathered data from secondary sources. The data is the number of flights that are available according to the destination and the price of the tickets.



The above graph shows the supply curve for air India flight tickets. The average market supply is 63 and the average market price is 3359.79rs.

I have also calculated the correlation between the price and the supply,

	Price of flight tickets	Supply of flight tickets
Price of flight tickets	1	
Supply of flight tickets	0.930442937	1

From the correlation calculated it can be seen that supply and price have a strong positive correlation which means that as price increases supply increases

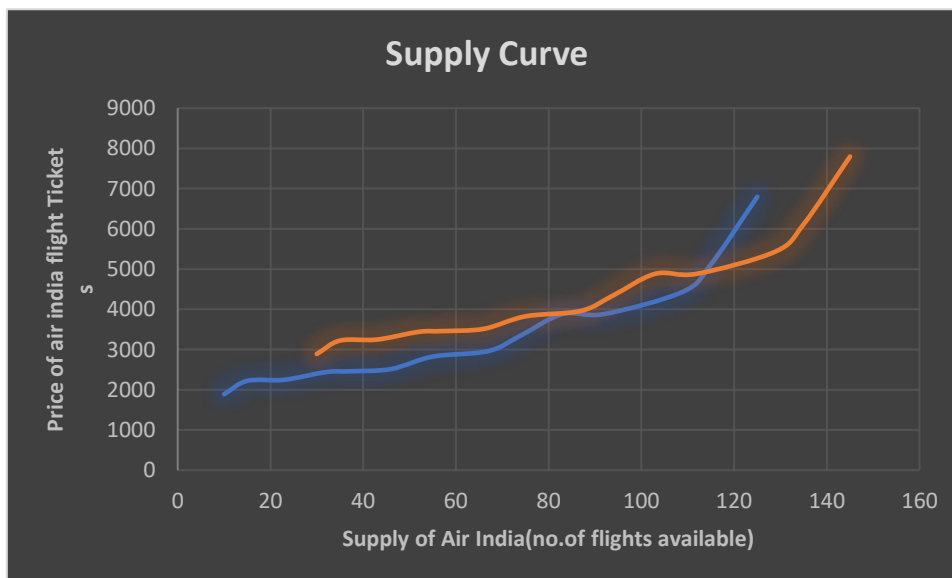
Scenario 3

Assuming the air fare increases by 1000 and the supply increases by 20. Then the PES is

$$PES = \frac{\left(\frac{20}{63} \times 100\right)}{\left(\frac{1000}{3359.97} \times 100\right)}$$

$$PES = 1.0667$$

This shows that supply of air India flight tickets is relatively elastic.



The above graph shows how supply curve has moved upwards.

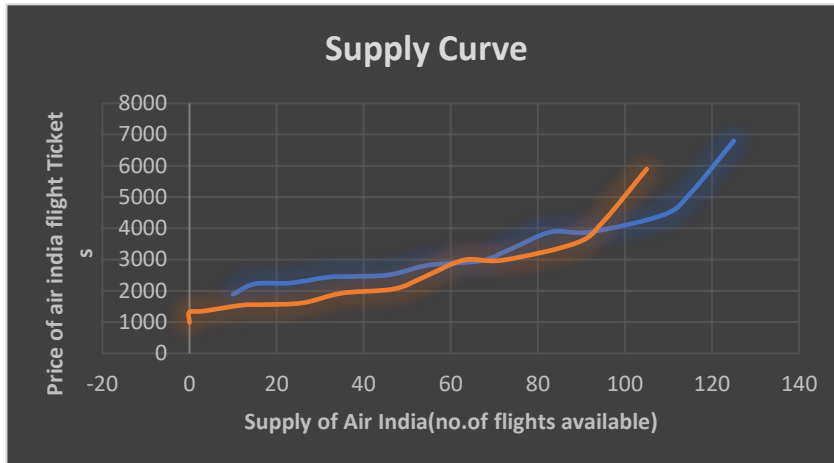
Scenario 4

Assuming air fare decreases by 900 and supply decreases by 20. Then the PES will be

$$PES = \frac{\left(\frac{20}{63} \times 100\right)}{\left(\frac{900}{3359.79} \times 100\right)}$$

$$PES = 1.185$$

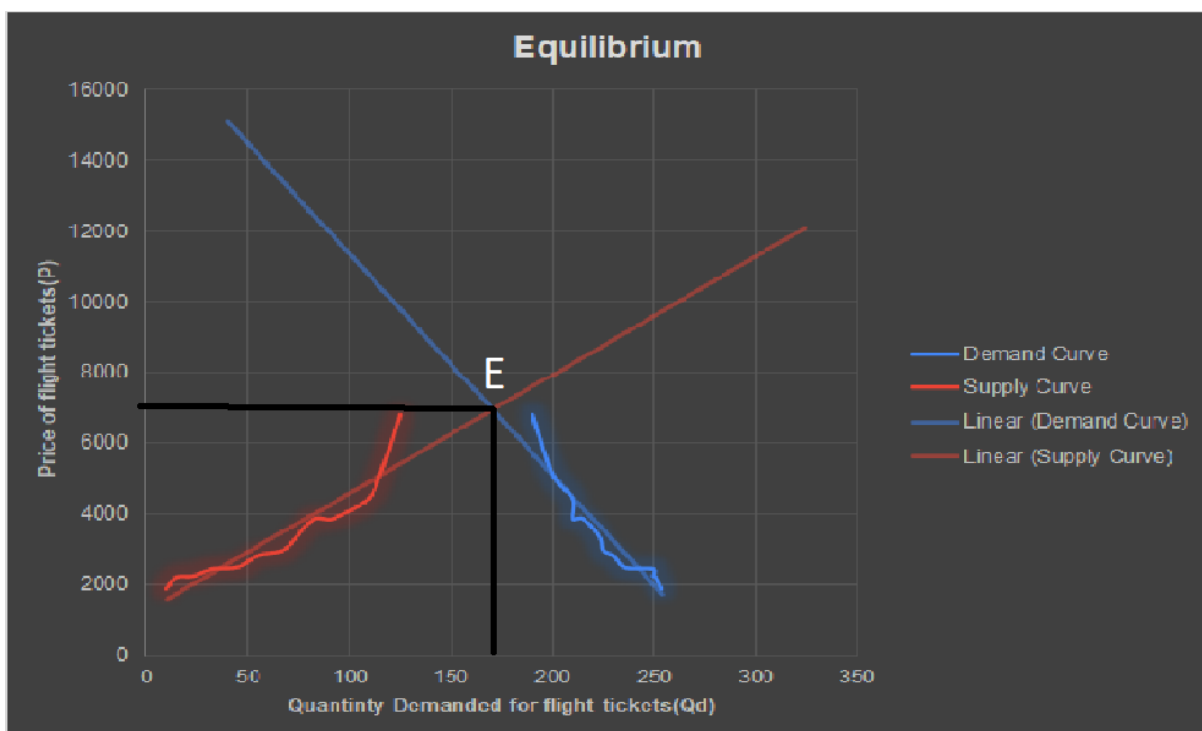
This shows that supply of air India tickets are relatively elastic in nature.



The above graph shows how the supply curve has shifted downwards.

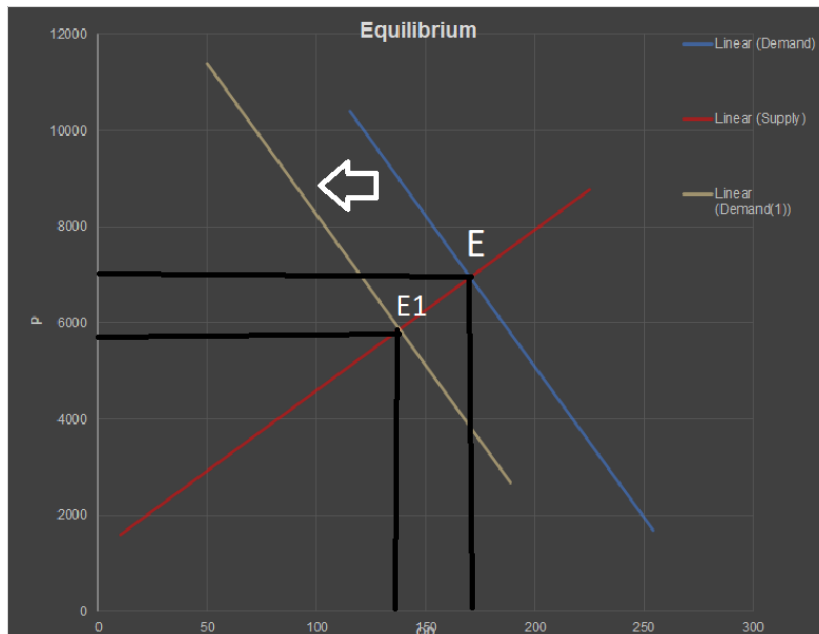
Equilibrium

I have tried to plot an equilibrium graph with the data provided. To make the graph I have used trend lines as I do not have enough data. I had to use trend lines as the demand and supply curve do not intersect due to the small size of the data that has been used. I have used linear trend lines as usually the demand and the supply curve are linear in nature. It also seen in the correlations that have been calculated above.

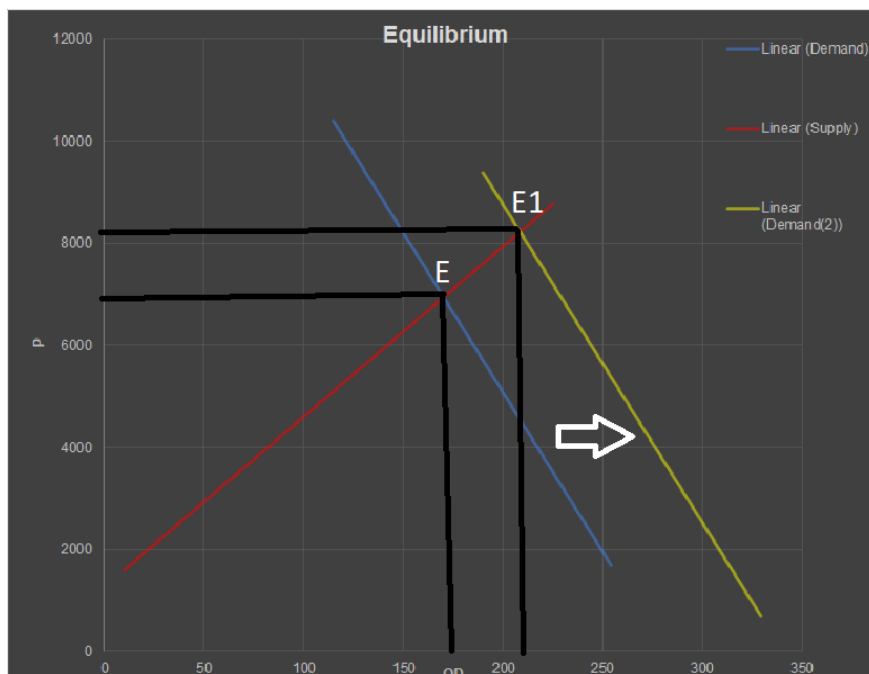


The above is the graph that I have obtained. The equilibrium price would be 7000rs(approx.) and the Q_d would be 175(Approx.) this is only due to the small size of the data. The movement of the changes in the price. The same way the changes in the demand and supply could be shown, the series of graphs below are according to the scenarios above.

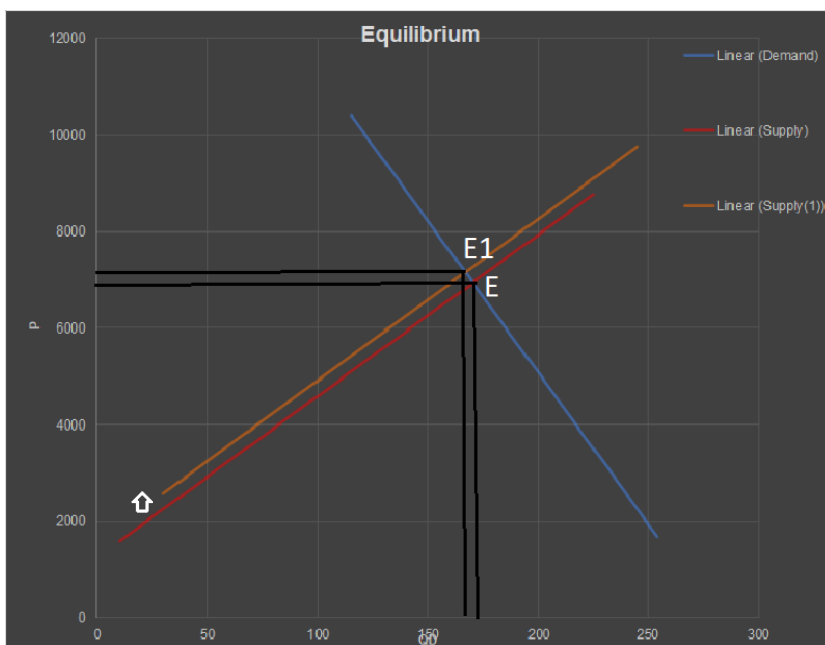
Scenario 1



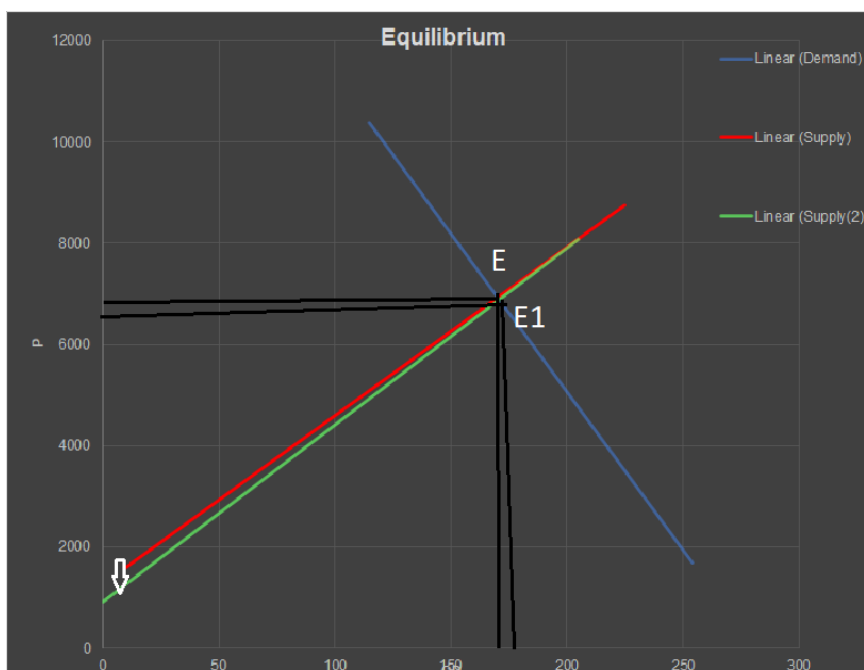
Scenario 2



Scenario 3



Scenario 4



These graphs show how the demand and the supply curves move as when the scenario changes.

Conclusion

From this research and calculations, I can conclude that the air fare is an important factor for the airline companies to keep in check. The air lines companies usually try and keep their air fare constant and very small amounts of changes are made to the air fare as it can cause a huge impact and it can be seen above in the graphs. The airline companies keep on altering and improving the other factors as they too help in increasing the demand and revenue for the company.

It is important for the Air India to improve the services provided and keep the air fare fairly constant or same as there are various competitors and substitutes that are present in the

market. Air India could use this to its advantage and improve the inflight services which would ideally increase the demand in the flight tickets, this would help the company to increase its revenue. The Air India company should also be focusing on the other factors which are listed above, they should improve and try to integrate them to increase sales and revenue.

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Appendix

Questionnaire responses

Name	Which city do you live in?	income level	How often do you fly?	Which class of tickets do you buy the most?	What is the general price range of tickets you buy for domestic flights?
Mansi shah	Mumbai	1 lakh-5 lakh	Once a year or less	Economy	4000-8000
Vandana Pipada	Mumbai	5 lakh-10 lakh	Once a year or less	Economy	4000-8000
Meghna Bhatt	Mumbai	10 lakh and above	2-3 times a month	Economy	4000-8000
Tejas shah	Mumbai	10 lakh and above	Once a year or less	Economy	4000-8000
Menka Shah	Mumbai	10 lakh and above	Once a year or less	Economy	4000-8000
Heman Ajmera	Mumbai	10 lakh and above	A few times a year	Economy	2000-4000
Kejal Shah	Mumbai	10 lakh and above	Once a year or less	Economy	8000-10000
Ruqayyah Sohagpurwala	Mumbai	5 lakh-10 lakh	A few times a year	Economy	10000-15000

Dharam shah	Mumbai	1 lakh-5 lakh	A few times a year	Economy	4000-8000
Payal Shah	Mumbai	10 lakh and above	A few times a year	Economy	8000-10000
Naveea Harissh	Mumbai	1 lakh-5 lakh	Once a year or less	Economy	4000-8000
Mansi Kantawala	Mumbai	1 lakh-5 lakh	A few times a year	Economy	2000-4000
Darshika sanghvi	Mumbai	1 lakh-5 lakh	Once a year or less	Economy	2000-4000
Kavita	Mumbai	10 lakh and above	A few times a year	Economy	4000-8000
Sweta Ajmera	Mumbai	1 lakh-5 lakh	A few times a year	Economy	2000-4000
Mona Shah	Mumbai	10 lakh and above	Once a year or less	Economy	4000-8000
Dhawal	Mumbai	5 lakh-10 lakh	A few times a year	Economy	10000-15000
Jignesh j shah	Mumbai	5 lakh-10 lakh	A few times a year	Economy	2000-4000
Nidhi Joshi	Mumbai	1 lakh-5 lakh	Once a year or less	Economy	4000-8000
Madeeha Shaikh	Mumbai	10 lakh and above	Once a year or less	Economy	2000-4000
Parul Shah	Mumbai	10 lakh and above	A few times a year	Economy	4000-8000
Meha	Mumbai	5 lakh-10 lakh	A few times a year	Economy	4000-8000
Neha Jyotishi	Mumbai	10 lakh and above	A few times a year	Economy	8000-10000
Jash	Rajkot	10 lakh and above	A few times a year	Economy	4000-8000
Harshida	Mumbai	5 lakh-10 lakh	Once a year or less	Economy	2000-4000
Urmi Shah	Mumbai	5 lakh-10 lakh	Once a year or less	Economy	8000-10000
Sameera	Mumbai	10 lakh and above	A few times a year	Economy	4000-8000
Pooja gada	Mumbai	5 lakh-10 lakh	A few times a year	Economy	4000-8000
Dhurma	Mumbai	1 lakh-5 lakh	A few times a year	Economy	2000-4000
Which flight do you prefer for domestic travel?	How important are the following factors to you when choosing an airline for your flights? [Departure and/or arrival time was more convenient]	How important are the following factors to you when choosing an airline for your flights? [Flight had fewer stops or better connections]	How important are the following factors to you when choosing an airline for your flights? [Air fare was better]	How important are the following factors to you when choosing an airline for your flights? [Frequent flyer program]	How important are the following factors to you when choosing an airline for your flights? [Inflight services are better (meals, movies, flight attendants, etc.)]

IndiGo	Very important	Very important	Important	Neutral	Important
Vistara	Very important	Very important	Very important	Very important	Very important
IndiGo	Very important	Important	Important	Important	Not at all important
Air India	Very important	Important	Very important	Important	Very important
IndiGo	Important	Important	Important	Neutral	Neutral
IndiGo	Very important	Very important	Very important	Not at all important	Neutral
Spicejet	Important	Very important	Important	Important	Important
Vistara	Neutral	Unimportant	Neutral	Neutral	Unimportant
Vistara	Important	Very important	Very important	Neutral	Important
Air India	Important	Very important	Very important	Neutral	Neutral
Spicejet	Important	Very important	Important	Unimportant	Very important
IndiGo	Very important	Very important	Very important	Not at all important	Important
IndiGo	Neutral	Neutral	Neutral	Not at all important	Neutral
Air India	Important	Important	Important	Neutral	Very important
IndiGo	Important	Important	Very important	Important	Very important
Vistara	Neutral	Neutral	Neutral	Neutral	Neutral
IndiGo	Important	Important	Neutral	Unimportant	Important
Air India	Very important	Very important	Very important	Neutral	Neutral
IndiGo	Important	Important	Neutral	Neutral	Important
Spicejet	Important	Important	Very important	Important	Neutral
Vistara	Very important	Very important	Very important	Very important	Very important
Air India	Very important	Important	Important	Important	Important
Vistara	Very important	Very important	Important	Very important	Very important
IndiGo	Very important	Very important	Very important	Neutral	Neutral
Air India	Important	Unimportant	Neutral	Not at all important	Important
Air India	Very important	Important	Very important	Important	Important
Vistara	Very important	Important	Very important	Very important	Very important
Air India	Very important	Very important	Important	Unimportant	Unimportant
Spicejet	Important	Important	Neutral	Neutral	Important
How important are the following factors to you when choosing an airline for	How important are the following factors to you when choosing an airline for	How important are the following factors to you when choosing an airline for your flights? [Travel agent/company	How important are the following factors to you when choosing an airline for	Please indicate how much time you spend in line or waiting during each of these	Please indicate how much time you spend in line or waiting during each of these

your flights? [Grounds services are better (ticketing, baggage handling, check-in, etc.)]	your flights? [Personal preference for specific airline]	travel department recommendation]	your flights? [Aircraft preference]	stages of your typical trip: [Aircraft boarding]	stages of your typical trip: [Boarding gate counter]
Neutral	Neutral	Neutral	Important	20+ min.	6-10 min.
Important	Neutral	Neutral	Important	20+ min.	20+ min.
Important	Very important	Not at all important	Neutral	11-20 min.	6-10 min.
Important	Very important	Important	Important	6-10 min.	6-10 min.
Neutral	Neutral	Neutral	Neutral	6-10 min.	6-10 min.
Neutral	Unimportant	Not at all important	Not at all important	0-5 min.	0-5 min.
Important	Important	Neutral	Important	20+ min.	11-20 min.
Not at all important	Neutral	Unimportant	Not at all important	6-10 min.	6-10 min.
Important	Important	Important	Important	Didn't use	Didn't use
Important	Neutral	Unimportant	Unimportant	6-10 min.	6-10 min.
Very important	Unimportant	Unimportant	Neutral	6-10 min.	11-20 min.
Important	Important	Not at all important	Important	0-5 min.	6-10 min.
Neutral	Neutral	Not at all important	Neutral	0-5 min.	0-5 min.
Very important	Important	Important	Very important	11-20 min.	6-10 min.
Very important	Important	Important	Important	6-10 min.	11-20 min.
Neutral	Neutral	Neutral	Neutral	Didn't use	Didn't use
Important	Neutral	Neutral	Important	6-10 min.	11-20 min.
Important	Important	Neutral	Neutral	11-20 min.	11-20 min.
Very important	Neutral	Important	Important	0-5 min.	6-10 min.
Important	Important	Unimportant	Neutral	11-20 min.	0-5 min.
Very important	Very important	Not at all important	Important	11-20 min.	11-20 min.
Important	Important	Neutral	Important	11-20 min.	6-10 min.
Important	Very important	Unimportant	Unimportant	No wait	Didn't use
Neutral	Neutral	Neutral	Neutral	11-20 min.	11-20 min.
Important	Important	Unimportant	Important	0-5 min.	0-5 min.
Important	Neutral	Neutral	Neutral	6-10 min.	11-20 min.
Very important	Important	Important	Important	11-20 min.	11-20 min.
Important	Important	Not at all important	Very important	6-10 min.	0-5 min.
Important	Neutral	Neutral	Neutral	6-10 min.	0-5 min.
Please indicate how much time you spend in	Please indicate how much time you spend in	Please indicate how much time you spend in line or waiting during	Please indicate how much time you spend in	Please indicate whether you agree or	Please indicate whether you agree or

line or waiting during each of these stages of your typical trip: [Security checkpoint]	line or waiting during each of these stages of your typical trip: [Express baggage/ seat check-in counter]	each of these stages of your typical trip: [Ticket counter]	line or waiting during each of these stages of your typical trip: [Baggage claim]	disagree with the following statements regarding the price of the tickets for your most recent trip: [I planned on taking this trip regardless of the price of the ticket.]	disagree with the following statements regarding the price of the tickets for your most recent trip: [I originally planned this trip through a specific airline, but switched to another because of the price of the ticket.]
0-5 min.	0-5 min.	6-10 min.	11-20 min.	N/A	N/A
20+ min.	20+ min.	20+ min.	20+ min.	Disagree	Agree
11-20 min.	0-5 min.	6-10 min.	11-20 min.	Disagree	Agree
6-10 min.	0-5 min.	6-10 min.	6-10 min.	Disagree	Agree
0-5 min.	0-5 min.	0-5 min.	0-5 min.	Disagree	N/A
0-5 min.	0-5 min.	0-5 min.	0-5 min.	Disagree	Disagree
6-10 min.	6-10 min.	20+ min.	11-20 min.	Disagree	Agree
0-5 min.	0-5 min.	6-10 min.	6-10 min.	Disagree	N/A
11-20 min.	Didn't use	No wait	0-5 min.	N/A	N/A
6-10 min.	Didn't use	6-10 min.	6-10 min.	Disagree	Agree
11-20 min.	6-10 min.	6-10 min.	11-20 min.	Disagree	Disagree
6-10 min.	No wait	No wait	6-10 min.	N/A	N/A
0-5 min.	0-5 min.	0-5 min.	0-5 min.	Agree	Disagree
20+ min.	11-20 min.	6-10 min.	20+ min.	N/A	Agree
20+ min.	11-20 min.	11-20 min.	11-20 min.	Disagree	N/A
Didn't use	Didn't use	Didn't use	Didn't use	N/A	N/A
20+ min.	20+ min.	11-20 min.	20+ min.	Agree	Agree
11-20 min.	6-10 min.	11-20 min.	20+ min.	N/A	Agree
6-10 min.	6-10 min.	0-5 min.	6-10 min.	Disagree	Disagree
0-5 min.	0-5 min.	11-20 min.	20+ min.	Disagree	Agree
6-10 min.	6-10 min.	11-20 min.	11-20 min.	Agree	Agree
6-10 min.	6-10 min.	0-5 min.	6-10 min.	Disagree	Disagree
0-5 min.	No wait	Didn't use	0-5 min.	Disagree	Agree
0-5 min.	0-5 min.	0-5 min.	6-10 min.	Agree	Disagree
6-10 min.	0-5 min.	0-5 min.	6-10 min.	Disagree	Disagree
20+ min.	6-10 min.	Didn't use	11-20 min.	Disagree	Agree
20+ min.	6-10 min.	11-20 min.	20+ min.	Agree	Disagree
0-5 min.	11-20 min.	11-20 min.	11-20 min.	Disagree	Disagree
6-10 min.	Didn't use	6-10 min.	6-10 min.	N/A	Agree
Please indicate whether you agree or disagree with the following statements	Please indicate whether you agree or disagree with the following statements	Please indicate whether you agree or disagree with the following statements regarding the	Please indicate whether you agree or disagree with the following statements	Which airline did you use for your most recent flight? If you are uncertain, enter "don't	Please rate the in-flight service for your most recent flight: [Availability of

regarding the price of the tickets for your most recent trip: [I did not have a particular airline in mind when planning this trip, and chose an airline based solely on the price of the ticket.]	regarding the price of the tickets for your most recent trip: [I was planning to take this trip at a specific date, but changed the date of my flight based on the price of the ticket.]	price of the tickets for your most recent trip: [I originally planned on driving or taking other alternative modes of transportation for my trip, but chose to fly instead because of the ticket price.]	regarding the price of the tickets for your most recent trip: [I was not planning to take a trip at all, but decided to take one because of the price of the tickets.]	know" in the box below.	flight attendants]
N/A	N/A	N/A	N/A	Don't know	Poor
Disagree	Disagree	Disagree	Disagree	Indigo	Good
Agree	Agree	Disagree	Disagree	Dont know	Excellent
Agree	Agree	Agree	Agree	Indigo	Good
Agree	Agree	N/A	N/A	Indigo	Good
Agree	Agree	Disagree	Disagree	indigo	Good
Agree	Agree	Agree	Disagree	Air India	Good
Disagree	Disagree	Disagree	Disagree	Vistara	Good
Agree	Agree	Agree	N/A	Dont know	N/A
Agree	Disagree	Disagree	Disagree	Dont know	Good
Disagree	Agree	Agree	Disagree	Don't know	Good
Agree	Agree	Agree	Disagree	Indigo	Excellent
Agree	Disagree	Agree	Disagree	Indigo spicejet	Excellent
Agree	N/A	Agree	Agree	Dont know	Good
Agree	Agree	N/A	Disagree	Indigo	Good
N/A	N/A	N/A	N/A	Spice jet	Good
N/A	N/A	N/A	N/A	Spicejet	Good
Agree	Disagree	N/A	Disagree	Don't know	Good
Agree	Disagree	Disagree	Disagree	Indigo	Good
Agree	Agree	Agree	Disagree	Spice jet	Excellent
Agree	Disagree	Disagree	Disagree	Vistara	Excellent
Agree	Disagree	Disagree	Disagree	Vistara	Good
Disagree	Agree	N/A	Disagree	Vistara	Excellent
Disagree	Agree	Disagree	Disagree	Dont know	Good
Agree	Disagree	Disagree	Agree	Spice Jet	Good
Agree	Disagree	Disagree	Disagree	Don't know	Good
Disagree	Disagree	Agree	Agree	Spice Jet	Good
Agree	Disagree	Disagree	Disagree	Air india	Good
Agree	Agree	N/A	Agree	Spice jet	Good
Please rate the in-flight service for your most recent flight: [Courtesy of flight crews]	Please rate the in-flight service for your most recent flight: [Appearance of flight crews]	Please rate the in-flight service for your most recent flight: [Pilot's communication with passengers]	Please rate the in-flight service for your most recent flight: [Quality of food and drinks]	Please rate the in-flight service for your most recent flight: [Overall service level]	What would have improved the in-flight service?

Poor	Poor	Poor	Poor	Bad	Food drink also staff
Good	Good	Good	Poor	Good	Better food and no delays in the initial processing
Good	Bad	N/A	Good	Good	Stop selling goods..
Good	Good	Good	Good	Good	Food choice
Good	Good	Good	Good	Good	Can't think of anything
Good	Good	Poor	Good	Good	nothing
Good	Poor	Good	Poor	Good	Better food, cost, timely arrival and departure
Good	Good	Good	Good	Good	NA
N/A	N/A	N/A	N/A	N/A	Service
Good	Good	Good	Good	Good	Boarding
Good	Good	Good	Good	Good	Nothing
Excellent	Good	Excellent	Good	Excellent	---
Excellent	Excellent	Excellent	Excellent	Excellent	All good
Good	Good	Poor	Poor	Good	Leg space. Better food
Excellent	Excellent	Good	Good	Good	Nothing much
Good	Good	Good	Poor	Good	No idea
Good	Good	Good	Poor	Good	Attending at every bell the passenger rings for services without any grudges
Good	Good	Good	N/A	Good	N/A
Good	Good, Poor	Excellent	Good	Good	None.
Excellent	Excellent	Excellent	Excellent	Excellent	Cheaper food resources
Excellent	Excellent	Excellent	Excellent	Excellent	More connectivity
Good	Good	Good	Poor	Good	Food quality
Excellent	Excellent	Excellent	N/A	Excellent	None
Good	N/A	Good	Good	Good	It was good overall for the price level
Good	Good	Excellent	Excellent	Excellent	.
Good	Good	Good	Good	Good	Space ofcourse with broader seats as not all are size zero
Good	Good	Good	Good	Good	Food severe on domestic flight can be better quality.
Good	Poor	Excellent	Good	Good	Dress of crew,

					specially ladies
Good	Good	Good	Good	Good	Food availability can be better

Demand Data

Prices of Air India tickets to various popular destinations	Price	dem and	change in price	change in demand	change in price	change in demand
1	1890	254	2890	189	890	329
2	2223	251	3223	186	1223	326
3	2249	250	3249	185	1249	325
4	2441	250	3441	185	1441	325
5	2459	240	3459	175	1459	315
6	2515	235	3515	170	1515	310
7	2826	230	3826	165	1826	305
8	2963	225	3963	160	1963	300
9	3351	223	4351	158	2351	298
10	3884	215	4884	150	2884	290
11	3884	210	4884	145	2884	285
12	4440	210	5440	145	3440	285
13	5115	200	6115	135	4115	275
14	6797	190	7797	125	5797	265
Avg	3359.786	227.3571				

Supply Data

Price	supply	change in price	change in supply	change in price	change in supply
1890	10	2890	30	990	0
2223	15	3223	35	1323	0
2249	23	3249	43	1349	3
2441	32	3441	52	1541	12
2459	37	3459	57	1559	17
2515	46	3515	66	1615	26
2826	55	3826	75	1926	35
2963	67	3963	87	2063	47
3351	74	4351	94	2451	54
3884	83	4884	103	2984	63
3884	92	4884	112	2984	72
4440	109	5440	129	3540	89
5115	115	6115	135	4215	95
6797	125	7797	145	5897	105
Avg	3359.786	63.07143			

