

**A STUDY ON CUSTOMER PERCEPTION WITH  
REGARD TO PROMOTIONAL STRATEGIES OF KING  
FISHER AIRLINES" COIMBATORE**

**A PROJECT REPORT**

Submitted

*P-2504*

by

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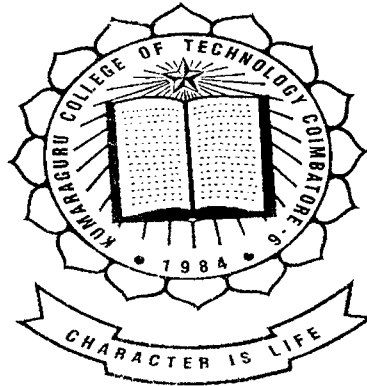


in partial fulfillment of the requirements of

**Anna University-Coimbatore**

for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY**

**JULY 2008**

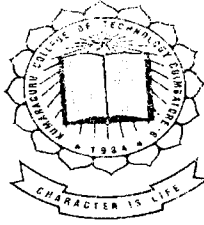
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*CERTIFICATES*

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DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled "CUSTOMER PERCEPTION WITH REGARD TO PROMOTIONAL STRATEGIES OF KING FISHER AIRLINES COIMBATORE" is the bonafide work of Mr. NIDHIN VIJAYAN who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Faculty Guide

Director

Evaluated and viva-voce conducted on ..... 1.11.08 .....

Examiner I

Examiner II

## DECLARATION

I hereby declare that the dissertation entitled “CUSTOMER PERCEPTION WITH REGARD TO PROMOTIONAL STRATEGIES OF KING FISHER AIRLINES COIMBATORE” submitted for the MASTER OF BUSINESS ADMINISTRATION degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.



Signature of the student

With date

16/09/08

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*ACKNOWLEDGEMENT*

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## ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Prof. Dr. K. Arumugam**, the prime guiding spirit of Kumaraguru College of Technology.

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In great honor and with indebt gratitude I think my inspiring guide **Prof.K.R.Ayyasamy** who has taken great interest in helping mo on and often in the successful pursuit of my project. I am very much fortunate to get such a good guide, who encouraged me constantly with good counsel and helped me to complete the project successfully on time.

I express my heartfelt gratitude to **Mr.Suresh Nair**, General Manager, KingFisher Airlines, Coimbatore, for giving me an opportunity for doing the project in their esteemed organization and encouraged me with this expert counseling and guidance for successful completion of my research study.

Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

## EXECUTIVE SUMMARY

Customer satisfaction is a business term to measure how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Customer perception is an important component of business relationship with their customers.

This study on Customer Perception towards the promotional activities of KingFisher Airlines, Coimbatore focuses on customer perception. The study is conducted with the objective of identifying key factors influencing customer perception on the promotional activities introduced and offered by KingFisher. The project also analyzes the feedback from the customers and suggestions are given to improve customer

relationship.

The study assumes the characteristics of exploratory & descriptive research. The study has taken in to account 50 customers. Data were collected from the respondents using specially designed questionnaire. The data collected were analyzed using various statistical techniques.



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## *INTRODUCTION & DESIGN OF STUDY*

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## **CHAPTER 1**

### **INTRODUCTION AND DESIGN OF THE STUDY**

#### **1.1 INTRODUCTION**

The competition that is faced by today's business world is to satisfy the users and customers with quality service. The customer is the supreme power. Customer perception, Customer service and Customer satisfaction is the main area of concentration by the big giants of the market.

At this stage the survival of any organization's growth and survival is at its stake and they can expect to exist only if they can compete against their competitors efficiently. Competing in the sense, they have to prove themselves in terms of their service, service quality, proper response, transit time, proper handling of goods, packing and courtesy to customers. When the above said factors are at the peak, then it is possible for an organization to survive. Another important fact for survival is the organizations acceptance of new upcoming and advanced technologies.

Time and price are the two major competitors since customers are mostly impressed by the time of service offered to them and they are also really interested in an organization for the best cost they offer over the others. In addition to other special privileges offered to the customers that promotes the business of the organization. Out of time and cost, priority must be given to time because time is the most valuable resource and it should be the focus of any organization. Another important ingredient is the creative and innovative outlook of products and services.

This project mainly focuses on **Customer Perception towards the promotional strategies of King Fisher Airlines and its services.**

Customer satisfaction is a business term to measure how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of

empirical literature that establishes the benefits of customer satisfaction for firms.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Customer perception is an important component of business relationship with their customers.

Promotional activities involve disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix. Promotion is generally sub-divided into two parts:

- Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet) in which the advertiser pays an advertising agency to place the ad



- Mid line promotion: Promotion within the organisation (e.g. [to promote the workers working within the organization. to increase incentives etc...])
- Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows etc.,

This project makes an extensive study on the promotional offers of King Fisher Airlines and Customers perception towards these offers.

## **1.2 KINGFISHER AIRLINES PROFILE**

King Fisher Airlines have proved to be a pioneer domestic care in the airline industry for the past few years with a history of the UB group that dates back to 1983. The vision of King Fisher Airlines is to deliver a safe, value based and enjoyable travel experience to all their guests without any compromise. Their motive is to gain trust, loyalty and good will of their guests.

Kingfisher Airlines is led by a dynamic, extremely talented and experienced team.

### **1.2.1 BOARD OF DIRECTORS**

- **Dr. Vijay Mallya, Chairman & CEO**

Dr. Vijay Mallya is the face of the \$2 billion UB Group. Dr. Mallya took over the reins of The UB Group in 1983 at the tender age of 28 and has, since then, steered The UB Group to a multinational conglomerate and the 3rd largest spirits group in the world. Dr. Mallya is instrumental in shaping the Kingfisher brand as a truly global superbrand.

- **Mr. Subhash Gupte, Vice-Chairman, The UB Group**

Before joining The UB Group ten years ago, Mr. Gupte has spent over 25 years in the civil aviation industry and has served as the acting Chairman and Managing Director of Air India. He comes on the board of Kingfisher Airlines as a strategic direction provider to the company.

- **Mr. Piyush Mankad**

Mr. Piyush Mankad is a distinguished member of the Indian Administrative Service and has served in the Cabinet Committee in the Ministry of Finance. He also serves on the board of various companies as an Independent Director.

- **Mr. A.K. Ravi Nedungadi**

Mr. Nedungadi is The President & Group CFO of The UB Group and brings to Kingfisher Airlines a rich and diverse experience of corporate finance with him.

- **Diwan Arun Nanda**

Diwan Arun Nanda is the Chairman and Managing Director of Rediffusion DYR. He is a Gold Medallist from the Indian Institute of Management, Ahmedabad and started his marketing career with Levers before he co-founded Rediffusion, one of the leading advertising agencies in India.

- **Mr. V.K. Rekhi**

Mr. V K Rekhi is the President of the Spirits Division of The UB Group and has over 37 years of experience. He has served on the Board of various Public Companies both in India and abroad.

- **Dr. Naresh Trehan**

Dr. Naresh Trehan is India's leading Cardio Thoracic and Vascular Surgeons. He founded the Escorts Heart Institute & Research Centre and is its Executive Director. He has been conferred both Padmashree and Padmabushan awards by the Government of India. He has also been a Professor of Surgery at the New York University Medical Centre.

- **Mr. Rup Pillai**

A Divisional Vice President with The UB Group, his valuable experience in the finance function is available on tap to Kingfisher Airlines. He is the Managing Director of United Breweries (Holdings) Ltd., which is the holding company of The UB Group.

### **1.2.2 SPECIALIZED SERVICES OFFERED BY KINGFISHER**

- **Fare options/Booking options/Home delivery**

KingFisher is committed to making tickets easily available to their Guests. Kingfisher Airlines tickets can be purchased by:

- Calling up Call Centers
- The Kingfisher Airlines website ([www.flykingfisher.com](http://www.flykingfisher.com))
- The Home Delivery option
- Through the Travel Agents

They follow a dynamic fare policy and the fare levels fluctuate depending on the number of bookings made / anticipated on a particular flight.

It is their commitment to their Guests that at any given point of time the lowest available fare at that time would be made available on all booking mediums. In case a lower fare level is available after a Guest has made his booking, a rebooking will be allowed on the lower fare level after paying a seat release charge. Their fares are quoted in Indian Rupees and

in US Dollars. Their International guests can book and make payments through their credit card.

- **Amendments and Cancellations**

At Kingfisher Airlines their Guests can amend or cancel their tickets up to one hour before the scheduled departure of the flight.

- **Keeping Guests informed**

Kingfisher airlines are committed to keep their Guests informed in case of known delays, cancellations and diversions as early as possible. They use the contact details in their reservation record to update guest or if the guest have made the reservation through a travel agent they attempt to contact them in case their contact number is not available in records.

- **Overbooking**

KingFisher operate with the objective that no Guest with a confirmed reservation should be denied boarding. Keeping this objective in mind they commit to as many Guests reservations as the number of seats on each flight.

- **Refunds**

On cancellation of a booking, the refund will be processed in the same medium in which the ticket was purchased, and through the point of sale.

- **Terminal locations**

Currently Kingfisher Airlines operates to Agartala, Agatti Island, Ahmedabad, Bagdogra, Bangalore, Bhubaneshwar, Bhuj, Chennai, Coimbatore, Delhi, Goa, Guwahati, Hubli, Hyderabad, Imphal, Indore, Jaipur, Kochi, Kolkata, Mangalore, Mumbai, Nagpur, Pune, Raipur, Srinagar, Trichy, Tirupati, Trivandrum, Varanasi, Vijayawada and Vishakapatnam airports.

- **Valet assistance**

As a value added service, Valet assistance is available at all airports. This assistance is available from the time guest reach the airport to the time they Check-in. Assistance is also available on arrival at the airports.

- **Checking-In**

All efforts are taken by the airlines to ensure a smooth Check-in. The availability of multiple Check-in counters and the presence of efficient staff help reduce congestion, which translates into less waiting time at the counters and 'On time' departure of our flights.

- **Delay Handling**

In case of delay at the airport, the airlines make all effort to minimize the inconvenience. Guests are offered refreshments in case the delay is more than one hour. In case of longer delays, Guests are offered meal subject to the airport facilities and local infrastructure.

- **Roving Agents**

No more waiting at the Check-in counter. Guests with hand baggage need not wait at the check-in counter to collect their boarding pass. They can directly approach the security check-in counters. Deployed outside the Security check-in area will be Kingfisher Airlines' Roving Agent who will attend to these guests personally and book them on their choice of seats. Specially trained Roving Agents will reach out to guests and check



them in using a mobile digital device and printer. Kingfisher Airlines is the first airline in India to launch this unique service.

- **In-flight entertainment**

Kingfisher Airlines is the first domestic airline in India to offer personalized In-flight Entertainment. Guests have the option of Live TV, Fun TV and 10 audio channels on Kingfisher Radio with choices appealing to every segment's expectations. The video choices range from Sports to fashion to an exclusive channel for kids. Similarly the audio channels range from Ghazals to hip-hop to rock music. All efforts are made to ensure that they have a wide selection every time they fly. Another unique feature of their In-flight Entertainment system is the on screen moving map that let them know the Funliner's location, altitude, speed and other relevant flight details.

- **Meal options**

KingFisher offers their Guests complimentary meals on all flights. At this stage, Guests have the choice of opting for vegetarian or non vegetarian meals on most sectors. The menus are designed considering the Guest

feedback and are frequently changed to meet their changing tastes. To ensure that the Guests get different choices every time they travel, they have six different types of menu which are changed everyday.

- **World class crew**

The Crew is personally selected by the chairman. They undergo a rigorous training program in the Safety and First aid, Service Delivery and Personality development before they are cleared to take on the role of hosts on board.

- **Baggage Delivery**

Kingfisher Airlines endeavor to reunite checked baggage with guest as soon as they reach their destination. Kingfisher Airlines representatives are present in the arrival lounge and any assistance on account of bulky baggage.

- **Delayed / missed Baggage**

In a situation of misrouted baggage they will make every effort to locate and deliver the baggage as soon as possible. When a misrouted baggage

is tracked they attempt to deliver it at their expense at the time convenient to the Guests. Delivery of baggage for international destination in case of transit, may take some time considering the longer flight duration, availability of flights and custom and immigration procedures.

- **Special needs**

Kingfisher Airlines are committed to provide a seamless travel experience to their guests who require special assistance. This commitment is clearly established by the fact that their personnel at various functional areas are well trained to handle their special needs. Special care is taken even while assigning a seat on board the flight. These Guests are assigned seats closer to the exits and lavatories so that they can board, use facilities and disembark in comfort.

- **Unaccompanied Minor**

Children in the age group of 5 to 11, holding a confirmed reservation and traveling alone qualify as Unaccompanied Minors. KingFisher takes the responsibility of escorting them safely to their destination. Kingfisher

Airlines personnel assist in check-in and boarding process and introduce the child to the flight attendants on board. The flight attendants take special care of the child to ensure a comfortable and enjoyable flight. At the destination their staff escorts the child to the arrival terminal and meets the person named on the UNM form. Only after checking the credential of the assigned person the child is released. The airline will assign someone to take care and make sure that your child is never really alone

- **Guests with reduced mobility and Senior Citizens**

Guest with disabilities can expect a personalized and caring treatment from them. An escort with a wheel chair can be assigned to the Guest. Help in check-in, boarding and disembarkation can also be availed. Their flight attendants are formally updated about Guest's requirements on board their flights. Besides, a personalized briefing is also conducted on the flight for visually impaired Guests, Guests with reduced mobility and other Guests with special needs to familiarize them with the safety and service aspects of the flights. Similarly senior citizens also have the option of availing wheel chair assistance if required.

### **1.3 NEED FOR THE STUDY**

Every industry goes through narrow phases like introduction, growth, maturity and decline. These stages will vary from place to place based on interceptions and interpretations.

It is a tough competition to maintain the reputation of an organization and this is possible only by means of dedicated service and self-appraisal.

In this current situation it is really necessary for every organization to perform a self-appraisal to study themselves and to know how far they have reached the market and the customer and what the customer thinks about the service and offers given by them to promote business and this has led to the study on customer perception towards promotional activities of KingFisher Airlines.

## **1.4 SCOPE OF THE STUDY**

The scope of study is confined to customers of KingFisher Airlines. The study primarily aims at finding out the customer's perception towards the promotional activities offered by KingFisher Airlines.

The research has also given emphasis to know about the customer satisfaction towards the services offered by KingFisher Airlines. A sample size of around 50 customers was taken into account for this purpose.

## **1.5 STATEMENT OF THE PROBLEM**

This area of Research is confined to make a detailed study on customer's perception towards the promotional activities offered by KingFisher airlines. The study primarily aims at identifying the attitude and preference of customer's using KingFisher services.

## **1.6 OBJECTIVES OF THE STUDY**

### **Primary Objective**

To analyze the promotional activities of KingFisher Airlines and to make a thorough study on customer's perception towards these promotional activities.

### **Secondary Objective**

- To give an overview of promotional offers of KingFisher Airlines
- To discuss on other facilities offered to customers by KingFisher Airlines.
- To find out the customer perception towards the promotional offers of KingFisher Airlines.
- To make an analysis of the promotional offers and to suggest measures for improved services.

## **1.7 REVIEW OF LITERATURE**

**Holbrook Jr, Robert L, Kulik, Carol T.**<sup>1</sup> has made a survey on Customer perceptions of justice in service transactions: the effects of strong and weak ties. This research used a justice perspective to investigate the effects of outcome favorability, opportunity for voice, and interpersonal treatment in a service context. Results suggest that all three variables influenced customer reactions to bank loan decisions. Weak-tie customers were more sensitive to outcome favorability than strong-tie customers. Strong-tie customers were more sensitive to opportunity for voice than weak-tie customers. Implications for improving customer reactions to service transactions are discussed

**Scotti, Dennis J, Driscoll, Alfred E, Harmon, Joel, Behson, Scott J.**<sup>2</sup> has made a study on Links Among High-Performance Work Environment, Service Quality, and Customer Satisfaction: An Extension to the Healthcare Sector. Healthcare managers must deliver high-quality patient services that generate highly satisfied and loyal customers. In this article, we examine how a high-involvement approach to the work



environment of healthcare employees may lead to exceptional service quality, satisfied patients, and ultimately to loyal customers. Specifically, we investigate the chain of events through which high-performance work systems (HPWS) and customer orientation influence employee and customer perceptions of service quality and patient satisfaction in a national sample of 113 Veterans Health Administration ambulatory care centers. Theoretical and practical implications of our findings, including suggestions of how healthcare managers can implement changes to their work environments, are discussed.

**Maguire, S, Koh, S.C.L., Huang, C.**<sup>3</sup> has made a survey on identifying the range of customer listening tools: a logical pre-cursor to CRM? The purpose of this paper is to examine the use of listening tools by several large companies to obtain information about customers' needs, preferences, and perceptions of their performance in order to facilitate customer relationship management (CRM), and identify some best practices, which are salient activities for managing customer perception and satisfaction. Design/methodology/approach. The primary

contribution of this research is its discussion of a variety of different customer listening tools used by firms.

**Nysveen, Herbjørn, Pedersen, Per E.**<sup>4</sup> has made An exploratory study of customers' perception of company web sites offering various interactive applications: moderating effects of customers' Internet experience. Often interactive applications as customer communities and personalization are implemented on company web sites to support the customers. This article is based on the assumption that users' general experience with the Internet moderates the effects of these applications. Results from an experiment show how general Internet experience moderates the effects of interactive applications.

**Johns, Nick, Tyas, Phil**<sup>5</sup> has made a survey on Customer Perceptions of Service Operations: Gestalt, Incident or Mythology?. This article proposes that scaled perceptions of service quality, such as those elicited by Likert scale questionnaires, are influenced by two principal factors. Noteworthy incidents occurring during the service experience affect perceptions in a largely random way.

In addition, commonly-held perceptions of different types of service establishment provide a basis upon which perceptions are built. These perceptions may be regarded as 'mythologies': generalisations or exaggerated versions of reality expressed in similar terms by a groups of individuals. The results suggest that service incidents play the most obvious part in perception formation, but there is also evidence of mythologies at work.

**Specht, Nina, Fichtel, Sina, Meyer, Anton<sup>6</sup>** has made a study on Perception and attribution of employee's effort and abilities. Purpose — Do customers recognize the effort and abilities of employees in service encounters? If so, to what extent do their perceptions influence customer satisfaction? The paper seeks to answer these questions. Design/methodology/approach — Two empirical studies, including a critical incident study and a video-based experiment. Theoretically, this paper builds on motivation theory, naïve psychology, and attribution theory.

**Liu, Annie H., Leach, Mark P.**<sup>7</sup> has made a study on Developing Loyal Customers with a Value-adding Sales Force: Examining Customer Satisfaction and the Perceived Credibility of Consultative Salespeople. The consultative services of business-to-business salespeople are becoming increasingly important to customers when evaluating a supplier's overall value. Thus, a customer evaluation may depend on the salesperson's expertise and trustworthiness; without trust or expertise, customers hesitate to adopt the solutions presented by a salesperson. This study investigates the perceived expertise and trust of a salesperson in a business-to-business context.

**Manjunatha, K., Shivalingaiah, D.**<sup>8</sup> has made a study on Customer's Perception of Service Quality in Libraries. Service quality assesses performance of products and services from customers' perspective. A library has both tangible products and intangible services. Assessing Service quality as management technique is of recent origin and new to Library and Information Science (LIS) professionals. Proper understanding of customers' perceptions along service quality dimensions is essential for LIS professionals to recognize the customer expectations.

Aligning the products/services to meet customer expectations would result in reduced gaps in perceptions of service quality. In this paper, the authors briefly explain the concept of service quality; trace its development and highlight some of the results of an empirical study on service quality in academic libraries is presented.

**Subramony, Mahesh, Beehr, Terry A, Johnson, C. Merle**<sup>9</sup> has made a study on Employee and Customer Perceptions of Service Quality in an Indian Firm. We proposed a model complementing existing conceptions of the relationship between service employees and their customers, that proposes service effectiveness as an employee-level predictor of customer-perceived service quality. Service effectiveness refers to employees' perceptions of meeting or even exceeding the service-related expectations of the organisation and external customers. We investigated the relationship between service effectiveness, team maturity, and service quality in an Indian branch of an international office products organisation.

**Fine, Leslie M, Schumann, David W.**<sup>10</sup> has made a survey on The Nature and Role of Salesperson Perceptions: The Interactive Effects of Salesperson/ Customer Personalities. Selling is a social situation in which two people come together for a specific purpose and, in doing so, influence each other. Although customers' perceptions and outcomes have often been explored in the context of personal selling, salespersons' perceptions and outcomes have received far less attention. Each customer brings to the interaction a unique combination of personal characteristics and needs, and the influence of the customer's characteristics on the salesperson should be examined. We conclude that the attitude and behavior consistency of a low self-monitor provides clear direction to the high self-monitoring partner, who seeks cues from the partner to guide behavior.

**Goodwin, Ross , Ball, Brad**<sup>11</sup> has made a survey on Closing the Loop on Loyalty. Leading companies want to align their business around what customers value because it's the best leading indicator of profitable market share. However, the challenge doesn't lie in collecting customer information, rather it lies in engaging and changing the organization

based on the results. This article details how organizations can create an integrated cross-functional and cross-organizational approach for acting on customer's perceptions of products and services. The resultant closed-loop system will deliver superior customer, shareholder, and employee loyalty.

**Ibrahim, Essam E, Joseph, Matthew, Ibeh, Kevin I. N.**<sup>12</sup> has made a survey on Customers' perception of electronic service delivery in the UK retail banking sector. This study aims to explore the key factors of the electronic service quality (e-SQ) perceptions of UK banking customers and to evaluate the customers' perceptions of their banks' actual performance on the identified e-SQ dimensions. This study has drawn on a sample of 135 UK retail banking customers in exploring the key dimensions of the relatively new electronic service quality (e-SQ) construct, and evaluating how the survey

**Schneider, Benjamin, Bowen, David E.**<sup>13</sup> has made a study on Employee and Customer Perceptions of Service in Banks: Replication and Extension. Survey data from 142 employees and 968 customers from

28 branches of a bank were analyzed with the following results: (a) Moderate support was found for previous work on correlates of role stress for boundary role employees (Parkington & Schneider, 1979), and good support was found for relationships between branch employees' and branch customers' service perceptions and attitudes (Schneider, Parkington, & Buxton, 1980); (b) some significant relationships were reported between branch employees' perceptions of organizational human resources practices and branch customers' attitudes about service; and (c) employee attitudes and customer attitudes were related to their own and one another's turnover intentions. Results are discussed from the perspective of promoting an integration of consumer and organizational behavior in the service sector.

**Susskind, Alex M, Kacmar, K. Michele, Borchgrevink, Carl P.**<sup>14</sup> has made a study on Customer Service Providers' Attitudes Relating to Customer Service and Customer Satisfaction in the Customer-Server Exchange. The authors proposed and tested a model describing the relationship between customer service providers' perceptions and attitudes toward their service-related duties and their customers'



perceptions of satisfaction with their service experiences. Results indicated that the perception of having standards for service delivery in an organization is strongly related to line-level employees' perceptions of support from coworkers and supervisors. Perceived support from coworkers was significantly related to service providers' customer orientation, whereas perceived support from supervisors showed a weaker relationship to a customer orientation. Ultimately, service providers' customer orientation was strongly related to customers' satisfaction with service. Finally, a set of post hoc analyses indicated that coworker and supervisory support explained a greater proportion of incremental variance in the model than did perceived organizational support alone.

**Heinonen, Kristina**<sup>15</sup> has made a study on The Role of Digital Service Encounters on Customers' Perceptions of Companies. The service encounter occurs whenever a customer interacts with a company personally or through technology through, for example, the Internet, e-mail, or telephone. Nowadays, customers frequently initiate the encounter as, for example, inquiries, information searches, and

complaints are conveniently performed online. This article explores the role of digital service encounters on customer perceptions of companies. A conceptual framework that captures customer perceived service encounter value on two dimensions (responsiveness and personalization) is proposed. An empirical study exploring the value of company responses to digital contacts indicated that many contacts are responded to promptly and satisfyingly.

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## *METHODOLOGY*

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## **CHAPTER 2**

### **METHODOLOGY**

#### **2.1 RESEARCH METHODOLOGY**

The study on Customer Perception towards promotional activities of KingFisher Airlines is descriptive and analytical in nature. The study is based on primary and secondary data. Primary data was collected through questionnaire and unstructured interview schedule. The secondary data was obtained from KingFisher Airlines, publications, magazines and websites and their old records and history.

Discussions were held with various team members of KingFisher to make a thorough study on the promotional activities and to have a better understanding of the entire operations of KingFisher.

## **2.2 RESEARCH INSTRUMENTS**

A structured questionnaire and unstructured interview were adopted for collection of primary data. This type of questionnaire proves more reliable. This questionnaire reduces the chances of the interviewer to be confused over different phrasing of questions and answers. The interviewer is given the choices he has to answer for a particular question and it is easily understandable and predictable.

## **2.3 SAMPLE DESIGN**

The researcher has taken 50 customer's of KingFisher airlines as sample for the present study. The samples were selected by convenience sampling method.

## **2.4 GEOGRAPHICAL COVERAGE**

The study was undertaken on customers of KingFisher Airlines. The customers were located in Tamilnadu mostly and from the nearest cities in Kerala.



## **2.5 STATISTICAL TOOLS USED**

The statistical tool used for estimating the customer's perception towards promotional activities of KingFisher Airlines is Simple Percentage Analysis.

## **2.6 LIMITATIONS**

1. The study is restricted to only fifty customers who are regularly using the services offered by KingFisher Airlines. So the results cannot be generalized for the total customer base.
2. Lack of co-operation from the customer's part to provide the necessary information to know their satisfaction, perception and feedback.
3. The area of study was restricted to few Coimbatore mainly and nearby cities in and around Coimbatore. Hence, caution need to be exercised in generalizing the results of the study.

4. The time availability to perform an overall exhaustive study was not enough to gather the complete scenario.

## **2.7 CHAPTER SCHEME**

The entire research and study has been confined to different areas of classifications in the form of chapters specified as follows:

### **CHAPTER 1: INTRODUCTION AND DESIGN OF THE STUDY**

This chapter briefs out the general introduction about the study done on customer perception, promotional strategies, KingFisher Airlines profile and their service to its customers, the need for the study and scope of the study.

### **CHAPTER 2: RESEARCH METHODOLOGY**

This study deals with the research methodology, research instruments, sample size limitations of the study and the chapter scheme.

### **CHAPTER 3: ANALYSIS AND INTERPRETATION**

This chapter briefs out the Customer Perception towards the promotional activities of KingFisher Airlines using the data collected through questionnaires and it also includes a graphical representation of the same using which interpretations can be done easily and effectively.

### **CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS**

The final chapter elaborates the findings of this research work using data collected through analysis and interpretations and it also provides suggestions for further improvement.

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*ANALYSIS & INTERPRETATION*

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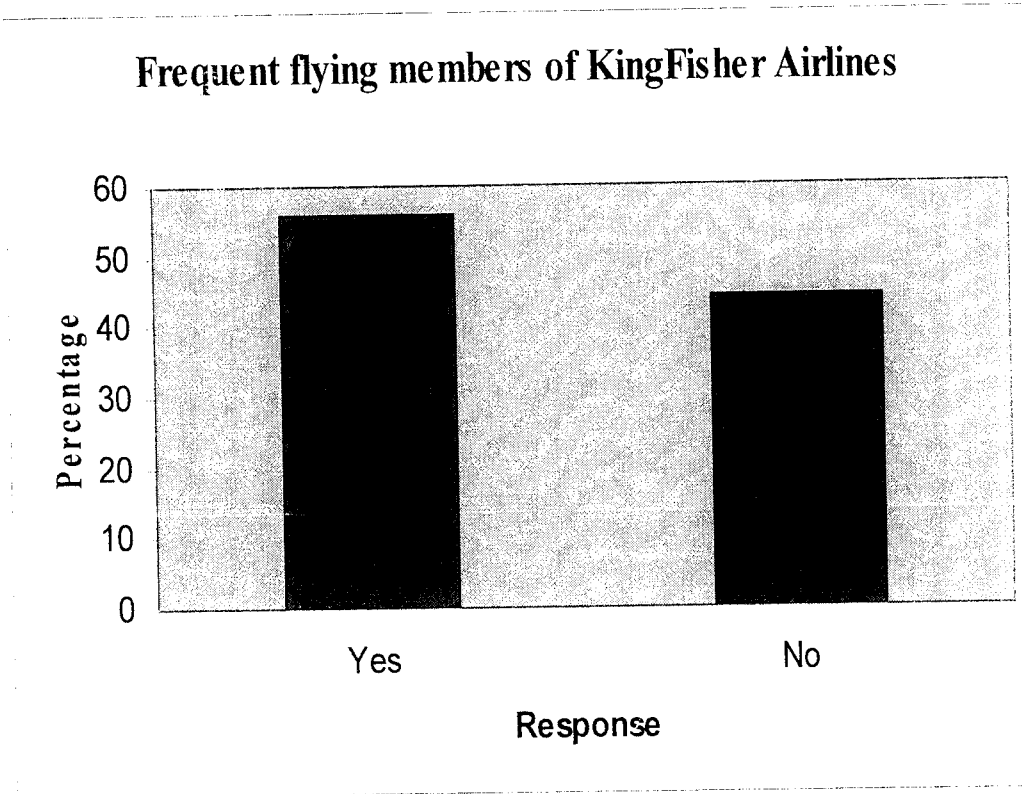
**CHAPTER 3**  
**ANALYSIS AND INTERPRETATION**

**Table 1: Are you a frequent flying member of King Fisher Airlines**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Yes	28	56
No	22	44
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that more customer's are frequent flyers of KingFisher. Around 56% of customers are frequent flyers.

**Chart 1: Are you a frequent flying member of King Fisher Airlines**

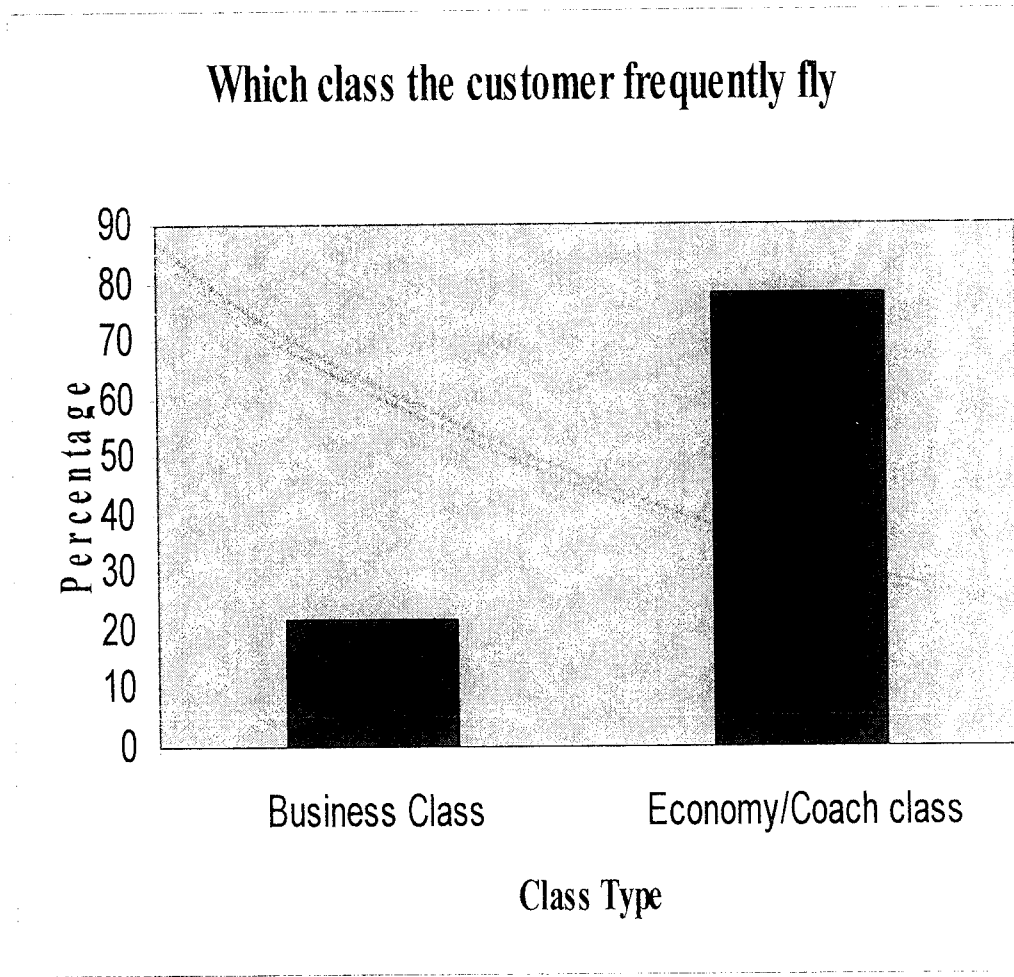


**Table 2: Which class does the customer frequently fly**

<b>Class Type</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Business Class	11	22
Economy/Coach class	39	78
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers prefer economy/coach class. 78% of customers use economy class and 22% use business class when they choose to fly through KingFisher Airlines.

**Chart 2: Which class does the customer frequently fly**



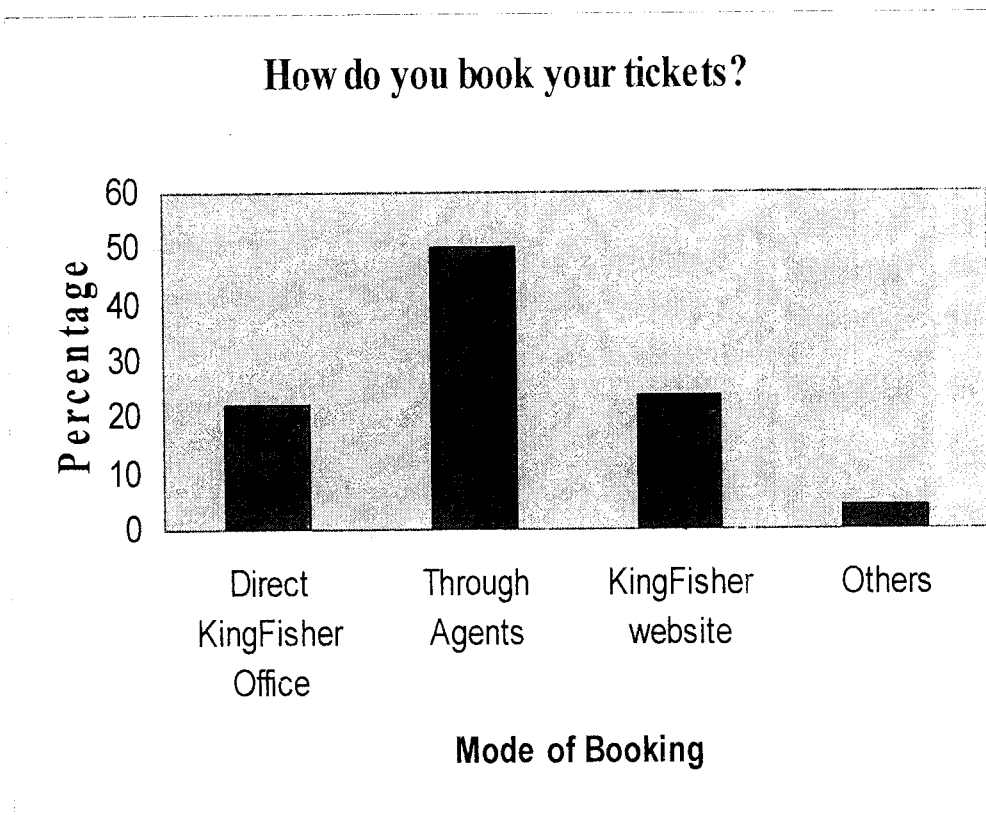


**Table 3: How do you book your tickets?**

<b>Mode of booking</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Direct KingFisher Office	11	22
Through Agents	25	50
KingFisher website	12	24
Others	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers book their tickets through ticket booking agents. 22% of customers book directly through office, 24% through websites and 4% other modes of booking.

**Chart 3: How do you book your tickets?**

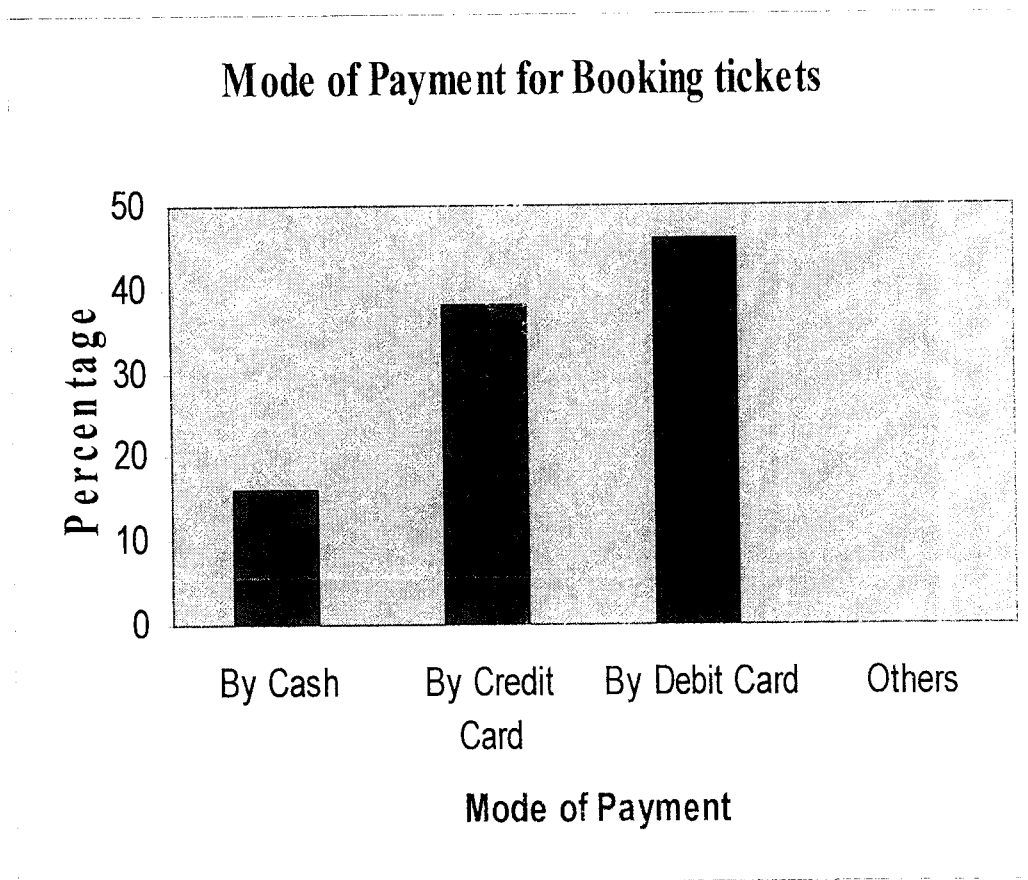


**Table 4: Mode of Payment for booking tickets**

<b>Mode of Payment</b>	<b>Number of Respondents</b>	<b>Percentage</b>
By Cash	8	16
By Credit Card	19	38
By Debit Card	23	46
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers book their tickets by making payments using their debit card. 38% of customers make payment through credit card and 16% of customers make cash payment.

**Chart 4: Mode of Payment for booking tickets**

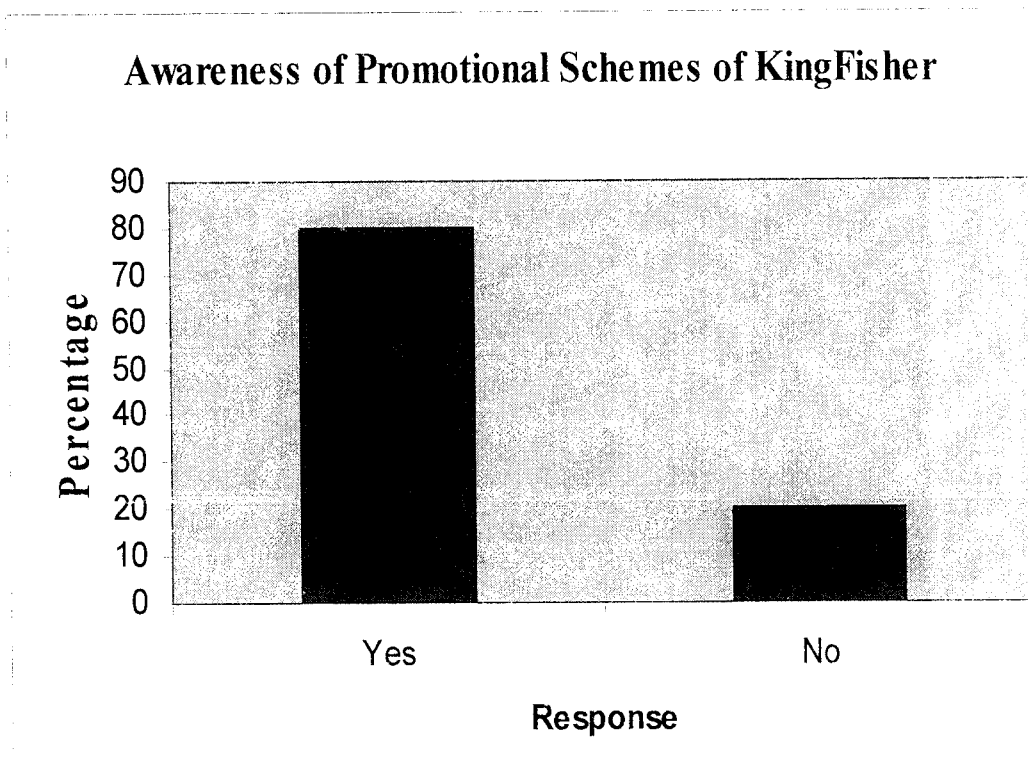


**Table 5: Are you aware of the promotional schemes of KingFisher?**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Yes	40	80
No	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers are aware of the promotional schemes of KingFisher Airlines and 20% of the customers are not aware of the same.

**Chart 5: Are you aware of the promotional schemes of KingFisher?**

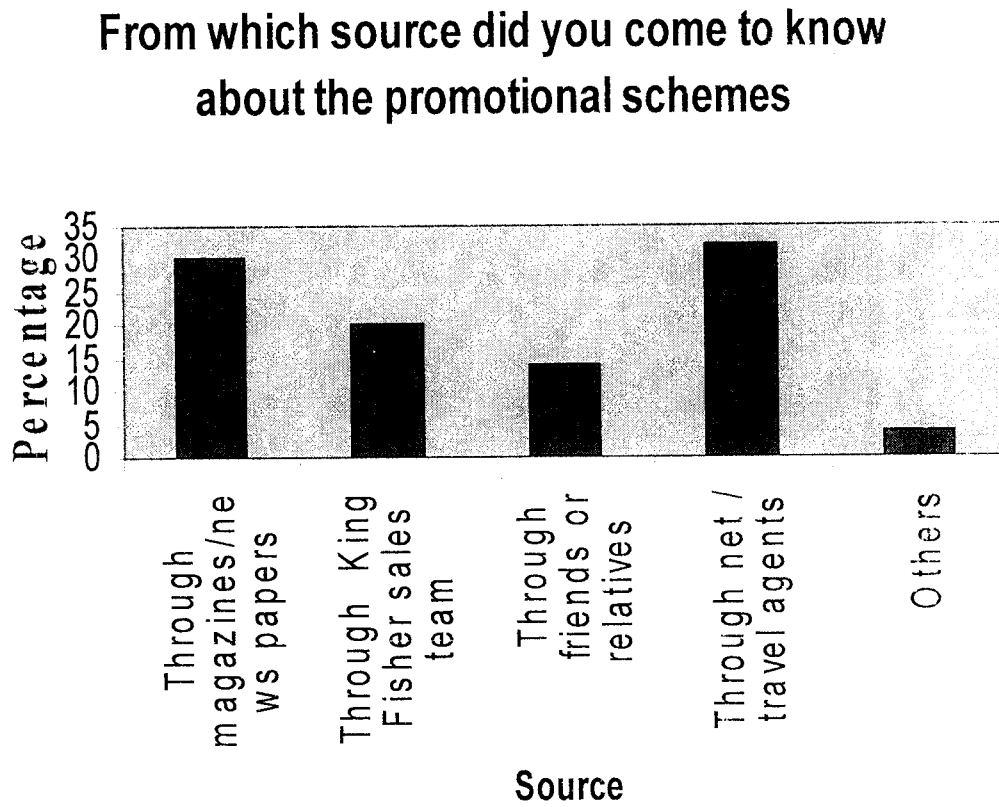


**Table 6: From which source did you come to know about the promotional activities?**

<b>Source</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Through magazines/news papers	15	30
Through King Fisher sales team	10	20
Through friends or relatives	7	14
Through net / travel agents	16	32
Others	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that 32% of customers came to know about the promotional activities through net/travel agents, 30% through magazines and newspapers, 20% through friends and relatives and 4% through other sources like advertisements.

**Chart 6: From which source did you come to know about the promotional activities?**





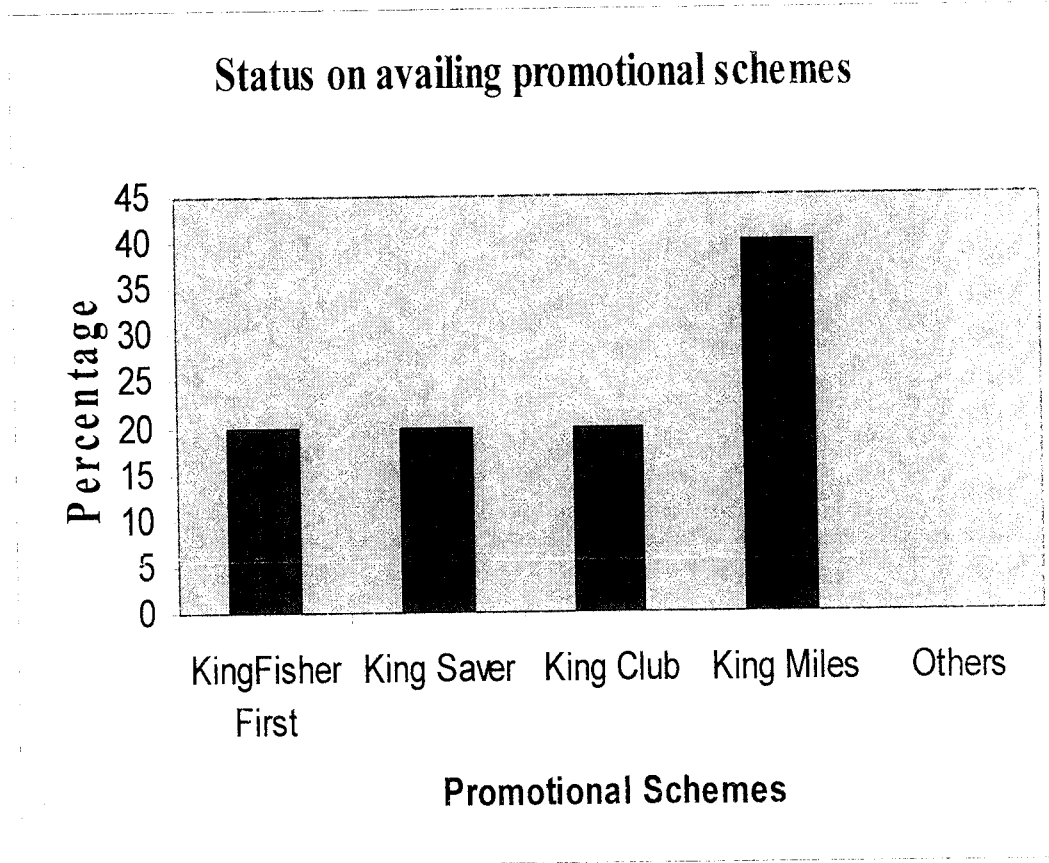
**Table 7: If Yes, Have you availed any of the promotional schemes**

Promotional Schemes	Number of Respondents	Percentage
KingFisher First	10	20
King Saver	10	20
King Club	10	20
King Miles	20	40
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers have used King Miles offer. 20% of customers have availed all the other three types of promotional offers.



**Chart 7: If Yes, Have you availed any of the promotional schemes**

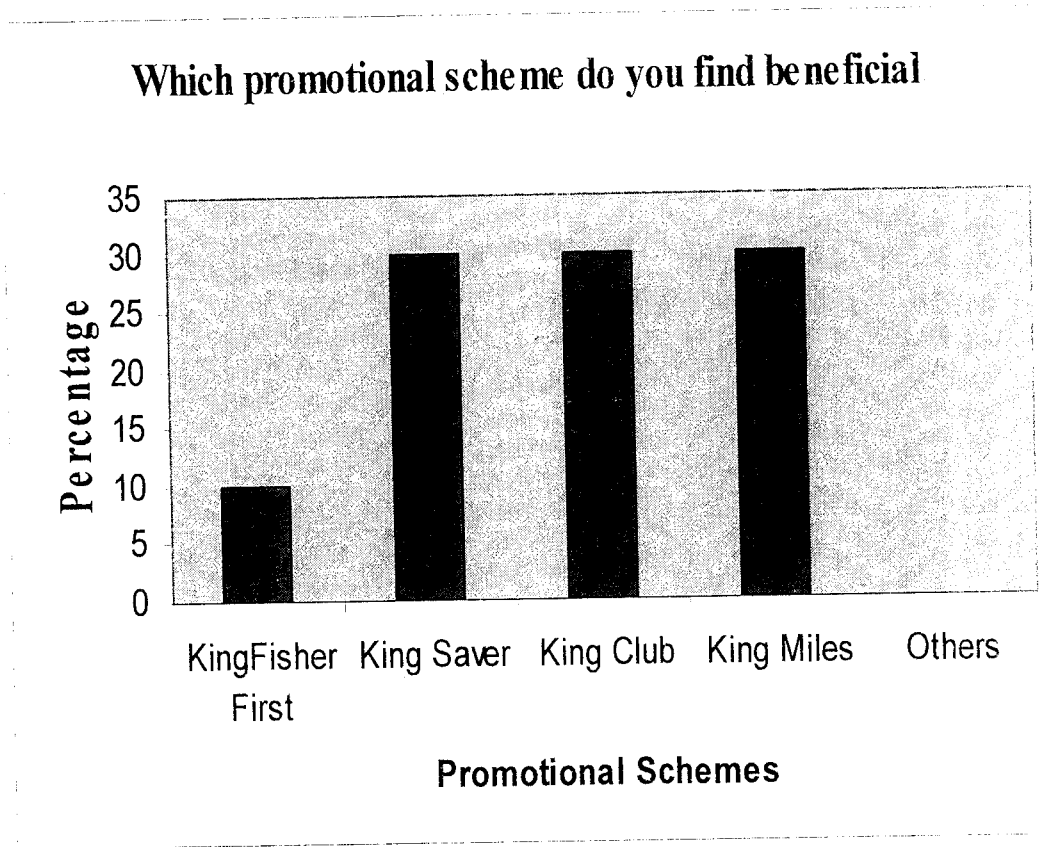


**Table 8: Which promotional scheme do you find beneficial?**

<b>Promotional Schemes</b>	<b>Number of Respondents</b>	<b>Percentage</b>
KingFisher First	5	10
King Saver	15	30
King Club	15	30
King Miles	15	30
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers find King Saver, King Club and King Miles to be more beneficial than KingFisher first offer.

**Chart 8: Which promotional scheme do you find beneficial?**

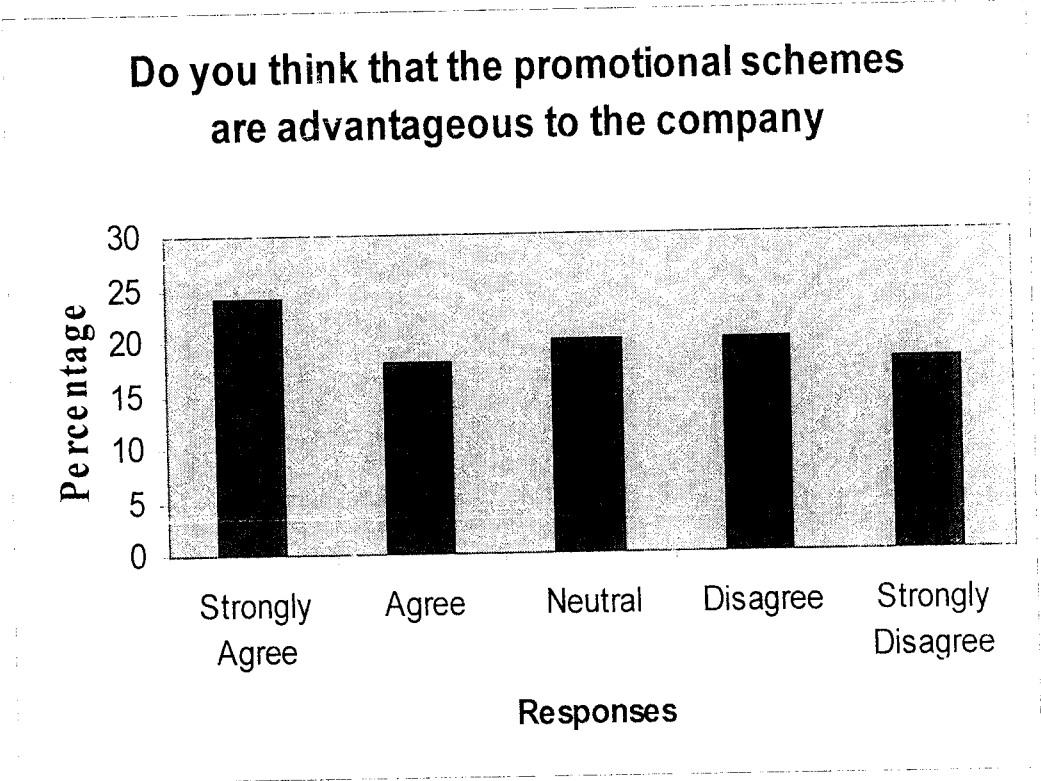


**Table 9: Do you think that the promotional schemes are advantageous to the company?**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Strongly Agree	12	24
Agree	9	18
Neutral	10	20
Disagree	10	20
Strongly Disagree	9	18
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that 24% of customer's strongly agree that the promotional offers are beneficial to the company and 18% agree and 20% people are neutral and 20% customer disagree and 18% strongly disagree.

**Chart 9: Do you think that the promotional schemes are advantageous to the company?**

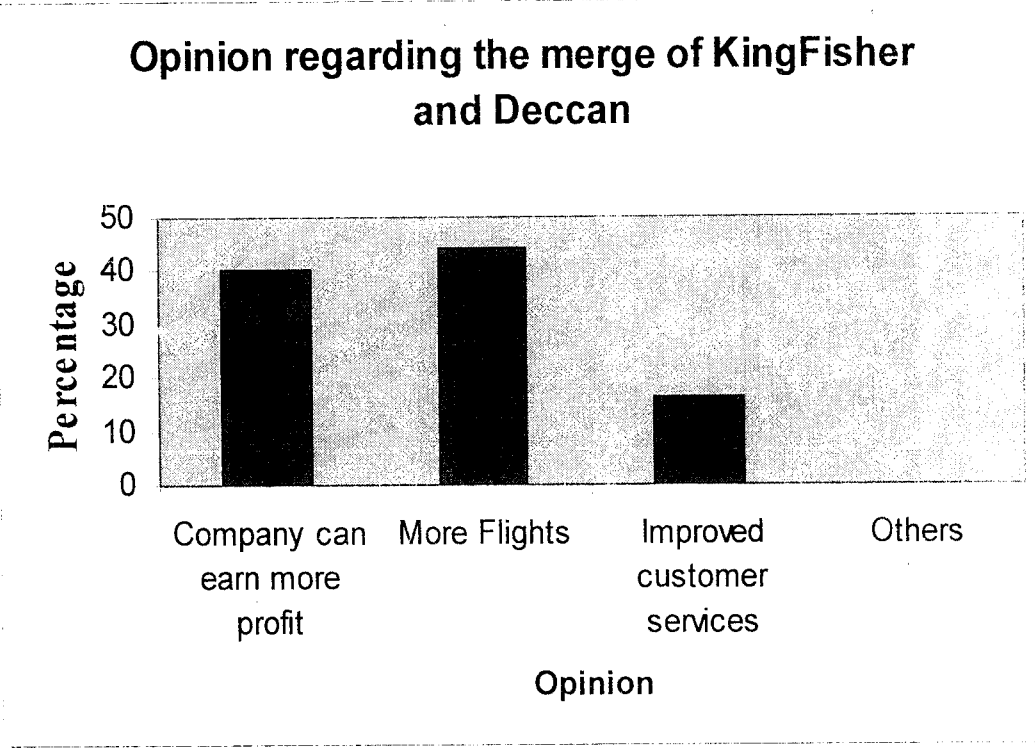


**Table 10: Opinion regarding the merge of KingFisher and Deccan**

<b>Opinion</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Company can earn more profit	20	40
More Flights	22	44
Improved customer services	8	16
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the table it is inferred that 44% of customers say that merging has led to more flights and 40% says it earns more profit to the company and 16% says it provides improved customer service.

**Chart 10: Opinion regarding the merge of KingFisher and Deccan**



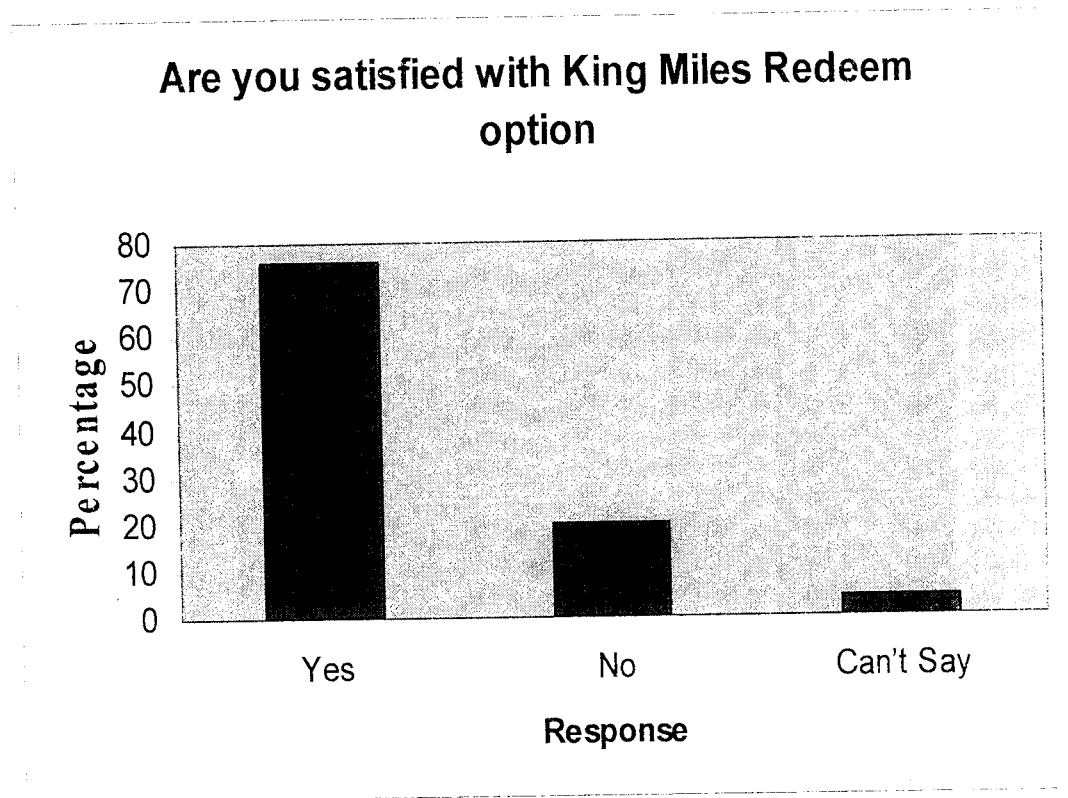


**Table 11: Are you satisfied with the King Miles Redeem option**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Yes	38	76
No	10	20
Can't Say	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

From the table it is inferred that 76% of customer's are satisfied with the King Miles redeem option, 20% are not satisfied and 4% customer's are neutral.

**Chart 11: Are you satisfied with King Miles Redeem option**

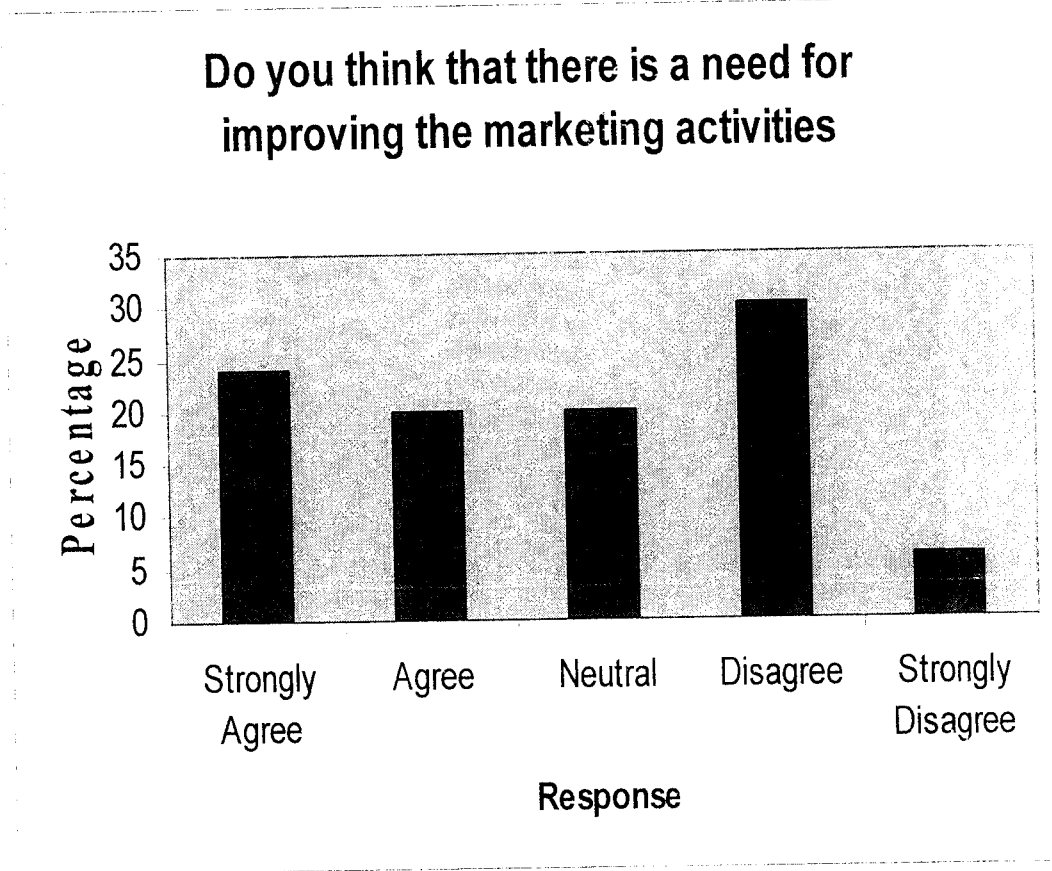


**Table 12: Do you think that there is a need for improving marketing activities?**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Strongly Agree	12	24
Agree	10	20
Neutral	10	20
Disagree	15	30
Strongly Disagree	3	6
<b>Total</b>	<b>50</b>	<b>100</b>

From the table it is inferred that 30% of customers disagree that there is need for improvement in marketing activities, 24% strongly agree, 20% are neutral and 20% agree and 6% are neutral.

**Chart 12: Do you think that there is a need for improving marketing activities?**

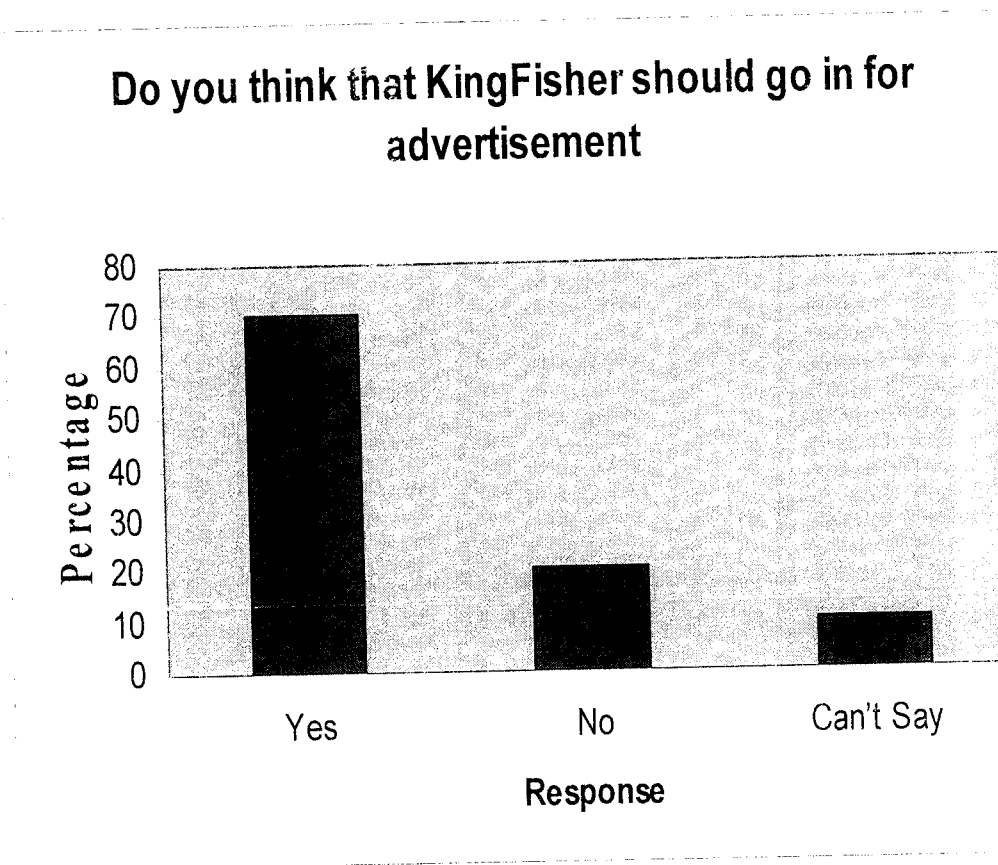


**Table 13: Do you think KingFisher should go in for advertisement?**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Yes	35	70
No	10	20
Can't Say	5	10
<b>Total</b>	<b>50</b>	<b>100</b>

From the table it is inferred that 70% of customers say that KingFisher should go in for advertisement, 20% says no and 10% customers are neutral.

**Chart 13: Do you think KingFisher should go in for advertisement?**

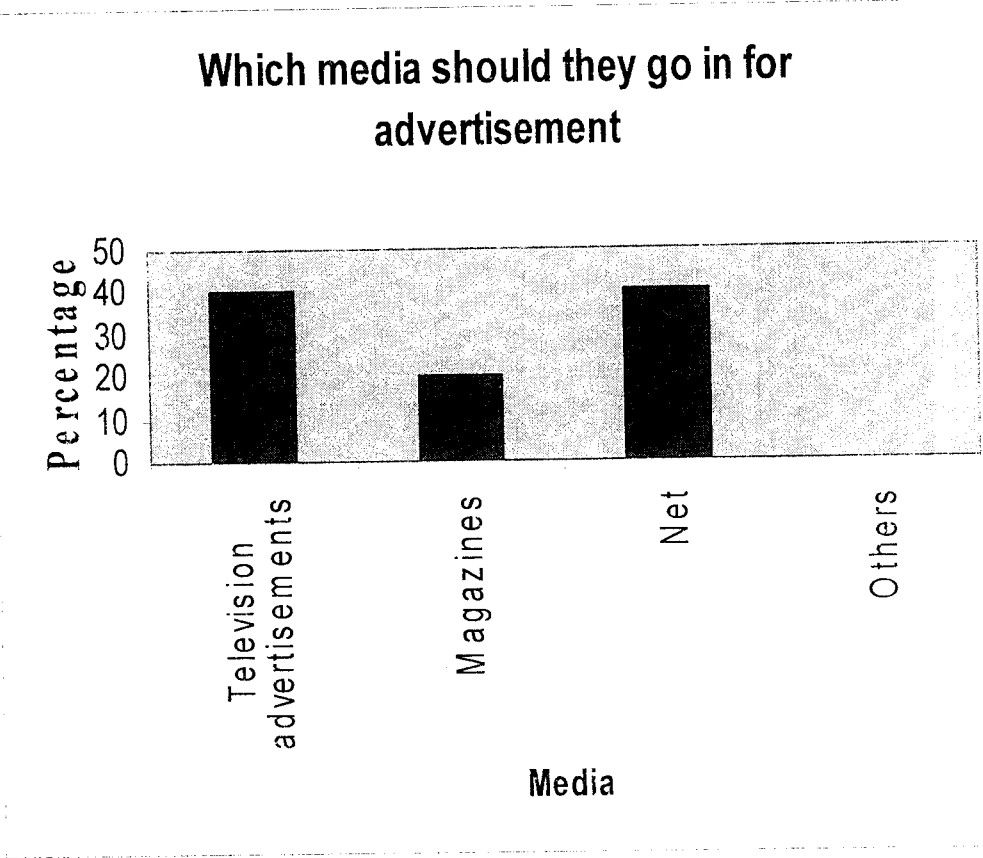


**Table 14: Which media should they choose for advertisement**

<b>Media</b>	<b>Number of Respondents</b>	<b>Total Rating</b>
Television advertisements	20	40
Magazines	10	20
Net	20	40
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that 40% of customers suggest that KingFisher should go in for TV advertisements and advertisements on the Net and 20 % suggests for advertising in the magazines

**Chart 14: Which media should they choose for advertisement**



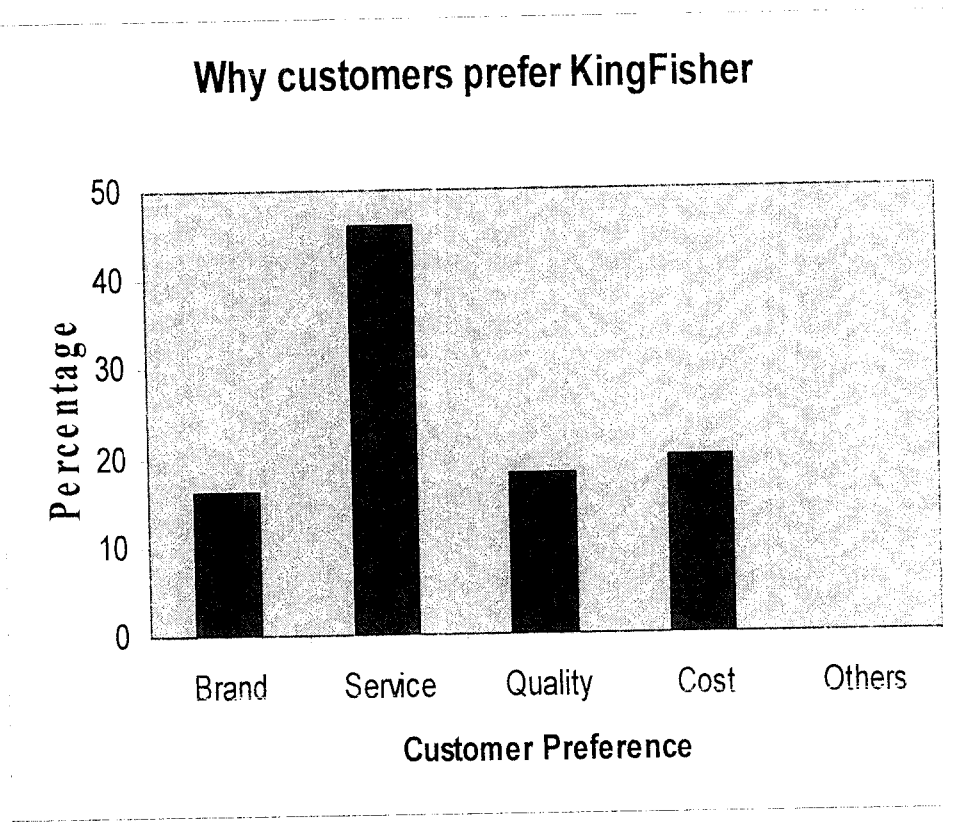


**Table 15: Why customers prefer KingFisher?**

<b>Customer Preference</b>	<b>Number of Respondents</b>	<b>Total Rating</b>
Brand	8	16
Service	23	46
Quality	9	18
Cost	10	20
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers prefer KingFisher for its service, 20% for its cost, 18% for quality and 16% for brand.

**Chart 15: Why customers prefer KingFisher?**



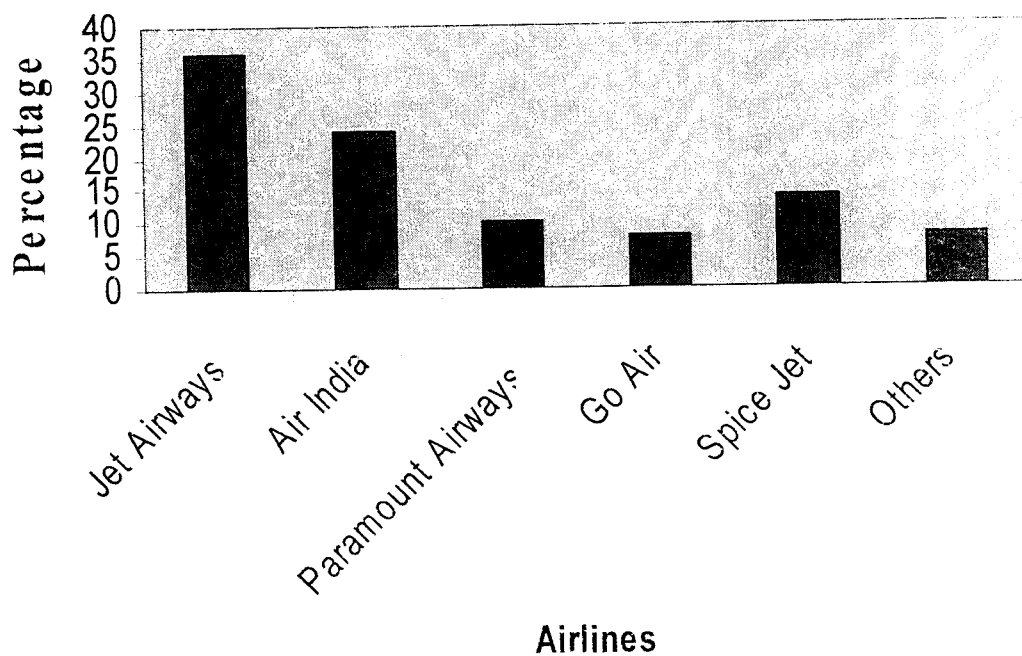
**Table 16: Which would be the next airlines you prefer after KingFisher**

<b>Airlines</b>	<b>Number of Respondents</b>	<b>Total Rating</b>
Jet Airways	18	36
Air India	12	24
Paramount Airways	5	10
Go Air	4	8
Spice Jet	7	14
Others	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that most of the customers prefer Jet Airways next to KingFisher. 24% prefer Air India, 10% prefer Paramount, 8% prefer GO Air, 14% prefer Spice Jet and 8% other airlines.

**Chart 16: Which would be the next airlines you prefer after KingFisher**

**Which airlines you prefer next to KingFisher**

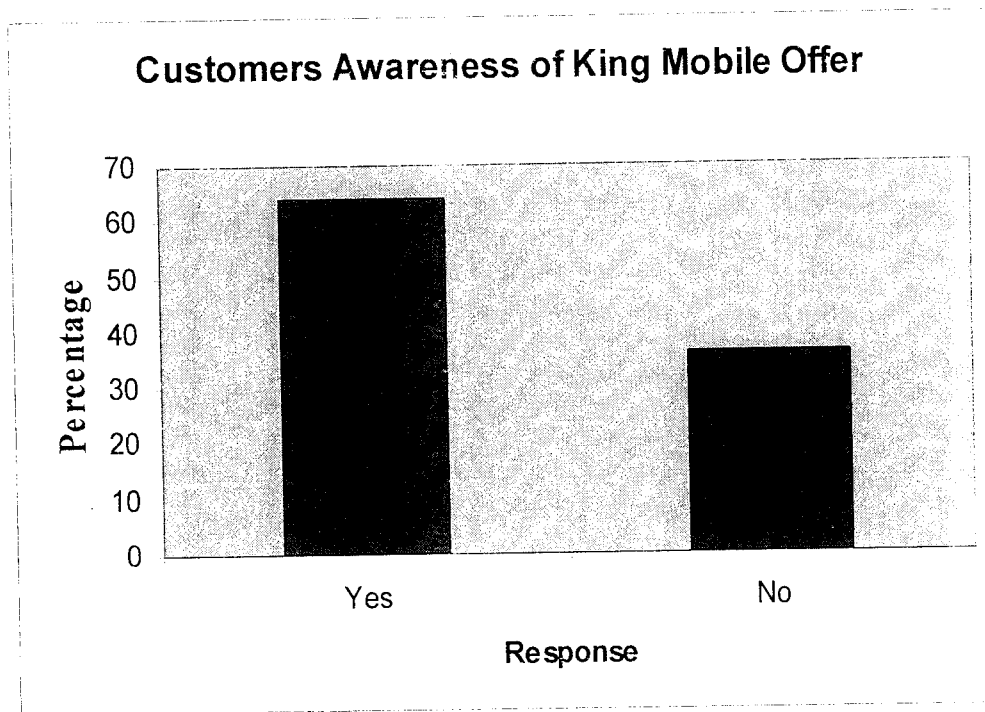


**Table 17: Are you aware of the new promotional offer of King Mobile**

<b>Response</b>	<b>Number of Respondents</b>	<b>Total Rating</b>
Yes	32	64
No	18	36
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that 64% of customers are aware of King Mobile offer and 36% of customers are unaware of it.

**Chart 17: Are you aware of the new promotional offer of King Mobile**

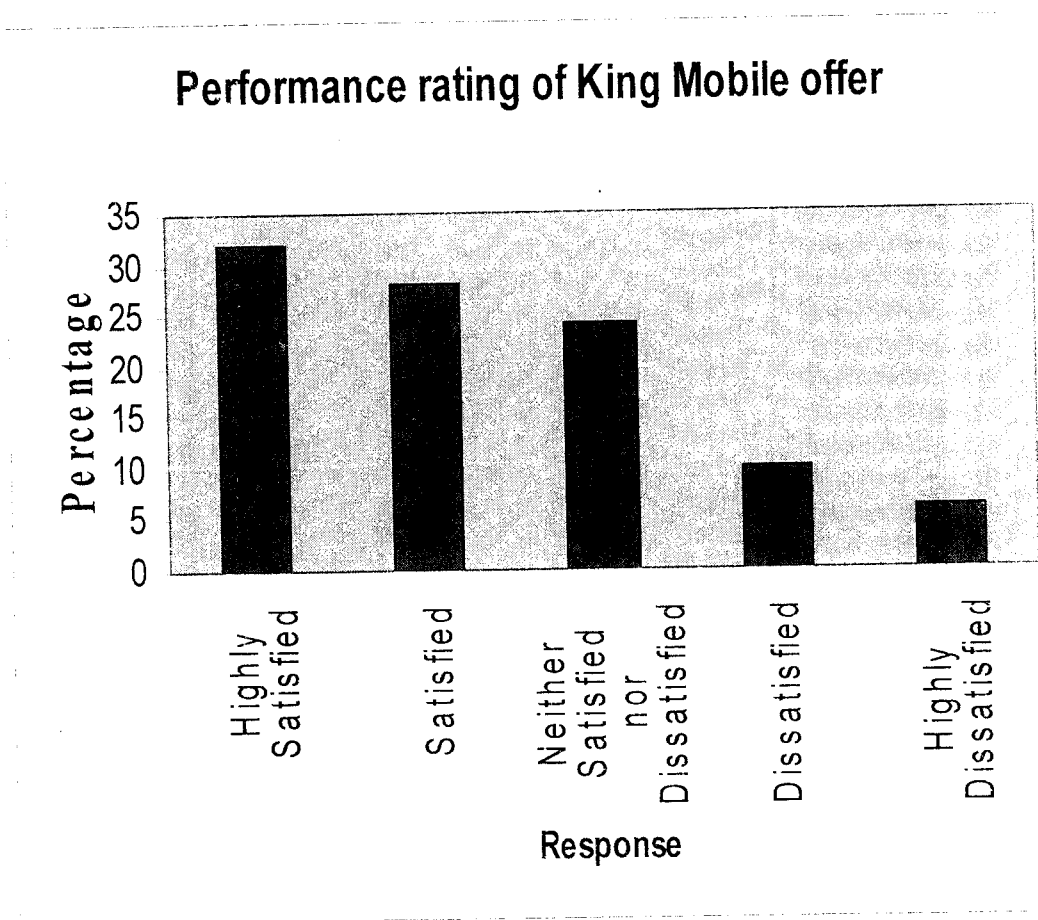


**Table 18: How do you rate the performance of King Mobile offer**

<b>Response</b>	<b>Number of Respondents</b>	<b>Total Rating</b>
Highly Satisfied	16	32
Satisfied	14	28
Neither Satisfied nor Dissatisfied	12	24
Dissatisfied	5	10
Highly Dissatisfied	3	6
<b>Total</b>	<b>50</b>	<b>100</b>

From the above table it is inferred that 32% of customers are highly satisfied by the offer, 28% are satisfied, 24% are neutral, 10% are dissatisfied and 6% are highly dissatisfied.

**Chart 18: How do you rate the performance of King Mobile offer**





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*FINDINGS & INFERENCES*

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## CHAPTER 4

### FINDINGS AND INFERENCES

1. From the analysis it can be observed that most of the customers using KingFisher services are frequent flyers.
2. It is observed from the analysis that 78% of the customers prefer economy/coach class for traveling whereas 22% of customers prefer business class.
3. It is observed from the table that 50% of customers book their tickets through travel agents, 24% through KingFisher website, 22% through direct booking offices and 4% through other modes.
4. It is observed from the table that 46% of customers prefer to pay their booking amount through debit cards, 38% through credit cards and 16% by cash.
5. 80% of the customers of KingFisher are aware of the promotional schemes except for 20% of customers who are not aware of it.

6. 40% of the customers have availed King Miles option, and other 20% of customers have availed King Fisher First, King Club and King Save each.
7. It is also inferred from the analysis that most of the customers find King Saver, King Club and King Miles to be more beneficial when compared with King fisher First offer.
8. It is also inferred from the analysis that 24% of customers strongly agree that these promotional schemes are advantageous to the company, 20% of customers are neutral, 20% disagree and 18% agree and 18% strongly disagree.
9. It also inferred that 32% of customers have come to know about these promotional activities through internet or travel agents, 30% through magazines and newspapers, 20% through king fisher sales team, 14% through friends and relatives, 4% through other modes.
10. From the table it is inferred that 44% of customers say that merging has led to more flights and 40% says it earns more profit to the company and 16% says it provides improved customer service.

11. From the table it is inferred that 76% of customer's are satisfied with the King Miles redeem option, 20% are not satisfied and 4% customer's are neutral.
12. From the table it is inferred that 30% of customers disagree that there is need for improvement in marketing activities, 24% strongly agree, 20% are neutral and 20% agree and 6% are neutral.
13. From the table it is inferred that 70% of customers say that KingFisher should go in for advertisement, 20% says no and 10% customers are neutral.
14. From the above table it is inferred that 40% of customers suggest that KingFisher should go in for TV advertisements and advertisements on the Net and 20 % suggests for advertising in the magazines.
15. From the above table it is inferred that most of the customers prefer KingFisher for its service, 20% for its cost, 18% for quality and 16% for brand.
16. From the above table it is inferred that most of the customers prefer Jet Airways next to KingFisher. 24% prefer Air India,

10% prefer Paramount, 8% prefer GO Air, 14% prefer Spice Jet and 8% other airlines.

17. From the above table it is inferred that 64% of customers are aware of King Mobile offer and 36% of customers are unaware of it.

18. From the above table it is inferred that 32% of customers are highly satisfied by the offer, 28% are satisfied, 24% are neutral, 10% are dissatisfied and 6% are highly dissatisfied.

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## *SUGGESTIONS*

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## CHAPTER 5

### SUGGESTIONS

1. The KingFisher Airlines is known for its service to most of its customers who are frequent flyers of the Airlines and most of the customers prefer economy class or coach class when compared to business classes due to fare differential. Hence KingFisher can try to introduce apex fares to enhance customer traffic to its business class tickets.
  
2. Due to only two direct booking outlets of KingFisher in the city, mostly customers prefer ticket booking through agents paying extra service charges, so KingFisher can go for more direct outlets that will reduce customers from paying extra service charges.
  
3. Though most of the customers are aware of the promotional schemes of KingFisher, there are still 34% customers who are not aware of it, so a good exposure of these promotional activities at a minimal cost with more reachability has to be exhibited.
  
4. Most of the customers prefer King Miles option when compared with the other promotional offers of KingFisher. Therefore the other offers have to be made more attractive.

5. The promotional activities have to be elaborated to all its customers by making its presence global through more advertisements through media and displays.

6. The KingMiles redeem option should be improved to attract more customers.

7. KingFisher should go in for more advertisements to advertise its promotional schemes at airports and its direct outlets and in prominent places in the city.

8. 34% of the customers are not completely aware of the King Mobile offer, so more exposure of the offer have to be exhibited.



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*CONCLUSION*

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## CONCLUSION

The project entitled “The Study on Promotional Offers at King Fisher” gives a detailed report on the study that concentrates on various promotional activities that are offered by King Fisher Airline.

Basically the study concentrates on the different promotional activities, their advantages and how far it has reached the customer. Reachability is studied with the help of a questionnaire that are answered by the customers and analyzed and interpreted.

The project gives a detailed report on the services offered for the customers of Kin Fisher exclusively and also summarizes the inferences and suggests measure to improve their offer schemes in the customer perspective.

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- <http://www.lycos.com>
- <http://www.google.com>
- <http://www.wikipedia.com>

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*APPENDIX*

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**A STUDY ON "CUSTOMER PERCEPTION WITH REGARD TO  
PROMOTIONAL STRATEGIES OF KING FISHER AIRLINES" COIMBATORE  
QUESTIONNAIRE**

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- a) Name : \_\_\_\_\_
- b) Age : BELOW 20  21-30  31-40  41-50  51-60  61-70  71-80
- c) Gender : MALE  FEMALE
- d) Occupation : BUSINESS  EMPLOYEE  PROFESSIONAL  OTHER
- e) Income : 80000-200000  200001-500000  500001 ABOVE

1. Are you a frequent flying member of King Fisher Airlines?  
Yes  No
2. If yes, which class do you often travel?  
Business class  Economy
3. How do you book your ticket?  
Direct King Fisher Office  Through Agents  King Fisher website   
Others if any specify \_\_\_\_\_
4. The mode of payment used?  
By cash  By credit card  By debit card   
Others if any specify \_\_\_\_\_
5. Are you aware of the promotional schemes of King Fisher?  
Yes  No
6. From which source did you come to know about the promotional activities?  
Through magazines/news papers  Through King Fisher sales team   
Through friends or relatives  Through net / travel agents   
Others if any specify \_\_\_\_\_
7. If yes, have you availed any of the promotional schemes?  
King Fisher First  King Saver  King Club   
King Miles  Others if any specify \_\_\_\_\_

8. Which promotional schemes you find beneficial?

King Fisher First  King Saver  King Club

King Miles  others if any specify \_\_\_\_\_

9. Do you think that the promotional schemes are advantageous to the company?

Strongly Agree 5  4  3  2  1  Strongly Disagree

10. Opinion regarding the merge of King Fisher and Deccan?

Company can earn more profit  More flights

Improved customer services

Others if any specify \_\_\_\_\_

11. Are you satisfied with the King Miles Redeem option?

Yes  No  Can't Say

12. Do you agree that there is a need for improving the marketing activities?

Strongly Agree 5  4  3  2  1  Strongly Disagree

13. Do you think King Fisher should go in for advertisement?

Yes  No  Can't Say

14. If yes through which media?

Television advertisement  Magazines  Net

Others if any specify \_\_\_\_\_

15. Why do you prefer King Fisher?

Brand  Service  Quality  Cost

Others \_\_\_\_\_

16. Which would be the next airlines you prefer after King Fisher?  
Jet Airways  Air India  Paramount Airways  Go Air  Spice jet  Others if any specify \_\_\_\_\_

17. Are you aware of the new promotional offer of King Mobile?  
Yes  No

18. How do you rate the performance of King Mobile offer  
Highly Satisfactory 5  4  3  2  1  Not Satisfactory

19. Can you give your suggestions for the improvement of King Fisher promotional schemes?  
\_\_\_\_\_  
\_\_\_\_\_