

Up in the Air

A survey commissioned by ET Magazine looks at consumers' aviation preference – Vistara, Jet and Indigo top the list

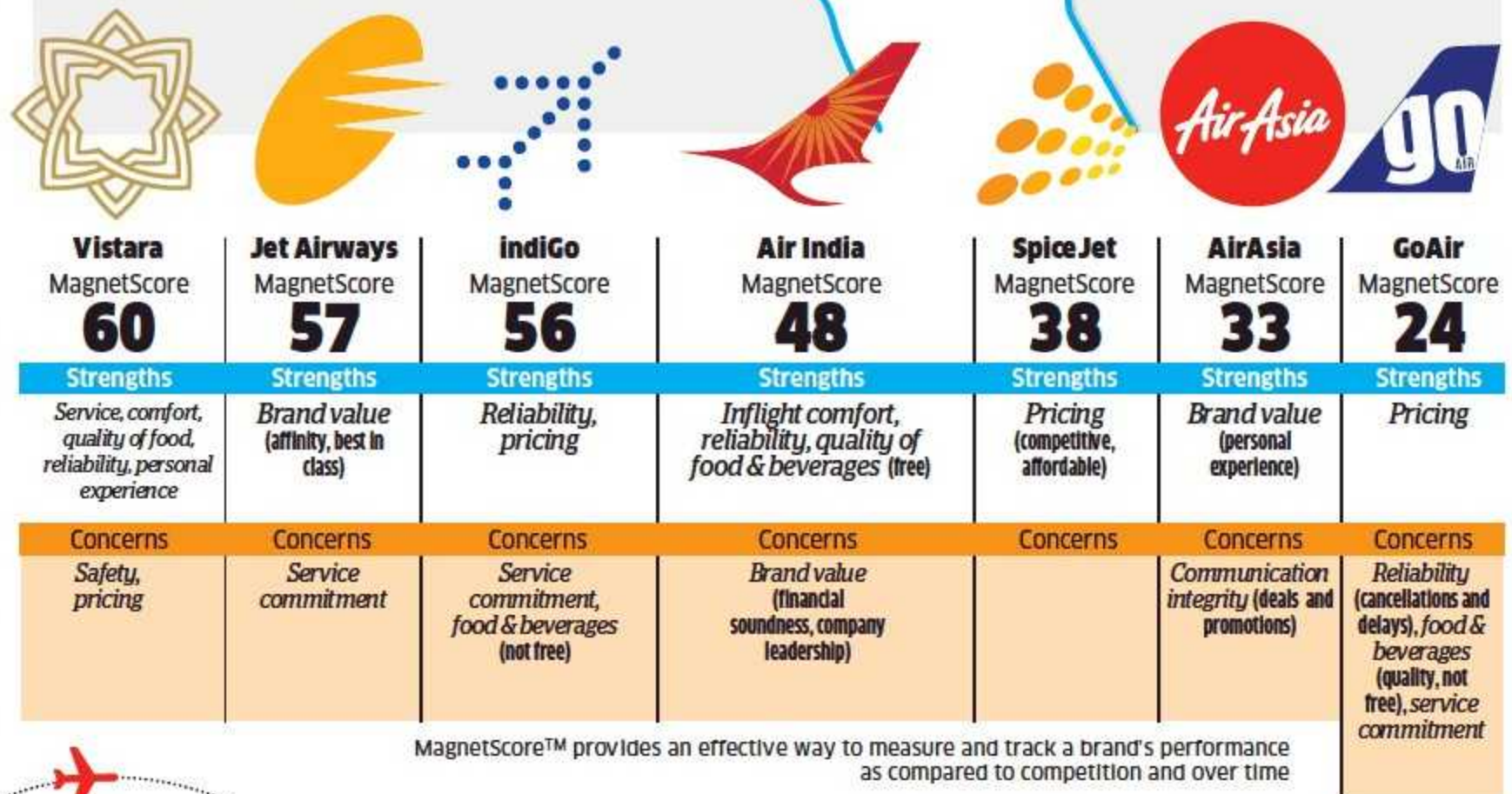
From a delayed flight to a seat with a broken recliner, from a rude staff member to bad food, fliers lash out at airlines on social media with all sorts of complaints. How well and how soon airlines respond to these complaints is crucial. An airline's quick customer service and on-time performance help fuel positive conversations about the brand online. An exclusive analysis of online chatter about India's seven largest domestic airlines (according to passengers carried in January-March 2018) by MavenMagnet for ET Magazine decodes how the brands fare in the minds of fliers on a range of parameters.

The study analysed 16,930 conversations among 13,010 consumers between November 1, 2017, and April 30, 2018, on social media platforms, blogs and news sites, among others. The conversations were evenly distributed across the seven airlines.

MavenMagnet is a multinational data research company. The key advantage of this research methodology is that it does not involve moderation of discussions, surveys or online panels. Instead, MavenMagnet has used software it has developed to analyse conversations consumers had on various interactive platforms with their friends and family members to gather the insights.

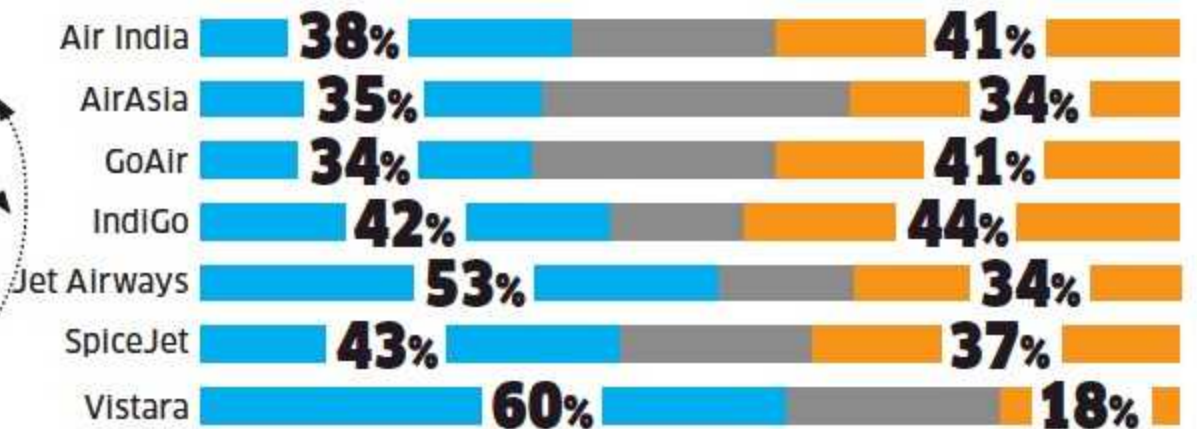
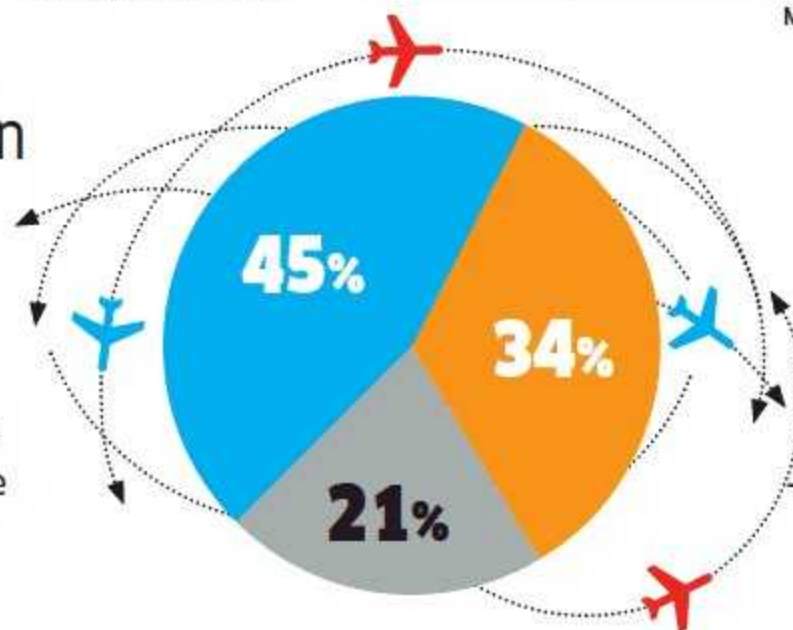
– G Seetharaman

Vistara tops list of seven airlines



Fliers are on the whole positive about airlines

Positive
Negative
Mixed

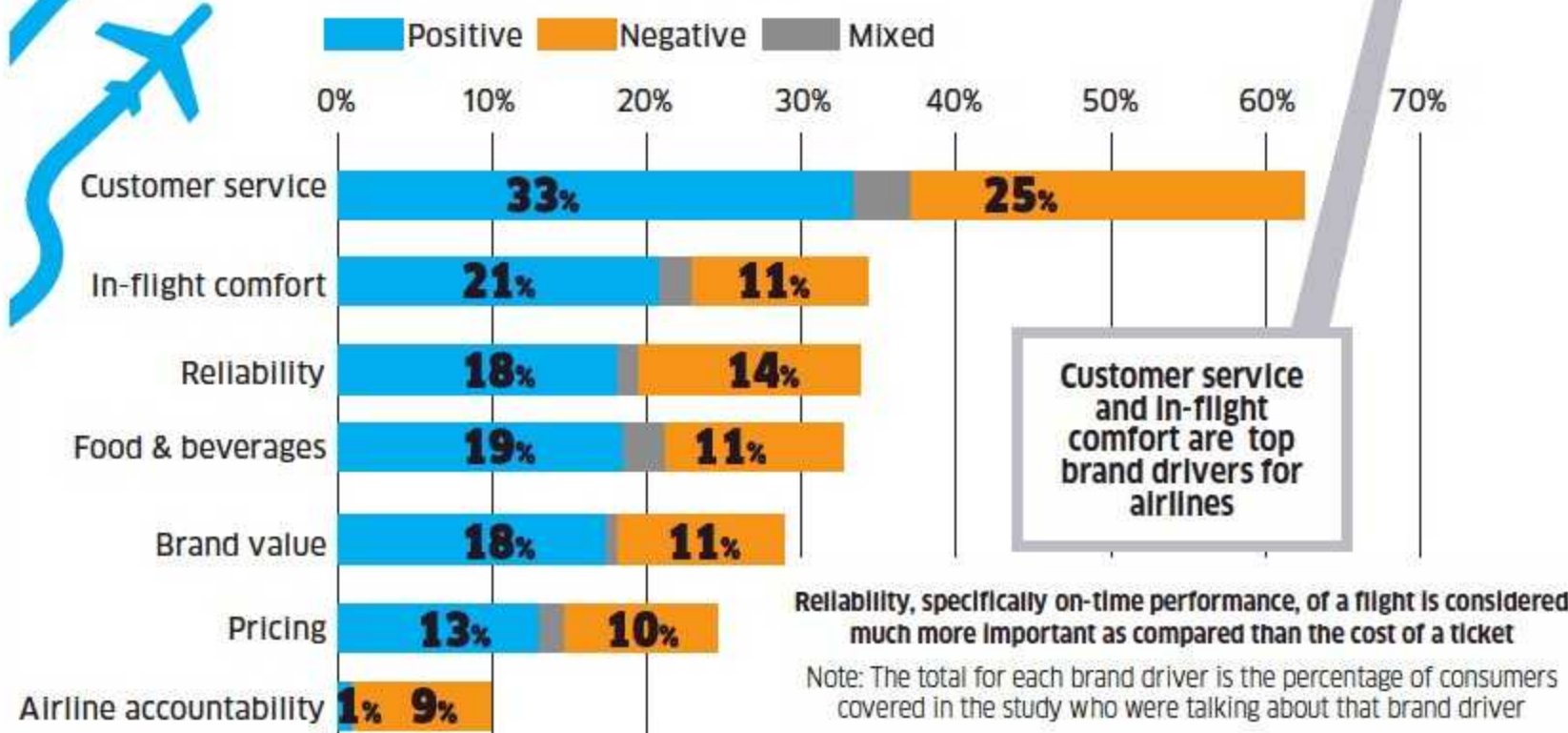


Power of Words

MavenMagnet Aura™ is a proprietary technology to highlight the most impactful words around the category. The bigger the size of the word, the higher the Impact



Top Brand Drivers



Vistara tops the category in all but two brand drivers

	Air India	AirAsia	GoAir	IndiGo	Jet Airways	SpiceJet	Vistara
Brand Imagery Index on a scale of -4 to +4							
CUSTOMER SERVICE	0.36	0.44	-0.33	-0.32	0.56	0.28	2.00
IN-FLIGHT COMFORT	1.38	0.21	0.92	0.98	0.32	0.00	1.68
RELIABILITY	1.39	0.68	-1.06	4.00	0.33	-0.15	2.83
FOOD AND BEVERAGES	1.75	-0.27	-1.61	-1.29	0.94	0.66	2.00
BRAND VALUE	-1.10	1.20	-0.55	0.88	1.25	0.24	4.00
PRICING	0.60	0.25	1.14	3.04	0.39	1.08	0.80
CUSTOMER ACCOUNTABILITY*		-1.32	-1.14	-1.34	-1.05		

*Conversations on Air India, SpiceJet and Vistara were too statistically insignificant to be included