Up in the Air

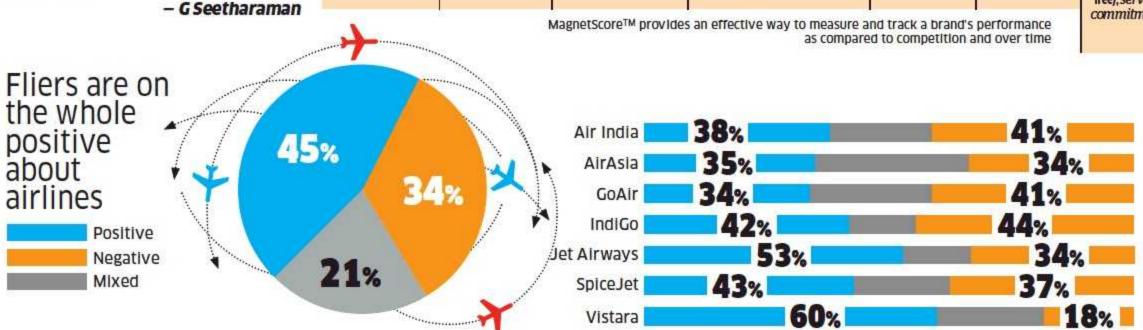
A survey commissioned by ET Magazine looks at consumers' aviation preference — Vistara, Jet and Indigo top the list

rom 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.

Vistara tops list of seven airlines Vistara **Jet Airways** Air India indiGo Spice Jet AirAsia GoAir MagnetScore MagnetScore MagnetScore MagnetScore MagnetScore MagnetScore MagnetScore 56 60 Strengths Strengths Strengths Strengths Strengths Strengths Strengths Inflight comfort, reliability, quality of Service, comfort, Reliability, Brand value Pricing Brand value Pricing quality of food, (affinity, best in (competitive, pricing (personal food & beverages (tree) reliability, personal class) affordable) experience) experience Concerns Concerns Concerns Concerns Concerns Concerns Concerns Service Brand value Communication Reliability Safety, Service commitment commitment, (financial integrity (deals an cancellations and food & beverages delays), food & soundness, company promotions) (not free) leadership) beverages (quality, not free), service commitment MagnetScore™ provides an effective way to measure and track a brand's performance as compared to competition and over time



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

staff on-timeseats experience servicefood boarding delayed courteous comfortableaircrafthelpful price bookingsmoothclean latefree extra chargespaces quality baggagefriendly responsibility landing budget new process mealmaintained cheating value tasty Top Brand Drivers Positive Negative Mixed 0% 50% 60% 70% 10% 20% 30% 40% Customer service 25% 33% 11% 21% In-flight comfort 18% 14% Reliability Customer service and in-flight comfort are top 11% Food & beverages 19% brand drivers for airlines 11% 18% Brand value Reliability, specifically on-time performance, of a flight is considered Pricing much more important as compared than the cost of a ticket Note: The total for each brand driver is the percentage of consumers



Vistara tops the category in all but two brand drivers

Airline accountability 1% 9%

	Brand Imagery Index on a scale of -4 to +4	Air India	AlrAsia	GoAir	IndiGo	Jet Airways	SpiceJet	Vistara
	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		

covered in the study who were talking about that brand driver