International Journal of Psychosocial Rehabilitation, Vol.24, Issue 4, 2020
ISSN: 1475-7192

Gender Perception of Passengers in Aviation Services

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Abstract
India is moving through a growth phase in last 20 years. There are tremendous changes and aviation sector is not an exception to it. Situation of a woman is also changed due to women empowerment programmes. Woman is also decision makers of purchasing products and services so extantworkis and attempt to understand perception of gender in aviation services. Primary data is collected from passengers with structured questionnaire of five point likert scale and 212 responses were found suitable for further analyses due to completeness of every answer. Three variables tangibility, baggage facility and food were considered for the study. SPSS is used to compute desired results and checking the validation through t-test. Results of t-test suggest that substantial difference is not observed in the average agreement on cleanliness of washrooms in airplane between the males and females. Male respondents feel more cleanness of washroom during flight service than female respondents. Recommendations include there should be more check on inflight services specially enough options to choose for meals, compensation for lost or damaged, Cabin Appearance and less waiting time required for males and females as significant difference was found on these grounds.

Key words: *Gender, Aviation, Service, passengers, perception*

Introduction and Literature review

In India gender perception is new concept in India being man dominated society since long time. In rural area woman are even not recognised by their name. They are recognised by sister of their brother or wife of their husband name. In decision making about product or service their opinion does not matter as they are dependent finally on man. But now situation is changing gradually. Woman has their say in some matters. Choosing airlines service should not be an exception to it.

Boetsch Tetal(2011)found in survey using Choice-based conjoint analysis that brand gets the maximum importance in comparison to other factors. Cost and comfort isis secondary factors. In a study by **Mazumder S and A B M Hasan R**in **(2014)**examined quality Bangladesh for hospitality sector by using quality dimensions on the section of twenty hotels using sample size 200 that assurance and tangibility factor had received lowest mean scores.

Gi Tae YEO etal(2015) in using a survey of 313 members examined their relationship with customer satisfaction which was found to be significant positive effect. **George**(2016) analysed using RATER with 22 items for Tangibles with 127 sample size And 9 companies Reliability of SERVQUAL checked, Bander Abbas Aria Container terminal was ranked first amongst nine companies. **Samuel (2017)** in Nigeria studied 8 airlines and found the expectation of service has significant effect on customer satisfaction.

ShouvikSanyal, Mohammed Wamique Hisam2 (2017) observed the relationship between traveller and inclination toward a preciseairline was less clear. **Juliet Namukasa, (2013)** used technique for random sampling in a sample of 303 users on transnational flights quality of pre-flight, in-flight and post-flight services had a statistically significant effect on passenger satisfaction. In addition to that, passenger satisfaction as a mediating variable also had a significant effect on passenger loyalty. **David Bejou, Adrian Palmer, (1998)**based on 214 responses observed that service failure was dependent on the length of time that they had been dealing with that airline.

Arora M and Sharma M (2018) in a primary research of Gender Perception towards Campus Bazaar- A Paying Guest Accommodation, findings included female were more satisfied than male for Acoustics (noise level) from outside for current accommodation. Statistical results t test showed that there was a significant difference in the opinion of male and female. In a study by **Arora M (2018)** observed Significant difference is found choosing airlines services on the basis of basic facilities for the time of booking and check in were significant for customer satisfaction.

Current work bring into being research gaps from domestic and global studies on the topic that this study needs to be done in India.

Rationale of the Study

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Aviation sector has witnessed many changes in present scenario. Many airlines are working in this area. Due to changing economic and social conditions women passengers are more active in customer response as never before. No concerted efforts have been made to study the relation of demographic variables of gender with the tangibility as aviation service, , baggage facility as aviation service and food as aviation service. Therefore, the present study titled Insight of gender passengers in flying services is undertaken.

Research Scope

The existing study is confined for the Insight of gender passengers in flying services

Objectives of the Study

This study aims at examining the gender perceptions towards aviation services. In the wider context, the specific objectives of the study are as under:

(i) To know the association between gender demographic variables and the tangibility as aviation service
(ii) To examine the impact of demographic gender variables and the language skills as aviation service
(iii) To identify the demographic gender variables and the baggage as aviation service
(iv) To analyses the relationship between demographic gender variables and the food as aviation service

Hypotheses of the Research

To confirm the results of the study, the following hypotheses have been formulated:

(i) **H_{01}:** No statistically association obtainable between demographic factors gender and tangibility as aviation service
(ii) **H_{02}:** No statistically association obtainable between demographic factors gender and language skills as aviation service
(iii) **H_{03}:** No statistically association obtainable between demographic factors gender and baggage facility as aviation service
(iv) **H_{04}:** No statistically association obtainable demographic factors gender and food as aviation service

Sample Outline

The target study population can be demarcated as the passengers using airline service during. Deliberate sampling was used to collect the data from the passengers. As the population was not defined, therefore standard proportion formula was adopted for sample selection.

Data Collection

The present study was based on both primary and secondary data. Primary data were collected through well-structured questionnaire on 5-point Likert scale and 212questionnaires were found complete in all respect and considered for further analysis. Secondary data were extracted from articles published in various journals, magazines, newspapers and websites

Data Analysis

The collected data were analyzed through descriptive statistical techniques like frequency distribution, percentage, mean, standard deviation, *etc*. For coding and analyzing the data, weights were assigned in order of importance i.e. 1 coded as Strongly Disagree (SD), 2 coded as Disagree (A), 3 coded as Indifferent, 4 coded as Agree (A), and 5 coded as Strongly Agree (SA). T-tests found suitable as there is categorical independent variable: Males and females and dependent variable was continuous data. The analysis is in conformity with the objectives of the study and the hypotheses formulated. The collected data were analyzed through SPSS.

Limitations of the Study

The study was confined to the study of gender perception only but did not consider the other demography viewpoint. As still there is a lack of customers using inflight services, therefore the sample size was limited to 212 respondents only. The results derived based on sample may not be generalized on population. The perceptual analysis of customers was considered for the period of 2018, but the perception may change from time to time. Moreover, the study was confined to in the area of Delhi and NCR only; therefore the results may not be applied customers in other parts of the country.

Table 1:Gender-wise perception about flight services in aviation sector

Codes	Tangibles	Gender	N	Mean	Std. Deviation	Results t	Results p
Tang1	Cabin Appearance	Male	78	3.385	.7933	1.903	.05
		Female	134	3.164	.8244		
Tang2	Seat & personal space	Male	78	3.192	.8537	.903	.36
		Female	134	3.082	.8588		
Tang3	Cabin Crew Dressing	Male	78	3.500	.7687	.064	.94
		Female	134	3.493	.8473		
Tang4	entertainment equipment	Male	78	3.179	1.1252	.671	.50
		Female	134	3.067	1.2027		
Tang5	availability of Books, newspapers	Male	78	3.628	.8076	.960	.33
		Female	134	3.746	.8901		
Tang6	Clean washroom	Male	78	3.577	1.0632	.293	.79
		Female	134	3.530	1.1613		

Male respondents (Mean=3.179, SD=1.1252) find more availability of entertainment equipment during flight service than female respondents (Mean=3.067, SD=1.2027). results of t-test suggest that there is no significant difference in the average agreement on availability of entertainment equipment in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210)=.537, p=0.464. Therefore null hypothesis is accepted.
Female respondents (Mean=3.746, SD=.8901) find more availability of books and newspapers during flight service than male respondents (Mean=3.628, SD=.8076). results of t-test suggest that there is no significant difference in the average agreement on availability of Books, newspapers in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210)=.10, p=0.921. Therefore null hypothesis is accepted.
Male respondents (Mean=3.577, SD=1.0632) feel more cleanness of washroom during flight service than female respondents (Mean=3.530, SD=1.1613). Results of t-test suggest that there is no significant difference in the average agreement on cleanliness of washrooms in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210) =1.346, p=0.24. Therefore null hypothesis is accepted.

Table 2: Gender-wise perception about baggage services in aviation sector

		Gender	N	Mean	Std. Deviation	Results t	Results p
Baggage13	luggage carts	Male	78	3.628	.8076	1.13	.25
		Female	134	3.493	.8562		
Baggage14	Baggage Handling Services	Male	78	3.064	1.1989	.75	.45
		Female	134	2.933	1.2457		
Baggage15	surety of safety	Male	78	3.654	.9234	.26	.79
		Female	134	3.687	.8533		
Baggage16	compensation for lost or damaged	Male	78	3.500	.7516	2.10	.03
		Female	134	3.754	.8964		
Baggage17	Availability and quality of stores	Male	78	3.321	.9044	.05	.95
		Female	134	3.313	.9453		
Baggage18	less waiting	Male	78	3.231	.7716	2.73	.00
		Female	134	2.925	.7912		

Male respondents (Mean=3.628, SD=.8076) observed availability of luggage carts during flight service more than female respondents (Mean=3.493, SD=.8562). Results of t-test suggest that there is no significant difference in the average agreement on availability of luggage carts in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210) =1.13, p=0.25. Therefore null hypothesis is accepted.
Female respondents (Mean=3.754, SD=.8964) observed facility of compensation for lost or damaged during flight service more than male respondents (Mean=3.50, SD=.75). Results of t-test suggest that there is a significant difference in the average agreement on availability of luggage carts in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210) =210, p=0.03. Therefore null hypothesis is rejected.

Table 3 : Gender-wise perception about food services in aviation sector

Code	Statement	Gender	N	Mean	Std. Deviation	Results t	Results p
Food19	Enough options to choose for meals	Male	78	3.423	.8299	2.76	.00
		Female	134	3.104	.7973		
Food20	Veg/non veg food was served separately	Male	78	3.244	.8855	1.00	.31
		Female	134	3.127	.7699		
Food21	Cooked properly	Male	78	3.513	.8177	1.64	.10
		Female	134	3.306	.9195		
Food22	Hot and fresh	Male	78	3.077	1.1255	.28	.70
		Female	134	3.119	.9737		

Male respondents (Mean=3.423, SD=.8299) observed enough options to choose for meals during flight service more than female respondents (Mean=3.104, SD=.7973). Results of t-test suggest that there is a significant difference in the average

agreement on enough options to choose for meals in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210) =2.76, p=0.00. Therefore null hypothesis is rejected.

Female respondents (Mean=3.119, SD=.9737) perceived Hot and fresh meals during flight service more than male respondents (Mean=3.077, SD=1.1255). Results of t-test suggest that there is no significant difference in the average agreement on Hot and fresh meals in airplane between the males (N=78) and females (N=134), at 5% level of significance f (1, 210) =.28, p=0.70. Therefore null hypothesis is accepted.

Findings and recommendations

Male respondents find more availability of entertainment equipment during flight service than female respondents. There is no significant difference in the average agreement on availability of entertainment equipment in airplane between the males and females. Therefore null hypothesis is accepted. Female respondents find more availability of books and newspapers during flight service than male respondents Results of t-test suggest that there is no significant difference in the average agreement on availability of Books, newspapers in airplane between the males and female. Therefore null hypothesis is accepted.

Male respondents feel more cleanness of washroom during flight service than female respondents. Results of t-test suggest that there is no significant difference in the average agreement on cleanliness of washrooms in airplane between the males and females. Therefore null hypothesis is accepted. Results are similar with the Service expectation has significant effect on customer satisfaction **Eleboda (2017).**

Recommendations include there should be more check on inflight services specially enough options to choose for meals, compensation for lost or damaged, Cabin Appearance and less waiting time required for males and females as significant difference was found on these grounds.

Conclusion

Present study is to know the gender perception towards airline services. Primary data using structured questionnaire was used for the study. as significant difference between perception of male and female found was found on these grounds. Recommendations include there should be more check on inflight services specially enough options to choose for meals, compensation for lost or damaged, Cabin Appearance and less waiting time required for males and female

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