



The Journal of Sri Krishna Research & Educational Consortium
**ASIA PACIFIC JOURNAL OF RESEARCH
IN BUSINESS MANAGEMENT**
Internationally Indexed & Listed Referred e-Journal



Impact of Demographics on Domestic Aviation in India

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ABSTRACT

In the changing business scenario worldwide it is imperative for marketers to look forward to catch the opportunity and translate it into better service offerings than their competitive counterparts. With an intangible product and with copyright impossible on many service innovations, marketing managers in service industry are faced with special challenges: how can a firm achieve a unique corporate image, product differentiation and distinctive reputation in the market place? How can one airline seat be made to appear more attractive than the competitor's broadly similar offering? Service sector in India is the fastest growing sector. Aviation Industry is integral part of service sector in India. Growth of civil aviation is closely linked to the growth of GDP. The consumer wants, preferences, and usage rates are often highly associated with demographic variables such as age, gender, income distribution, education, occupation, etc. The present study highlights the impact of demographic variables on domestic aviation sector in India. It is found by the study that there is impact of income & occupation on the source of making travel arrangement, whereas, education level has no impact. There exists association amongst income, education, & occupation and reasons for air travel. There is impact of income & occupation on price charged by the domestic airlines, whereas, education level has no impact. There is impact of income, education, & occupation on the media vehicle of advertising in aviation sector in India.

Key Words: Demographics, Domestic Aviation, Services