

The Impact of Passenger Delight on Sustainable Practices in Airline Services

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ABSTRACT

The Study undertakes the impact of Passenger delight, on sustainable practices in airline service at Coimbatore international airport. which goes beyond consumer contentment to produce emotionally stirring and unforgettable experiences, has become a major force behind sustainable business practices and brand loyalty. This study investigates the connection between passenger satisfaction and sustainability in airline services, This Study was carried out using descriptive research design for the research. Respondents were done using Stratified Sampling method for the research. A Total of 120 sample participants were chosen. The study uses ranking analysis, ANOVA, and simple percentage analysis to evaluate passenger perceptions and how they affect service quality, environmentally friendly activities, and operational sustainability.

Keywords: *Passenger delight, sustainability, passenger perceptions, environmentally friendly, service quality*

INTRODUCTION

This study aims to explore the relationship between airline sector adoption and implementation of sustainable practices and passenger happiness. In final form, this study will produce more sustainable and consumer-

focused airline services by identifying the best strategies to balance the goals of reducing environmental impacts and offering pleasurable customer experiences. Although airlines are adopting green technologies and eco-friendly activities, it is still unclear how these sustainability initiatives will impact customer attitudes and behavior. However, the relationship between consumer pleasure and the sustainability of airline services. With a focus on how improved customer experiences support environmental, social, and economic sustainability, this study investigates the connection between passenger satisfaction and sustainability in airline services. By merging sustainable practices with their passenger experience strategy, airlines may create a positive feedback loop that benefits both the environment and their company.

OBJECTIVES

- To examine the relationship between passenger delight and the adoption of sustainable practices by airlines.
- To evaluate the impact of sustainable practices on passenger loyalty and brand perception in the airline industry.

STATEMENT OF THE PROBLEM

The aviation sector is under increasing pressure to implement sustainable practices due to growing environmental concerns and legal duties. The relationship between

passenger happiness and the successful implementation of these sustainable practices is still largely unknown, though. Despite the fact that airlines are making great efforts to lower their carbon footprints and use environmentally friendly technologies, This study investigates whether meeting customer expectations can promote sustainable growth and how passenger happiness impacts airline services' adoption of sustainable practices.

REVIEW OF THE LITERATURE

Hyun-Jeong Ban, Hak-Seon Kim (2019)

The purpose of this study was to learn more about airline passengers' customer satisfaction and experience. Semantic network analysis was done qualitatively by gathering reviews in order to fulfill the study's objectives. These findings demonstrated that comprehending online reviews can have both practical and intellectual implications for creating sustainable airline sector strategies.

Gifteen K Jebakumar (2020) In this paper the global economy depends heavily on the service sector. India competes with other countries for a larger market share in the global newline market. However, the literature on newline international airline passengers and their allegiance to domestic carriers contains very little data. All of the components in this study show a positive link, and the total findings show a substantial positive relationship between service quality, customer satisfaction, trust, commitment, and customer loyalty.

Igor Rudan, Andrea Stocchetti – 2021 One of the most important challenges facing governments and decision-makers in their strategic efforts to mitigate the detrimental effects of transportation on the economy, society, and environment is the effective

assessment of the transportation sector for the implementation of sustainable mobility solutions. Using a survey analysis of port authorities in the cross-border region, the study analysis is based on the international passenger terminal ports in a passenger liner service.

Jain, Arihant (2022) This study examines the difficulties and opportunities that the Indian aviation sector faces, such as the lack of professionals and labor, the cost of fuel, local connectivity, infrastructure, airport fees, service tax, the need for backup routes in case of emergencies, flight delays, fierce competition, and technological advancement. Private airlines, which include budget airlines like Spicejet, Indigo, and GoAir, among others, dominate the Indian aviation market and have reduced the cost of air travel.

RESEARCH METHODOLOGY

- Research design: Descriptive research
- Area of the Study: Coimbatore International Airport
- Sampling technique: Stratified sampling Design
- Data collection: Primary data
- Sample size: 120
- Tools used for analysis: Simple Percentage Analysis, Anova, Ranking analysis

RESEARCH GAP

To bridge this gap, the current study is to investigate how, within the framework of Coimbatore International Airport, passenger satisfaction affects sustainable habits, airline reputation, and customer-driven advocacy for green initiatives. Data-driven insights from this study will assist airlines in creating plans that balance long-term sustainability objectives with the traveler experience.

DATA ANALYSIS & INTERPRETATION

Table 1: RESPONDENTS FOR THE AGE

S. No	Particulars	No of respondents	% of respondents
1	18-24	21	13.3
2	25-34	31	31.7
3	35-44	36	33.3
4	45 above	31	21.7
	Total	120	100

INTERPRETATION

In above table the distribution of respondents by age group is seen in the table. The age range of 35–44 accounts for the biggest percentage of responders (33.3%), with the 25–34 age group coming in second (31.7%). Only 13.3% of respondents are in the

youngest group (18–24 years old), while 21.7% of respondents are in the 45+ age group. This suggests that the poll largely gathers insights from people in their mid-career or working-age phase, as the bulk of respondents (65%) are between the ages of 25 and 44.

Table 2: RESPONDENTS FOR OCCUPATION

S. No	Particulars	NO of Response	% of respondents
1	Student	17	14.2
2	Business	44	36.7
3	Government employee	33	27.5
4	Others	26	21.7
	Total	120	100

INTERPRETATION

The above table represents the business sector accounts for the majority of respondents (36.7%), suggesting that self-employed people and entrepreneurs are well represented in the poll. Government personnel come in second (27.5%), indicating a high level of involvement from those employed by the government. Respondents working in occupations outside

of the predetermined categories are represented by the Others category (21.7%), which may include retirees, independent contractors, or workers in the private sector.

ANOVA

H₀ – There is no significant difference between passenger delight and sustainability practices followed by airlines

PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.	
Passenger delight	Between Groups	239.215	3	79.738	3.987	.010	NS
	Within Groups	2299.928	115	19.999			
	Total	2539.143	118				
Sustainability	Between Groups	116.907	3	38.969	1.558	.203	NS
	Within Groups	2901.685	116	25.015			
	Total	3018.592	119				

H₁ – there is a significance difference between passenger delight and sustainability practices followed by airline

INTERPRETATION

The above table indicates the Passenger Delight varied significantly between the groups, as shown by an F-value of 3.987 and a p-value of 0.010, both of which are below the significance level of 0.05. This implies that the degree of passenger satisfaction varies considerably for at least one group in comparison to others. In contrast, the study of Sustainability produced a p-value of 0.203 and an F-value of 1.558, suggesting that there was no statistically significant difference between the groups.

FINDINGS

SIMPLE PERCENTAGE

The working-age group of 25–44 comprises the majority of respondents (65%), providing perspectives from professionals in the middle of their careers.

The largest representation (36.7%) is found in the business sector, suggesting that self-employed people and entrepreneurs are heavily involved.

ANOVA

According to the analysis, passenger satisfaction varies greatly amongst the groups, meaning that some groups are more or less satisfied than others.

SUGGESTION

Airlines should prioritize specific amenities, easy check-in procedures, and cozy seating configurations at Coimbatore International Airport in order to increase passenger satisfaction while advancing sustainable practices. Using digital solutions can increase efficiency and convenience. Examples include smartphone check-ins and AI-powered customer service. Incorporating sustainability into passenger experiences is also essential. Airlines may encourage environmentally responsible travel without sacrificing passenger comfort by providing incentives to customers who choose carbon offset plans and implementing green technologies like paperless transactions and planes powered by biofuel.

CONCLUSION

The study on The Impact of Passenger Delight on Sustainable Practices in Airline Services, improved passenger experiences are essential for advancing sustainability programs. It's clear that happy customers are more inclined to interact with and support environmentally friendly airline operations, which will make the aviation sector more sustainable. In addition to encouraging safe travel practices, airlines may cultivate enduring customer loyalty by surpassing customer expectations through individualized services, effective operations, and digital advances. Airlines and airports must keep making investments in innovative, environmentally responsible technologies while making sure that passenger satisfaction always comes first.

Declaration by Authors

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