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How Successfully the Marketing Strategies and Marketing Mix are Effecting the Preferences of Indian Travelers between Airplanes and AC Coaches of Trains

Mohini Yadav* Thinles Wangmo**

ABSTRACT

According to the document, titled 'saaf niyat, sahi utthas' (clean intent, right development), published to celebrate 4 years of Narendra Modi government in May 2018, it was recorded that for the first time in history, the passengers travelling in airlines is increasing on a fast pace and already surpassed the passengers commuting through AC coaches of

INTRODUCTION

India is the seventh-largest country by population and second-most populous with over 1.35 billion people in the world. It is also among the fastest growing economies of the world and is expected to become the fifth largest by the end of 2019. The Railways sector of India is one of the world's largest rail networks while



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ABSTRACT

According to the document, titled 'saaf niyat, sahi vikas' (clean intent, right development), published to celebrate 4 years of Narendra Modi government in May 2018, it was recorded that for the first time in history, the passengers travelling in airlines is increasing on a fast pace and already surpassed the passengers commuting through AC coaches of train. Passenger traffic in domestic airlines is growing, and is giving a tough competition to the travel flow in the air-conditioned (AC) classes of railways. Air traffic increased by 23 per cent to touch almost 77 million during April-December 2016, and the passengers traffic travelling in air-conditioned railway coaches increased merely 5 per cent to reach 108 million¹.

The reason behind writing this paper is to understand the concepts of marketing strategies, its types, and effects on consumer behavior by taking two industries - Aviation industry and Railway industry as a benchmark. In both the industries, only the passenger traffic is considered for the analysis and its results, and not the freight traffic. The purpose is to gain the in-depth knowledge of the marketing strategies and its impact on boosting the revenues of the industry as well the passenger traffic.

Key words: Marketing strategy, marketing mix Aviation industry, railway industry, passenger traffic.

INTRODUCTION

India is the seventh-largest country by area and the second-most populous with over 1.35 billion people in the world. It is also among the fastest growing economies of the world and is expected to become the fifth largest by the end of 2019. The Railways sector of India is one of the world's largest rail networks while India civil aviation industry is currently considered the third largest domestic civil aviation market in the world. Both of the modes of transport are used for covering the longer distance travel and conveniently available to the commuters in offline as well as in online modes. For domestic travels, both of the modes are in direct competition and good substitutes. As per the report by IATA (India's Air Transport Sector), the aviation sector of India has demonstrated a very strong growth on the domestic market segment in recent years. Passenger traffic in Indian airlines has more than doubled² over the past seven years, compared with just a 6 per cent³ increase in railway's passenger traffic. In a developing country like India where travel in railways has long been the dominant mode of transport due to its cheap prices, aviation sector of India has increasingly established itself as a safe, reasonable and dependable alternative. Reasons for this growth are numerous, but India's economic growth and rising

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disposable income of the middle class have played a significant role. Marketing strategies adopted by the airlines are more focused on lower fares and higher services these days.

OBJECTIVE OF THE STUDY

The objective of the study is to gain the knowledge of the marketing strategies of the aviation and railway industry as well the various government initiatives taken to enhance the performance as well as to increase the revenues of both the industries. Our intention is to test the statement written in the document that - air travelers is rising fast and already surpassing the number of passengers travelling in AC coaches', by using secondary data available in the public domain.

RESEARCH METHODOLOGY

Regarding the passenger movements, passenger traffic data disclosed in the annual reports of the DGCA (Directorate General of Civil Aviation) is compared with data provided in the annual documents of the Indian Railways. The Indian Railways issues an annual document by name - 'Statistical Statements' that provides the categorization of the passenger's traffic that were carried in the particular year by the numerous classes of compartments in which they have travelled. We have aggregated the passenger

After deciding on its overall marketing strategy, the seller decides an integrated marketing mix made up of factors that are under its control i.e. product, price, place and promotion (4ps) and gradually three more factors are added into the marketing mix, including processes, people and physical evidence. In order to find the best marketing strategy and mix, the company constantly engages in the marketing analysis, planning & implementation & control.

Marketing Strategy

As it is not possible for any company to serve all the customers profitably in any given market due to many kinds of customers with diverse needs, that is why each company has to divide the total market into small segments and design strategies specifically targeted to those chosen segments. This process involves segmentation, targeting, differentiation and positioning in the market.

Marketing Segmentation

It involves division of a market into groups of buyers who have common needs, and specifically who requires distinctive marketing programs.

Market Targeting

