

Decoding the Preference for In-Flight Connectivity in India

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ABSTRACT

The world is more connected and tech-driven than ever before. People are increasingly attuned to stay connected 24/7 which is driven by the need of maintaining critical business communications, staying in touch with family and enjoying entertainment. Aircraft was one of the very few places on earth left to be connected through internet. The expectations of passengers have pushed up the demand for seamless and fast aircraft connectivity. In-Flight Connectivity (IFC) refers to internet offered by airlines on board which can be accessed by passengers to stream videos, send messages via WhatsApp or any other messenger, browse websites etc on their personal electronic devices (PEDs). It will also ensure efficient ground handling, predictive aircraft maintenance, fuel efficiency and flight optimization. The research uses survey method to collect data and SPSS software to analyse the results. The study tries to find relationship between various factors and preference for In-flight connectivity by an Indian customer. The study addresses the emerging trend of wi-fi connectivity on flights and will be beneficial to airline industry in formulating the strategies to attract customers accordingly.

Keywords: In-flight connectivity (IFC), Internet on board, In-flight entertainment (IFEC), Indian aviation sector

