

CUSTOMER PREFERENCE TOWARDS ONLINE AND OFFLINE TRAVEL AGENCY

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Abstract

Due to the matchless adjustability of internet, the traditional means of travel bookings have notice a full remodel. The arrival of internet has bring about t o the entry of many Online Travel Portals which not only make possible the customers in travel bookings but also provide a broad variety of tourism services to select from. This one stop shopping practice in services like tourism is obtaining extreme acceptance since few years. consequently the current study paint at recognizing factors influencing customer perception towards online travel portals. The study used non probability satisfaction sampling to collect reactions from 130 customers from Delhi. The acceptability of sample size was try out through the KMO value and then Factor investigation was used to decrease the data and form paving un -related factors from 21 items. The items bring down and meet to seven definite factors and explained almost 70% of the total difference. The acquired factors were then named as are Privacy and reliability, Easy availability, Time saving, personalized benefits, confirm to security, uncomplicated to use, personal attention and attractiveness. The research supply a person al effects insight for marketers to perceive the maintenance of these factors and device policies to notably impact customer perception positively.

Keywords: Behaviour, Customer, Electronic, Perception and Travel Portals.

INTRODUCTION

Tourism sector is one of the appearing service sectors of the Indian economy. As reports shows, tourism is a very fast growing sector takes regularly almost 6 % in the GDP and also providing employment to lot of people. It is anticipated that, by the end of 2020, tourism in India could contribute Rs. 8, 50,000 Corers to the GDP. It can also be inspect as the skyline for other sectors like transportation, civil, hospitality. Tourism sector is also one of the notable predation to foreign exchange pump of the country. Online travelling is the novel addition to the travelling ecology in India. The use of Information and Telecommunication Technology (ICT) play a vital role in growth of tourism services. The arrival and generation of computers, appreciate with the progressively bearable advantage of the Internet has brought some important changes in the travel industry. Now, customers give preference to search for information tie up to tourism services on the Internet. Since people want everything to be well planned, so they are taking darkness to pressure their own voyage according to their benefit and this has made feasible by the use of online tourism service portals. Online Travel portals (OTPs) provide an connection to provide all travel features on a single platform concentrate more on user agreeable. It all started with IRCTC (Indian Railway Catering and Tourism Corporation) in 1999 when the Indian crowd was much less tech acute. IRCTC brought a gesture of ecommerce by starting its first deal website. Then MakeMyTrip was founded in 2000 starting, the entire new world of OTPs. This was the first time the Indian viewers knowledgeable the benefit in booking train tickets, airline tickets and hotels with just few clicks, lead by Yatra.com, Goibibo, and Cleartrip

The main point of these portals is to make the traveler self dependent and to derive all information on a one click. Internet is a one stop where travelers find each and everything varying from a very popular bonus to a friendly place. These services also provide the domestic as well as foreign tourists and presume to appoint easier, less costly different to interested methods of ticket attainment without speculate service quality. Same, this study aims to propose the factors determine customer penetration for online travel portals. Online customer behavior is a enlarge and absorb area of study that can profit organizations in their attempt to market and deal travel products and Services online. As customers observe and review towards online travelling is a important factor impacting real buying behavior, this research has tried to probe a modern part of that area.

Thus the research study would be useful to online travel marketers to best develop suitable policies to increase and promote e-booking to future users while employing existent customers and also to researchers as well as academicians managing research in this area in offering future direction.

LITERATURE REVIEW:

Oversee the geographical diversity Eck, (2012) and cultural diversity Kong, (1990) of Indian landscape, it is one of the most popular tourism destinations. It is surrounded by the Himalayan ranges to the north and connecting, on three sides by oceanic views of Arabian Sea, Bay of Bengal and Indian Ocean. Indian dramatic landscapes and beautify sea shores provide a collection of places for visitors and inspire tourists from all over the world. Tourism sector is one of the main sources of economic growth, foreign exchange earnings Mishra, Rout, & Mohapatra,(2011) and employment in India Pais,(2006). It also positively affects the worth chain Weiermair,(2012) and auxiliary areas of travel agencies, transportation merging airlines and railways. various some ones life variety Nystrom, Peterson, Bengtsson, Walker, & Norberg,(2003) with collection of religions such as Christianity, Buddhism, Islam, Hinduism, Jainism, Sikhism and others subsist in India making it a various land of tourism translate in the form of religious temper and charmed people from all over the world.

Monuments, museums, forts, places of religious interest, palaces etc. inspire a lot of tourists having various interests Britton,(1991) in crafts, fairs and music. In view of related socio-cultural change through tourism some of the common places of tourist attractions are Agra, Jaipur, Delhi, Ujjain, Shirdi visited by people of popular adapt and place of suffering interests Sebastian & Rajagopalan,(2009). With the grow in income of the people, tourism in India is increasing and well encouraged by separate state governments. Many states have taken the important steps to promote tourism like Goa promotes water sports like scuba diving and rafting. In addition to the bring forward of states the central agencies like The Indian Tourism Development Corporation has also start a campaign called “Incredible India” Kerrigan, Shivanandan & Hede, (2012) to motivate tourism in India. The motto of this decade is Athithi Devoh Bhaboh(Bhakuni, Kapoor, & Kamil).

India also has been commonly encouraged as online destination image Dwivedi,(2013) messenger of the world being a host to a number of heritage sites. Medical tourism in India is growing under the partnerships of private public resourcefulness and changes due to the get bigger number of foreign patients arriving to India for state-of-the heart treatment Connell, (2006). The latest change of e-tourism Buhalis & Law,(2008) and eco-tourism Zeppel,(2006) is also bringing a model shift and demanding the tourism industry structure. On the politically negative side of get bigger tourism benefits and visitors, tourism can also damage the

environment as resorts are built to average the increasing number of tourists and thereby negatively affecting the natural ecosystem and local architectural sites of national importance. King, Pizam, & Milman, (1993).

OBJECTIVES:

- To study the customer behaviour towards the travel and tourism part.
- To understand the nature and expanse of online travel services used by customers.
- To identify factors impacting choice of online travel portals over traditional modes of travel planning.

RESEARCH METHODOLOGY:

Sample Design: - Non probability sampling (The sampling method is convenience sampling, as the consumers can be chosen as per their convenience)

- **Sample Size:** - Sample size is 50 respondents taken from Bhopal M.P.
- **Data Source:** - Although secondary data has also been taken from websites, journals and from different sources.
- **Research Design:** - Exploratory and Descriptive research design.
- **Geographical Boundary:** - 3 major cities of Madhya Pradesh.
- **Data Analysis software:** -Data analysis has been done by using SPSS & Microsoft Excel.
- **Data analysis tool:** -Data analysis done threw graphical method, factor analysis, correlation and regression analysis.

FINDINGS:

- 1)-The incapability to find good deals often negatively impacts the business of the travel industry. If the company's staff cannot adjust the right deals to their clients, the company is likely to lose the superiority. The staff must know the offers provide by the different travel companies and connected supply chain partners.
- 2)-Companies must contact various hotels to confirmation the rates, the car rental agency and the status costs before giving the verification to the clients. Management must be fertile on their works, only then can they meet the necessities of the clients and addition supplement in their business obligations.
- 3)-Today, there are many portals and travel websites with modern technologies that offer best prices, hotels, landing place, routes, ventures, packages. Online companies assist customers plan and modify their trips with best tour packages.

SUGGESTIONS:

If the tourism industry wants to be progressive, business schools should offer courses connected to tourism and auxiliary sectors. With the expansion of competition in this piece if one has to get through in the market, companies should provide all kinds of packages, from budgeted to premium. This will help companies answer to more people and inspire more customers. In today's world, the customer is the king track of the market and to inspire the customer, companies must be good mentors so that more people know about the services they are providing. In this period of cruel competition, customers can choose among available options and choose which one is most appropriate for them. In this case, companies should keep

their prices to a less to inspire customers by providing them the best in class services. It is very certain for companies to make each customer their forever customer and obtain sales and future business from customer devotion.

It is also very important that the staff help the client by providing best in class agreement and there must be cooperation between all the departments of the institution permitting for free move of information and transmission for sudden functioning.

CONCLUSIONS

In today's world, people are more attentive in having a better lifestyle; it is due to the get bigger in the income level of people. The tourism sector obeys a small section of society in India because it is favour to travel when basic life requirement are met properly and in India many people live in critical state. The tourism industry cannot reproduce on its own but there are related sectors adding worth to it, such as welcome, travel insurance, transportation and arrangements. The companies must try to make better them in regarding of the services they provide people and inspire more customers. In today's world, the customer is the king track of the market and to abstain the customer, companies must be good follower so that more people know about the services they are providing. In this touch of cruel competition, customers can choose among possible options and decide which one is most acceptable for them. In this case, companies should retain their prices to a least to entice customers by providing them the best. It is very essential for companies to make each customer their forever customer and obtaining sales and future business from customer faithfulness.

It is also major that the staff helps the client by providing finest in class deals and there must be cooperation between all the departments of the institutions permitting for demonstrative of state and transmission for sudden functioning.

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