

EFFECTIVENESS OF ONLINE TRAVEL PORTALS IN INDIA: A COMPARATIVE STUDY OF MAKEMYTRIP AND YATRA.COM

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ABSTRACT

This research paper is a study and analysis of the effectiveness of Online Travel Portals in India with reference to Yatra.com and MakeMyTrip.com and to analyze the effectiveness of e-commerce with respect to the travel industry in India. An attempt has been made to study the current status of online travel portals in India. In India e-commerce is being driven by the growing online travel industry and online travel bookings have increased substantially after the e-commerce revolution. A comparative analysis of this is drawn to decipher the market leader. Primary Research has been conducted to estimate the consumer satisfaction from the online portals. Various parameters and tools linked to the services provided by these portals have been included in the research, for instance the allied services offered like easy accessibility, good value for money, Travel & accommodation information, grievance redressal and it is also observed that some of the online travel portals out shine the others in terms of customer satisfaction.

(Key Words:-Online Travel Portals,e-commerce,Customer Satisfaction)

INTRODUCTION

Tourism is one of the fastest growing industries of the world and is considered to be one of the major economic engine and is widely understood as a tool of economic development, social upliftment, poverty alleviation, employment generation and international understanding. Many of the economies have restructured and reconstructed themselves using the tourism potential to the fullest. The present scenario is witnessing the emergence of Travel portals so much that even the first time travelers are now deeply interested and indulging in the services of travel agents and that too through online. They are able to get all the relevant information online and can compare, contrast and subsequently decide and even book and pay online from their home or office.

These portals provide all characteristics for tour and travel domain. They also provide a secure payment gateway that makes payment consistent, reliable, and protected. Rapid progression and expansion of the web technologies have initiated a great leap in the travel and tourism industry because it is now tremendously trouble-free As the internet plays a leading role in almost every sphere of present-day life and service providers have come up with a ample range of services and other connected products in order to make sure the most relaxed and trouble free products for their existing as well as forthcoming customers. Concurrently the highly developed search process provides the site visitors a chance to plan their journey in their own individual & delicate way by using the most excellent service companies and reconcile to find the most excellent deal.

A travel agent engages in purchase and sales of tour and related services of travel. Travel agents can be employees or they can do business independently. In the tourism industry if travel is considered as the leg for the industry, then the travel agents are the very important backbone of the whole system. Even though the Internet has created revolutionary changes in the tourism industry, travel agency cannot be replaced. You are using the Internet as a travel agent for arranging your travel services. Websites of travel agents and travel suppliers are providing you their services depending totally on your needs. As the travel industry is very competitive, being a travel agent is not an easy one. Travel agencies are under constant pressure like facing stiff competition among them and also with online portals and they have to survive with lower profit margin. There are travel agencies specializing in packages like medical and wellness, honeymoon, adventure, water sports etc.

In the past, the travel suppliers used to sell their packages to the public through travel agencies. Nowadays, the usage of Internet for travel service by travel consumers has been increasing and so all the travel suppliers are opting for online travel agencies. The Travel Industry Trade Associations are linked with many Travel suppliers, Travel Wholesalers and Consolidators, though the travel suppliers have web sites on their own. The Outside Sales Support Network (OSSN) supports travel agents like home based Independent contractors and outside sales agents with 100,000 members in it. Being a travel consumer you can access the catalog e-vacation that includes reading of needed information and watching online videos of the destination you want to travel without any verbal communication with the travel agent. Some travel agents offer packages or services with markup price and there are others who offer the product for the same price charged by the supplier and there is always a debate of these travel deals offered.

The United States State Department encourages group travel of US citizens while traveling abroad. The travel agencies understand this silent push and they offer services that are affordable to everyone at unbelievable price. Being a holidaymaker, there are stories revolving around them for bad services and rip-off stories. You must be wondering how to find a creditable agent for your travel services. Here are some ways by which you can find many travel agents who offer good travel services for you:

- a. Be clear with your Travel objectives and look out for travel agents offering all types of packages and travel services.
- b. Flexibility in the price offered for your travel service will make you feel comfortable with the travel agent and so a good agent must be ready for negotiation of prices with a customer.
- c. Get recommendation from other customers who have used the travel agency for their needs and always feedback is very powerful. Your network of contact will help you a lot and will give an idea of the travel agents' competency.
- d. Always choose agencies that wish to sustain good relationship with customers. These agents will give you the utmost benefits on the services provided by them because of expecting repeat business and for having long-term association with you. If you have found an agent who keeps his word and has offered you his best services, then you stick to him for all your travel needs.

A **Travel Portal** provides online booking facilities to customers or end users visiting the website. Travel Portal constitutes of following important features to its customers. **Air Ticket booking** for domestic and international airlines, **Hotel booking** for domestic and international hotels, **Bus Booking engine** using which a user can book Bus from one location to the other location nationwide, **Car Booking engine** which can help a user to book the car rental of his choice at his desired location, **Charter plane booking** & exclusive travel and destination holiday packages. Holiday packages help users to choose the desired or suitable package as per their requirements. The package section is exclusive in features and can be categorized into different user segment as such we can say that Travel portals and online facility have boosted the Tour and travel industry globally. Many Portals provide end to end solution in the travel segment which does not confine to only Flight booking, Hotel booking, Bus booking, Car Booking etc..

However there are many shortfalls with the Travel Portals which are commonly faced by its users every day. As more and more people turn to online travel portals for vacation and business travel, the conventional travel agents are quickly becoming a dying breed. Convenience and rock-bottom prices through volume and automation make booking travel needs online an attractive alternative. According to the J.D. Power 2014 Online Travel Agency Satisfaction Report, 58 percent of those visiting online travel agencies book hotels, 52 percent make flight reservations, 33 percent purchase vacation packages and 31 percent book rental cars. This agency also reports that about 18 percent of those booking online travel arrangements experience some sort of problem. The bottom line is that booking travel needs online can come at a cost.

Dropped Bookings and Bad Rooms ;If the online travel agency isn't properly synchronized with the hotel, they may book customers rooms that aren't available. Arriving with luggage in hand only to find out the rooms are booked is definitely an unexpected inconvenience. To avoid this possible situation, it's best to call the hotel directly to confirm after booking a room online. In addition, hotels do not like paying commission to online portals and are more likely to provide the worst rooms, such as ones near noise or ones that are too small. An effective way to circumvent this issue is to check the online sites for the best rooms at that hotel.

Room Requirements Listed as Preferences: Often, online portals will list the hotel room choices, such as smoking rooms and bed types. However, these choices are listed as preference and don't come with a guarantee.

It's best to read the fine print when booking a room. If there are no right guarantees and offers, call the hotel manager and request the specific type of room to meet individual needs. Most hotels will honor the request when speaking to a live person.

Different Cancellation Policies with Multi-Itinerary Bookings: Customers who book an air-and-hotel package may face some frustration if a cancellation is needed. According to CNN, one traveler flying from New York City to Las Vegas faced some problems when her flight was cancelled. She was on hold for over two hours and was finally told by the online agency that they could refund the hotel charges, but she'd need to deal directly with the airline for a refund on the flight costs. In addition, she had to rebook an airline ticket with the airline directly. Some online portals also only allow the cancellation of an entire package, but not separate components, and a cancellation fee may be charged.

Prepaid Rates Come with Strict Restrictions: Most online travel sites will offer a reduced rate when prepaid. However, if you cancel outside of the cancellation window, it's likely that a penalty fee will be imposed that's typically equal to the first night's room fee plus tax. It's always best to only prepay when the reduced rate is significant and review the regulations carefully. Even though booking travel plans may pose some problems, J.D.Power reports an overall customer satisfaction with online travel portals 788 on a 1,000 point scale. Most online travel agencies provide easy navigation of site, promotions and contact with a representative via live chat. Many realize that they must meet customer's expectations and provide the needed information along with a user-friendly website, or the customer will move on to a competitor.

Online travel sites are making efforts to improve overall customer care. Some promise to act as an advocate with bookings and waive cancellation fees in extreme circumstances, such as a hurricane, typhoon or a natural disaster. The bottom line is that customers must realize that they agree to the restrictions in exchange for reduced prices when booking online. Be sure to always read the rules and regulations that apply to the booking.

BUSINESS TRAVELER VS LEISURE TRAVELER

Business and Leisure travelers both want good value of money as they both are well aware of the technological advancements and want it should improve their experience pertaining to travel. Both require greater options in their travel search as travelers want to book multiple services and add-ons at the same time. For example trip advisor is used widely by travelers as it specializes in providing reviews, suggestions and most importantly personal advice.

Both these travelers spend lot of time in searches and are willing to buy add-on services. Social networks such as Facebook, twitter, LinkedIn, friends and families also influence the travel decisions for both leisure and business traveler in developing countries such as China and India. Business travelers want good internet connectivity and facilities such as receiving information pertaining to destinations right on their mobile phones. Leisure travelers rely on numerous sources of information to research and book travel. They use more sources than business travelers.

Business Travelers rely on Travel Management companies as their decision is simple and transactional as the time and place are fixed. It is being witnessed that for holidays the business traveler use more than three websites to plan and book trips in comparison of four sources in case of leisure travelers. Travel companies should provide a one stop shop to cater to the preferences and changing needs of business traveler and it should be cost effective. 66% of Leisure travelers use online search engines to research travel in comparison to 59% in case of business travelers. 40% of both the travelers use Airline websites, 36% of both the travelers use hotel websites and 40% of leisure travelers and 32% of business travelers use destination sites for booking their last trip (source: Travelport)

49% of business traveler and 47% of leisure traveler booked accommodation at the same time as key segments. 33% of business traveler and 32% of leisure traveler booked insurance and 29% of business traveler and 21% of leisure traveler booked car rentals. Both the travelers are choosing to **book online**. 75% of the leisure traveler wants the online booking should be cost effective whereas 64% of business traveler wants the online travel services should be cost effective. 61% of both the travelers want a simpler booking process and 58% of both the travelers want a faster booking process. Both the travelers want a variety of services at one place, easy booking process, reduce complexity and improve travel research. Both the travelers want a secure payment system. Internet is transforming the travel industry for business and leisure travelers but it is not replacing other sources of information gathering such as getting information from friends, families and colleagues. Printed material, television and professional advice still have a role in the travelers sojourn. Websites such as Facebook, twitter, YouTube are transforming the idea of word of mouth and extending the influence of these social networking sites. Both the technology driven travelers demand updated information and services that facilitate a truly personalized travel experience.

LITERATURE REVIEW

Technology-driven change is revolutionizing every industry, from retail distribution to banking, from manufacturing to publishing and education. The pressure of new technologies (computer, networks, and interactive television) combined with increasing customer demands (flexibility, convenience, customization, service, etc.) and hyper-competition (global markets, shrinking product cycles, increasing risk, rapid change) is requiring companies to redefine their strategies, products and processes. Electronic commerce is supported by one specific set of technologies (intelligent front ends, public networks such as the Internet and multimedia data) which has an impact on these industries. For the first time, buyers and sellers can communicate directly over an information and data-rich channel. Consumer oriented industries where service and information plays a large part in the buying process are especially affected: banking, travel and retail of commodity products (records, wine, and books) would be good examples.

The World Wide Web has changed the business environment and competitive behavior in many industries because consumers now have more access to market information. The speed at which the Internet has revolutionized information availability and information sharing has taken managers by surprise. While many firms have failed in their effort to implement sound Internet strategies in an environment where consumers are better informed, other firms with creative strategies have succeeded.

The Internet has become an important information source for end consumers in many industries. It has brought higher levels of market transparency, permitting consumers to observe information that previously was not available via other distribution channels.

Market transparency can be observed in the travel industry, where the influence of information provided by online travel agencies (OTAs) has been significant. According to the Travel Industry Association of America (2002), two-thirds of the 96 million people who traveled and used the Internet in 2002 planned and researched travel options online. This led to new revenue dollars for online purchases, and shifted the mix away from offline purchases. Nielsen Net Ratings (2001) reported that online travel sales approached US\$ 1.2 billion in the United States market in January 2001, representing nearly a third of all e-commerce transactions. In addition, visits to online travel sites stimulated another \$681 million in revenue related to purchases by phone, fax, or in person. In 2010, travel for leisure and holidays accounted for 51% of the overall international tourist arrivals (940 million). Some 15% of international tourists traveled for Business and Professional purposes and another 27% traveled for other purposes such as VFR, religious regions and pilgrimages, health treatments etc. The purpose of visit for the remaining 7% of arrivals was not specified. (UNWTO World Tourism Highlights, 2010)

In 2014, Leisure, recreation and holidays accounted for 53% of the overall international tourist arrivals (1133 million). VFR, Health, Religion and other accounted for 27% of the overall international tourist arrivals, 14% traveled for Business and Professional purposes. The purpose of visit of the remaining 6% of arrivals was not specified. (UNWTO World

Tourism Highlights,2014). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997). The field of consumer behavior covers a lot of ground. According to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

The official definition of consumer behavior given by Belch (1998) is ‘the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires’. Behavior occurs either for the individual, or in the context of a group, or an organization. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.

Andreason (1965) proposed one of the earliest models of consumer behavior. This model is shown in Figure 2.1. The model recognizes the importance of information in the consumer decision-making process. It also emphasizes the importance of consumer attitudes although it fails to consider attitudes in relation to repeat purchase behavior.

Business travel industry is an important part of international travel and tourism. In a broader sense, business travel is defined as concerned with people travelling for work-related purposes. Davidson and Cope (2003, 4) divided the business travel industry into individual business travel, which comprises the regular trips necessary to carry out employment tasks; and business tourism which includes variety of business meetings and events and is sometimes associated with MICE (meetings, incentives, conferences and exhibitions) industry. The process of business travel distribution is similar to leisure distribution in that respect that there is a number of suppliers such as hotels, transport providers and catering common for both leisure and business sectors; and a number of intermediaries linking these suppliers to the customers – corporate and government buyers. However, there is greater variety of business travel intermediaries involved in the distribution of individual business travel and business tourism services. Business travel intermediaries bring together corporate buyers and suppliers of travel and travel-related services. As the focus of this study is on the individual corporate travel sector of business tourism, business/corporate travel agencies and travel management companies are of the particular interest for the study.

Business travel agencies, known also as business house agencies, deal with corporate clients and business travel solely. These agencies rarely deal with the end consumers – travelers – as they mainly communicate with the representatives of the corporate buyer, usually corporate travel manager/coordinator, or a management assistant. Business travel agencies follow instructions provided by their corporate clients for the bookings and other arrangements. Sometimes these agencies can operate through an “implant”, which is the agency’s division located directly at a buyer’s premises. This form is used when the buyer has extensive travel needs, which require close cooperation between the agent and the buyer. The business travel agency can also operate through an online booking service (Davidson 2001, 75-77 in Buhalis & Laws 2001).

Majority of business travel agencies provide similar services to traditional travel agents, such as making reservations, issuing tickets and providing advisory services, however, the nature of work of business travel agencies is different. One important distinction lies in the fact that business travel agencies deal with two types of clients: corporate buyer organization represented by the travel manager; and the business traveler, employee who actually uses the services of the agent. As a rule, this employee does not pay for his/her travel from own pocket; is more experienced than an average leisure traveler and also more demanding. So service quality, time-efficiency ability to exchange tickets on a short notice, need for speed and last minute arrangements are essential components of business travel agency services (Davidson 2001, 75-77 in Buhalis & Laws 2001).

Apart from traditional booking, ticketing and information services, business travel agencies are often involved in the buyer’s travel management process. They can get closely involved in the financial and expense management processes of their clients thorough involvement in negotiation processes with suppliers on the buyer’s behalf, managing client’s travel budget, and keeping travel managers informed about their company’s spending on travel-related services. Due to the increasing importance of this part of the service offer, some business travel agencies call themselves travel management companies (TMC) in order to emphasize the change in their roles from a booking agent to an expert in travel management consulting (Davidson & Cope 2003). Carlson Wagonlite Travel glossary defines a Travel Management Company as “an organization that provides specialized travel related services to the corporate market”. According to their definition, a TMC focuses on management information, hotel analysis, the development of air/car rental/hotel client specific programs, and detailed cost savings opportunities in addition to traditional ticketing and reservations. The major function of the TMC is efficient corporate travel cost management as opposed to mere bookings in traditional travel agencies.

CHANGING NEEDS OF BUSINESS TRAVELERS:

Apart from analyzing trends relevant for travel industry as such and travel distribution in particular, it is important to look at the corporate buyers’ changing needs. As it has been estimated that corporate travel expenses represent significant share of companies’ costs, often being the second largest expenditure (Holma 2008, 7), the need for managing these expenses and the whole travel process in an efficient way is a central point of corporate travel programs. In the process of managed business travel the role of intermediaries becomes even more important, as they can act as advisors and consultants in the corporate travel management.

OBJECTIVES:

1. To evaluate the perception of travelers about various travel portals in India.

2.To study the effectiveness of e-commerce in India.

3.To study the effectiveness of tourism websites i.e.Yatra.com, MakeMyTrip.com.

RESEARCH METHODOLOGY:

Based on both Primary and Secondary data. Primary data collected by interviewing selected no of respondents through structured questionnaires .While secondary data was collected from authentic books and trusted Websites.

DATA ANALYSIS AND INTERPRETATION

Both the Online Travel Portals i.e. Makemytrip.com and yatra.com were interviewed to understand their bouquet of travel products and how they handle their clientele. The result of the survey was helpful to understand the bottlenecks in online travel portals. It was deduced that tour components was the most problematic factor for yatra.com. The second big problem for yatra.com was the opposed payment terms with the contractors as well as non-availability of right accommodation by the travelers. The other bottleneck of yatra.com was not meeting the special needs of Indian Travelers which was proficiently met by makemytrip.com.

After applying the Kolmogorov-Smirnov Test it was found that the distribution of the data is normal in case of Makemytrip.com. The data is significant after the application of the chi-square test in case of makemytrip.com.

ONLINE TRAVEL AGENTS (MMT)

Personal Profile

- 1-Name of the Online Travel Agency...MAKEMYTRIP.COM
- 2-Marketing strategies adopted by the Online Travel Portal : Television advertising
- 3- Specialization of the Portal : Multi Specialty
- 4. Area of Functioning : Globally
- 5. Length of services: : 10-15 Years
- 6. Membership of any travel associations : Multi
- 7. In how many cities does the online portal have its back office: More than 10 Cities

you rate the performance of your online travel portal pertaining to dealing with Business Travelers. Please circle the numbers that best reflects your views. Kindly rate your level of agreement using the following scale as guide. Circle any number between 1 to 5 of the item listed.

- 1) Strongly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Strongly Dissatisfied

Q.8 What are the advantages of your travel portal which motivate Business Travelers to give preference to you while choosing your travel portal.					
Location	1	2	3	4	5
Brand	1	2	3	4	5
Discounts	1	2	3	4	5
Reputation	1	2	3	4	5
Infrastructure	1	2	3	4	5
Special offers	1	2	3	4	5
Booking system	1	2	3	4	5
Latest information on availabilities	1	2	3	4	5

Q.9 As per your view a Business Traveler chooses an Online Travel Portal -					
by choice	1	2	3	4	5
by occasion	1	2	3	4	5

by chance	1	2	3	4	5
by emergency	1	2	3	4	5
by Recommendation	1	2	3	4	5
By credibility /brand name	1	2	3	4	5

Q.10 Common reasons of losing business customers by you?					
Discount related	1	2	3	4	5
Offers related	1	2	3	4	5
Information related	1	2	3	4	5
Booking related	1	2	3	4	5
Policy of refund & Cancellation related	1	2	3	4	5
Personal reasons	1	2	3	4	5

Q.11 Your relationship with the Business Traveler is based on the following :					
Website	1	2	3	4	5
Complete Information	1	2	3	4	5
Total services	1	2	3	4	5
Price structure	1	2	3	4	5
Additional Facility	1	2	3	4	5
Responsive	1	2	3	4	5

Q.12 What are the reasons of shifting the customer-base from Traditional Travel Agencies to Online Travel Portals?					
Easy comparison with other similar services providers	1	2	3	4	5
Quick response and Fast Solutions	1	2	3	4	5
More Discounts	1	2	3	4	5
More options of services	1	2	3	4	5
Transparency in procedure	1	2	3	4	5
High Internet Speed	1	2	3	4	5
Government support to online travel portal	1	2	3	4	5

Q.13Rate the business traveler on the following parameters					
Behavior	1	2	3	4	5
Purchasing power	1	2	3	4	5
Demanding more options	1	2	3	4	5
More discount	1	2	3	4	5

Q.14 Do you have a Customer Grievance Redressal Cell? : Yes

Q.15 In general what is the time frame to resolve the Complaint? : B) Within 72 Hrs

ONLINE TRAVEL AGENTS(YATRA.COM)

Personal Profile

- 1-Name of the Online Travel Agency : YATRA.COM
- 2-Marketing strategies adopted by the Online Travel Portal: Website
- 3- Specialization of the Portal : Multi Specialty
- 4. Area of Functioning : Globally
- 5. Length of services: : 5- 10 Years
- 6. Membership of any travel association : Multi
- 7. In how many cities does the online portal have its back office : 2- 5 cities

Rate the performance of your online travel portal pertaining to dealing with Business Travelers. Please circle the numbers that best reflects your views. Kindly rate your level of agreement using the following scale as guide. Circle any number between 1 to 5 of the item listed.

- 6) Strongly satisfied
- 7) Satisfied
- 8) Neither satisfied nor dissatisfied
- 9) Dissatisfied
- 10) Strongly Dissatisfied

Q.8 What are the advantages of your travel portal which motivate Business Travelers to give preference to you while choosing your travel portal.					
	1	2	3	4	5
Location		2			
Brand	1	2	3	4	5
Discounts	1	2	3	4	5
Reputation	1	2	3	4	5
Infrastructure	1	2	3	4	5
Special offers	1	2	3	4	5
Booking system	1	2	3	4	5
Latest information on availabilities	1	2	3	4	5

Q.9 As per your view a Business Traveler chooses an Online Travel Portal -					
	1	2	3	4	5
by choice					5
by occasion	1	2	3	4	5
by chance	1	2	3	4	5
by emergency	1	2	3	4	5
by Recommendation	1	2	3	4	5
By credibility /brand name	1	2	3	4	5

Q.10 Common reasons of losing business customers by you?					
	1	2	3	4	5
Discount related	1	2	3	4	5
Offers related	1	2	3	4	5
Information related	1	2	3	4	5
Booking related	1	2	3	4	5
Policy of refund & Cancellation related	1	2	3	4	5
Personal reasons	1	2	3	4	5

Q.11 Your relationship with the Business Traveler is based on the following :

Website	1	2	3	4	5
Complete Information	1	2	3	4	5
Total services	1	2	3	4	5
Price structure	1	2	3	4	5
Additional Facility	1	2	3	4	5
Responsive	1	2	3	4	5

Q.12 What are the reasons of shifting the customer-base from Traditional Travel Agencies to Online Travel Portals?					
Easy comparison with other similar services providers	1	2	3	4	5
Quick response and Fast Solutions	1	2	3	4	5
More Discounts	1	2	3	4	5
More options of services	1	2	3	4	5
Transparency in procedure	1	2	3	4	5
High Internet Speed	1	2	3	4	5
Government support to online travel portal	1	2	3	4	5

Q.13 Rate the business traveler on the following parameters					
Behavior	1	2	3	4	5
Purchasing power	1	2	3	4	5
Demanding more options	1	2	3	4	5
More discount	1	2	3	4	5

Q.14 Do you have a Customer Grievance Redressal Cell? : Yes

Q.15 In general what is the time frame to resolve the Complaint? : Within 72 Hrs

DISCUSSION & CONCLUSION

Due to the recent nature of this phenomenon there was unavailability of secondary data in the Indian industry, thus primary research was relied upon. The analysis and understanding derived from selected companies were used to generalize for the industry as a whole. This report should help in understanding how the market structure is predicted to change in the Indian travel industry. It was noticed that the use of both the travel websites by their potential customers were under tough competition. In order to have more clear understanding of the study a survey was done with total forty four people and the questionnaires were equally distributed among the two website users. As per the results of this survey it was noticed that majority of customers were satisfied with the travel portals and out of which they found Makemytrip.com to be more convenient and better option when compared to Yatra.com. As per the customers experience and knowledge they shared out many reasons for giving such preference to Makemytrip.com. Following are few reasons for their preference listed down by the experienced users of both the travel portals:

- The information on Makemytrip.com portal is much more clear and adequate than Yatra.com.
- The price variation is there for both the portals as per the services offered.
- The services offered by MakemyTrip.com are better than Yatra.com

Both the portals exclusively work more efficiently when it comes to the customer benefits and offers.

Also a full exploitation of the potential for market transparency will only fuel the further growth of the market for travel services through their portals. At the same time the impact of market transparency on prices is that the prices are driven lower leading to a price war between the travel agents, as the consumers are able to discover and purchase the lowest available fares. Moreover, an increase in market transparency is associated with a decrease in the costs of information search and, consequently, it also tends to increase consumers' willingness-to-pay. The frameworks outlined in this paper should be helpful to support decision-making processes while shaping strategies to react or take opportunity of the fast changing world of the travel industry. Moreover, the strategies adopted by the travel agents are not just based on their willingness to do so but are also constrained by their analysis of

resources and capabilities and amounts of investments required. During all these developments the size of the consumer base has increased as the low prices, better services attract more travelers to this industry completing the entire cycle of events. Thus conclusion was arrived through this study of two web portals that both Yatra and MakeMyTrip.com are very tough competitors of each other. Both the websites are having equivalent benefits for their customers in order to satisfy them. But still under this paper we have gone through the in depth study of both the websites and found that MakeMyTrip.com.com is more efficiently capable to satisfy its customers in comparison to Yatra.com.

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- Yatra Journals and various Marketing Books.
- Industry presentations for the Internet Marketing e-commerce & Competence Capabilities and Competitive Strategies
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