

A Study on Consumers Travel Perception with Reference to Online Ticket Reservation in Bengaluru, India

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Abstract: E-commerce, which takes the world by storm in recent years, is bringing new business opportunities to global travel and tourism industry. A survey from Media Metrix, a US leader in Internet and digital media measurement, shows that some 14 million people used the Internet in 1999 to book 7 billion US dollars in travel, and the number of people booking travel is expected to rise to 75 million by the end of this year. With the rising of the Internet boom, the tourist sector would by no means be left behind. Tourism-related institutions and Internet companies are joining hands in tap this potential market. The study emphasis on customer travel perception on online ticket reservation. The questionnaire was prepared and sent to the respondents in that 283 people has given their opinions. Then, the data was analyzed using factor analysis and multiple regression model. According, to the study wallet factor and social hub plays a vital role for reserving tickets in online.

Index Terms -Media Metrix, Digital Media Measurement, Social Hub.

I. INTRODUCTION

E-Commerce is termed as buying and selling of goods through electronic transaction mode. The online ticket booking service facilitates us to book our tickets through Mobile application via Internet whereas, offline booking is done through travel agent's office or by telephone. The revenue generated by online travel booking segment amounts to US\$8,051 in 2019. The annual growth rate expected to increase 9.9% (2019-2023). According to the Global comparison, the most revenue is generated by United States (US\$99,055m in 2019).

Nowadays with the advent of online bus booking portals, you no longer need to go through the hassle of standing in long queues and bear the uncertainty of getting your desired seat. The customers are attracted by the fantastic deals, offers and cashbacks. In India, we have best online bus ticket booking more often visited by the customers where, booking is cheaper than offline.

The ten major Indian Online Travel Portals are Red Bus, Paytm, Make my trip, Abhibus, Yatra, Travel Yaari, Ticket Goose, Mybus Tickets, Etravelsmart, Goibibo. The Online portals increased their competition in market through Flexibility, cost comparison, and a wide array of options in terms of destination choices.

One of the earliest players in the genre of bus booking, Red Bus has come a long way since they began in 2006. They have 2300 buses operated in worldwide and the service is trusted by over 8 Million happy customers globally. They have customized service in selecting the preferred seat, they also offer navigation to bus boarding point, Real-time tracking of buses and information on rest stops. They provide 24*7 customer care team to cater all needs of passengers.

When you book tickets in Paytm they have customized facility for choosing sleeper, semi-sleeper, AC/ non-AC and you can check the availability by entering the bus timings and date of reservation. When you book your tickets in Paytm, payment can be made by the Paytm wallet hassle free. The online travel portal also provides attractive deals, cashbacks, coupons, prime customer services, discounts, zero cancellation options, and easy refunding facilities to grab the attention of the customers.

II. LITERATURE REVIEW:

Online Travel Agents (OTA's) has changed strategies to meet business travelers demand to increase their sales. Most of the online travelers are IT professional book tickets in online for leisure travel. It also reflects that consumer behavior is influenced by the socio- cultural factors. The source of booking ticket is by various aspects.

The study was about to know the perception of customer with respect to online and offline mode of operation. Online mode of operation has great reach to customer, the operation cost is less and they have other benefits. It also saves time and money of customers. Trust needs to be generated among the customers for online financial transactions. The transformation from traditional travel agents to online travel agents (OTA's) is due to deepening penetration of Internet Usage and Smart Phones in India. This study tells, swapping traditional travel agents for online travel agents (OTAs) by ICRA Research Services.

According to Octane.in, 36% of consumers make unplanned trip due to offers and discounts given by the OTA's. It is easier for a desktop user to look at more websites and switch from one competitor to another. But an app user is a loyalist; so, majority of e-travel companies are incentivizing the consumers to use their Mobile App.

Travel and tourism businesses focus on the consumer by using information technology to provide real time data and additional convenience to the consumer. E-commerce encourages economic growth with accessibility, collaboration, automation, functionality, and flexibility. With new developments in information technology the past has taught that consumers change behaviors in relationship to travel and tourism planning, reservations, and purchasing. Currently, in India there are different Online Travel Agents (OTA's) existing where each come up with different strategies which attracts the customers and grabs their attention easily to the product.

III. OBJECTIVE OF THE STUDY:

1. To study the factor which Influenced the Customer the most for Online Ticket Reservation
2. To find the Satisfaction level of the customer in Online Ticket Booking
3. To study the Expectations of the Customer during Online Ticket Reservation

IV. RESEARCH DESIGN

4.1. Variable of the Study: The variables used in the study are Depicted below:

Independent Variable	Demographic Variables (Age, Gender, Profession)
Dependent Variable	Online Booking Behavior (Frequency, Mode of Transport, No of Tickets Booked, Purpose of Travelling, Amount Spent, Considerations)

4.2. Sample and Sampling Technique: The questionnaire was distributed among 313 respondents to carry out the pilot study. Among the 15 Questionnaire were partially filled and were not include the final response in that 283 responses were completely filled and it is used for the study (n = 283). Convenient cum purposive sampling technique was used to choose the right sample from different locations of Bangalore.

4.3. Tool for Analysis: The analysis were carried by preparing the questionnaire using Likert Scale. There are 3 Demographic variables and 33 variables for Buying Behavior were considered. In that, 20 variables were scaled in the extremely influenced in these factors have great impact online ticket reservation. In that, 8 variables were sometimes influence the online reservation. The 2 variables have influenced somewhat. Remaining, 3 variables has never influenced the respondents. The scaling has rated as 5- extremely Influenced, 4- Very Influential, 3- Somewhat Influential, 2- slightly, 1- Not at all Influential.

4.4. Data Collection: The study has been carried out from April 2019 to July 2019. The questionnaire was prepared and sent to the respondent and 283 responses were completely filled. Structured Questionnaire were used to collect the data from the Respondent.

4.5. Statistical Technique for Data Analysis: The reliability analysis was carried out to measure the consistency from Cronbach's Alpha. From the Frequency, Percentage and Mean Score were analyzed the Demographic Characteristics of the consumer. Factor analysis and Multiple Regression were used identify the factor which influenced the customer most to book their tickets in online.

V. DATA ANALYSIS AND RESULT:

According to the study, the internal reliability coefficient (Cronbach's Alpha) was found to be 0.842 which indicates the reliability of 33 Variables.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.84	33

Here, data was analyzed using descriptive statistics based on the gender, age, profession, age, mode of transportation, no of tickets booked, amount spent). According the Table-1, the majority of respondent are Male dominant with 74.2%, people of age (18-21) fall in Majority with 59%, mostly the bachelors – unmarried people 80.9% in majority, and the students visit the most often according the analysis the students 63.6%. From the above, data the consumer reserve ticket in online.

According the Table-2, the data is analyzed based on the online ticket booking. The most preferred Mode of Transport is Road 64.3%, the Frequency of travel customer prefer to visit ids monthly once 40.6%, the number of tickets booked is of majority single 47%, the purpose of travelling the majority of people prefer is personal outing is 57.2%, the range of amount spent on travel ticket is Rs 500- Rs 1000 by majority of respondent 37.8%, the first consideration they look in to while booking the ticket is price 21.6%, and mode of booking the ticket is through Mobile Application of 54.1%.

According to the Descriptive data analyzed using the ranking method. In table-3: the most often used online booking service is Redbus which is preferred by the majority of respondents. In table- 4, the most influenced medium which created the brand awareness to book ticket are by social Media. In table-5, the customer satisfied with the Pricing strategy adopted by the online service provider.

a) Descriptive Statistics for demographic variables

Table-1: Demographic profile of the Respondents			
		NUMBER (n=283)	%
Gender	Male	210	74.2
	Female	73	25.8
Age Group	Below 18	3	1.1
	18 - 21	167	59
	22 - 25	61	21.6
	26 - 29	12	4.2
	30 - 33	13	4.6
	34 - 37	9	3.2
	38 and Above	18	6.4
Marital Status	Married	54	19.1
	Unmarried	229	80.9
Profession	Student	180	63.6
	Salaried	84	29.7
	Self employed	10	3.5
	Home maker	9	3.2

b) Descriptive statistics for Online Booking Behavior:

Table-2: Descriptive statistics for Online Booking Behavior			
		NUMBER (n=283)	%
Mode of transport	Road	182	64.3
	Railway	51	18
	Air Travel	50	17.7
Frequency of Travel	Daily	72	25.4
	Weekly	41	14.5
	Monthly	115	40.6
	Yearly	34	12
	Rarely	21	7.4
No of Tickets Booked	Single Person	133	47
	Two Persons	80	28.3
	3 Persons	9	3.2
	4 Persons	23	8.1
	More than 4	38	13.4
Purpose of travelling	Business Trip	29	10.2
	Educational Trip	42	14.8
	Personal Outing	162	57.2
	Family Trip	50	17.7
Amount Spent	Less than 250	17	6
	Rs 250- Rs 500	48	17
	Rs 500- Rs 1000	107	37.8
	Rs 1000- Rs 2000	58	20.5
	Rs 2000 and above	53	18.7

First consideration for booking ticket	Price, customer service, punctuality, safety	12	4.2
	Price	61	21.6
	Customer Service	15	5.3
	Brand Image and Hospitality	19	6.7
	Customer service, punctuality, Hospitality, safety	12	4.2
	Advertising for different deals, packages, offers	16	5.7
	Price, Customer Service, punctuality	14	4.9
	Price, Brand Image and Hospitality	28	9.9
	Brand Image, Hospitality	24	8.5
	Customer Service, safety and hospitality	23	8.1
	Price, safety and Brand Image	12	4.2
	Punctuality	25	8.8
	Safety and Brand image	22	7.8
Mode of booking the ticket	Mobile app	153	54.1
	Website	30	10.6
	Calling	80	28.3
	Face to face	20	7.1

c) Descriptive Statistics: Most often visited online ticket booking Service

	N	Minimum	Maximum	Mean	RANK
Redbus	283	1	5	3.25	1
Paytm	283	1	5	2.87	3
MakeMyTrip	283	1	5	2.72	4
Abhibus	283	1	5	2.36	8
Yaatra	283	1	5	2.42	7
Travelyari	283	1	5	2.88	1
Ticketgoose	283	1	5	2.52	6
Mybusticket	283	1	5	2.08	9
Etravelsmart	283	1	5	2.07	10
Goibibo	283	1	5	2.64	5
Valid N (listwise)	283				

d) Descriptive Statistics: Most influenced medium in online ticket booking

	N	Minimum	Maximum	Mean	RANK
Television ad's	283	1	5	3.01	2
Social media	283	1	5	3.64	1
Search engine	283	1	5	2.69	3
Electronic bill boards	283	1	5	2.39	5
Banner ad's	283	1	5	2.38	6
Newspaper	283	1	5	2.66	4
Fm/ radio	283	1	5	2.35	7
Valid N (listwise)	283				

e) Descriptive Statistics: Satisfaction level of online ticket Booking

	N	Minimum	Maximum	Mean	RANK
Customer service	283	1	5	3.54	2
Food facilities	283	1	5	3.07	14
Restaurant option by service provider	283	1	5	3.17	11
Price of tickets	283	1	5	3.59	1
Sleeper coach facilities	283	1	5	3.46	4
Time management	283	1	5	3.42	5
Selection of routes	283	1	5	3.37	7
Cleanliness	283	1	5	3.49	3
Tracking of bus	283	1	5	3.36	8
Washroom facilities	283	1	5	2.97	15
Luggage space	283	1	5	3.19	9
Mobile charging facilities	283	1	5	3.41	6
Entertainment options	283	1	5	3.08	13
Wifi facilities	283	1	5	3.15	12
Hospitality	283	1	5	3.19	9
Valid N (listwise)	283				

Factor Analysis:

The factor which influenced the customer to reserve ticket at online was analyzed using factor analysis. Then the variables were analyzed using the multiple regression and factor analysis then, certain variables were rejected which is not influencing the study. Sampling adequacy was checked using KMO and Bartlett's test as shown in table-6. According to, Kaiser- Meyer- Olkin the sampling adequacy should be more than 0.5 but here, according to the analysis it is 0.756. Therefore, the data is highly significant.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.756
Bartlett's Test of Sphericity	Approx. Chi-Square	2276.729
	df	210
	Sig.	0

According to the Table-7, the total variance of the components using extraction method are shown in the table below. The eigen value of the First Factor is 6.346 and its variance is 30.218%. The eigen value of the Second Factor is 1.832 and its variance is 8.725%. The eigen value of the Third Factor is 1.308 and its variance is 6.231%. The eigen value of the Fourth Factor is 1.258 and its variance is 5.991%.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.346	30.218	30.218	6.346	30.218	30.218	3.157	15.034	15.034
2	1.832	8.725	38.943	1.832	8.725	38.943	3.036	14.457	29.491
3	1.308	6.231	45.174	1.308	6.231	45.174	2.483	11.826	41.317
4	1.258	5.991	51.165	1.258	5.991	51.165	2.068	9.848	51.165
5	1.238	5.893	57.058						
6	1.103	5.254	62.312						
7	0.949	4.517	66.829						
8	0.861	4.1	70.929						
9	0.801	3.814	74.743						
10	0.773	3.68	78.424						
11	0.687	3.27	81.694						
12	0.686	3.264	84.958						
13	0.576	2.743	87.701						
14	0.536	2.552	90.253						
15	0.417	1.985	92.237						
16	0.409	1.949	94.186						
17	0.306	1.457	95.643						
18	0.289	1.375	97.018						
19	0.249	1.185	98.203						
20	0.224	1.065	99.268						
21	0.154	0.732	100						

According to Table-8, the rotated component matrix in which each variable value is,

Component-1: Wallet Factors

1. Coupon Code
2. Payment Option
3. Review of Social Media
4. Prime Customer Service
5. Gift Vouchers
6. Flexibility and Alternative Dates
7. Ratings
8. Safety Aids

Component-2: Social Hub Factors

1. Free Travel Insurance
2. Social Media Marketing
3. Website Influence
4. Notifications (SMS, E-MAIL)
5. Route Planner
6. Rewards
7. Selection of Seat

Component-3: Promotion Factors

1. Celebrity Endorsement
2. Media Advertisement
3. Complimentary

Component-4: Funding Factors

1. Refund Facilities
2. Zero Cancellation Charges
3. Cash Back

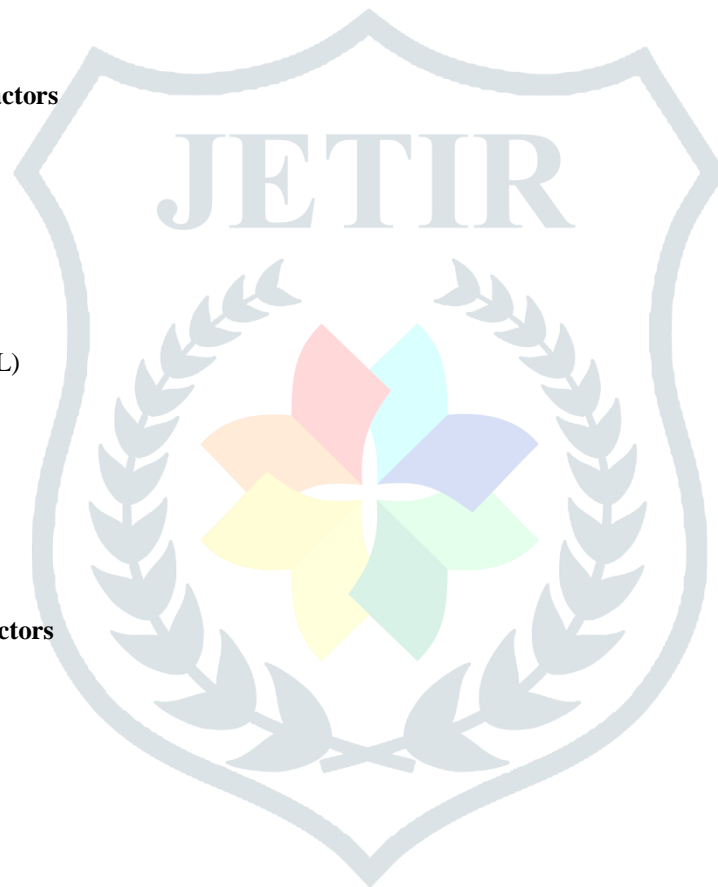


Table- 8: Rotated Component Matrix ^a					
SL.NO	Factors which influence the customers to Reserve tickets in online	Component			
		1	2	3	4
1	Coupon code	0.502	0.026	-0.096	0.44
2	Payment options	0.646	0.047	-0.061	0.041
3	Review of social media	0.466	0.027	-0.127	-0.62
4	Celebrity endorsement	-0.051	0.22	0.726	-0.026
5	Free travel insurance	-0.109	0.694	0.016	-0.206
6	Refund facilities	0.075	0.159	-0.434	0.262
7	Zero cancellation charge	0.173	0.077	-0.139	0.675
8	Social media marketing	0.143	0.432	0.404	0.1
9	Cashback	0.24	0.268	0.173	0.545
10	Prime customer service	0.519	0.078	0.386	0.407
11	Website influence	0.212	0.501	0.384	0.181
12	Media advertisements	0.138	0.317	0.651	0.088
13	Notification (sms, e-mail)	0.399	0.538	0.193	0.118
14	Gift vouchers	0.647	0.177	0.191	0.128
15	Route planner	0.164	0.785	0.112	0.26
16	Flexible & alternative dates	0.587	0.299	0.217	-0.041
17	Rewards	0.436	0.489	0.235	0.227
18	Ratings	0.454	0.312	0.208	0.396
19	Complimentary	0.317	0.068	0.735	0.126
20	Safety aids	0.511	0.497	0.184	0.172
21	Selection of seat	0.32	0.491	-0.006	0.236

Multiple Regression:

According, to the table-9, the R value is 0.995 and it says that, there is better linear relationship between the response and the predictor. Then, the difference between the R Square and the Adjusted R square which is Nil.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.995 ^a	0.99	0.989	1.54328

a. Predictors: (Constant), REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

According, to the table-10, the overall regression model is analyzed using the F Ratio using ANOVA. It shows independent variables depend on the dependent variables $P(4, 278)= 6568.421$

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	62576.169	4	15644.042	6568.421	.000 ^b
	Residual	662.114	278	2.382		
	Total	63238.283	282			

a. Dependent Variable: f

b. Predictors: (Constant), REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

According to the table-11, the co-efficient of the regression model has been interpreted in equation.

$$Y = \text{CONSTANT} + V1 + V2 + V3 + V4$$

$$\text{Factors Influencing} = 63.459 + 9.455(V1) + 8.914(V2) + 5.453(V3) + 4.829(V4)$$

The first variable is Wallet Factor were it consists of coupon codes, payment options, prime customer, Gift voucher, safety aids, dates, and review of the customer. The second variable is Social Hub Factor like website influence, social media marketing, notifications, rewards, route planner and free travel insurance. The Third variable is Promotion factors like celebrity endorsement, media advertisement and complimentary. The fourth variable is funding factors such as, refund, zero cancellation and cash back.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	63.459	0.092		691.743	0
	REGR factor score 1 for analysis 1	9.455	0.092	0.631	102.883	0
	REGR factor score 2 for analysis 1	8.914	0.092	0.595	96.995	0
	REGR factor score 3 for analysis 1	5.453	0.092	0.364	59.331	0
	REGR factor score 4 for analysis 1	4.829	0.092	0.322	52.541	0

VI. CONCLUSION:

According to the study, it is evident that there many factors which is influencing the customers to book tickets in online. But the majority of the customers reserve tickets in online based on the wallet factor. In this, their main focus on the payment options which they adopt, the coupon codes, gift vouchers attract the customer most to book the tickets were, they can save their money. The second factor which influence them is Social Hub. As we all know social media play vital role in today's society by creating awareness about the product, ease accessibility and time consumption.

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