

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS TRAVEL BOOKING APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

With the advent of era of new technology, customer preference towards travel booking applications has grown tremendously. Nowadays, the technology has grown much and each and every person is ready to book in app and they are ready to go. Mobile technology became a crucial determinant of excellence of life and the way of an industry. The distribution of mobile technology in existence and industries has surpassed prospect, and travel booking application is no exemption. This study focuses on customer preference and their satisfaction towards travel booking applications.

Keywords: Mobile technology, Booking, Travel, Applications.

I. INTRODUCTION

The position of information and communication technology (ICT) became key when the Internet was adopted as a distribution path. At the time, the research on ICT revolved around PC-based Internet access and devices that used this technology, which were introduced within the concept of travel booking application. Through mobile technology, we can anticipate that travel booking applications will lead to the development of the economy. The reason of this research is to identify the role of mobile technology in achieving their preference and satisfaction from the technology and customer perspectives, and to suggest future research and technology.

II. REVIEW OF LITERATURE

Pandya Khushbu (2012) Marketers in the west have already taken advantage of Social Media. But Indian marketers are still lagging behind in this foray. Social Media Marketing (SMM) is emerging as an innovation in the marketing field. Although in India

SMM is catching fire since last 3 to 4 years. But still some companies are finding ways and means to manage it professionally. Hence, he advises that the need arise to study the state of social media use in marketing activities by Indian companies. This study is an attempt to create awareness among Indian marketers about the power of SM Environment spreading at large. This study answers one major research question – What is the state of social media marketing in India? Major findings show that social media platforms do have an impact on business and marketing.

ManjunathaS(2013) His study is placed in this context to examine the emergence and growth of online shopping in India. And also to analyse the attitudes and expectations of online shoppers in India and it is found that since last two decades the number of online shoppers has largely increased along with the rise of online shopping websites. According to him his study found that the attitudes and expectations of online shoppers have dramatically changed. The major detrimental factors of online shopping in India have been dealt scientifically. He advised that the online shopping websites have to best make use of the available mobile technology.

A. Irudayaraj and Dr. K. Baranidharan(2013) According to their study the company should not just jump on to the bandwagon just because others are jumping into it. The market should be analyzed first to understand whether their brand would really benefit from Social Marketing Media. It should try and find out whether Social Marketing Media strategies fit its brand. The company should not expect results over night. Social Marketing Media is a long term strategy. It will not happen overnight. The results might become visible anywhere from three to six months. Social Marketing Media is not a standalone tool for marketing. It has to be used along with all the other conventional marketing strategies. One of the benefits of a social media strategy is the fact that the available tools can customized for their particular needs.

Sujo Thomas et al.(2014) according to their study despite being used by millions of people, the bus travel industry in India is highly fragmented as well as unorganized and it took a while to witness some innovations in the bus ticketing industry in India. They attempts to explore as well as evaluate the extent of the transformation and its impact by focusing on ‘redbus’ which is the largest bus ticketing company operating in India. However redbus has to cope with the challenge of building a robust technology base to handle the web traffic effectively and do all the transactions real time. . The opportunity of cross selling and

customization of products to suit the demands of the customers is still an impending region to be explored yet by Redbus. Presently it also needs aggressive allocation of their advertising budget. Redbus had used the radio advertising to reach the masses and Google advertising to target the internet users. Redbus has to set the priorities right for the near future while being watchful for emerging opportunities to stay ahead of the competition.

III.NEED OF THE STUDY

In our current scenario, everyone is passionate towards Internet capability. In addition to that, it's an urge to know how far the customers have a preference online mode towards ordering a ticket for a travel and their satisfaction height towards online travel booking system.

IV.SCOPE OF THE STUDY

There is a huge gap between online mode and offline mode of transactions. Though there are many customers are not comfortable with the online mode of transactions, this study is focused on the customers those who prefer to book the ticket through online mode and to identify satisfaction level of the customers.

V. OBJECTIVES OF THE STUDY

- To study the demographic and socio-economic status of the customers in the study area.
- To examine the customer preference towards travel booking applications.
- To know the satisfaction level of customers towards travel booking applications.
- To identify the factors influence the travel booking applications.
- To recognise the problems faced by the respondents towards travel booking applications.

VI. RESEARCH METHODOLOGY

Research methodology is a way to thoroughly explain the make enquiries trouble it is how research is done technically. It consists of unlike ladder that is generally adopted by a researcher to study the research effort along with reason behind them. In this study, both primary and secondary data is used. The primary data collected through questionnaire, and secondary data through articles in Journals, Magazines and books.

SAMPLING TECHNIQUE AND SAMPLING SIZE

A Sample of 100 respondents was collected on basis of Random Sampling Technique.

AREA OF THE STUDY

The areataken for study is Coimbatore city. It is the second largest city in Tamil Nadu. So I choose Coimbatore cityfor our study.

PERIOD OF THE STUDY

The entire study has been done for three months starting from December 2020 toFebruary 2021.

TOOLS USED FOR THE STUDY

- Simple percentage Analysis
- Average rank analysis
- Chi-square analysis

VII. LIMITATIONS OF THE STUDY

1. The area is limited to the Coimbatore city and the opinions of the customers from other Cities remain unknown.
2. The responses given by the respondents are subjected to personal bias.

VIII. FINDINGS OF THE STUDY

I. SIMPLE PERCENTAGE ANALYSIS

- Based on the study, Majority of the respondents are female at 62% and they are covering under the age group between 20 – 30 years at 58% and most of them are Unmarried at 62%.
- Majority (66%) of the respondents are Undergraduates and they belongs to the income level between Rs.10000-Rs.25000 and they are private employed and most of their family has five members among them 2-4 number of earning members are there in their family.
- Majority (73%) of the respondents prefer Redbus app for booking their tickets.

- Majority (83%) of the respondents are satisfied with the services provided by the Travel booking applications.

II. AVERAGE RANK ANALYSIS

S.No	Factors	Rank
1	Price	2
2	Online reviews	4
3	Promotions	1
4	Image	5
5	Discount	3

The factors influence the travel booking applications are Promotions stands no 1, Price stands no 2, Discount by 3, online reviews by 4 and image stands by 5.

III. CHI- SQUARE TEST

HYPOTHESIS 1

Ho : There is no significant difference between socio-economic and demographic profile of the respondents and Problem faced by the respondents.

H1 : There is a significant difference between socio-economic and demographic profile of the respondents and Problem faced by the respondents.

**TABLE SHOWING SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE AND
PROBLEM FACED BY THE RESPONDENTS**

SOCIO-ECONOMIC FACTORS	CHI SQUARE TEST	D.F	P-VALUE	S/NS
Gender	74.625	3	0.000	S
Age	4.563	9	0.000	S
Marital Status	2.229	3	0.694	NS
Educational Qualification	21.570	3	0.876	NS
Monthly Income	76.148	9	0.000	S
Occupational status	73.358	12	0.000	S

No of Members	83.693	9	0.000	S
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Significant 1% @ 0.01

The above table clearly states that Gender, Age of the respondents, Monthly Income, Occupational status and No of Members in the family were found to be highly significant at 1% level ($P < 0.01$). Hence the null hypothesis is rejected and alternative hypothesis is accepted. The Marital status and Educational qualification of the respondents were found to be insignificant for this study. Hence it can be concluded that Gender, Age of the respondents, Monthly Income, Occupational status and No of Members in the family have significant influence on problem faced.

IX. SUGGESTIONS

If a customer is not aware of using a computer and digitalized software means then it is a big issue for the customer to book a ticket through online. Speed access of internet should be there, so if a customer belongs to rural area it is a difficult task. The risk evading chances are high when it is compared to normal cases. Based on the study, the results of Male respondents are less than the female respondents.

X. CONCLUSION

In current days, each and everyone is slowed down with some work, so no one is ready to stand in a line and wait for so long in a queue to buy a ticket and to travel in a place. With the development of technological devices, expectations have been reduced and even terminated. This paper dealt with significance of online travel ticket booking system. On the whole, nowadays everyone prefers online travel ticket booking system and the whole respondent is satisfied with the e-travel ticket booking system.

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