

# **AMITY SCHOOL OF DISTANCE LEARNING (ASODL)**



## **PROJECT REPORT ON**

### **A STUDY ON CONSUMERS PERCEPTION AND BEHAVIOR TOWARDS ONLINE TRAVEL SITES WITH SPECIAL REFERENCE TO MAKE MY TRIP (MMT)**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF MBA PROGRAMME OF AMITY SCHOOL  
OF DISTANCE LEARNING**

**PROJECT GUIDE:**

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**SUBMITTED BY:**

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**ENROLLMENT NO.: XXXXXXXXXXXXX**

**MBA 2 YEARS**

## **CERTIFICATE I**

This is to certify that the project work entitled **“A Study on Consumers Perception and Behavior towards Online Travel Sites with Special reference to Make My Trip (MMT)”** Delhi is a record of bonafide work carried out by **Mr** \_\_\_\_\_ under my supervision towards partial fulfillment of the management programme course (MBA) of the Amity School of Distance Learning (ASoDL)

**Mr.**\_\_\_\_\_

(Project Guide)

## **CERTIFICATE II**

I, \_\_\_\_\_ certify that the project report entitled “**A Study on Consumers Perception and Behavior towards Online Travel Sites with Special reference to Make My Trip (MMT)**” “is an original one and has not been submitted earlier to Amity School of Distance Learning (ASoDL), Noida or to any other institution for fulfillment of the requirement of a course of management programme (MBA)

Name: \_\_\_\_\_

Enrollment No.: **XXXXXXXXXXXXXXXXXXXX**

## **ACKNOWLEDGMENT**

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**NAME:** \_\_\_\_\_

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**MBA 2 Years**

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## **ABSTRACT/EXECUTIVE SUMMARY**

The online travel industry is anticipated to continue growing steadily in the future after experiencing a period of rapid expansion in recent years. This market is very competitive because of its high level of appeal. To stay in business, online travel agencies need to make sure that their websites don't have features that customers don't need. Indian marketers must have a thorough understanding of the mindset and habits of online buyers. The growing popularity of online shopping is the main reason for this. An increasing number of Indian consumers are using online travel agencies to plan their trips, which is driving growth in the country's tourism sector. Therefore, this research paper's goal is to investigate what factors influence consumers' purchasing decisions and what makes using Make My Trip to book travel online appealing. Online travel planning is becoming more and more popular. The electronic commerce industry has seen substantial changes since the turn of the century due to the Internet. Online sales of tangible products and digital services have been growing rapidly. A unique type of business-to-consumer (B2C) transaction in the context of online tourism is online travel booking, also known as online tourism reservation. Numerous travel-related services, including hotel rooms, vacation packages, car rentals, and airline or rail services, can be booked online. You can test out the service in person after pre-purchasing it online via an online travel reservation. Online booking often eliminates the need for physical delivery, unlike online shopping for physical goods. Unlike online services like online banking and entertainment, the online-booked services are actually used in an offline setting. If travel agencies wish to improve customer satisfaction, service effectiveness, and competitive advantages, it makes sense to offer online booking. Online travel agencies (OTAs) like Expedia, Priceline, Ctrip, and Long have garnered a lot of attention since the dawn of electronic commerce. Online travel agencies (OTAs) developed a lucrative model for the travel industry and online commerce by concentrating on online trip booking. For convenient booking services, all of the major hotels and airlines now have official (i.e., self-owned) websites. Even in developing nations, the online travel booking market shows promise. The travel and tourism industry is putting a lot of effort into growing the market for online reservations.

# **CHAPTER 1: INTRODUCTION**

## **1.1 Research Background**

The distinct traits and interaction of technology and culture create a fundamental difference between the behavior of traditional consumers and online consumers. Online channels are growing in importance for businesses throughout the globe, therefore researchers and marketers are trying to figure out how customers behave when they shop online. Online travel sites are the focus of this paper's study of consumer preference. It delves at how Indian travelers now use the web for things like trip planning and online buying.

**A-Travel Enterprises:** The e-tourism business has emerged as a leading sector in online commerce, thanks to the development of e-travel services and the ability for consumers to engage directly with tourist providers made possible by the internet. Travelers today may use the Internet to research trips, reserve hotel rooms, and buy plane tickets online. Similar to how the tourist business is undergoing transformation, consumer attitudes about the advancement of the Internet are also changing. More and more travelers are opting to plan their trips and use travel services online because of the many advantages, such as convenience, affordability, ease of finding information, and time savings. The proliferation of online services has altered consumer habits.

**The way the Internet influences the actions of the traveler:** The adoption and use of online purchases has been the subject of several studies in the field of online consumer behavior. The focus was on the factors that influence consumers' interest in and adoption of online shopping. On the other hand, businesses have begun to understand that initial consumer adoption is the most important step toward overall success, and that they should aim to maintain a long-term relationship with loyal customers by considering their purchase behavior.

**There are three main components to online consumer behavior:** attention, adoption, and continuation. A foundational model for the development of an online consumer behavior framework was established by Christy et al. by associating the three elements together. Several contexts have examined online tourist behavior with regard to internet use for trip planning. What factors influence users' intention to use e-travel services was determined. His research proved that satisfaction is a key factor in determining whether or not people would continue to use e-travel services. The correlation between consumers' perception of online buying characteristics and their intention to use online travel shopping is not yet investigated in a research. Also, several studies focused on how tourists act in certain nations. 1.2 Issue with Research With price being a major factor in consumer selection of an online site, the offerings of different players in the online travel space are mostly similar. Findings from studies examining how people perceive and use Make My Trip are the focus of this investigation. Consumers'

expectations about online travel booking and key variables influencing their choice and use were identified. Make My Trip must have a firm grasp on the online attitudes and purchasing habits of consumers.

## **CHAPTER 2: INDUSTRY PROFILE**



**The Indian tourism and hospitality industry** has emerged as one of the primary drivers advancing India's services industry. India has a lot of unrealized tourism potential because of its varied landscapes, wealth of wildlife, and lengthy history of cultural and historical significance. Apart from being a significant contributor to economic expansion and employment generation, tourism has the potential to generate much-needed foreign exchange for the country. India's tourism sector created 39 million job openings in FY20, accounting for 8.0% of all employment in the country. The number is expected to rise by 2% a year to 52.3 million by 2028.

According to WTTC, India came in at number ten out of 150 countries in terms of the overall GDP contribution of travel and tourism in 2019. Travel and tourism accounted for approximately Rs. 13,68,100 crore (US\$ 194.30 billion), or 6.8% of the total economy, in 2019.

India is one of the tourist destinations with the fastest rate of growth in the world. With its diverse culture, customs, and cuisines, as well as its stunning, varied landscapes that range from beaches to snow-capped mountains, the nation has much to offer both domestic and foreign tourists. International travel to India is also made easier by campaigns to promote and increase awareness of the country's attractions, such as the Incredible India campaign and the recently implemented e-visa substitutes. This had a significant effect on the number of foreign visitors between 2000 and 2019. Over ten million foreign visitors came to the country in 2019. The United States and the United Kingdom accounted for the next largest percentage of these visitors, after Bangladesh.

To encourage citizens to travel throughout the country, the government recently came up with the 'Dekho Apna Desh' scheme. As an incentive, the Ministry of Tourism will pay for your travel expenses if you visit and record 15 domestic tourist destinations in a year. One of the initiative's

main target audiences is the nation's rapidly growing middle class, which includes people with rising disposable incomes and a resurgence of interest in travel. This is evident when one looks at the numbers for domestic travel. 2018 saw the highest number of domestic tourists in more than ten years, with over 1,854 million visitors to all 31 Indian states and union territories.

India's hospitality and tourism industry has historically relied heavily on domestic tourists. By offering reasonably priced vacation packages, travel agencies, particularly air travel agencies, take advantage of this opportunity. There are currently over 125 operational airports in the country, and low-cost airlines dominate the domestic aviation market. It is predicted that India will surpass both China and the US as the third-largest aviation market by 2024.

Internet-Based Travel Company India, which has the second-fastest growing economy in the world (in terms of GDP, after China), is seeing a rise in the popularity of online travel and tourism. The country, which has the third-highest internet user base after the US and China, has been using online travel plan booking more frequently because it is convenient. The e-travel sector is largely responsible for the 88% growth in the Indian e-commerce market.

Online travel portals successfully offer a 360-degree virtual tour with the aid of audio tours, images, video reviews, and video blogs shared by frequent travelers or the travel agency itself. Unplanned travel has increased as a result of the convenience of online travel portals and the stresses of everyday life.

## **CHAPTER 3: COMPANY PROFILE**



Starting with a single brilliant idea—to empower travelers—MakeMyTrip went on to pioneer India's entire online travel sector. Over the years, MakeMyTrip has transformed the travel sector. The tale of MakeMyTrip, the pioneer of online travel in India.

Deep Kalra established MakeMyTrip.com, the premier online travel agency in India, in the year 2000. Originating in the US-India travel market, the company set out to empower Indian travelers with comprehensive choices and instant booking. Its stated goal was to provide state-of-the-art technology, devoted, around-the-clock customer care, and a variety of high-quality goods and services.

In 2005, after its success in the US, MakeMyTrip expanded into India after establishing itself as a reliable and trustworthy brand in the market.

Taking advantage of the domestic travel market's openings to a plethora of new airlines, MakeMyTrip gave travelers the ease of online booking at bargain prices. In a flash, millions of happy travelers have made MakeMyTrip their go-to app with only a few clicks!

## **CHAPTER 4: LITERATURE REVIEW**

### **The Definition of Consumer Behaviour**

It was considered that consumer behaviour is the study of why, when, where, and how individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these processes have on the consumer and society.

### **Types of Consumer Buying Situation**

The way a customer approaches buying a product or service is affected by their situation, including their financial situation and the importance, frequency, risk, or urgency of the purchase in relation to their situation. Think about the contrast between someone who has plenty of money and can afford to make a mistake while shopping and someone who is trying to scrape together her last few pounds. Their financial situation indicates that even if they are both purchasing the same product,

### **Stages of the Consumer Buying Process**

For complex decisions, there are six steps to the consumer buying process. The actual purchase is only the first step. Buying something isn't the end result of every decision process. Next, we will talk about how the degree of complexity determines which of the six stages are always included in consumer decisions.

Here are the six steps:

## **CHAPTER 5: RESEARCH OBJECTIVES**

### **Objectives**

- (A) To identify consumers' behavior towards online travel booking with respect to Make My Trip
- (B) To explore the factors that influence consumers' purchase behavior toward online travel booking with respect to Make My Trip

(C) To analyze the customers' satisfaction with Make My Trip

(D) To offer the suggestions for Make My Trip to improve customers' perception & satisfaction

## **CHAPTER 6: RESEARCH METHODOLOGY**

### **Methodology**

This research work has used the primary and secondary data to accomplish the objectives.

**Primary data** was collected via interview with the help of questionnaire, sample population was consumers and executives of online travel agencies the

**Sample size** is 100

**Secondary data** was collected through Book, journal, and the past research done on this topic also Internet was the great support.

**Number of respondents:** 100

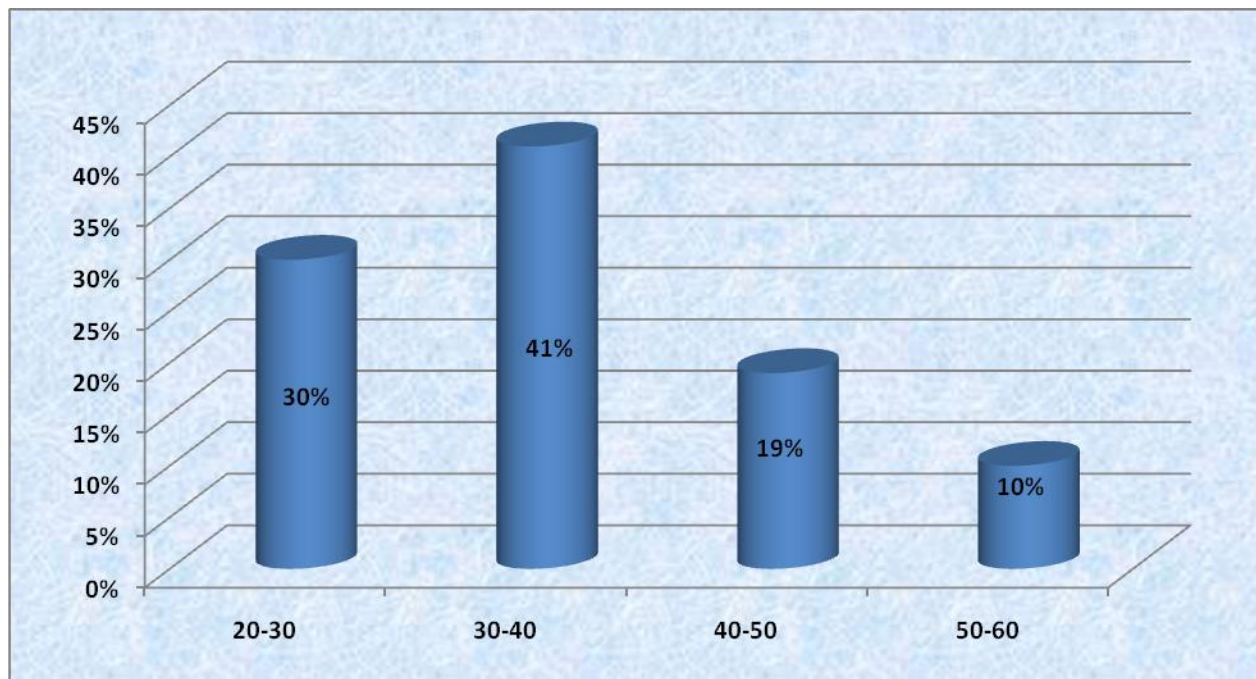
**Area of study:** Delhi NCR

**Method used to classify data:** This research work based on analyzing the consumer attitude towards online travel services implemented by Make My Trip (MMT). For doing this, the researcher has collected both primary and secondary data.

**Method used to present data:** Tables and bar graphs

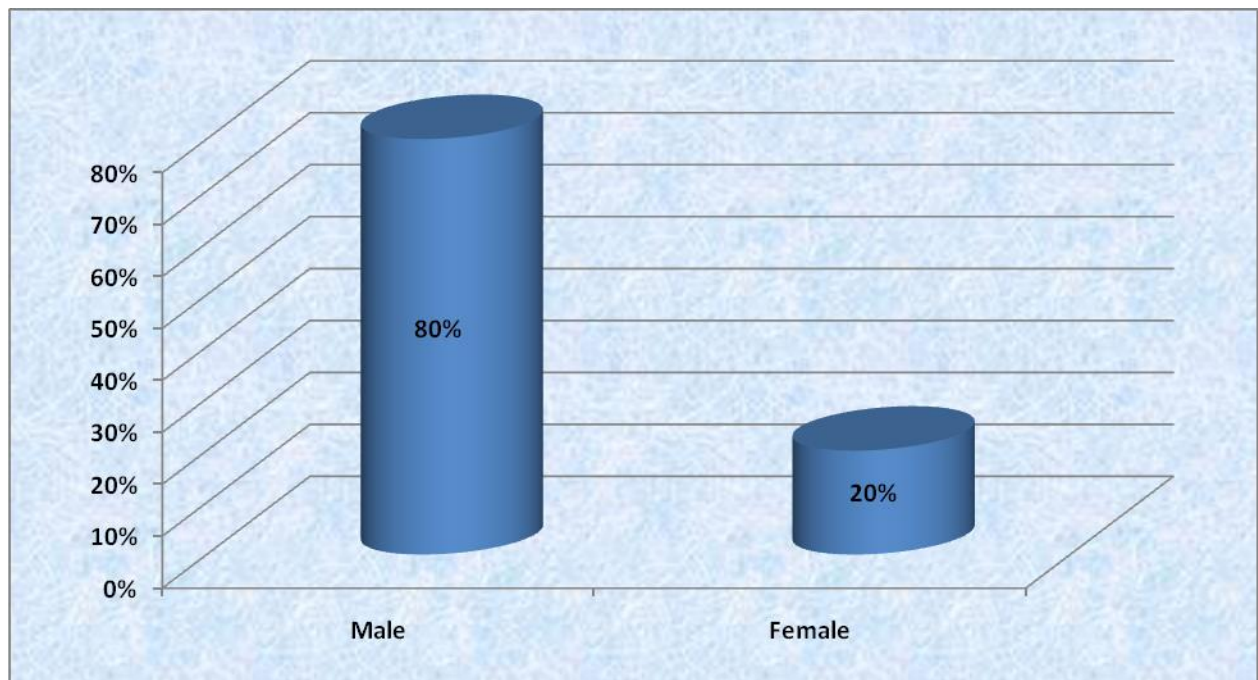
## **CHAPTER 7: FINDINGS AND ANALYSIS**

### Q1. Age Group



30% respondents were from 20-30 age group however 19% respondents were from 40-50 age group

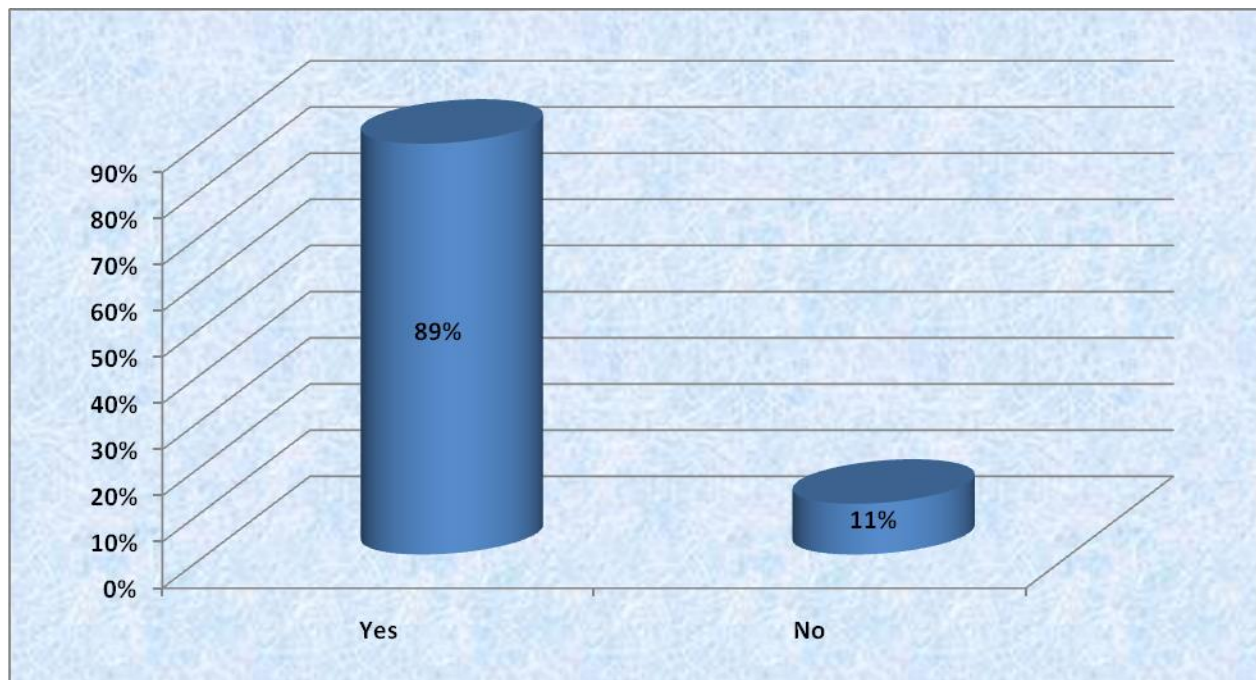
### Q2. Gender



80% respondents were male

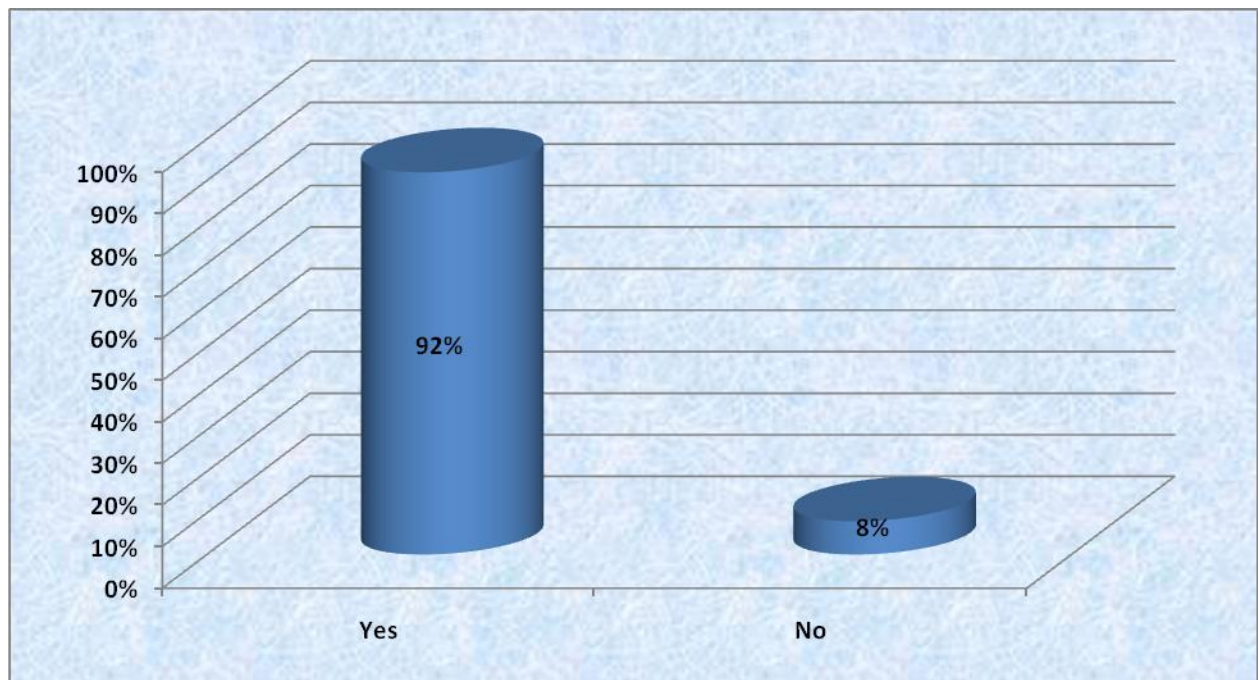
**Q3. Are you aware about Make My Trip (MMT)?**





89% respondents replied yes that they are aware of Make My Trip (MMT)

**Q4. If yes then, do you book your travel plan via Make My Trip (MMT)?**



92% respondents replied yes that they book their travel plan via Make My Trip (MMT)

## **CHAPTER 8: CONCLUSION AND RECOMMENDATION**

### **8.1 Conclusion**

We found that the primary motivations for online shopping were time savings, ease of booking, cost, and avoiding the hassles of travel agencies. The main barriers to online ticket purchases were found to be internet access speed, technical issues, and reluctance to enter credit card information for online reservations. Most respondents stated that, at the moment, they would prefer using local travel agencies or ticket counters over purchasing tickets online. However, many respondents are highly likely to buy travel-related items online in the future.

Research indicates that, aside from customer service and web disconnections, most people who have used travel portals to buy tickets have not experienced any serious problems. Nearly 86% of respondents concur that online travel portals are practical means of obtaining any information about travel or ticket purchases at any time and from any location. Make My Trip (MMT) has a fair level of awareness among respondents regarding their familiarity with online travel agencies (OTAs). Further down the line are other travel websites like IRCTC.com, Indiatimetravel.com, Travel Guru, ezeego, cleartrip, and others.

A significant number of participants discovered the online portals through news reports, TV ads, and word-of-mouth referrals from friends and colleagues. Respondents ranked low costs, safe transactions, and excellent web content as the features they would look for most in an online travel portal. Attractive travel packages, web design components, and customer service were all regarded as crucial, but other auxiliary amenities and advertising were regarded as less crucial.

### **8.2 Recommendations**

- <sup>6</sup> The use of the Internet for travel planning and research will continue to grow over the coming years, albeit at a moderate pace. Even though they might visit several websites to find information about travel, people would gradually transition to online shopping if an OTA offered greater convenience and flexibility.
- Online travel agencies should concentrate on reaching the middle class and the growing number of non-travelers, who are increasingly spending money online and

may be potential clients for travel-related goods and services. To compete with well-established brick and mortar travel agencies for customers' attention, the new online travel agencies would have to make a significant financial investment. Additionally, because brand differentiation has become more challenging due to increased competition, consumers are less likely to remember an OTA if it does not maintain a steady stream of visibility.

- Research indicates that while ads have increased brand visibility and awareness, leadership should be established to increase customer confidence. Since word-of-mouth and buzz marketing are crucial in this service industry, online travel agencies should have a special column where clients can discuss their experiences using the company's goods and services.
- The vast majority of internet users are optimistic and plan to make more purchases online in the future. Despite the fact that very few have actually booked tickets online, they are happy with their choice. Due to the large number of competitors, OTAs would need to properly market themselves because they also give other options equal weight. In order to compete with direct hotel websites and tour operators, online travel agencies should consider cross-selling opportunities through hotel reservations.
- Their success would be reliant on promotional strategies and campaigns like discounts, alluring bundles, and excellent customer service. Including dynamic packages and value-added services, such as event tickets, a car-pickup service, a guide service, and a range of sightseeing tour options, may draw clients and generate significant revenue.
- Consumers worry about the security of their financial information when using credit cards to make purchases online. By partnering with banking companies, OTAs can increase payment options and expedite the payment process.

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