"A STUDY ON CUSTOMER SATISFACTION WITH ONLINE TRAVEL AGENCIES IN KERALA SPECIAL REFERENCE TO MALAPPURAM"

PROJECT REPORT

Submitted to the University of Calicut in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF TRAVEL AND TOURISM MANAGEMENT

Submitted by

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DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT

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<u>CERTIFICATE</u>

This is to certify that **MOHAMED MUBASHIR M (Reg No. NFARATTRO4)** is a bonafide student of the department of travel and tourism management, **CPA COLLEGE OF ARTS AND SCIENCE   Puthanathani,** and this   project entitled "**A   STUDY   ON CUSTOMER SATISFACTION WITH ONLINE TRAVEL AGENCIES IN KERALA: SPECIAL REFERENCE TO MALAPPURAM"** has been prepared by here for the award of degree of bachelor of travel and tourism management under university of Calicut between 2017 and 2020

Place: Puthanathani   **Mr. NOUFAL NAHEEM. KK**

Date:16/03/2020   **(Head of Department and Project Guide)**

DECLARATION

I, **MOHAMED MUBASHIR.M**, BTTM student of CPA COLLEGE OF ARTS AND SCIENCE Puthanathani, hereby declare the project report entitled on **"A STUDY ON CUSTOMER SATISFACTION WITH ONLINE TRAVEL AGENCIES IN KERALA: SPECIAL REFERENCE TO MALAPPURAM"** submitted to university of Calicut, in partial fulfillment of the requirement for the award of the degree of bachelor of Travel and Tourism Management is a record of original work done by me. I also hereby declare that this project has not been submitted by me fully for the award of any degree or diploma before.

Place: Puthanathani   **MOHAMED MUBASHIR. M**

Date:16/03/2020

<u>ACKNOWLEDGEMENT</u>

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INTRODUCTION

1.1 INTRODUCTION

A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of suppliers. Travel agencies can provide outdoor Recreational activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, Tours, insurance, guide books, public transport timetables, car rentals, and bureau de change Services. Travel agencies can also serve as general sales agents for airlines that do not have Offices in a specific region. A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. They do not keep inventory in the hand unless they have pre-booked hotel rooms or cabins on a cruise ship for a group travel event such as a Wedding, honeymoon, or a group event.

Agencies often receive commissions and other benefits and incentives from providers or May charge a fee to the end-users. Smaller providers, such as boutique hotels, have often found it to be cheaper to offer commissions to travel agents rather than engage in direct Advertising and distribution campaigns; however, many larger providers, such as airlines, do not pay commissions. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. 2016 survey of 1,193 travel agents in the United States found that on average 78% of their revenue was from commissions and 22% was generated from fees. History of the internet dates back to 1950 and 1960s with the development of Computers. Its relatively short life, it has helped spawn a number of businesses; one of them is Online Travel Agent (OLTA). It has turned the traveler's requirement into "One Stop Shops" for all our travel needs.

The online travel industry does not have an exact starting date. But we can say that over the past five years, the views and trends of the customers have changed towards their travel bookings. The traditional "brick and mortar "was changing into the online Travel booking. Instead of the travel agents working on their trips, the travelers wanted to book and view their trip plans themselves. The travelers wanted to view the rates themselves. Travel portal is a highly integrated booking engine connecting travel & hospitality Industry suppliers with the buyer's integrated form into a single screen. The online travel Portal integrates With GDS/CRS (Global Distribution System) and Non-GDS suppliers like direct Integration with Airline, Hotel, Bus Railways Insurance companies, and other travel service suppliers. The

Travel Portal provides online booking facilities to customers or end-users visiting their website.

1.2 STATEMENT OF THE PROBLEM

The purpose of OTA is an established fact that internet users are increasing today. One of the main purposes of the website is to facilitate offline customers online because customers cannot spend their precious time in the market trying to find out the best deal.

1.3 NEED OF THE STUDY

Online travel agency is a travel agency services providing through the internet. Today the online travel agency customer suffers a lot of problems. Many of the customers cheated through in an online travel agency, lost money from payment. The persons sell fake services or products via the internet are named of online travel portals. The study focuses on the satisfaction of Online Travel Agency customers. This is why this study has become necessary.

1.4 SCOPE OF THE STUDY

The growth of Internet every activity is easiest and accessible. It related to emerging of Online Travel Agencies all over the world. Today most people use an online travel agency because of the development of the internet and belief about online travel portals. It provides personalized services for clients. The emerging of the internet every activity is coordinated and speedy of services. It integrates every service. Today OTA is more than popular in Travel agencies. The online travel agency business still has more potential.

1.5 OBJECTIVES OF THE STUDY

- To identify the major services providing online travel agency.
- To study whether demographical factors like age and gender plays effective role in booking online.
- To identify the customer satisfaction towards online travel agency services.

CHAPTER-2

INDUSTRY PROFILE

2.1 TRAVEL AGENCY AT A GLANCE

A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of suppliers. Travel agencies can provide outdoor recreation activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, package tours, insurance, guide books, public transport timetables, car rentals, and bureau de change services. Travel agencies can also serve as general sales agents for airlines that do not have offices in a specific region. A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. They do not keep inventory in the hand unless they have pre-booked hotel rooms or cabins on a cruise ship for a group travel event such as a wedding, honeymoon, or a group event.

Travel agencies often receive commissions and other benefits and incentives from providers or may charge a fee to the end-users. Smaller providers, such as boutique hotels, have often found it to be cheaper to offer commissions to travel agents rather than engage in direct advertising and distribution campaigns; however, many larger providers, such as airlines, do not pay commissions. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. A 2016 survey of 1,193 travel agents in the United States found that on average 78% of their revenue was from commissions and 22% was generated from fees.

Travel agencies use the services of the major computer reservations systems, also known as global distribution systems (GDS), including Amadeus CRS, Galileo GDS, Saber, and World span, which is a subsidiary of Travel port, which allow for comparison and sorting of hotel and flight rates with multiple companies. Bookings made via travel agents, including online travel agents, may or may not be confirmed instantly. Unlike online travel agencies, metasearch engines and scraper sites, such as Skyscanner, Kayak.com, Rome2rio, and Trip Advisor, may or may not have their booking engine, and instead provide results for search queries and then divert traffic to service providers or online travel agencies for booking.

Booking Holdings and Expedia Group, both online travel agencies, are the largest travel agencies on the list of top-earning travel companies. Travel agencies can be multinational companies,

referred to as "multiples" in the United Kingdom. They can also be medium-sized organizations, referred to as "maniples" in the United Kingdom, or can be independent, small companies. They can be structured as a limited liability company, a sole proprietorship, or can be set up as a host, franchising, or consortium structure, such as in the case of CWT. A traditional travel agent may work for a travel agency or work freelance. Hello, world Travel is an example of a franchised travel agency, giving agents access to internal systems for product and bookings. While most point-to-point travel is now booked online, traditional agents specialize in niche markets such as corporate travel, luxury travel, cruises, complicated and important trips, and specialty trips. Other niche markets include travelers with disabilities, travelers over the age of 60, women traveling alone, LGBT tourism, the needs of residents in an up market commuter town or suburb, or a particular group interested in a similar activity, such as a sport. Examples include Student Universe and STA Travel, which specialize in youth travel, or CWT, which caters to corporate travel. Many use telecommuting to reduce overhead or provide concierge services. Agents can act as "travel consultants" with flawless knowledge of destination regions and specialize in topics like nautical tourism or cultural tourism. Many traditional agents prefer the term "travel advisor" as opposed to "travel agent" to emphasize their advice, expertise, and connections that are of great value. Outbound travel agencies offer multi-destination; inbound travel agencies are based in the destination and deliver expertise on that location.

In many countries, all travel agencies are required to be licensed by the International Air Transport Association (IATA). Many are also bonded and represented by IATA, and, for those who issue air tickets, the Air Travel Organizers' Licensing (ATOL). ABTA – The Travel Association and the American Society of Travel Agents (ASTA), represent travel agencies in the United Kingdom and the United States, respectively.

The number of available jobs as travel agents is projected to decrease. Few young people have entered the field due to less competitive salaries. According to the Bureau of Labor Statistics, the number of full-time travel agents in the United States dropped from a high of 124,000 in 2000 to around 74,000 in 2014 and is projected to drop another 12% by 2024.

Online travel agents have been gaining market share over direct-booking websites, supplier websites, or "Brand.com" websites, websites of the company that produces the direct service,

such as the websites of hotel chains, tour operators, or airlines. Airline consolidators may offer lower fares than direct booking websites. A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of suppliers.

2.2 HISTORY

In 1758, Cox & Kings became the first travel agency in modern history.

In 1840, the Abreu Agency was established in Porto by Bernardo Abreu, becoming the world´s first agency to open its services to the public.

In 1841, Thomas Cook, a Baptist preacher who believed that alcohol was to blame for social problems, reached an agreement with the Midland Railway to organize the transportation of 500 members of his temperance movement from the Leicester Campbell Street railway station to a rally in Loughborough in exchange for a commission. He formed Thomas Cook & Son, which later became The Thomas Cook Group. It filed bankruptcy and underwent liquidation in 2019. In 1871, Dean and Dawson were founded in the United Kingdom and later acquired by Thomas Cook.

In 1886, the Polytechnic Touring Association was founded in the United Kingdom.

In 1887, Walter T. Brownell established Brownell Travel, the first travel agency in the United States, and led 10 travelers on a European tour setting sail from New York on the SS Devonia.

Originally, travel agencies largely catered to middle and upper-class customers but they became more commonplace with the development of commercial aviation.

In 1923, after being treated badly by a British travel agency, K. P. Chen formed what became the China Travel Service, the first travel agency in China.

The industry suffered during World War II. However, the Post–World War II economic expansion in mass-market package tours resulted in the proliferation of travel agencies catering to the working class.

In 1905, Nippon Travel Agency became the first travel agency in Japan.

In 1929, in tourist was formed as the official state travel agency of the Soviet Union, with the goal of convincing outsiders to visit the country.

During the Cold War, travel agents were used by people from Western countries to travel behind the Iron Curtain.

In 1951, the precursor to Hello world Travel became one of the first travel agencies in Australia.

In 1955, Henderson Travel Service became the first black-owned travel company and the first to take large groups of black tourists to Africa.

In the early 1980s, American Airlines' Sabre unit created a direct-to-consumer booking tool for flights, hotels, and cars called eAAsySabre.

In 1989, with the liberalization of travel for South Koreans, Mode Tour became the first travel agency in the country.

In 1991, Hotel Reservations Network, the precursor of Hotels.com, was founded. At first, hotels did not pay much in commissions.

With the advent of the internet, travel agencies migrated online and underwent disintermediation by the reduction in costs caused by removing layers from the package holiday distribution network.

In 1994, Travelweb.com launched as the first online directory of hotels.

In 1995, Internet Travel Network sold the first airline ticket via the World Wide Web.

In October 1996, Expedia.com, funded with hundreds of millions of dollars by Microsoft launched as the first large online travel agency.

At the same time, cheap flights started as a listing service for flight deals from consolidators.

In 1998, Lastminute.com was founded in the United Kingdom.

In 1999, European airlines began eliminating or reducing commissions, while Singapore Airlines did so in parts of Asia. In 2002, several airlines in the United States did the same,

which led to an unsuccessful lawsuit alleging collusion among the airlines, that was decided on appeal in 2009.

In 2007, the launch of the iPhone and related mobile apps increased travel bookings made online.

In 2008, the launch of Airbnb created an online marketplace for spare bedrooms and apartments.

2.3 TYPES OF TRAVEL AGENCIES

Travel agencies are broadly divided into a wholesale and retail travel agency for the distribution of sale of tourism services. In addition to this classification, the travel agency can also be classified as implant agency, conference organizer, meeting planners, trade fair organizer, etc

Wholesale Travel Agency

The business of wholesaling in the tourism industry is no way different from the Wholesaling in the commodity market. A wholesale travel agency assembles different Components of services to design tour packages for catering FIT and GIT customers. A Wholesaler is one who initiates the process of forming organized tours or sells the individual Components directly or indirectly through franchise or retail agents. For example, a Wholesaler of Singapore airline or Taj Hotel or Sterling Time-Share Group is authorized to sell the airline tickets or hotel rooms on behalf of the principal service providers. A Wholesaler may be a consolidator or a manufacturer of tours or General Sales Agent (GSA). It buys service components in bulk from different suppliers and it designs package and sells or resells these components together.

If it is a tour wholesaler, the process starts with the research development followed by Itinerary preparation. The most critical role of a tour wholesaler is the pricing of the package that positions the product in the market. Thus, the tour wholesaler buys the service in bulk from the primary or direct service providers. It means that the bulk of hotel rooms and airline Seats is sold in a target period for which wholesalers receive a special commission. these of British Airways also appoints the retail travel agents to sell the tickets.

On the other hand, a wholesale travel agent is appointed to promote the sales of outbound package tour in a particular region. Many retail travel agents have also authorized to retail the outbound package tour in smaller cities and towns. The commission is paid to Retail agents periodically.

It, however, depends on retailer agencies to promote the products. Wholesaler Travel agents may also directly sell to the customers through their retail divisions. For Example, Thomas Cook Has its network of branch offices in big cities to directly sell Tour packages to customers. In many cases, Thomas Cook appoints retail travel agents. It Generates revenues through volume discounts from principal services providers such as hotels, airlines, railways, car rentals, coach operators, ground handlers, etc.

A wholesaler doesn't earn on commissions directly and it earns revenue through Discounts on bulk reservations from principal suppliers. There is always an element of Market risk for tour operators to block airline seats or hotel rooms in bulk. It takes the risk of selling them in advance for which advance payments are made to the primary service Providers. Apart from the usual services, it also renders services like consultancy; travel Counseling, travel document processing, currency exchanges, insurance, shipping items, etc. The wholesale travel agencies in India are Raj Tours and Travels and Mercury travels which are also the full-service travel agents.

Retail Travel Agency

According to Airlines Reporting Corporation (ARC), a retail travel agency is defined as "a business that performs the following functions: quotes fares, rates, makes reservations, Arranges travel tickets and accommodation, arranges travel insurance, foreign currency, Documents and accepts payments".

A retail travel agency is one that sells directly to customers at several small locations in cities or towns. The retailer gets a commission from the gross sale of hotel rooms, airline, Train, bus and cruise tickets, insurance, foreign exchange, etc. The commission is the Primary Source of its revenues. A two-way selling method, that a large travel agent practices, includes Commission and mark-up price.

A marked-up price refers to mark up the cost of the tour. It is sold at a higher price. Further, market-up price is obtained from the difference between retail price and the wholesale cost. The role of retail travel agencies is crucial when the majority of principal service providers have no choice to increase the sale without the help of retail Travel agents. Thus, there is a mushrooming growth of retail travel agents dealing with the Booking of hotel rooms, airline seats, cruise line seats, etc. They consider in reaching the Customers through retail agents or getting the hotel or airline promoted through retailer Easy, reasonable and sustainable.

Full Service Agency

It is a type of travel agent that deals with all kinds of services. It may be called as complete travel agents. Apart from being an accredited agent of IATA or any other principal Service providers, this full-service travel agent owns the transport fleets and charter flights and cruises.

Commercial Agency

It is a category of an unconventional travel agency that deals with business travel. It books convention centers and stalls in the exhibition center. It also arranges the venue for conducting small and large meetings.

Implant Agency

It is a type of travel agent that is located on the premises of corporate offices to Make travel arrangements of employees. It is a registered travel agent appointed as per the Agreements.

Group / Incentive agency

It is an emerging form of travel agency business that a specialized category of agent Acts as an intermediary to deal with bulk bookings for employees and clients of corporate Houses.

Online Travel Agency

It resembles an offline travel agency in all its services. It operates on the internet through a website connected to a global distribution system. The OTAs apply the operational Mechanisms of e-commerce and transact online with their customers. The OTAs offer

Information, bookings of hotels, cars, reservation of seats in airlines, railways, ships, and Buses. They sell package tours; customize tours and take inquiries. Transaction of payment is also done online using online payment modes such as credit/debit cards, internet banking, pay-pal, etc. Some of the major OTAs in India are a clear trip, goibibo, Travelocity, travel guru, Yatra.com. Makemytrip.com etc.

CHAPTER-3

COMPANY PROFILE

3.1 INTRODUCTION

One of the real boons to the travel agency industry has been the use of the internet to allow travel agents to let their travelers compare a wide variety of options for hotels and airline tickets. Ironically, there was some fear for a period of time that, by selling tickets directly to travelers, the travel agencies would go out of business. However, a handful of travel agencies have proven that, even if you can find good deals yourself, there are still instances where a travel agency can find you an even better one. Many traditional bricks-and-mortar travel agencies now have full-service web sites so that you can get the best of both worlds: the convenience of self-serve online booking with the benefit of talking to a real person when you need it.

TripAdvisor

It is an online travel company that operates a global platform with user-generated content, price comparison tools, and online reservations for transportation, lodging, travel experiences, and restaurants.

Its flagship brand, TripAdvisor.com, reached 490 million average monthly unique visitors in 2018. The website has versions in 48 markets and 28 languages worldwide. It features approximately 730 million reviews and opinions on approximately 8.1 million establishments including 1.3 million hotels, inns, bed and breakfasts, and specialty lodging, 875,000 rental properties, 4.9 million restaurants, and 1.0 million travel experiences worldwide. The company's other websites include Airfare watchdog, Bokun.io, Bookingbuddy.com, Cruise Critic, Familyvacationcritic.com, FlipKey.com, Thefork.com (including Lafourchette.com, Eltenedor.com, and Iens.nl), Holidaylettings.co.uk, Holiday Watchdog, Housetrip.com, Jetsetter.com, Niumba.com, Onetime.com, Oyster.com, SeatGuru.com, Smartertravel.com, Tingo.com, Vacationhomerentals.com, and Viator.com.

In 2018, Trip Advisor earned 37% of its revenues from Expedia Inc. and Booking Holdings and their subsidiaries, primarily for pay-per-click advertising.

MakeMyTrip

It is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, and rail and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. MakeMyTrip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

Goibibo

Ibibo Group is an online travel organization founded in January 2007 by Ashish Kashyap. The company is a subsidiary of MakeMyTrip Limited, Mauritius which owns a 100% stake in Ibibo Group.

The group owns the B2C online travel aggregator Goibibo, and online bus ticketing platform Redbus.in. In 2013, ibibo Group was named one of the top five most trusted e-commerce brands in India in The Brand Trust Report India Study in 2013.

On January 31, 2017, MakeMyTrip made a strategic combination with the ibibo Group by way of an acquisition of 100% equity interest in the ibibo Group from MIH Internet, an indirect subsidiary of Naspers, according to a Transaction Agreement dated October 18, 2016

Expedia

Expedia.com is an online travel agency and met search engine. The website and mobile app can be used to book airline tickets, hotel reservations, car rentals, cruise ships, and vacation packages.

The company is headquartered in Bellevue, Washington but is expected to relocate to Seattle, Washington this year. It is owned and operated by Expedia Group, ranked first on the list of top-earning travel companies

Travel guru

Travelguru.com was founded by Ashwin Damera and Jarad Fisher in 2005, while the two were studying at Harvard Business School. The business plan placed second in the HBS Business Plan Competition and Travelguru.com originally aimed to serve as India's first one-stop travel portal (offering air, hotel, and car rentals). In the summer of 2005, Fisher left the business and Ganesh Rangasamy stepped in and joined Damera. Travel guru shifted its focus from offering flight bookings to hotel bookings in the year 2006. Soon after, Travelguru acquired Desiya.com. The acquisition was regarded as a significant step up for Travelguru in terms of market, quality, and quantity of hotels. In October 2007, Travelguru launched the Hotels Ka Guru Ad campaign which received accolades from all the sectors of the society and the corporate world. The global meltdown in the year 2008-09 affected the ecommerce businesses significantly. This was the time when Travelguru faced financial difficulties and survived on the small loans from Sequoia-Battery Ltd. The online travel company was taken over by Travelocity global in the year 2009. In the year 2011, Travelguru.com forayed into the retail market by introducing 12 profitable mall stores all over India. In June 2012, Travelocity global sold Travelguru.com to the Indian travel giants Yatra.com

Easemy trip

EaseMy Trip is an Indian online travel company founded in May 2008 by Nishant Pitti and Rikant Pitti. Headquartered in New Delhi, the company provides hotel bookings, air tickets, holiday packages, bus bookings, and white-label services. EaseMy Trip has overseas offices in Singapore, Dubai, Maldives, and Bangkok

Yatra

Yatra.com is an Indian online travel agency and travel search engine. It is based in Gurugram, Haryana. It was founded by Dhruv Shringi, Manish Amin and Sabina Chopra in August 2006.

CHAPTER-4

LITERATURE REVIEW

Jarvenpaa et al. (**2000**) tested a model of consumer attitude towards specific web Base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the Attitude toward the store and inversely related to the perception of the risks involved in buying from that store. His study concluded that the attitude and the risk perception affected the consumer's intention to buy from the store.

Straub & Watson (2001) it is important for the website to understand what users want. It is also very important to capture the attitudes and feelings of the online customers. His Research was mostly to understand what the factors which make online shopping are Appealing to customers, their priority of choosing online over others and E-satisfaction through.

Chatterjee (2001) Word-of-mouth information search is greater in circumstances When a consumer is unfamiliar with a service provider, which is often the case for Travel-related decisions. Online word-of-mouth differs significantly from its offline Form in that it includes many-to-many communication between communicators who do not necessarily share any social ties and that it is much more voluminous. WOMHas have long been recognized as one of the important external information sources for Travel planning. As the use of the Internet for travel planning becomes even more Prevalent, the travel decision-making process is expected to become increasingly influenced by EWOM.

Venkatesh (2002) According to their study which is based on usability Factor states that the first factor is the ease of use which attracts customer for online and other Subcategories are composed of emotion construct: challenge, plot, character strength, and pace

Dellarocas, (2003) the advent of the Internet has brought about a word-of-mouth Revolution. Through the Internet, individuals can make their thoughts, opinions easily Accessible to the global community of Internet users and a growing number of users actively take advantage of this opportunity.

Card et al. (2003) online travel shopping has mainly focused on consumers' Characteristics, such as demographic variables, internet, and computer knowledge. Numerous studies have provided useful profiles of travelers that purchase online, namely using demographics while Kamarulzaman (2007) found that it did not affect the adoption of an online travel site.

Pavlou (2003) His study was to know whether the Purchase intention can be classified as one of the components of consumer cognitive behavior that is how an individual intends to buy a specific brand. Based on the argument, his study puts forward that online purchase intention is the situation when a customer is willing and Intends to become involved in online transactions.

Kim & Kim (2004), Kim et al. (2009) put forward that online shopping Motivations differed regarding the type of travel product bought, while others focused specifically on low complexity travel services, such as accommodation or airline Tickets, but no research study focuses exclusively on a high complexity product, such As holiday packages or cruises.

Rob Law et al. (2004) His study examined the tourist perceptions of the Potential for the elimination of travel agencies in the presence of the Internet. The Study illustrated that tourists still used professional services and advice offered by Travel agencies. Tourists also agreed that more information could be found through the Internet. However, his suggestion is both online and traditional distributional Channels can coexist in the future.

Beldona et al. (2005) His majority of the studies focus on travel products, without making a distinction between product categories.

Shergill& Chen (2005) studies reflected that four dominant factors cause consumer satisfaction in online purchasing experiences is website Security/privacy, website design, website reliability/fulfillment, and website customer Service which influence consumer perceptions of their online purchasing experiences. New Zealand online buyers had different perceptions of these four factors. Website reliability /fulfillment had the highest rating score, followed by website customer service. Website design ranked third and the lowest was

website Security/ privacy. Each of the four types of online New Zealand buyers has a different perception of Specific website elements and website factors. Regular online buyers were much more satisfied with website variables and website factors than the other online buyers. On the other hand, trial online buyers had the poorest perception of online shopping.

Harlan and Kelly (2005) found that word of mouth and independent information Sources are the key media through which respondents formed their image of an iconic Australian tourist destination. As the use of the Internet for travel planning becomes ever more prevalent, travel decision making processes are expected to become increasingly influenced by eWOM.
Consumer opinion-platforms have established themselves as important venues for EWOM

Smith, et al. (2005) According to his study many online consumers seek and accept Recommendations to effectively manage the amount of information available during online search processes. Findings suggested that consumers use the mere Availability of peer recommendations as a decision-making heuristic, irrespective of the peer recommender's characteristics. Findings also suggest that consumer Preference for peer versus editorial recommendations depends on the specific nature of the consumer's shopping goal: utilitarian or hedonic. Finally, results from this study indicate that consumers prefer peer and editorial recommendations over other types of Effort-reducing cues that might be available during an online search. As such, retailers must consider several factors including recommender characteristics, shopping Goals, and product characteristics in their bid to provide consumers with the appropriate type of recommendation for their respective decision-making tasks.

Schaupp&Bélanger (2005) wanted to understand the ability to measure the level of customer satisfaction with online shopping that is gauging the success and failure of e-commerce. Their results indicated that the three most important attributes to Consumers for online satisfaction are privacy (technology factor), merchandising (Product factor), and convenience (shopping factor). These are followed by trust, Delivery, usability, product customization, product quality, and security.

Li and Buhalis (2006) found that there was no relationship between opinion leaders. He has focused on personality traits of Those who purchase travel online it is known that online travel purchasers tend to be Innovative, more high-tech prone and have higher degrees of involvement, while

Rob Lawa& Truman Huangb (2006) According to them, it remains largely unknown how consumers find a specific travel or hotel website. Empirical results From 153 travel or hotel website users indicated that the Google search engine was the only channel that was perceived as important and 47.4% of the respondents viewed Up to three screens in the list of search results when using search engines.

Chen, Changfeng (2006) in his study he has put forward the critical role of trust is The prime role, especially in a relationship in which the consumer does not have direct control over the actions of a seller and in which marketers seek long-term relations With their consumers.

Young A. Park et al (2007) online travel agencies face increasing levels of Competition and, thus, experience an ever greater need to evaluate the effectiveness of their Web sites. The study examined the influence of perceived Web site quality on Willingness to use online travel agencies. The study showed that Ease of Use was Found to be the most important dimension in determining Willingness to Use, Followed by Information/Content, Responsiveness, Fulfillment, and Security/Privacy. It also found that there was no significant relationship for Visual Appeal.

Peter Björk et al (2008) emphasized that travelers consider four sub decisions of Particular interest in this study were; where and when to go on vacation, what to do, As well as how to travel to the chosen destination. They added that travel decision is made by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation

CHAPTER-5

RESEARCH

METHODOLOGY

5.1 RESEARCH DESIGN

A descriptive design was used for this study. Descriptive research includes surveys and enquires of different kinds. The main purpose of descriptive research is the description of this state of affairs as it exists in the present. The main characteristic of this type of research is that the researcher has no control over the variable.

5.2 SAMPLING METHOD

Convenience is the sampling method used for collecting data for this project. Convenience sampling also known as availability sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in the study.

5.3 SAMPLING SIZE

Sampling size refers to the total number of respondents targeted for collecting the data for the research. The sample size of the study is 50 respondents.

5.4 SOURCE OF DATA

Data collected for the study consist of both primary and secondary data

1. **Primary data**

Primary data were collected through direct person's interview and by using questioners from Online travel agencies customers

2. **Secondary data**

The secondary data are collected from various sources, notes, brochures, internet, magazines, newspaper, and various websites.

5.5 TOOL OF ANALYSIS

Table, Charts, Percentage

5.6 LIMITATION OF THE STUDY

- Sample size was limited.
- Some of the respondent does not respond of the questionnaire.
- Some of the customer doesn't use online travel agencies.
- The data may not be accurate.

CHAPTER -6

DATA ANALYSIS AND INTERPRETATION

TABLE 6.1AGE WISE CLASSIFICTION OF RESPONDENTS

RESPONSE	NO OF RESPONDENTS	PRCENTAGE
Below 20	6	12
20 – 31	42	84
31 – 40	2	4
41 – 50	0	0
Above 50	0	0
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.1 AGE WISE CLASSIFICTION OF RESPONDENTS

INTERPRETATION: The graph shows that the age of the online travel agency users is mostly youngsters. Majority of users are between the ages of 20-31, it is about 84%. The rest of the users are age below 20 is 12% and only 4 % of users are between the ages of 31-40.

TABLE 6.2 GENDER WISE CLASSIFICATIONS OF RESPONDENTS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Male	46	92
Female	4	8
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.2 GENDER WISE CLASSIFICATION OF RESPONDENTS
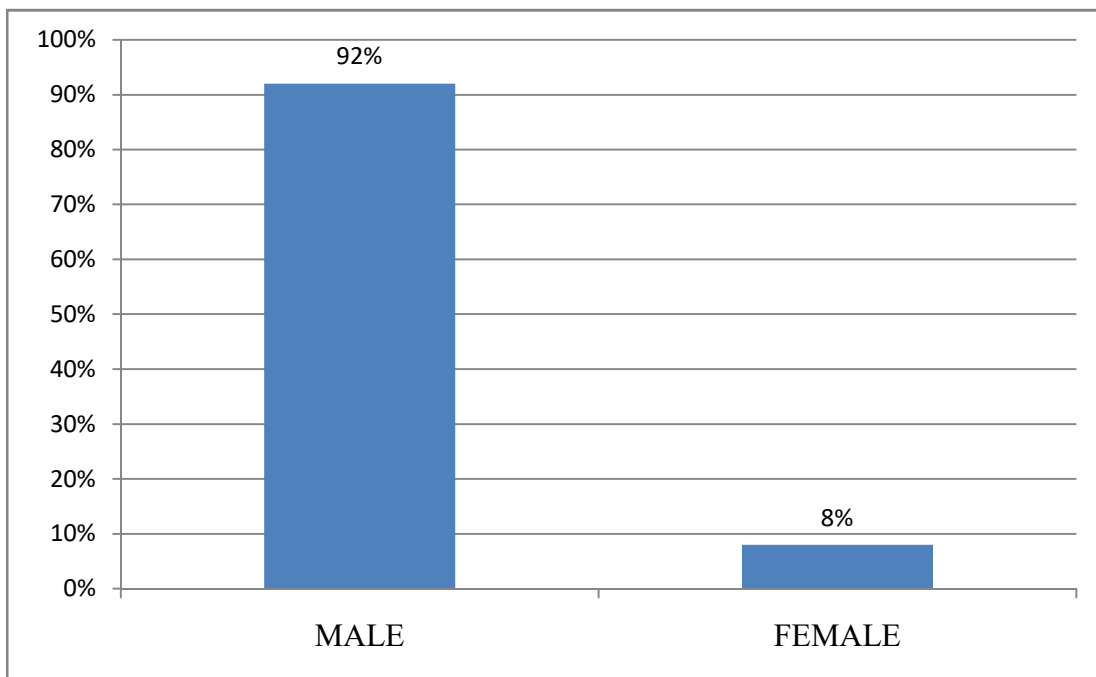
INTERPRETATION:

The above table shows that the uses of online travel agencies customers are mostly male, 92% of the respondents are male and the rest of the respondents are female it is about 8%.

TABLE 6.3 USE OF ONLINE TRAVEL PORTAL

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Once a month	31	62
Once a half a year	5	10
Once a year	5	10
Once over a year	9	18
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.3 USE AN ONLINE TRAVEL PORTAL
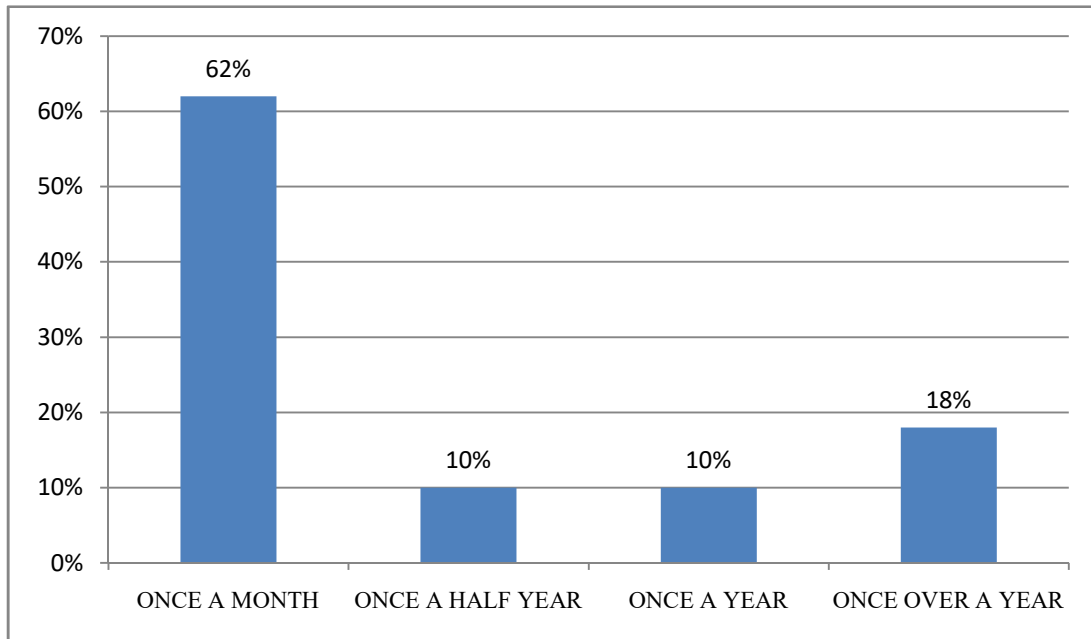
INTERPRETATION: The graph shows that the most of respondents are use online travel portal for once a month; it is 62%.18% of the respondents use online travel portal for once over a year. Some of the respondents use online travel portals once half a year (10%) and once a year (10%).

TABLE 6.4 PURPOSE OF TRAVELING

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Business	8	16
Leisure	25	50
Meditation	2	4
Adventure	15	30
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.4 PURPOSE OF TRAVELING
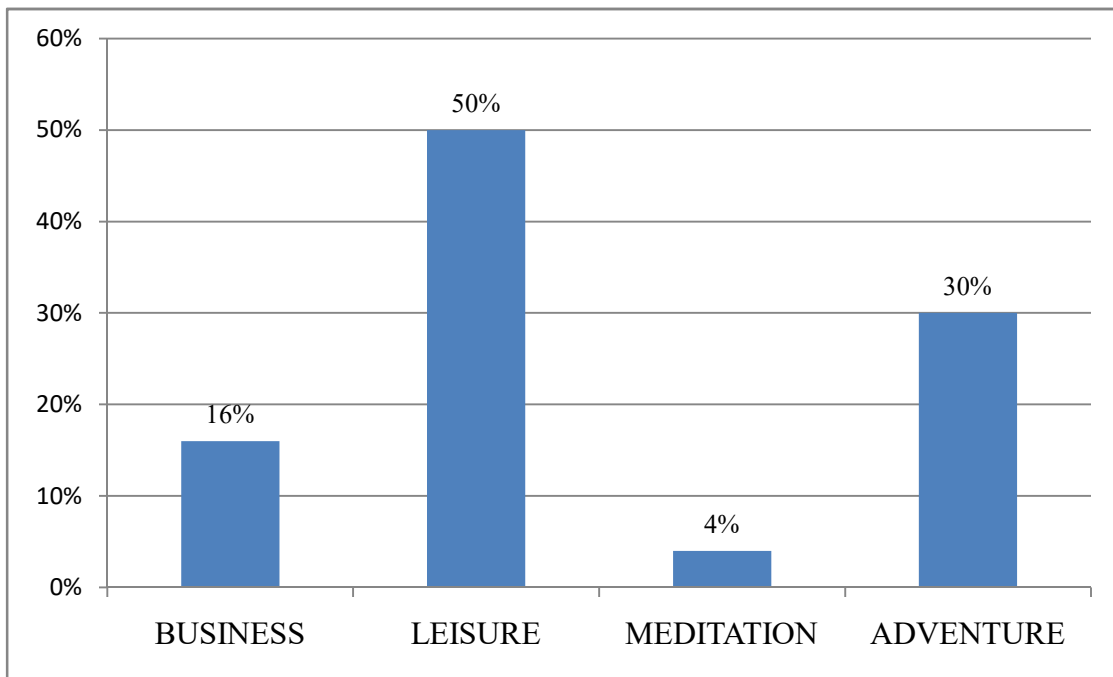
INTERPRETATION:

The above table shows that most of the customers traveling for leisure purposes. Most of the respondents are leisure travelers, it is 50%. The rest of the customers are traveling for adventure (30%), business (16%) and meditation purpose (4%).

TABLE 6.5 PROVIDE USEFUL INFORMTION

RESPONSE	NO OF RES[ONDENTS	PERCENTAGE
Yes	48	96
No	2	4
TOTAL	50	100

(Source: Primary data)

FIGURE 6.5 PROVIDE USEFUL INFORMATION
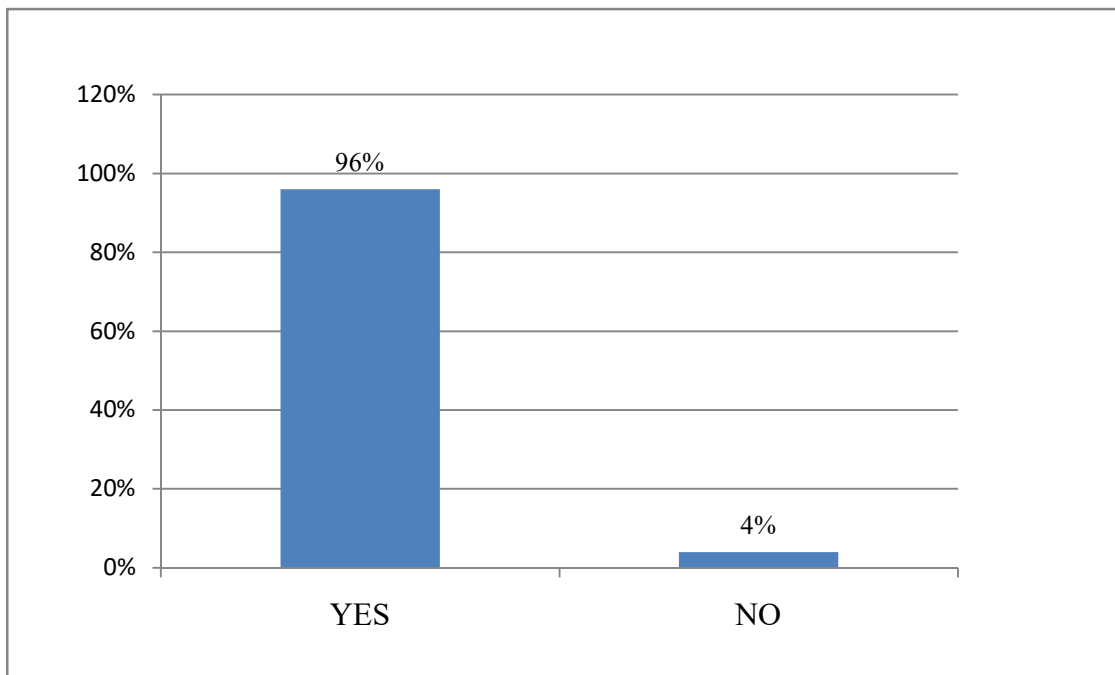
INTERPRETATION:

Figure 6.5 shows that majority of the customers says that online travel agencies provides useful information; such as package rate, travel information, documents, flight time etc. It is about 96%. The rest of the customers are says they don't provide useful information, however 4 % of respondents disagreed that.

TABLE 6.6 REVEAL PERSONAL PRIVACY INFORMATIONS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Agree	17	34
Neutral	14	28
Disagree	19	38
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.6 REVEAL PERSONAL PRIVACY INFORMATION
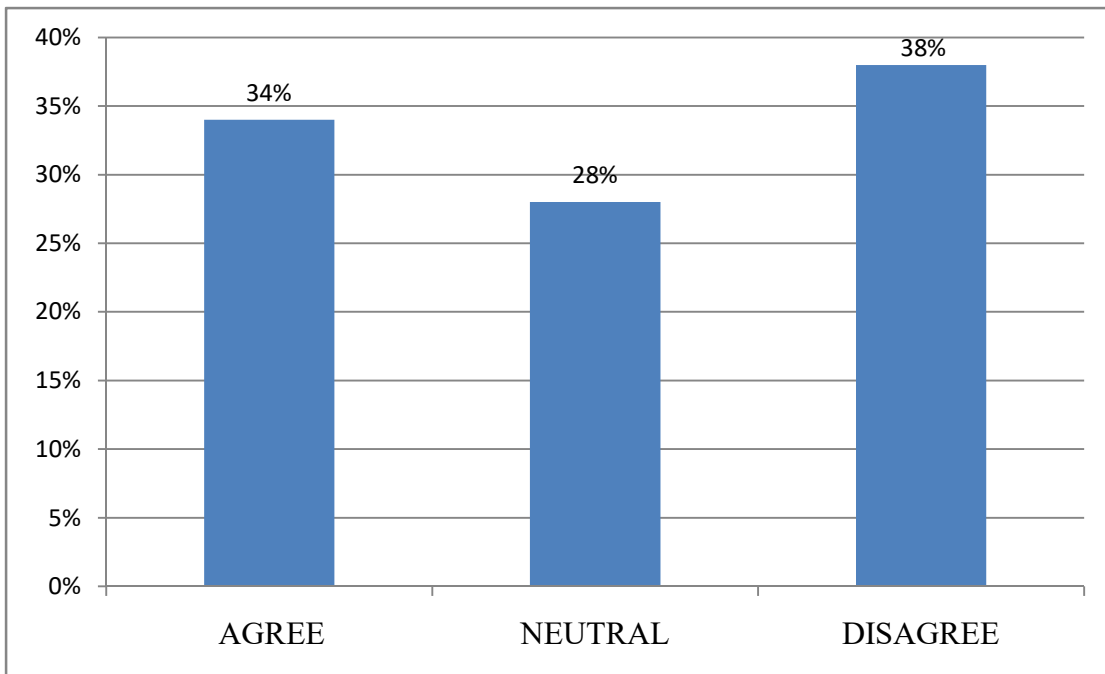
INTERPRETATION:

The majority of customers disagreed that online travel agencies doesn't reveal personal information's of customers to other purpose it is about 38%. However 34% of respondent's opined that the online travel agencies reveal personal information for other purpose. Rest of 28% neutrally opined.

TABLE6.7 FEAR OF TRANSACTION RISKS THROUGH INTERNET

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Agree	18	36
Neutral	17	34
Disagree	15	30
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.7 FEAR OF TRANSACTION RISKS THROUGH INTERNET
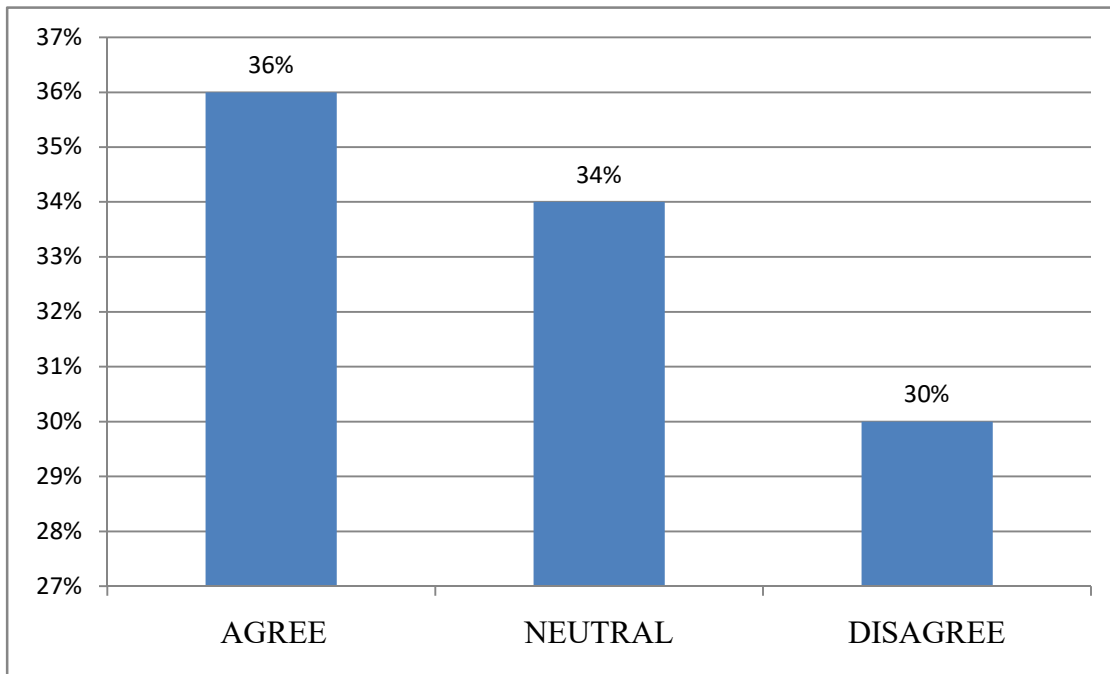
INTERPRETATION:

The above table shows there aren't major problems in security risks when the transaction through the internet. 36% of the customers say problems in via internet. However 34 %of respondents opined neutrally, It means there is chance of risks. The rest of 28% of the customers are disagreeing that there is no security risk.

TABLE 6.8 CUSTOMER NEEDS AND WANTS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Yes	50	100
No	0	0
TOTAL	**50**	**100**

(Source: primary data)

FIGURE 6.8 CUSTOMER NEEDS AND WANTS
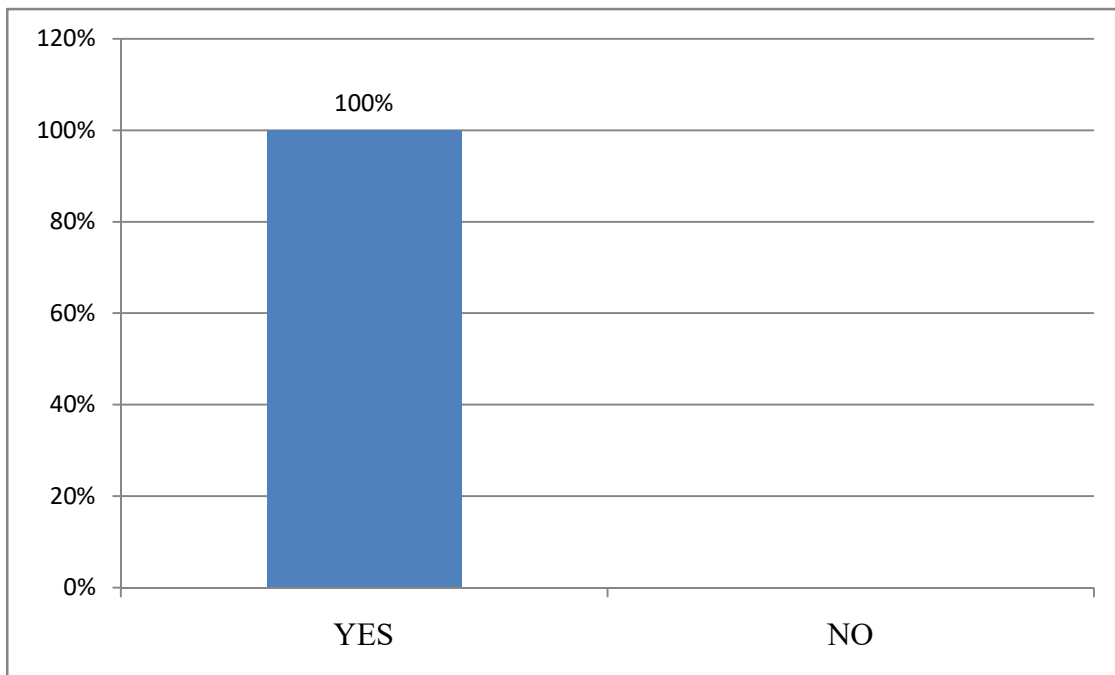
INTERPRETATION:

Online travel agencies identifying customer's needs and wants through proper channels such their website. All respondents are agreed that.

TABLE 6.9 TRAVELING WITH OFTEN

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Myself	14	28
Colleagues	6	12
Friends	20	40
family	10	20
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.9 TRAVELING WITH OFTEN
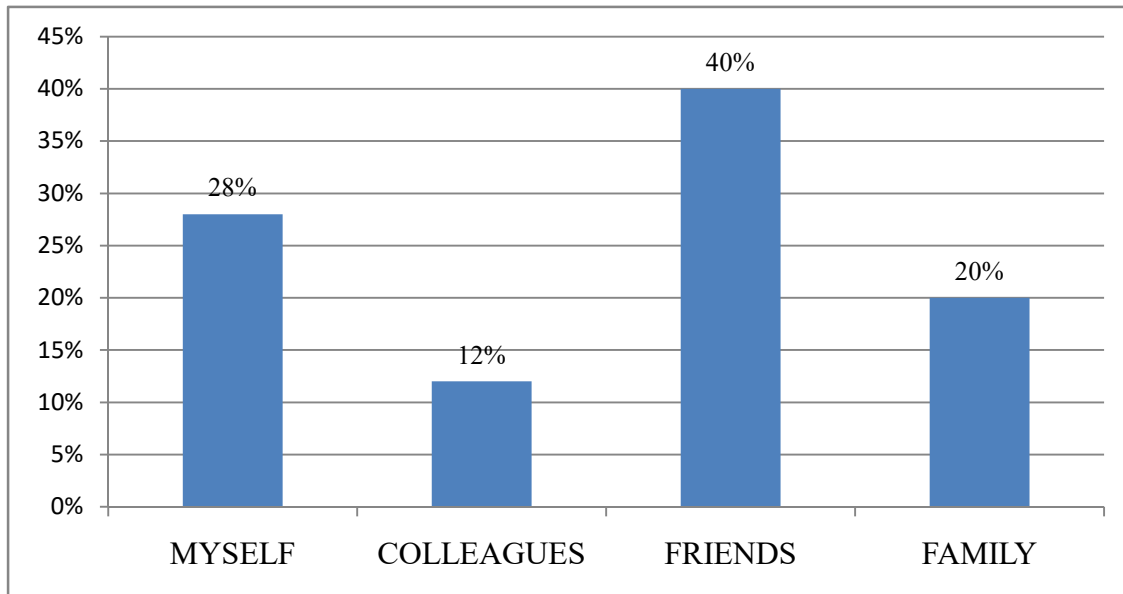
INTERPRETATION:

The above graph shows that the majority of the customers traveling with their friends, it shows 40% of the respondents marked with friends. Some respondents are traveling with thyself, it shows 28%. The respondents say that traveling with family is 20% and the rest of customers travelling with colleagues (12%).

TABLE 6.10 PURCHASES DONE FROM ONLINE TRAVEL PORTAL

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
0-1	5	10
2-5	25	50
5-10	15	30
More than 10	5	10
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.10 PURCHASES DONE FROM ONLINE TRAVEL PORTAL
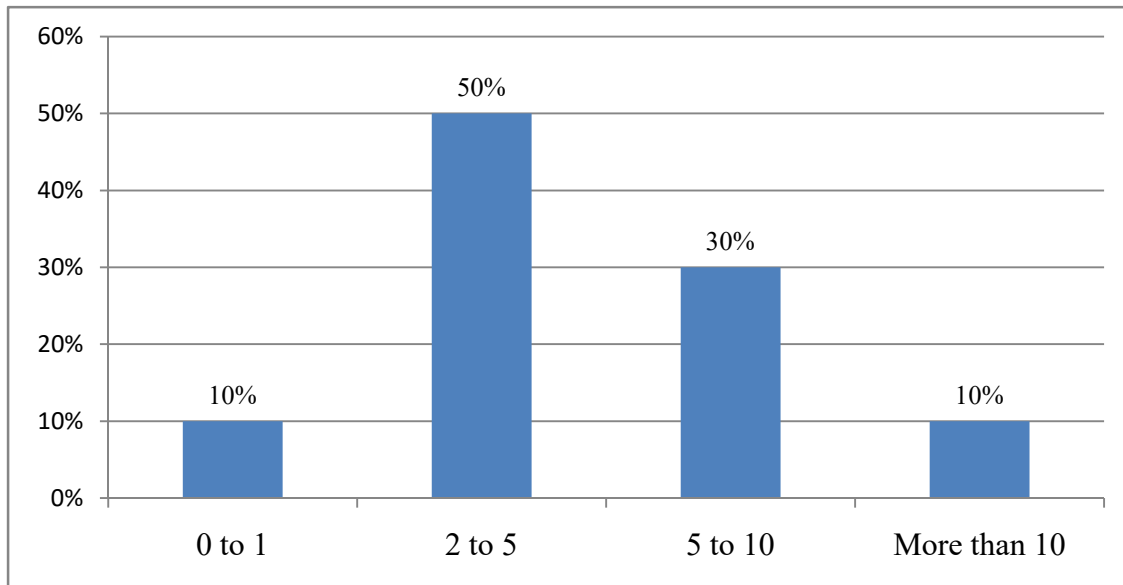
INTERPRETATION:

The above table shows that, purchases done from online travel portals. Most of the customer's purchased between 2 to 5 times, it shows 50%. 30% of the customer's purchased services about 5 to 10 times. The rest of the customers purchase services 0 to 10 times, more than 10times only, 10%.

TABLE 6.11 SERVICES MOSTLY PURCHASED

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Air ticket	18	36
Hotel booking	16	32
Holiday packages	6	12
Car rental	6	12
Currency	4	8
TOTAL	**50**	**100**

(Source: Primary data) **FIGURE 6.11 SERVICES MOSTLY PURCHASED**
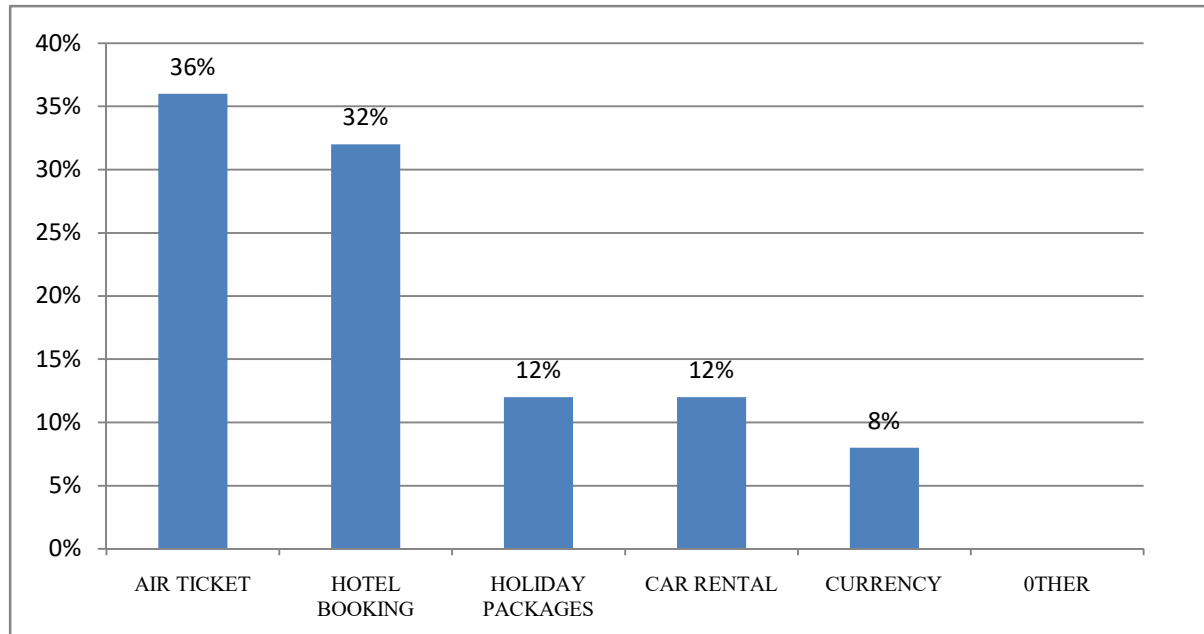
INTERPRETATION: The uses of online travel agency portals are mostly for buying an air tickets; it shows 36% of the respondents are buys air ticket. 32% of the respondents uses online travel portal for booking hotel. And the rest of the respondents are buys car rental (12%), holiday (12%), currency (8%)

TABLE 6.12 PREFERED ONLINE TRAVEL PORTALS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Makemy trip	21	42
Exepedia	5	10
Tripadvisor	6	12
Yathra	7	14
Oyo	11	22
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.12 PREFERED ONLINE TRAVEL PORTALS.
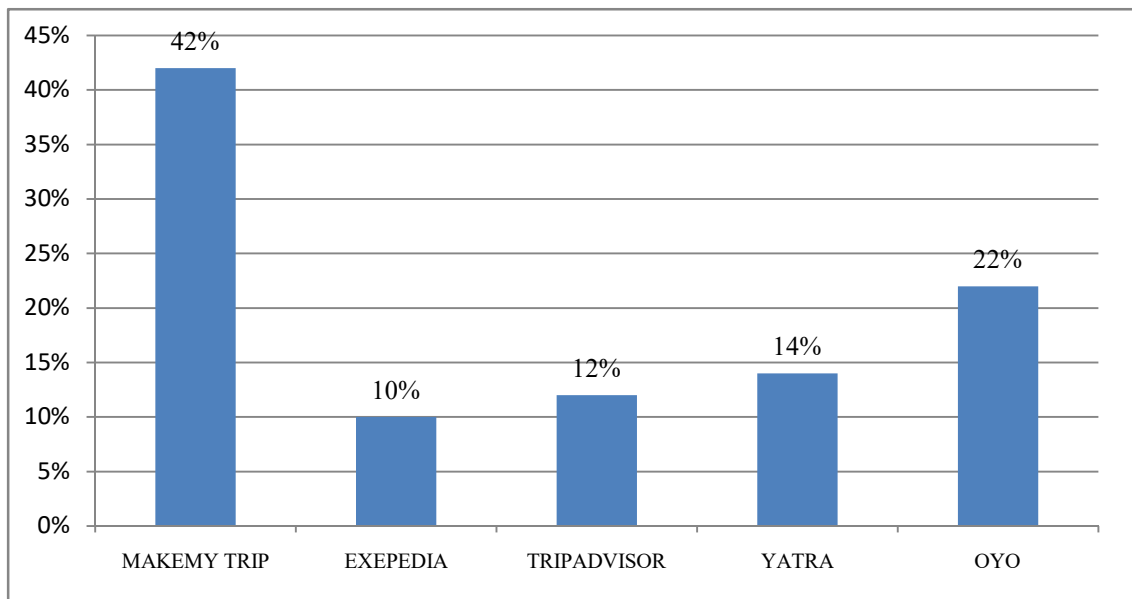
INTERPRETATION: Make my trip is the major travel portals used by customer it about 42%. Oyo become second priority of customer it about 22%, yatra become third position it is preferred by 14% of respondents. Tripadvisor preferring by 12% of respondents and the last 10% of respondents using Exepedia.

TABLE 6.13 FIRST SOURCES FOR SEEKING TRAVEL INFORMATION

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Online travel portal	20	40
Airline web	15	30
Local agent	4	8
Search engine	11	22
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE6.13 FIRST SOURCES FOR SEEKING TRAVEL INFORMATION
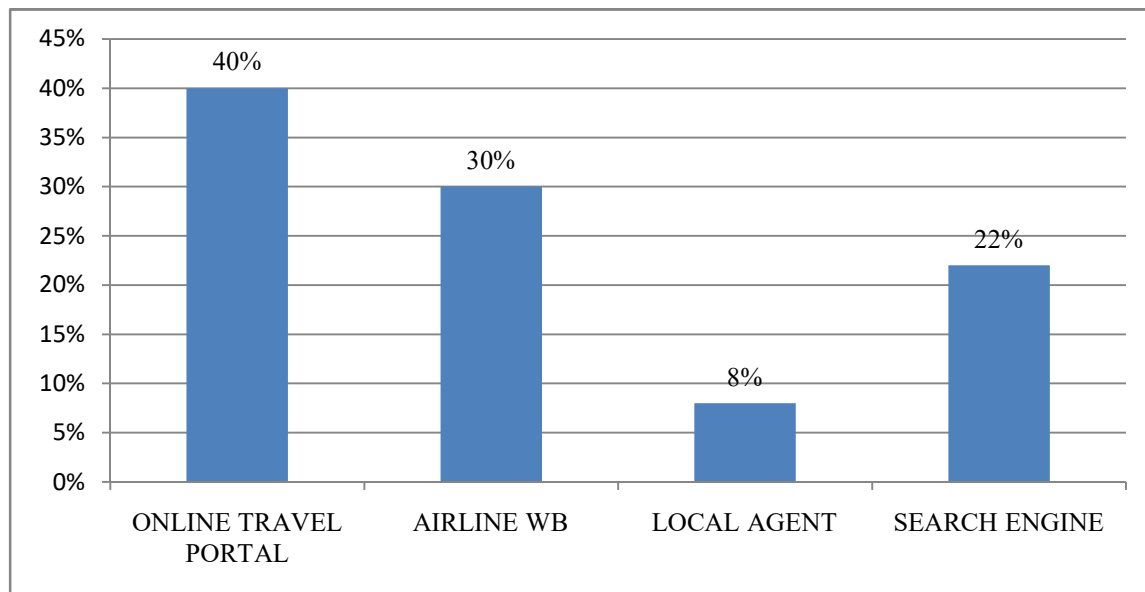
INTERPRTATION: The table shows that most of the customers seek travel information from online travel portals first, 40% of customers seek travel information from online travel portals. 30% of the customers prefer travel information from airline websites. The customers select search engine for seeking travel information is 22%. The rest of the customers prefer local agents, it shows that 8%.

TABLE 6.14 WHY DO YOU PREFER ONLINE TRAVEL AGENCIES

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Convenience	19	38
Offers	17	34
Cheap rates	14	28
Other	0	0
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.14 WHY DO YOU PREFER ONLINE TRAVEL AGENCIES

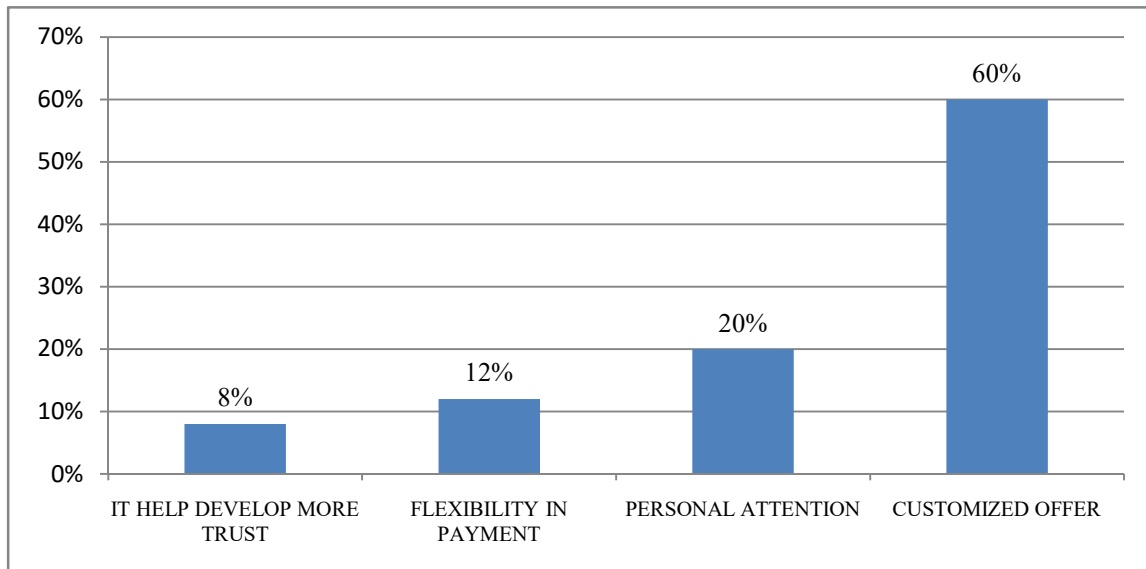**INTERPRETATION:**The above table clearly shows that majority respondents are prefer online travels in seeking information for convenience, it shows that 38%. It helps the customers seek travel information easily, speedily and convenience. 34% of the respondents select online travel portals for seeking offers. The customers says that they are prefer online travels portals is cheap rates, it shows that 28%.

TABLE 6.15 WHY DO YOU SELECT ONLINE TRAVEL AGENCY

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
It help develop more trust	4	8
Flexibility in payment	6	12
Personal attention	10	20
Customized offer	30	60
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.15 WHY DO YOU SELECT ONLINE TRAVEL AGENCY

INTERPRETATION: The above table shows that majority respondents are select online travel portals for getting customized offer.60% of the respondents are says online travel agencies provide customized offer, it is the main reason for selecting online travel agency. 20% of the customers are selecting in online travel portals for personal attention. 12% of the customers are selecting in flexibility in payment. Some of the respondents says it help develop more trust, it shows that 8%.

TABLE 6.16 CHANGE TRAVEL PLANS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Yes	42	84
No	8	16
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.16 CHANGE TRAVEL PLAN
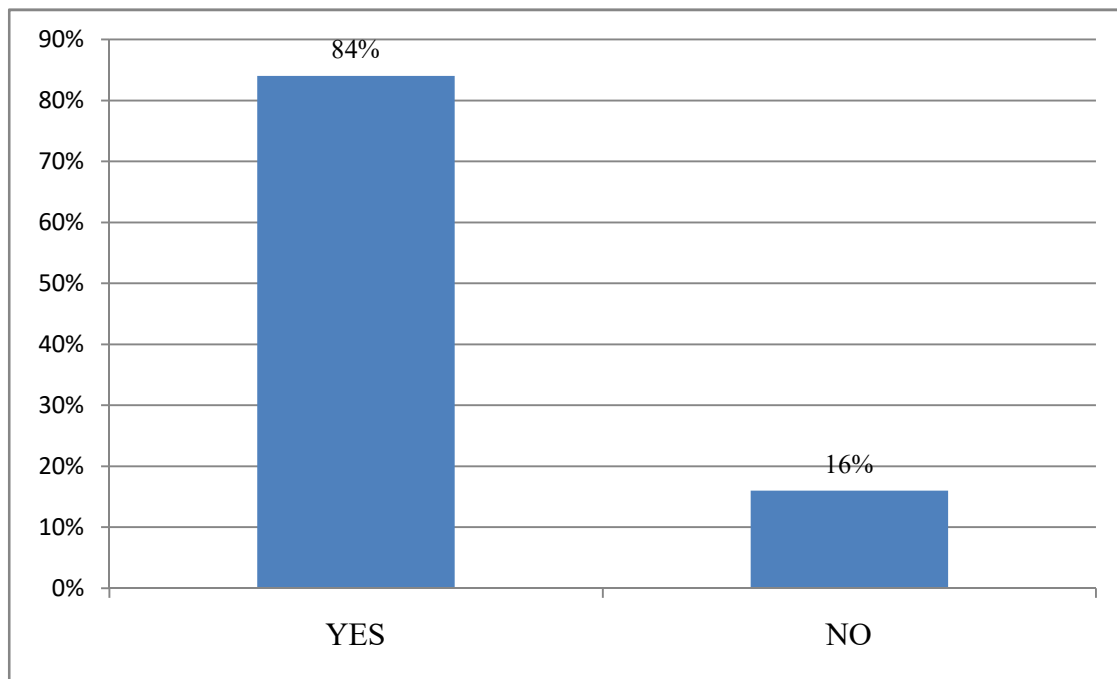
INTERPRETATION: The table clearly shows that customers can change travel plan through the internet. The majority of the respondents say that easily change travel plan through the internet, 84% of the respondents are say that can change travel plan. The rest of the customers say that can't change travel plans through the internet, the graph shows that 16% of the respondents are say can't change travel plans.

TABLE 6.16 (A) ACTIONS FROM ONLINE TRAVEL AGENCY

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Action immediate	10	20
Action slow	40	80
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.16 (A) ACTIONS FROM ONLINE TRAVEL AGENCY
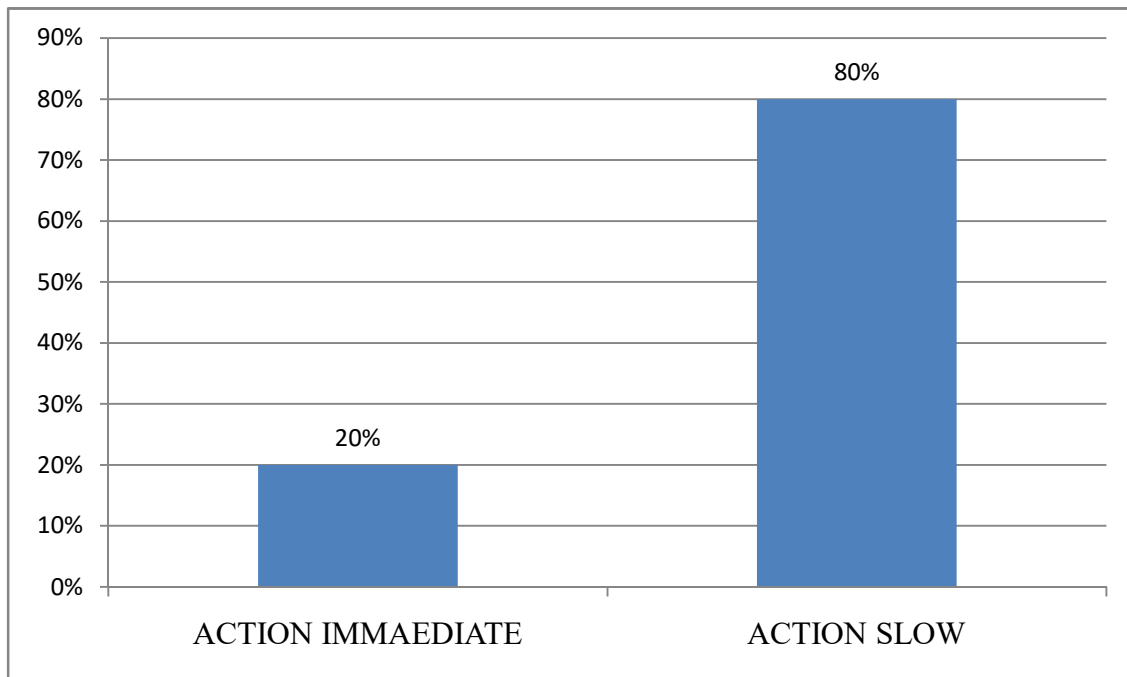
INTERPRETATION:

The above table shows that majority of the customers say that action from online travel portals are slow, it affect online travel portal customers and satisfaction of customers. 80% of the respondents are says there actions are slow. 20% of the respondents are says that their actions are immediate.

TABLE 6.17 FIRST CHOICES IN THE BUYING DECISION

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	32	64
No	18	36
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.17 FIRST CHOICES IN THE BUYING DECISION
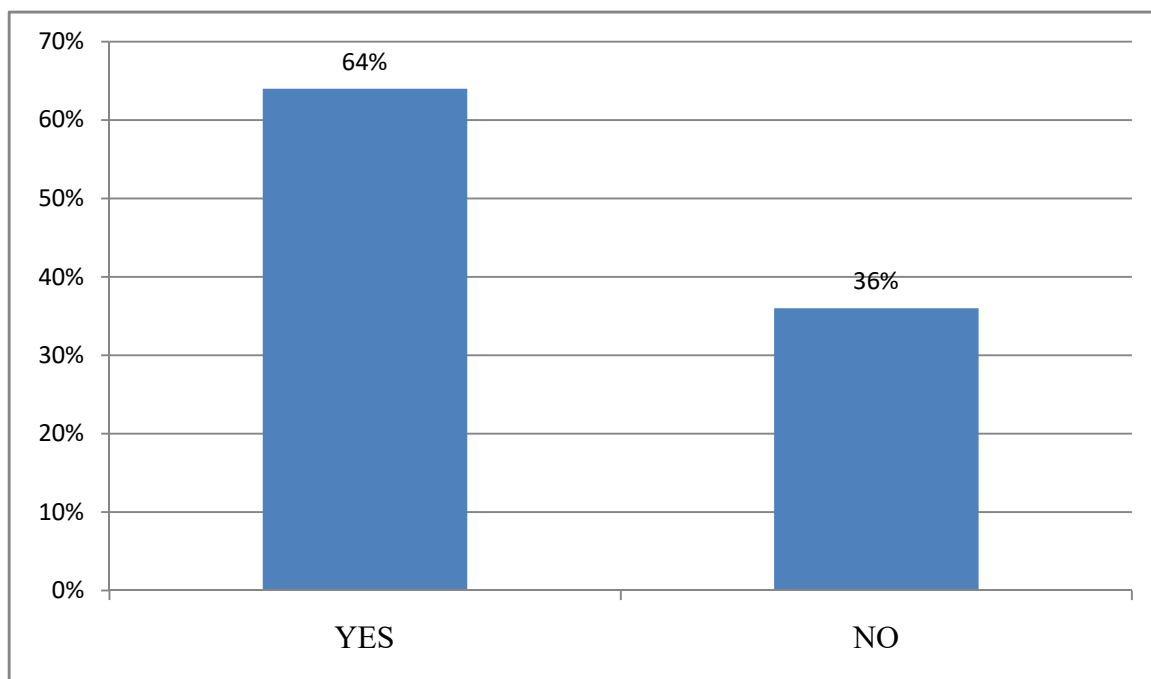
INTERPRETATION:

Majority of the customers are select in online travel agency for first choice of the buying decision. The table clearly shows that 64% of the respondents has preferring online travel portal for first choice of the buying decision. 36% of the customers says not prefer online travel portal for first choices of the buying decision, may be the customers choose travel agency or local agents.

TABLE 6.18 RECOMMENDED FRIENDS AND RELATIVES.

RESPONSE	NO OF RESPNDENTS	PERCENTAGE
Yes	42	84
No	8	16
TOTAL	**50**	**100**

(Source: Primary data)

FIGURE 6.18 RECOMMENDED FRIENDS AND RELATIVES
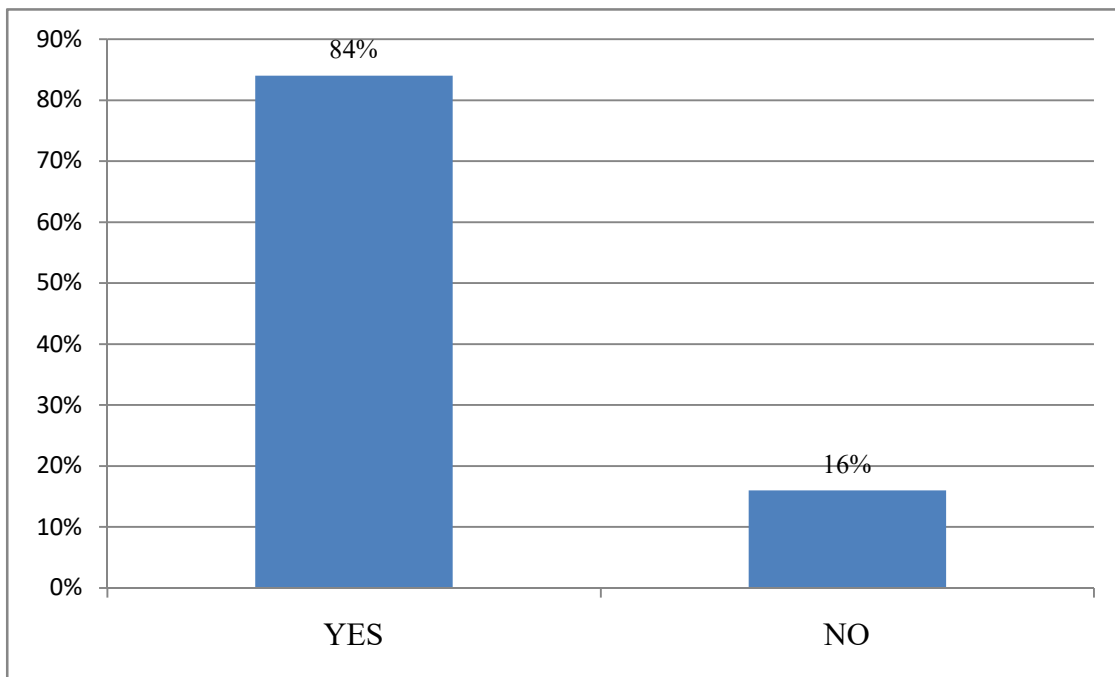
INTERPRETATION:

The above graph shows that majority respondents recommended online travel portals to their friends it is about 84% and rest of 16% doesn't recommend.

TABLE 6.19 CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS

SERVICE	EXCELLE NT %	GOOD %	AVERAGE %	POOR %	NO RESPONSE %	TOTAL %
User friendly website	60	30	10	0	0	**100**
Instant confirmation	60	32	8	0	0	**100**
Follow up	10	70	20	0	0	**100**
Dealings	10	42	48	0	0	**100**

FIGURE 6.19 CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS
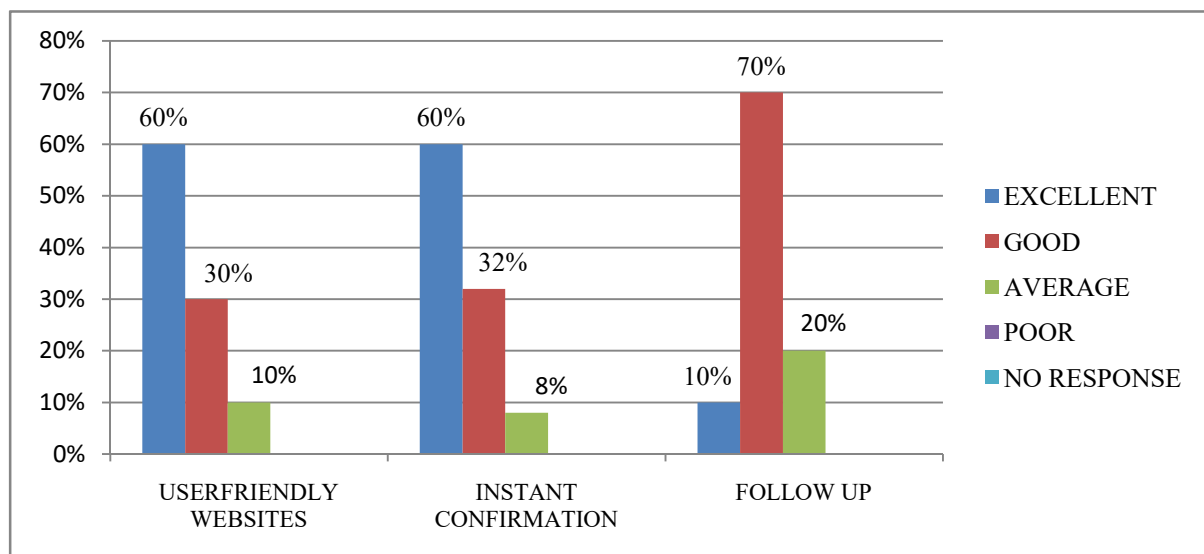

INTERPRETATION:

The above graph shows that the majority of customers are opinion that most of the online travel agencies have user friendly websites. Most of opined it is excellent about 60%. 30% of customer are opined its good and rest of 10% are opined its average. The majority of customers are opinion that most of the online travel agencies have instant confirmation. Most of opined it is excellent about 60%. 32% of the customers are opined its good and rest of 8% are opined its average. The majority of customers are opinion that most of the online travel agencies have follow up. Most of opined it is good about 70%. 20% of customers are opined it is average and rests of 10% are opined it is excellent.

Table 6.19 (A) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS						
SERVICE	EXCELLENT %	GOOD %	AVERAGE %	POOR %	NO RESPONSE %	TOTAL%
Price method	10	43	37	10	0	**100**
Offers	42	32	20	6	0	**100**
Brand	50	32	10	0	8	**100**

Figure 6.19(A) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS
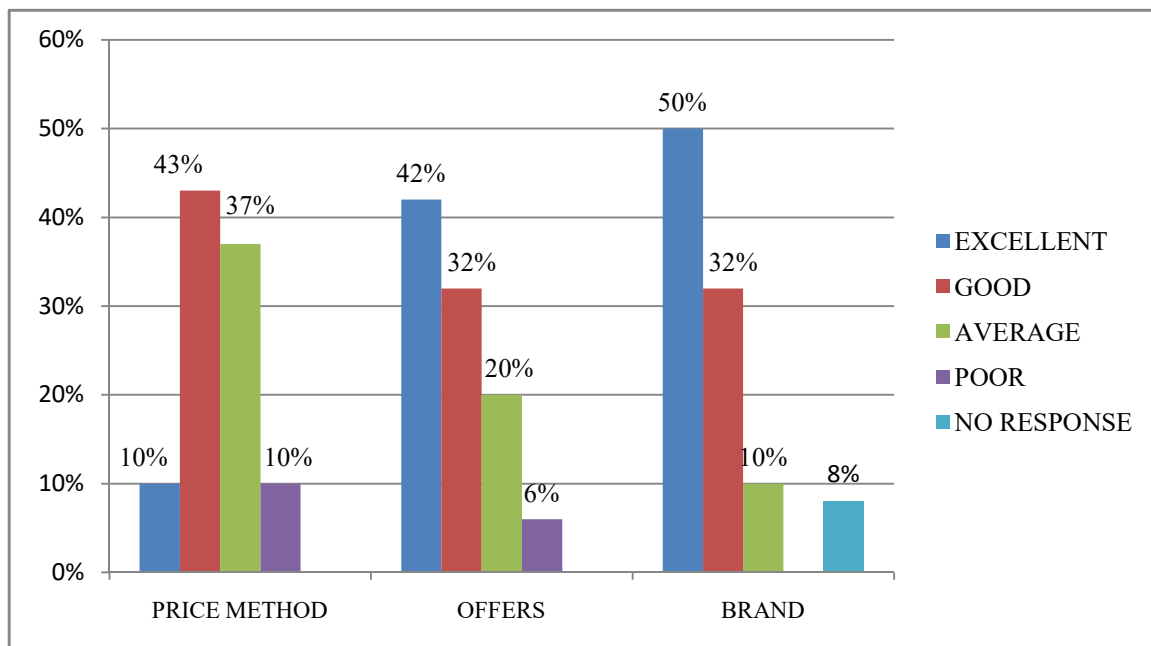
INTERPRETATION:

The above graph shows that the pricing method of online travel agencies is good it's about 43%. However about 37% respondents said that pricing is average. 10% of customers are opined its excellent (10%) and also rest of 10% opined it is poor. The majority of customers are opinion that most of the online travel agencies have offers. Most of opined it is excellent about 42%. 32% of customers are opined it is good. 20% of the customers are opined it is average and rests of 6% are opined it's poor. The majority of customers are opinion that most of the online travel agencies have brand. Most of opined it is excellent about 50%. 32% customers are opined it is good. 10% customers are opined it is average and rests of 8% are opined it is no response.

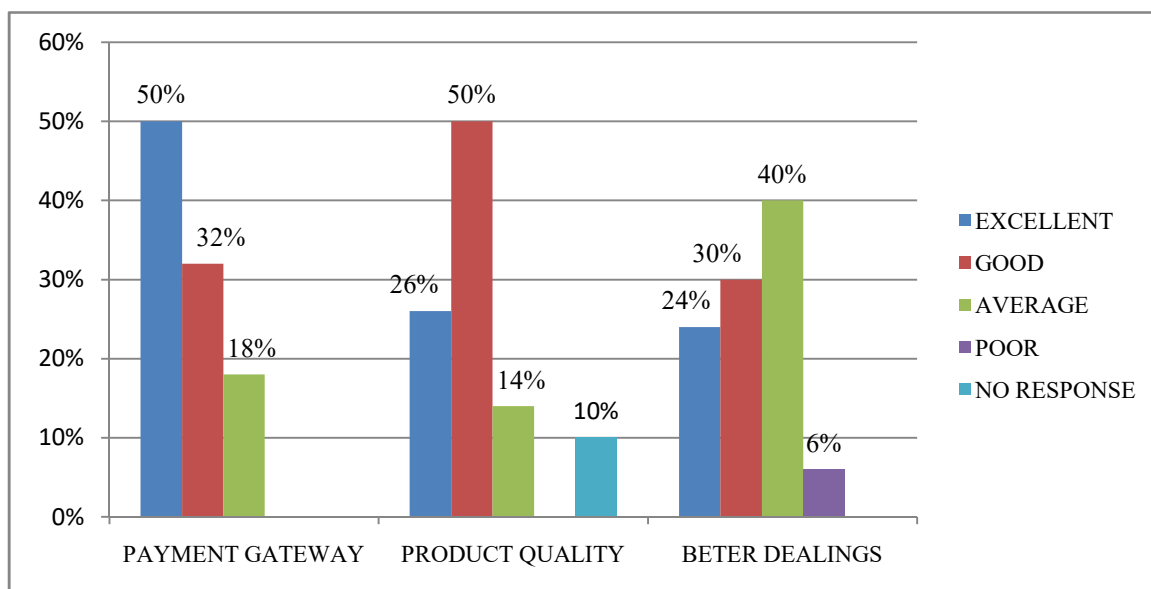**Table 6.19 (B) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS**

SERVICE	EXCELLENT %	GOOD %	AVERAGE %	POOR %	NO RESPONSE %	TOTAL %
Payment gateway	50	32	18	0	0	**100**
Product quality	26	50	14	0	10	**100**
Better dealings	24	30	40	6	0	**100**

Figure 6.19 (B) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS

INTERPRETATION:

The above graph shows that the majority of customers are opinion that most of the online travel agencies have payment gateway. Most of opined it is excellent about 50%. 32% customers are opined it is good and rests of 18% are opined it is average. The above graph shows that the product quality of online travel agencies is good it is about 50%. However about 26% respondent said that product quality is excellent. 14% customers are opined it is average and rest of 10% is opined it is no response. The majority of customers are opinion that most of the online travel agencies have better dealings. Most of opined it is average about 40%. 30% of customers are opined it is good. 24% of customers are opined it is excellent and rests of 6% are opined it is poor.

Table 6.19 (C) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS

SERVICE	EXCELLENT %	GOOD %	AVERAGE %	POOR %	NO RESPONSE %	TOTAL %
It fulfill promises	32	18	50	0	0	**100**
Provide coupons	70	10	10	0	10	**100**
Personalized information	44	32	14	0	10	**100**

Figure 6.19 (C) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS
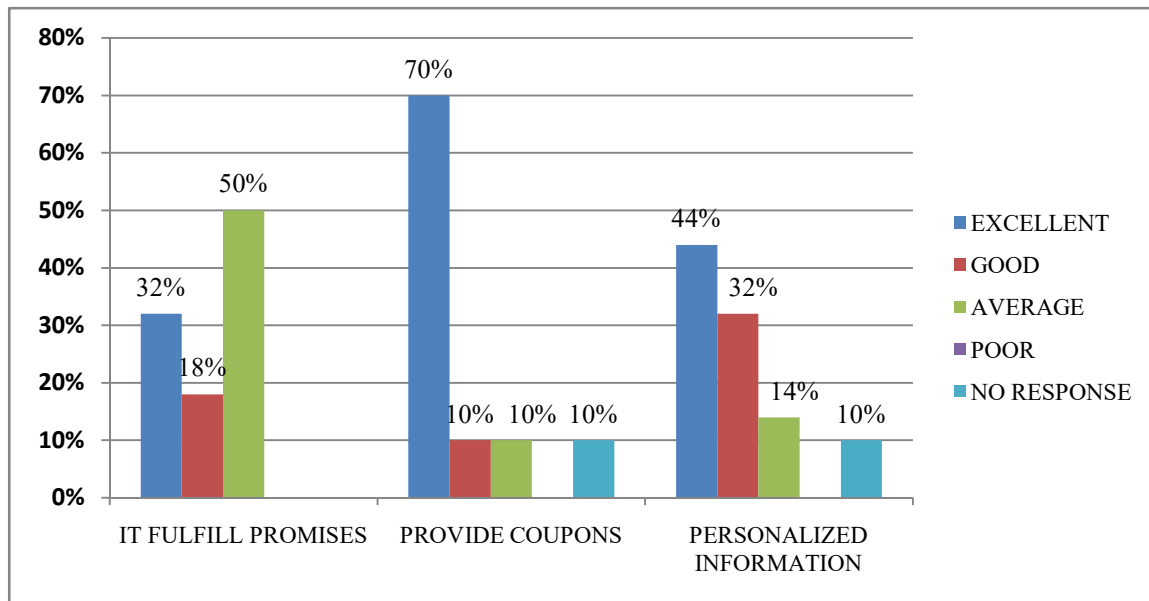
INTERPRETATION:

The above graph shows that the majority of customers are opinion that most of the online travel agencies have fulfilled promises. Most of opined it is average about 50%. 32% of customers are opined it is excellent and rest of 18% is opined it is good. Majority customers are opinion that most of the online travel agencies have provided coupons. Most of opined it is excellent about 70%. Rest of 30% is equally marked as good, average, no response. Majority of the customers are opinion that online travel agencies have personalized information. Most of opined it is excellent about 44%. 32% of customers are opined it is good. 14% of the customers are opined it is average and rest of 10% is opined it is no response.

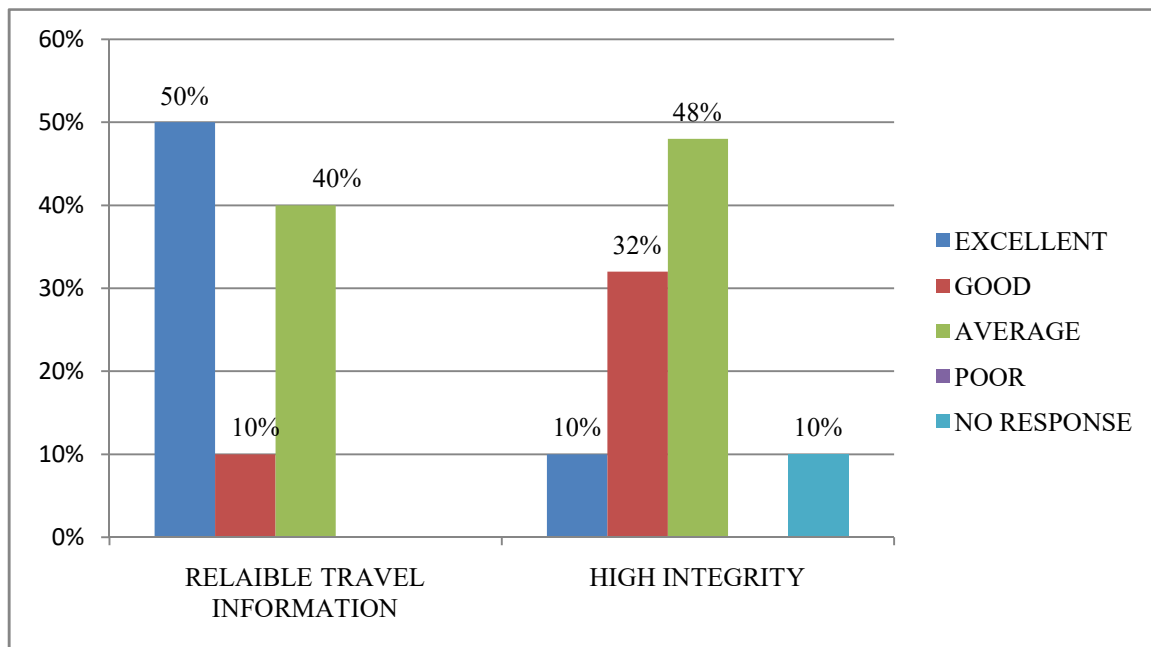**Table 6.19 (D) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS**

SERVICE	EXCELLENT %	GOOD %	AVERAGE %	POOR %	NO RESPONSE %	TOTAL %
Honest	60	20	20	0	0	100
Reliable travel information	50	10	40	0	0	100
High integrity	10	32	48	0	10	100

Figure 6.19 (D) CUSTOMER SATISFACTIONS FOR THE FOLLOWING FACTORS

INTERPRETATION:

The above graph shows that the majority of customers are opinion that most of the online travel agencies have reliable travel information. Most of opined it is excellent about 50%. 40% of customers are opined it is average and rests of 10% is opined it is good.

Majority customers are opinion that most of the travel agencies have high integrity. Most of opined it is average about 48%. 32% of customers are opined it is good and the rests of 20% is equally marked as excellent, no response.

CHAPTER-7

FINDINGS AND

SUGGESTIONS

7.1 FINDINGS

The major findings of the study are following.

1. Most of the customer uses an online travel agency once a month.
2. The purpose of traveling in most of the customer's leisure.
3. Most of the customer buy services through online travel agencies are Airline tickets.
4. The majority of the customer prefer makeMy trip for an online travel portal.
5. Most of the customers seek travel information from online travel portal.
6. Customer opinion in online travel agency provided mostly is coupons.
7. Majority of the customers are youngsters.
8. The customers have fear about their personal information for using other purposes.
9. Most of the customer's opinion about transactions through online travel agency risk.
10. Most of the respondent's purchases from online travel portals are 2 to 5 purchase.
11. Most of the customers use online travel agencies is to seek information of the Convenience.
12. Majority of the customers choose online travel agency for customized offer.
13. Majority of the customers says Change travel plan easily through online travel agency.
14. Majority of the customers responded that actions from online travel agencies are slow.
15. Most of the customer's first choices in the buying decision is online travel agency.
16. Most of the customers say that most of the online travel agency has user friendly websites.
17. Most of the customers says that online travel agencies giving instant confirmation
18. Majority of the customers says that online travel agency product has quality.
19. Majority of the customers says that online travel agency has high integrity.
20. Majority of the customers says that online travel agency has reliable travel information.
21. Majority of the customers should recommend online travel agencies to their friends and others.

7.2 SUGGESTIONS

1. To develop strategies for securing personal data of customers.

2. The online travel agency should use a payment gateway that is highly securable.

3. Kindly add reissue and refund obtain in simple ways.

4. The online travel agencies should develop option for customization of the tour through online travel agencies.

5. The online travel agencies should solve customer's plans immediately. Must setup offices in all cities.

7.3 CONCLUSION

The study which has been conducted in online travel agency customers of Kerala with special reference to Malappuram. The study aims to positive and negative impact on the online travel agency customers. The customer is an important factor for an online travel agency business. Customer online travel relation is one of the major factors of the development of online travel agency benefits.

The study helped to understand the major online travel agency portals and customer's opinions. It is clear that the major users of online travel agencies are youngsters. The internet and smart phone plays a major role. The overall opinion about online travel agency users is good however there have some kind of negative factors which are it should is solved and online travel agencies should gave better customer sources.

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APPENDIX

QUESTIONNAIRE

Respected sir/madam

I MOHAMED MUBASHIR.M, student of CPA ARTS AND SCIENCE COLLEGE, PUTHANATHANI.As a part of my graduation programme, I am doing a project on topic **"A STUDY ON CUSTOMER SATISFACTION WITH ONLINE TRAVEL AGENCIES IN KERALA SPECIAL REFERENCE TO MALAPPURAM".** In order to collect the information, I request you to kindly fill up this questionnaire

PART A-DEMOGRAPHIC FACTORS

Name...........................

1. Age?

Below 20		20 - 31		31 - 40		41 - 50		Above 50	

2. Gender?

Male		Female	

Occupation..............................

PART B-ONLINE TRAVEL AGENCY FACTORS

3. How often do you use an online travel agency?

Once a month		Once half a year	
Once a year		Once over a year	

4. The main purpose of traveling?

Business		Meditation	
Leisure		Adventure	

5. Do you agree online travel portals provide useful information?

Yes [ ]   No [ ]

6. I fear that online portals will reveal my personal privacy information?

Agree ☐

Neutral ☐

Disagree ☐

7. I fear that there are some security risks when the transaction information transmitted through the internet?

Agree ☐

Neutral ☐

Disagree ☐

8. Online travel portals identify customer needs and wants?

Yes		No	

9. Who do you traveling with often?

Myself		Friends	
Colleagues		Family	

10. How many times have you purchased from any online travel portals?

0-1		2-5	
5-10		More than 10	

11. What do you buy most online through online travel portals?

Air ticket		Holy day package	
Hotel booking		Car rental	
Other		Currency	

12. Which among these online travel portals would you prefer?

Make my trip		Trip advisor	
Oyo		Yathra	

Expedia		Other	

13. Where you seek travel information (price, time ...etc) from for booking an air ticket, hotel and holiday packages?

Online travel portals		Airline web	
Local agent		Search engine	

14. Why do you prefer the above option for seeking information?

Convenience		Offers	
Cheaper rates		Other	

15. Why do you select an online travel agency?

It help develop more trust		Flexibility in payment	
Personal attention		Customized offer	

16. Are online travel agencies affordable for changing travel plans booked online? Is there immediate action from online travel agencies?

Yes ☐   No ☐

Their actions are immediate   ☐

Their actions are slow   ☐

17. Online travel agencies will be my first choice in the buying decision?

Yes ☐   No ☐

18. I often recommended this online travel agency to my friends, relatives and others?

Yes ☐   No ☐

19. Please rate the following factors by OTA'S/

Si no	Factors	Excellent	Good	Average	poor	No response
1.	User Friendly website					
2.	Instant confirmation					
3.	Follow up					
4.	Price method					
5.	Offers					
6.	Brand					
7.	Payment gateway					
8.	Product quality as per mentioned in the website					
9.	I always get better deals on my online travel agencies					
10.	It fulfils promises					
11.	Online travel agencies provides coupons and additional if it buy more					
12.	It provides personalized information to its customer					
13.	Provide reliable travel information					
14.	Online travel agencies is high integrity					

20. Any other opinions about online travel agencies?