Software Implementation of Movie Ticket Booking System

Mykola Pasyeka* and Andrew Malitchuk* Ivano-Frankivsk Technical University of Oil and Gas, Ivano-Frankivsk, Ukraine.

Abstract:

This paper discusses issues related to developing a distributed online booking system. The basic stages of system development and technological principles that can be used for implementation are considered. There are a number of problems that exist in this subject area and the possible ways to solve them. The ways of providing information services individually and the means of marketplace are compared. Possible ways of exposing the principles of marketplace for this subject area are considered. An overview of microservice architecture and ways of its application in queuing networks is provided.

Introduction :

At the moment, almost all routine operations can be automated and transferred to a digital projection, with the aim of reducing transaction execution time and improving the overall user experience. A cursory analysis of the digital marketplace makes it clear that more and more companies, both large and small, are taking all possible steps to digitize their activities. For the most part, these are the areas of service - banking, ticket booking, ordering, etc. It is clear that by such actions, the owners or top management of the enterprise wants to

increase the number of users of their services and improve the interaction experience. The faster and better the system is developed, the more users will use it and, logically, the more profit the enterprise will receie.

The online movie ticket system provides a website for a cinema hall where any internet user can access it. User is required to login to the system and needs a Credit / Debit card for booking the tickets. Watching movies with family and friends in theatres is one of the best medium of entertainment after having a hectic schedule. But all this excitement vanishes after standing in hours in long queues to get tickets booked. The customer will need to enter the information related to film after which the system will provide complete information regarding currently running movies with details of show timings and available seats. The user can order his favorite snacks in app which will be served to them in the cinema hall. If seats are available, the customer can change the position of the seats while they will get an option to cancel of tickets .If cancellation request is before three hours of their movie timing then refund facility is also provided to that user.

Our online movie ticket system is one of the best opportunities for those who cannot afford enough time to get their tickets reserved standing in long queue.In this system, the staff of the cinema hall won't have to do anything for the ticket booking as the process will be done by the customer through the app which

will reduce the amount of staff required in the booking counter.

Overview of Marketplace Services

The main objective of "***MOVIE BASKET***" is to provide a convenient way to the users to book the tickets for cinema hall online, through which they can book tickets anytime and anywhere.

Our app will also give the facility to let the user select any timing slot and they have the authority to choose any seat according to their convenience . This app is basically made for providing customer an anytime and anywhere service for booking the seat in the cinema hall and to gather information about the movies online. The user can easily be able to know about the movies released and then make the choices.User can wish to see the trailer of movie released and did not need to browse to other websites.

Features:

- **Register** – User have to create their account in our app .So that they get the notificationabout the latest movies released.

- **Login** – Both user and admin can login in app with their respective credentials .On Success Login, home page will be open.

- **Change password** – User can change his/her password by providing appropriate details.

- **Book Ticket -** User can book their favourite movie ticket.

- **Order Snacks** – Apart from buying movie ticket, User can also buy snacks at the time of ticket booking.

- **Payment** – User should pay the money after booking ticket and If user ordered snacks then its payment is also done together with ticket payment.

- **Send Ticket-** After successful payment, user get ticket together with QR Code, seat number and other essential information by email and sms.

- **Cancel Ticket -** In some situation, if user want to cancel the ticket then user can do this if and only if certain terms and conditions (such as cancellation should be before 3 hours of movie time and some other information) are fulfilled.

This app adopts a comprehensive approach to minimize the manual work and schedule resources, time in a cogent manner.

E-ticket is a brand new ticketing method that allows us to print tickets at home using your local printer connected to the computer. Internet customers will be presented with a custom ordering program that allows them to book tickets from a list of movies in the website.

Before they can order they have to provide their name and the mailing address. Each ticket will be displayed with its movie name, show timings, price and the seat numbers. The customers can book any number of tickets at a time.

The system computes the total price. The User has to enter the valid credit card information to confirm their booking.

After completing all the necessary criteria, the original information is added to the database and the ticket   is
confirmed   for printing.
The ticket will be provided with the bar code for the security purposes. The staffs check the barcode on the ticket before the entry.
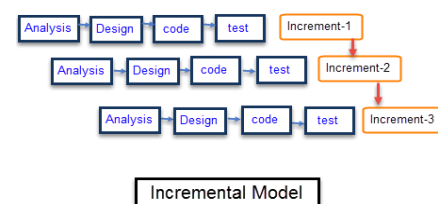
INCREMENTAL MODEL

What is Incremental Model?

Incremental Model is a process of software development where requirements are broken down into multiple standalone modules of software development cycle.
Incremental development is done in steps from analysis   design,   implementation, testing/verification, maintenance.
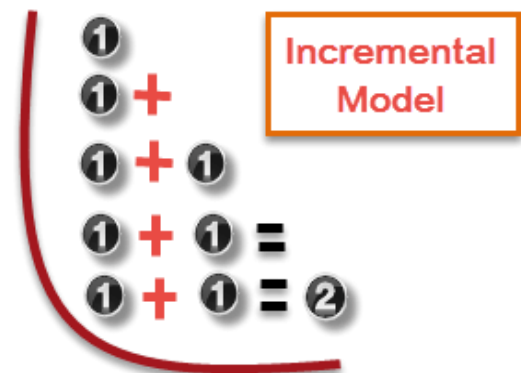
Each iteration passes through the **requirements, design, coding and testing phases**. And each subsequent release of the system adds function to the previous release until all designed functionality has been implemented.

Incremental Model

We have used Incremental Model because :-

➢ It is flexible and less expensive to change requirements and scope.

➢ Development stages changes can be done.

➢ This model is less costly compared to others.

➢ A customer can respond to each building.

➢ Errors are easy to be identified. The software will be generated quickly during the software life cycle.

SYSTEM REQUIREMENTS SPECIFICATION

1. **Introduction**This document gives detailed functional and non-functional requirements for the Online Movie Ticket Booking System. This app is basically made for providing customer an anytime and anywhere service for booking the seat in the cinema hall and to gather information about the movies online.

1.1 Purpose and Scope

➢ The main purpose of our online ticket booking system is to provide another way for the user to buy cinema ticket. It is an automatic system.

➢ After inserting the data to database, staff need not to due with the order receive through

the system. In fact, there is similar system on the internet, but there is no refund method found in the existing system.

➢ This system is basically aimed to provide the user the complete information of the movie, according to which the user can book the tickets and along with can order snacks and the refund facility provides more flexibility to the system.

➢ The goals of our system are:

1. To provide an anytime anyplace service for the user.

2. To minimize the number of staff at the ticket box.

3. To promote the film on the internet.4. To increase the profit to obtain statistic information from the booking record.

1.2 ABBREVIATIONS AND ACRONYMS

☐ SRS-Software Requirement Specification

- DD-Data Dictionary

- DFD-Data Flow diagram User-registered customer of the system.

- Admin- person who interacts with the system.

1.3 OVERVIEW

This app adopts a comprehensive approach to minimize the manual work and schedule resources, time in a cogent manner. The software controls redundancy so that no two users can access the same seat at the same time and transactions should be independent.

2, PROJECT DESCRIPTION

2.1 Product Perspective

If the actor has a role of an admin then he/she would have access to accept user's request and make required updation in the database register, login, change password, payment and cancel ticket.

If the actor has a role of user then he/she would have access to register, login, change password, book movie ticket, order snack, payment and cancel ticket.

2.2 System Interfaces

This system does have one interface with online payment gateway of the existing systems.

1 Payment
Input – Card No. , CVV No.
Processing – details are verified
Output – payment done successfully

2 Send Notification
Input – none
Processing – sends conformational message **3**

Cancel Ticket
Input – user Id , Password , Ticket Id
Processing – cancellation process is start by checking that it fulfill cancellation constraint
Output – Ticket will be cancelled with/without refund .

2.3 General Constraints

➢ User interface is only in English.
No other language option is available.

➢ Our system is confined to only one particular cinema hall of a particular Delhi NCR.

➢ Internet connection is required to use the system.

➢ The files in which the information regarding user's account should be secured against malicious deformations.

➤ Data should not become corrupted incase of system crash or power failure.

➤ User should carry their mobile phones with registered mobile number.

2.4 User Characteristics

➤ User uses the system to fetch information about available movies, their price, duration, date and timings and majorly to book tickets.

➤ Admin manages the system and keeps it up-to-date. Admin also looks over user requirements.

➤ User can also give feedback of the movie watched, in the form of ratings.

➤ Central server of the system must be able to handle all the incoming requests simultaneously.

➤ Back up of the databases in case of hardware failure, disaster, natural calamities.

2.5 Assumptions and Dependencies

➤ Admin is created in the system already.

➤ Roles and tasks are predefined.

➤ There is a limit of booking a movie. If the hall is houseful then user cannot book the movie at that time.

➤ In general it has been assumed that the user has complete knowledge of the system that means user is not a naive user. Any data entered by him/her will be valid.

➤ It depends that the one should follow the international standards for the generating the User ID &should fill the related information in the proper format.

➤ Password must contain atleast 10 characters according to the rule.

➤ Internet is must.

3. SPECIFIC REQUIREMENTS.

3.1. EXTERNAL INTERFACES.
- Payment Gateway is the external interface.

3.1.1 USER INTERFACE
It is a login window that requires user to enter correct ID and password, so that after authenticationof data stored in the user database is approved as a valid user so that user enter into our application.
If the user does not exist, then the user must register in order to access the system

functionalities.ID and password will be stored in the database for future login purpose.

User login to book movie tickets by selecting movie name, date, time, venue and number of tickets required.

3.1.4. DATABASE INTERFACE

All databases for the software will be configured. These databases include movie's details database, users' details database and admin database.

The users' details database includes user ID, password and previous and current booking details.

The events' details database includes informatio about all listed events, their organizers, dates, timings,venue, price per ticket and available seats.

The organizers' details database includes organizers ID, password and previous and current listed events' details.

3.2 FUNCTIONAL REQUIREMENTS

New users can see the movie details but cannot book it until they are registered in the system.

Registered users should be able to login to the system through the first page of the Application.

Registered users can change the password after logging into the system.

No reservation for movie ticket, before 2 days can be done.

See his/her current reservations on different movies along with the details.

Able to choose the seats which are available for a certain class like silver, gold, platinum.

Able to order snacks at the time of movie booking.

Along with the snacks, user can apply coupons in order to avail discount.

Give details about the credit card for the payment like account number, CVV number.

A message and mail should be sent to the concerned person about the confirmation of the ticket to the specified mobile number.

The login Id and password should be sent to the mentioned email address if a new account is created.

The system should automatically show the fare for the corresponding movies and amount of money needs to be paid for selected seats.

User can cancel the movie ticket anytime but with a limitation, if he/she cancels before 3 hours of show timing than 50%

money is refunded back into his/her account otherwise only ticket will be cancelled without any refund.

Naming Conventions: All the documents will be named using the standard naming conventions.

3.3. PERFORMANCE REQUREMENTS

3.3.1 SECURITY:-

The Online Movie Ticket System is fully accessible to only authentic user. It requires username and password to become member of the app.

3.3.MAINTAINABILITY:-

3.3.2. RELIABILITY:-

The application is highly reliable and it generates all the updated information in correct order.
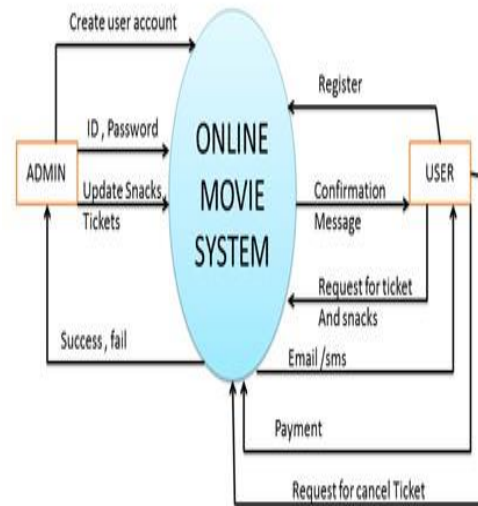
3.3.3. AVAILABILITY:-

Any information should be quickly available from any computer to the authorized user.

3.4.1 STANDARD COMPLIANCE Report format: All the reports produced for this project are in compliance with the standard templates provided in the class by the advisor.

The application is maintainable in such a manner that if any new requirements occur then it should be easily incorporated in an individual module.

3.3.5. PORTABILITY:-

The application is not machine specific.

3.4 DESIGN CONSTRAINTS:

Software Language Used- The languages that can be used for coding Online Movie Ticket

System are JavaScript and HTML.

FUNCTION POINT METRIC

Project Metrics are used to control and coordinate software engineering process and to improve quality of the software to be produced. Project specific metrics provide indication of productivity and insight into the technical activities. Project metrics are used by a project manager and a software team to adapt project work flow and technical activities.

Function Oriented Metrics: Function Oriented Metrics use function point as normalization value. Function points are derived using an empirical relationship based on countable (direct) measure of software`s information domain and assessments of software complexity.

Calculation of Value Adjustment Factors (VAF) based on responses to the following;

Function Point=Count

Total x [0.65 + [0.01 x Σ (Fi)]

$$= 271 \text{ x } (0.65 + 0.01 \text{ x}45)$$
$$= 271 \text{ x } (0.65 + 0.45)$$
$$= 271 \text{ x } (1.1)$$
$$=302.5$$

EFFORT ESTIMATION USING COCOMO MODEL

Constructive Cost Model (COCOMO)

Constructive cost model is a widely used hierarchy of software estimation models.

It addresses the following areas:

Application composition model. It was used during the early stages of software engineering, when prototyping of user interfaces, consideration of software and system interaction, assessment of performance, and evaluation of technology maturity are paramount.

➢ Early design stage model. Used once requirements have been stabilized and basic software architecture has been established.

➢ Post-architecture-stage model. Used during the construction of the software.

COCOMO II model requires sizing total object point count. When general information for which three different sizing software reuse is to be applied, the percent options are available as part of the model of reuse (%reuse) is estimated and the object hierarchy: object points, lines of source code point is adjusted: and function points. Like function points,

$$NOP = (object \quad points) \quad * \quad [(100-$$

the object point is an indirect software

measure that is computed using counts of the

1. Screens (at the user interface),

2. Reports must be derived.

3. Components likely to be required to build

the application.

Each object instance (e.g., a screen or report) is classified into one of three complexity levels (i.e., simple, medium, or difficult) criteria suggested by Boehm. In essence, complexity is a function of the for object types number and source of the client and server

data that are required to generate the screen

or report and the number of views or

presented as part of the screen or

report. The object point count then

determined by multiplying the original

object instances by the weighting

the figure and summing to obtain a

NOP= (object points)*[(100-%reuse)/100]

=32[(100-0)/100]

=34

Effort estimated= NOP/PROD

= 34/4

= 8.5 = 8person

%reuse)/100]

Where, NOP = new object points number of

To derive an estimate of effort based on the

computed NOP value, a "productivity rate"

PROD= NOP\person-month

Where PROD = productivity, After productivity rate determination, an estimate of project effort is computes using,

Estimate Effort=NOP/PROD using Complexity weight

Cost Estimation of this Project

❖ **Screens :- Total = 22** sections

❖ **3GL Components :- 0**

Object points = 22*1 + 6*2 number of

= 22+12 factor in

= 34

Count total = 271 Review of Literature:

Jaganath M, Rajkumaar R1 has analysed the user intention towards use of online movie ticket booking system by considering Technology acceptance model (Davis2) as a base. Responses have been obtained from

300 people and Perceived usefulness, Perceived trust, Perceived risk, attitude, and social image are the different factors considered. Finally, they found that attitude having greater influence over the factors of Technology acceptance model. S. Sanath Kumar and K. Kaliyamurthy[3] in their paper examined the impact of online bus ticket booking system on customer satisfaction in Tiruchirappalli city. The analysis disclosed that the determinants namely, on-demand, cashless, all in one, privacy are exploited as solicitous factors and determinants such as less expensive, secure, situation, time saving are exploited as assent factors. S. Renugadevi, & G. Janabai[4], has analysed the customer attitude towards online travel ticket reservation system in Madhurai city. Results will reveal that new system provides greater flexibility, more choice, better experience, greater information to choose better offer and reduced cost. The study has established that the demographic profile of respondents such as age, gender and educational qualifications has an impact on choice of services by customers. Vikas Tyagi & Hari Krishna[5] has conducted TOWS analysis of bookmyshow. They opined that the bookmyshow is doing well in its present movie related business but suggests expanding their business in non-

movie business areas such as music, stage shows, sports, and live events. Objectives of the Study: 1.

To understand the Consumer Predilection towards online movie ticket booking system. 2. To know the reasons for Consumer Predilection and problems faced by consumers. Research Methodology : The population for the study is the people who have used online movie ticket booking platform. Since the population size is unknown and with due consideration of time and cost constraint structured questionnaire has been mailed to 150 randomly selected people out of which 102 people have responded with a response rate 68%. Thus, collected primary data is tabulated and analysed. Hypotheses are framed and tested using Chi square. Scope of the Study : As literature review identify the research gap of lack of empirical studies in online movie tickets booking platforms. So, the proposed study focuses on an analysis of consumer predilection towards online movie ticket booking system with special allusion of Bookmyshow.com in Davangere city.They opined that the bookmyshow is doing well in its present movie related business but suggests expanding their business in non-movie business areas such as music, stage

shows, sports, and live events. Based on the consumer Predilection will increase the user experience. Problems faced while using bookmyshow.com : The problems faced while using bookmyshow.com. 46.25 percent

(n=37) opined that , there is no auto suggetion Moive based on our intrest, 35 percent (n=28) said not all movies an theatres are available, 18.75 percent (n=15) are finding difficult to redeem coupons and offers, 15 percent (n=12) opined there is delay in getting refund for cancelled transactions, only few opined as complex procedure and customer service is poor. Conclusion : Consumers will develop a sense of predilection about Innovative and attractive services but keeping it constant among them is a challenge. Bookmyshow being a market leader in

Online Movie Ticket Booking services should use the opportunity of growing digital and technologybased economy. There are many companies steadily emerging in the field of online movie ticket booking. As per the study Consumer Predilection is dependent on various demographical factors, hence the company need to finely tune its strategies to meet requirements of diverse sets. References :

[1] Jaganath M, Rajkumaar R, The User Intention towards Use of

Movie Ticket Booking Applications, International Journal of Pure and Applied Mathematics, Volume 119 No.15, 2018,ISSN: 1314-3395, PP.11691176.

[2] Fred D. Davis, Perceived Usefulness, Perceived Ease of Use and User Acceptance of
Information Technology, MIS Quarterly, Vol. 13, No. 3 (Sep., 1989), PP. 319-340.

[3] S. Sanath Kumar and K. Kaliyamurthy, A Study on Online Buyer Behavior Towards Ticket Booking in Tiruchirappalli City, International Journal of Scientific
Research and Reviews, April–June8(2) 2019, ISSN: 2279– 0543, PP.2452-2462.

[4] S. Renugadevi& G. Janabai, A Study on Customers Attitude towards Online Reservation in Madurai City, International Journal of Current Research and Modern Education, 2(1) 2017, ISSN: 2455–5428, PP.60–65.

[5] Vikas Tyagi & Hari Krishna, A Strategic Analysis of Online Movie and Event Ticketing Platform: Bookmyshow, The Journal of Gujurath Research Society, Vol.
21, No. 13, December 2019, ISSN: 0374– 8588, PP.320-325.

[6] Dr.UrvashiMishra,Consumer Predilection for Green Products with Reference to Home

Appliance, International Journal of Research in Social Sciences And Humanities (IJRSSH), Vol. No. 1, Issue No. I, Jan-Mar 2012, ISSN: 2249-4642, PP.119-127.

[7] https://in.bookmyshow.com

[8] **1.**

[9] P. Jamshidi, C. Pahl, N. C. Mendonça, J. Lewis and S. Tilkov, "Microservices: The Journey So Far and Challenges Ahead", *IEEE Software*, May 2018.

[10]View Article [11] Google Scholar

[12]**2.**

[13]Sam   Newman, Building

Microservices, O'Reilly Media, 02 2015.

[14] Google Scholar

[15]**3.**

[16]I. Nadareishvili, R. Mitra, M. McLarty and M. Amundsen, Microservice Architecture: Aligning Principles Practices and

Culture, O'Reilly, 2016. [17]

Google Scholar

[18]**4.**

[19]Chris Richardson, "Microservice   Patterns", *Scale cube and microservices*, November 2018. [20]

Google Scholar

[21]**5.**

[22]James Lewis, Micro services - Java the Unix Way.

[23]Google Scholar

[24]**6.**

[25]Amazon   Quarterly Results,

[online]   Available:

https://ir.aboutamazon.com/quarter ly-results/default.aspx.

[26]Show in   Context Google Scholar

[27]**7.**

[28]Understanding Consumers' Local Search Behavior, [online] Available: https://think.storage.googleapis.co m/docs/how-advertiserscanextend-their-relevance-withsearch_research-studies.pdf.

[29]Show in   Context Google Scholar

1

http://www.acadpubl.eu/hub/

USER INTENTION TOWARDS THE USE OF MOVIE TICKETS BOOKING APPLICATIONS

JAGANATH M., RAJ KUMAR R.

AMRITA SCHOOL OF BUSINESS, COIMBATORE
mjagan632@gmail.com, r_rajkumar@cb.amrita.edu

Abstract-**In the recent decade, technology has become a major intermediate and all businesses prefer to give their users the convenient way of carrying out their intended transactions. In the latest trend the companies give mobile applications to execute theirbusiness's services. [1]Davis (1989) TAM model has been used as a base model with many of the researches, to analyze the user intention of choosing the mobile applications of such businesses. I ammotivated to check the relevance for the use of mobile applications to book the movie tickets online related to the previous studies carried out in other sectors. Responses from 300 users across India have been analyzed using the Structural equation modeling (SEM) methodology. Attitude represents greater influence over the other factors of TAM with regards to this study.**

Key words: Movie tickets booking apps, Technology acceptance model, Perceived ease of use, Perceived usefulness, Perceived trust, Perceived risk, Attitude, Social image, Subjective norm, Intention to use

I. INTRODUCTION

Since the beginning of the smart phones era, it is very evident that it influences user"s decision on choosing their necessities as well as luxuries. There has been many data relevant to the number of smart phone users get increased day by day and it currently crosses over 300 million users [2](yourstory, 2017) upon the population of India. The company or the sector which delivers their core values by technology or as technology presumes those population as their primary target of the consumers and they rely upon many studies to analyze their behavior intention of how the users see themselves into their system when it comes to adopt the technology.

Now in the recent years, the concept of making or expecting the consumer group to use the computers to get their needs done has been diminishing and every companies has started to make use of the resources in which their consumers groups share their time in more and obvious the answer would be smart phones in this decade for which resources people spend their most of

the time with. So companies have started make use of this by reducing the distance between the consumer groups and the technology adaptation.

There are applications for starting from how to cook foods to how to travel online. Now companies use applications on smart phones as a gateway to get into their target consumers.

Online movie tickets booking applications (Bookmyshow, Ticketnew, Justickets, Paytm, etc...) provide or act as a bridge between the users and movie theatres. Before if the users wanted to watch a movie, they would have to go the theatre manually to buy tickets and that evolved into reserving their tickets manually in the cinema hall prior to their show but all it involves the users time and presence to be involved for booking the movie tickets, the concept of this movie tickets booking applications on smart phones reduce the users effort and make the whole process of booking convenient for them by letting them choose seats of their interest and makes them to pay the amount through the online gateway.

The innovation each apps carry differs and also the benefits, efforts and risks the users are incorporated into varies, The analysis of why any user is intended to any such apps and what causes them to use it. [3] Davis (1989) had projected TAM to analyze the user's approval of a technology and he found that perceived usefulness in turn is influenced by perceived ease of use and they influence attitude and followed by behavioral intention to the actual use.

There are previous researches made for what intention drives the users to use or to accept the adoption in airline ticket bookings, e-banking apps and online hotel bookings. This makes me to motivate to check the relevance with regard to the user intention towards the use of movie ticket bookings and whether the same factors have an influence or there is any difference in the way the users or the consumers who use their smart phones to book movie tickets feel.

2

II. LITERATURE REVIEW

2.1 TAM: Technology Acceptance Model

The Technology acceptance model has the factors that measure the actual use or acceptance of any technology[3](Davis, 1989) (Fig.1). In general, Perceived ease of use and usefulness directs the users followed by the attitude and behavioral intention towards the actual use. The Technology acceptance model is used to analyze or measure the acceptance whenever the users or the people of any group are subjected to go with the technology under different situations. TAM model has been previously used to determine the adoption of internet based data by the doctors[4](Ajuwon and Popoola, 2015)

and to analyze what drives the users to purchase the travel packages online rather than manual[5](Amora and Duarte, 2015) and what makes the users to book flight tickets online on mobile devices[6](NorazahMohdSuki and NorbayahMohdSuki, 2017). Now, in this paper, TAM helps to determine what makes the highest impact of booking movie tickets online for the users using their mobile phones.

2.2 Perceived ease of use and Perceived usefulness

Perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance[3](Davis, 1989). Perceived usefulness is the primary and important factor among the others in TAM model (Fig.1) since it affects the behavioral intention to use towards the actual use. Perceived ease of use is the degree to which a person believes that using a particular system would be free from effort [3](Davis, 1989). Perceived ease of use has a direct impact on perceived usefulness since the belief the users carry before they enter into any system determines the usefulness factor the user perceives [3](Davis, 1989)and the users feel the system is more useful and efficient when it requires lesser effort [7](Venkatesh and Davis, 2000). [8](Kim et al, 2009) and[9]Norazah and Norbayah (2011) found that the behavioral intention to use has been driven by the impact created by the perceived usefulness. The Subsequent hypothesizes were formulated based on the literature:

H1: Perceived usefulness impacts the user"s intention towards the use of movie tickets booking apps on smart phones

H2: Perceived ease of use impacts the perceived usefulness towards the use of movie tickets booking apps on smart phones

H3: Perceived ease of use impacts the user"s intention towards the use of movie tickets booking apps on smart phones
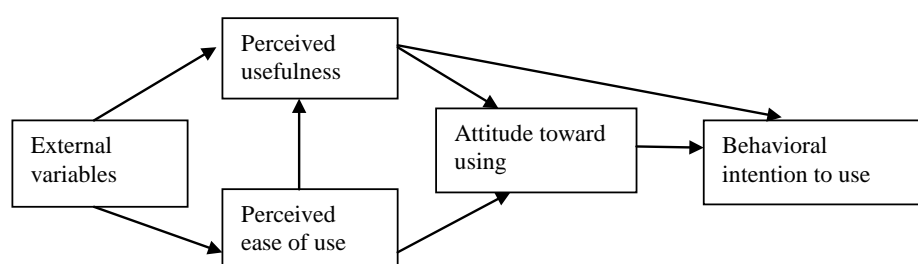
Fig 1: Technology Acceptance Model (Davis, 1989)

2.3 Social Image

Social image is a value that each person carries and holds by the interaction with others or with the group of people [10](Goffman, 1967). Social image is important and has a greater influence towards the use because at many cases users tend to get suggestions from the group of people where they belong and where they want to be in before the actual use. This social image

is coordinated with values of user's honor, status, reputation, connection that lead to determine the actual use [11](Baoet al., 2003).

[12]Lin and Bhattacherjee (2010) described social image as the „„extent to which users may derive respect and admiration from peers in their social network as a result of their IT usage."" The people the user surrounded by has a greater influence to accept or reject any particular system [10](White et al., 2004). [13]López-Nicolás, MolinaCastillo, &Bouwman (2008) has come up with social image can be able to influence the ease of use of advanced mobile services. The Subsequent hypothesizes were formulated based on the literature:

3

H4: Social image impacts the perceived ease of use of the movie tickets booking apps on smart phones

**H5**: Social image impacts the user‟s intention towards the use of movie tickets booking apps on smart phones

2.4 Perceived Trust

Perceived trust is the perception of reliability and confidence people hold towards the credentials they share. The belief the user has on his shared credentials when he comes to interact with the online system [14](Corritore et al., 2003, p. 740). Trust shares the major space in influencing the customers to shop online and the user‟s final use will get easily affected when there is uncertainty and low trust factors during their decision making stage [15](McKnight et al., 2002). [16]Wen (2010) has found that the perceived trust has an impact towards the intention to purchase online and the future use of any such online shopping sites has been highly influenced by the trust [17](Wang and Emurian, 2005). In this paper, the relationship between the trust and the actual user's intention towards the use of movie tickets booking applications on mobile devices is carried out. The Subsequent hypothesis was formulated based on the literature:

H6: Perceived trust impacts the user‟s intention towards the use of movie

tickets booking apps on smart phones 2.5 Perceived Risk

Uncertainty and the possible negative outcome are the two major factors related to the risk involved with transactions the users carry [18](Bauer, 1960). Also, [19]Gerrard and Cunningham (2003) approached the same concept as „„the uncertainty about what the innovation gives"" (p. 19); Few other studies also exist that the perceived risk influences the attitude negatively (Zimmer et al., 2010) and so the actual purpose to adopt e-

commerce [20](Crespo &delBosque, 2010; [21]Herrero& San Martín, 2012). The Subsequent hypothesis was formulated based on the literature:

H7: Perceived risk doesn‟t impact the attitude and so the user‟s intention towards the use of movie tickets booking apps on smart phones

2.6 Attitude

TAM model has shown that attitude is happened as a predetermining factor when it comes to develop behavior towards the actual use. [22]Fishbein and Ajzen (1975) defined attitude into three factors which are cognitive, affective or emotional and a co native or behavioral dimension. According to the previous researches made, attitude is expected to smooth the progress of transactions and trim down the barriers toward the acceptance of innovation [23](LiébanaCabanillas et al., 2014). The Subsequent hypothesis was formulated based on the literature:

H8: Attitude impacts the user‟s intention towards the use of movie tickets booking apps on smart phones

2.7 Subjective Norm

Subjective norms are the perceptions the users get influenced by the surroundings they belong into. Those are their friends, family and community they are into. Subjective norms influence people to behave in any particular way their surroundings do [24](Ajzen, 1991). Their surroundings are their referents and these referents are very influential on people to act in any particular way and they have an impact on their behavioral intentions to use [25](Liaoet al., 2007). Previous findings determined by [26]Mouakket and AlHawari (2012) denote the subjective norm impacts on e-loyalty intention towards online reservations. [8]Kim et al. (2009) comes up with the finding of subjective norm is efficient in reusing the ecommerce website of airline B2C in South Korea. The Subsequent hypothesis was formulated based on the literature:

H9: Subjective norm impacts the user‟s intention towards the use of movie tickets booking apps on smart phones

2.8 Intention to use

An user‟s intention to take part in any innovation is determined when the individual is actually carried or not carried out the specific innovation ([24]Ajzen, 1991; [27]Ajzen and Fishbein, 1980). Further, it is an "indication of how hard people are planning to try and how much effort they are planning to exert in order to perform the behavior" ([24]Ajzen, 1991, p. 181). Individuals carry out searches which give them the best value ([26]Mouakket and Al-Hawari, 2012) on individual‟s perception towards the booking of airline seats.

4

III. METHODOLOGY

The conceptual model (Fig.2) was adopted from the models proposed by [3]Munoz Leiva, F., Climent, S., Liebana (2017) and [6]Norbayah (2017) to check the relevance of factors whether in the same way or in another way get impacted with regards to the movie ticket bookings.

3.1 Questionnaire development

7 questions on Perceived usefulness, 5 questions on Perceived ease of use, 3 questions on social image, 3 questions on Subjective norm, 4 questions on Perceived trust, 3 questions on Perceived risk, 1 question on attitude and 2 questions on Intention to use were asked by framing out the questions which are taken from [3]Munoz; Climent, and Liebana (2017), [28]Venkatesh and Bala (2008), [7]Venkatesh and Davis (2000), [29]Wu and Chen (2005), [30]Cheng et al. (2006), [31]Lai and Li (2005),[32]Chau and Hu (2002), [33]Corbitt et al. (2003), [34]Kim et al. (2011) and [35]Veera (2015). Questionnaire was floated over 350 participants across the country and the results were noted down for the further calculations to happen.

3.2 Methodology

Structural equation modeling (SEM) was used to interpret the responses collected from the questionnaire. Analysis has been carried out by using the software named smartpls v2.0.
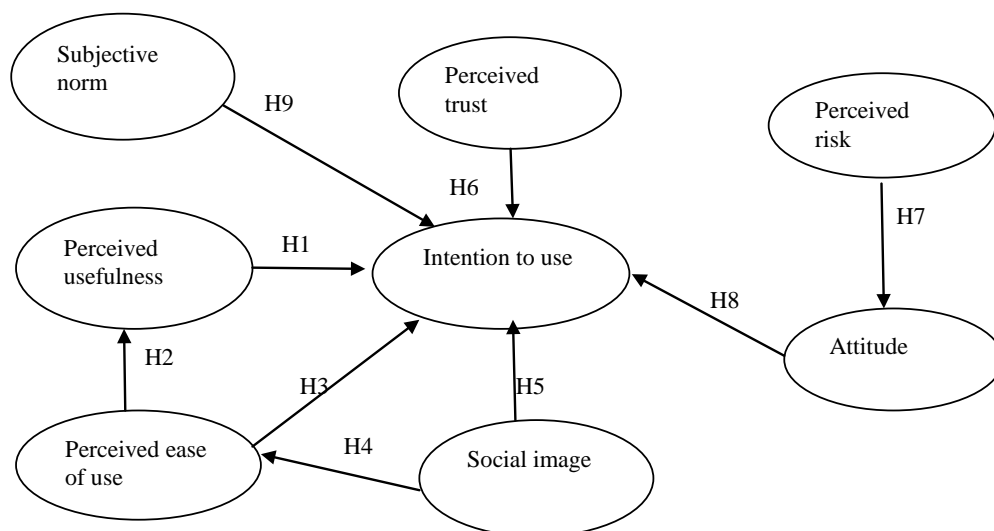

Fig.2 Proposed Model

IV. ANALYSIS AND FINDINGS

The following values were obtained by running the pls algorithm on smartpls (Fig.3)

Path	Factor loadings
Perceived usefulness -> Intention to use	0.248
Perceived ease of use -> Perceived usefulness	0.638
Perceived ease of use -> Intention to use	0.087
Social image -> Perceived ease of use	0.078
Social image -> Intention to use	0.049
Perceived trust -> Intention to use	0.172
Perceived risk -> Attitude	-0.149
Attitude -> Intention to use	0.366
Subjective norm -> Intention to use	-0.042

Table 1: Results from the PLS Algorithm
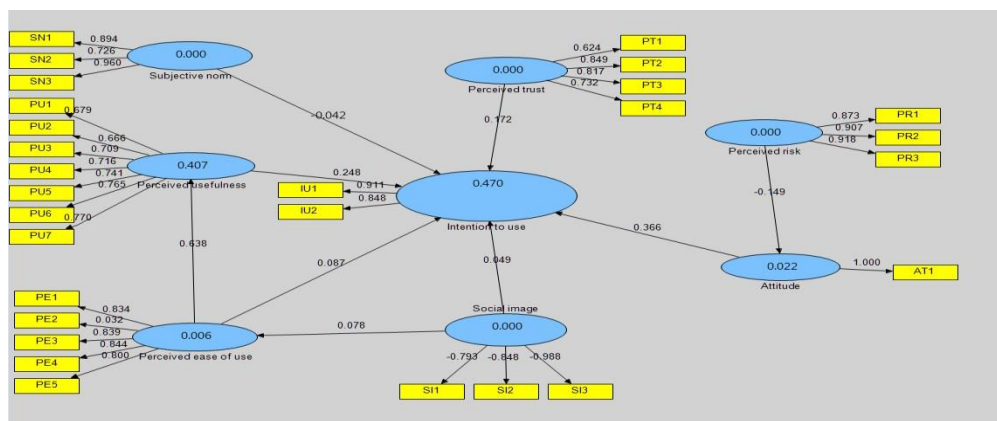
Fig.3 PLS Algorithm

Fig.4, When it comes to movie ticket bookings on smart phones, perceived usefulness (H1) (1.901) has a minimal influence towards the use of movie tickets booking apps, the value is little lesser than the standard deviation (1.96) which says the users get little influenced by the usefulness they perceive about such apps to the final intention of using it.

And the perceived ease of use (H2) (7.939) the users feel highly influences their perceived usefulness of such apps on smart phones which says their perceived ease of use factors is what makes them to think about the

usefulness they get. The value we get says the usefulness of such apps get impacted by the ease of use factor it has.

Perceived ease of use (H3) (0.709) alone doesn"t influence much towards the intention of the users to use movie tickets booking applications on smart phones. Social image (H4) (0.546) as well doesn"t influence much on perceived ease of use when it comes to movie tickets booking apps. . Social image (H5) (0.530) doesn"t influence much on the user intention towards the use of movie ticket booking apps on smart phones. Perceived trust (H6) (1.579) has a minimal influence towards the use of movie tickets booking apps, the value is little lesser than the standard deviation (1.96) which says the users get little influenced by the trust they perceive to decide the final intention of using it.

Perceived risk (H7) (1.345) has a negative influence towards the attitude (negative significance of -0.149) and so the use of movie tickets booking apps which says the users don"t get influenced to use any such apps on their smart phone when the perceived risks are exist.

6

Attitude (H8) (3.936) has a positive influence towards the intention of using movie tickets booking apps on smart phones. Attitude shares the positive significance of 0.366 towards the users intention to use of such movie tickets booking apps on their smart phones which says the attitude the users carry towards such apps impact them towards the intention of using such apps on their smart phones. Subjective norm (H9) (0.399) doesn"t influence much on the user intention towards the use of movie ticket booking apps on smart phones.

Hypothesis Testing	T-Test Value	Factor Loadings	True/False
H1	1.901	0.248	False
H2	7.939	0.638	True
H3	0.709	0.087	False
H4	0.546	0.078	False
H5	0.530	0.049	False
H6	1.579	0.172	False
H7	1.345	-0.149	True
H8	3.936	0.366	True
H9	0.397	-0.042	False

Table 2: T-Test to find the significance

Any value >= 1.96 (Standard deviation) is significant.
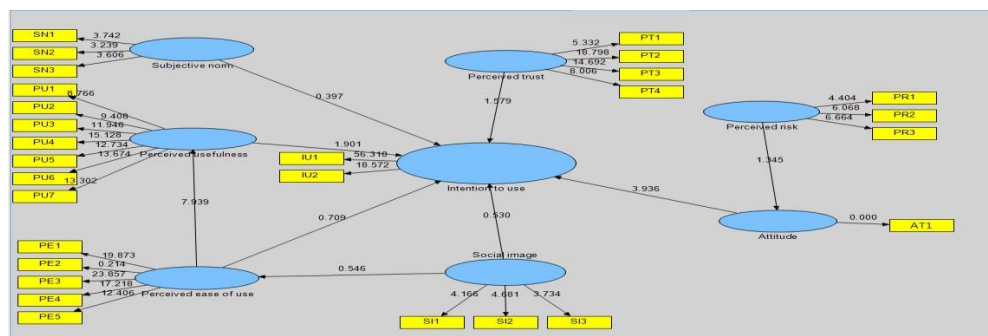
Fig.4 T-test

V. CONCLUSION

The results obtained from the study clearly shows that perceived usefulness and perceived risk have a minimal impact over the user intention towards the use of movie tickets booking applications on mobile devices. It also shows the attitude towards the actual intention of using such apps on smart phones gets affected when the perceived risk exists. From the study we made, Attitude has a higher impact over other factors to influence the intention of using movie tickets booking apps on smart phones. The movie tickets booking apps companies can analyze and make use of the user''s interest to be sustained and to be remained innovative in the rapid competitive environment. This following study can be taken over for the increased sample size, particular involvement of specific age groups and different geographical locations for the future works to check whether the impacting factor(s) would get changed if the determinants varied.

A Study on Online Buyer Behavior Towards Ticket Booking in Tiruchirappalli City

S. Sanath Kumar[*1] and K. Kaliyamurthy[2]

1*
 Department of Management Studies, Urumu Dhanalakshmi College, Tiruchirappalli – 620 019, Tamil Nadu, Mobile: 9944877097 e-mail: sanathbe.kumar@gmail.com
2
 P.G. & Research Department of Economics, *Research Advisor in Economics & Management*, Urumu Dhanalakshmi College, Tiruchirappalli – 620 019, Tamil Nadu, Mobile: 94432 73 872 e-mail: lakshmi.kaliya@gmail.com

ABSTRACT

Currently, Internet is treated to be the greatly used information and communication mechanization by companies; this can simplify the transaction processes and strengthen the relationship between the organizations and customers. This paper experientially analyses and verifies the impact of online-ticketing approach on customer satisfaction: a simple random sample of passengers of Tiruchirappalli city that had booked tickets in the last 12 months through companies offering online-ticketing services. The analysis disclosed that the determinants namely, on-demand, cashless, all in one, privacy are exploited as solicitous factors and determinants such as less expensive, secure, situation, time saving are exploited as assent factors. This study would be helpful to online based service providers to meet the requirements of increasing level of service.

KEY WORDS: Ticket booking, Online booking, Customer Technical Support; Infrastructure; Security; User-Friendliness

*Corresponding Author

S. Sanath Kumar

Research Scholar,

Department of Management Studies,

Urumu Dhanalakshmi College, Tiruchirappalli – 620 019, Tamil Nadu, e-mail:

sanathbe.kumar@gmail.com. Mob No - 9944877097

1. INTRODUCTION

The tourism and tourism sector is one of the spine in the developed and developing countries and one of the main sources of the Foreign Relations Committee. This sector is growing rapidly, with millions of people directly or indirectly involved in the industry. This sector represents 9.9 per cent of global gross domestic product (GDP), 10.9 per cent of global exports, and 9.4 per cent of the world's 10 investment (World Economic Forum, 2018). Internet usage is growing rapidly throughout the day, according to the International Telecom Corporation (2018); at the end of 2018; there are about 3 billion people online. Therefore, it is a useful tool to promote and open up new opportunities through e-commerce with new opportunities for Internet business and ecological industry. Travel and tour operators offer fun, happiness and enthusiasm to its customers. A travel agent is a person who sells travel players such as an intermediary or ticket, hotel booking, and consumer traffic[1]. The main purpose of a travel is to attract and provide travel, tourism information, guidance services, and visa and passport services. The Travel agent provides tour packages covering all facilities for the traveller. Some travel agents, such as Uber and Ola, only provide car rentals. They use the latest technology, such as GPS systems to provide better customer service. With the technology, globalization, competition and innovation, travel agents need to change their business trends. The travel agent faces a future threat due to competition from online travel websites[2,3]. Changes in technology increase in customer expectations, and changes in consumer behaviour, some travel agencies are closing the business[4,5,6]. The travel agencies do not have enough knowledge and resources and do not recognize the benefits of adopting electronic business[7,8,9,10,11,12,13,14]. Adoption of technology in tourism and tourism is a new area and limited study has been carried out right now[15]. Travelling by bus becomes very convenient by the introduction of an online bus ticket booking system which provides users with the comfort to book tickets being at their convenient place (home/office). The current market price of the online bus ticket is Rs 500-600 crore, which is just 34% of the Rs 15,000 crore market. This study has selected online bus ticket booking from travel websites such as makemytrip.com, yatra.com and cleartrip.com, etc.

2. LITERATURE REVIEW

The study of literature, which examines the definitions for online-ticket booking, demonstrates attempts to expand the full spectrum of online-ticket booking for consumer and enterprise. This survey indicates that online-ticketing include more than just a paperless document: instead, online-ticketing refers to a comprehensive structure within the company that receives information on consumer. The

roots of online-ticketing go far beyond the interface with the customer. It is read that the benefits of reservation samples observing traffic requirements on holidays based on state preferences[16]. It is recommended that this would be a major priority for improving the best capabilities of the service and utilizing resources in advance by advance reservation. The popularity of Internet technology has increased significantly over the last several years[17]. As a result, companies have worked diligently to create new ways of interacting with customers. The center for this action is the development of online-ticketing. Coupons for online shopping can be utilized by the use of online-ticket services to provide services including ticket for concert or gaming[18]. It is clear that the increase in online-tickets is a change in traditional ticket purchase[19]. Online-tickets appear to offer many benefits, including low costs and increased operational performance[20]. Therefore, the use of online-ticket is expected to increase over time. These processes have their own challenges, as the future of the online-ticket services fosters activities and the improvement of customer service, online-ticketing and online-service research[21]. The uses online-ticket services, and is advertised on a promotional basis, like many web and mobile applications[22]. This has created a situation where the function and use of online-ticket are not actively coordinated by the company's strategy. Other scholars who examine the acceptance of the online-ticket can be a consumer decision-making effect, which poses a positive or negative impression for online-ticket as a policy method for obtaining a service in a company. In addition, the cognitive component of online-ticketing has become the most important concern for companies in recent years, an attempt to expand the online-ticketing progress. Specifically, the online-ticket was a key focus on customer satisfaction issues, prompting companies to investigate specific variables that shaped customer effects when selecting online-ticket options. By using this as a base for trial, current research uses customer satisfaction in assessing specific independent variables (customer support, infrastructure, data security, and / or user friendliness) shape customer satisfaction in decisionmaking when it comes to purchasing an online-ticket. The correlation of those variables with customer satisfaction gives the clear picture of the customer satisfaction in online-ticket booking.

3. OBJECTIVES OF THE STUDY

- To study the impact on the online-ticket booking on consumers and to find the availability of factors influencing it.
- To find the managerial perspectives of online booking customers.

4. HYPOTHESES

H01: There is no association between Bus type and gender

H02: There is no association between Bus type and comfort

H03: There is no association between Bus type and age

H04: There is no association between Bus type and purpose of travel

5. METHODLOGY

A well framed enquiry schedule is used to collect the primary data from online ticket booking customers. The questionnaire is distributed to 115 respondents, and 100 useful answers were collected. The users were asked about internet service providers related to others to find answers that satisfy the study's purpose for booking bus tickets with the intention to allow the customers to evaluate the service providers in that particular field. The reasons for supporting and influencing their choice confirm their ideas in improving the service and the reasons behind their wishes are analyzed by conducting the descriptive research, using Simple random sampling, the collected data is provided with appropriate tools and potential recommendations.

6. ANALYSIS AND INTERPRETATION

Table 1 shows the percentage of male and female respondents and their classification with respect to age taken for this analysis. Here, it is nearly 30% under the age group of 18 to 25 and the next highest of 33% under 41 to 55 age group and 27% under 26 to 40 age group and 10% over 50 years. All the age categories of male and female were covered and is the striking feature of the present study.

Table 1 : Distribution of Respondents by Age and Gender

Age	Male N (%)	Female N (%)	Total N (%)
18-25	23 (23%)	7 (7%)	30 (30%)
26-40	17(17%)	10 (10%)	27 (27%)
41-55	16 (%)	17 (17%)	33 (33%)
>55	4 (4%)	6 (6%)	10 (10%)
Total	60 (60%)	40 (40%)	100 (100%)

It is inferred from the table 2 that a wide variety of bus schedule operated by the bus operator, which is preferred by many travellers according to gender convenience. Exactly 42% of them like to travel by 2 axial Volvo A/C bus. Next willingness as expected is given to A/C bus which accounts for 37% to be exact. Put together these 2 types account for 79 % and the remaining 21% of passengers like to travel by Non A/C buses.

Table 2 – Distribution of respondents by bus type

Bus Type	Male N (%)	Female N (%)	Total N (%)
Volvo	28 (28%)	14(14%)	42 (42%)
A/C	25 (25%)	12 (12%)	37 (37%)
Non-A/C	15 (15%)	7 (7%)	21 (21%)
Total	68 (68%)	33 (33%)	100 (100%)

Table 3 : Age details of the respondents by Reasons

Age	24x7	Saves Time	Payment Is Easy	Better Price	Total
18-25	4	6	13	7	30 (30%)
26-40	3	11	7	6	27 (27%)
41-55	4	6	15	8	33 (33%)
>55	0	6	4	0	10 (10%)
Total	11	29	39	21	100 (100%)

The reasons for selecting the online Bus Ticket Booking secrets are revealed in the table 3. Under age group 18 to 25 the secret is 30% agreed to choose it because payment is easy, It saves time and because of better price. Under age group 26 to 40 the secret is 27% and Under age group 41 to 55 the secret is 33% agreed to choose it because of the above same reasons. And 10% over 55 age group also did the same.

Table 4: Mode of payment by sex

Mode Of Payment	Male N (%)	Female N (%)	Total N (%)
Bank Transfer	12 (12%)	4 (4%)	16 (16%)
Credit Card	33 (33%)	14 (14%)	47 (47%)
Debit Card	21 (21%)	16 (16%)	37 (37%)

As many as 47% of customers travelling mostly by bus often use a credit card as seen from Table 4, as method of payment, then 37% uses Debit card and 16% use bank transfer for settling the payment.

Table 5 gives the data regarding customer's first and second preference over choosing a particular website for online bus ticket booking. From this table it is implied that 57% uses redbus, 10% use yatra, 11% use goibibo, 9% use makemytrip and 7% use Easygotrip apps as their 1st preference for booking bus tickets. Remaining websites only account for 6%. If something is unsuitable, as the second priority they use 22% yatra, 15% makemytrip, 16% redbus and 17% goibibo, 14% Easygotrip and 13% A1. Remaining websites only accounts for only 3%. It is interesting to find out that yatra scores only 10% in the first and 22% as second choice. Similarly, the Red Bus is the first choice of 57%. Similarly redbus which scores 57% as first choice and it is not the second choice among customers. So redbus is the top and first choice among customers.

Table 5 : First and Second Preferences of the respondents

PREFERENCE #1	Male N (%)	Female N (%)	Total N (%)

A1	0 (0%)	0 (0%)	0 (0%)
Easygotrip	5 (5%)	2 (2%)	7 (7%)
Goibibo	8 (8%)	3 (3%)	11 (11%)
Holidayiq	2 (2%)	1 (1%)	3 (3%)
KPN	2 (2%)	0 (0%)	2 (2%)
Ksrtc	1 (1%)	0 (0%)	1 (1%)
Makemytrip	6 (6%)	3 (3%)	9 (9%)
Redbus	37 (37%)	20 (20%)	57 (57%)
Yatra	8 (8%)	2 (2%)	10 (10%)
Total N (%)	69 (69%)	31 (%)	100 (100%)
PREFERENCE #2	**Male N (%)**	**Female N (%)**	**Total N (%)**
A1	9 (9%)	4 (4%)	13 (13%)
Mookambika	0 (0%)	0 (0%)	0 (0%)
Rathimeena	1 (1%)	1 (1%)	2(2%)
Easygotrip	8 (8%)	6 (6%)	14 (14%)
Goibibo	13 (13%)	4 (4%)	17 (17%)
Holidayiq	0 (0%)	0 (0%)	0 (0%)
Ksrtc	1 (1%)	0 (0%)	1(1%)
Makemytrip	12 (12%)	3 (3%)	15 (15%)
Redbus	9 (9%)	7 (7%)	16 (16%)
Yatra	12 (12%)	10 (10%)	22 (22%)
Total N (%)	65 (65%)	35 (35%)	100 (100%)

It is clear from table 6, 57% of majority of customers buy 2 tickets, 18% buy 3 tickets, 9% buy 4 and 1 tickets, more than 4 tickets accounts for 7%. Compared to female, almost all male passengers preferred travel by the available service providers.

Table 6 : Distribution of respondents by purchase of number of tickets

No. of Tickets	Male N (%)	Female N (%)	Total N (%)
1	7 (7%)	2 (2%)	9 (9%)
2	52 (52%)	5 (5%)	57 (57%)
3	16 (16%)	2 (2%)	18 (18%)
4	6 (6%)	3 (3%)	9 (9%)
4+	5 (5%)	2 (2%)	7 (7%)
Total N (%)	86 (86%)	14 (14%)	100 (100%)

Table 7 specifies how secure is the service offered by these providers to put confidence in money-related issues. Nearly 82% agree that the service is safe and secure and 18% do not agree with safe and secure feedback. While security is important in the service provider, endless customers have a role to enjoy secure services from the service provider by continuing to update their browser to the latest version and by using the links necessary to protect their computer against any malware.

Table 7 : Opinion polled by the respondents on Safety and Security

		Male N (%)	Female N (%)	Total N (%)
Secure	**Yes**	67 (67%)	15 (15%)	82 (82%)
	No	11 (11%)	7 (7%)	18 (18%)
Total N (%)		**78 (78%)**	**22 (22%)**	**100 (100%)**

Table 8 shows that the cost of service offered by 68% feels it is expensive and only 32% feels the price is satisfactory. Male consumers have been affected mainly in this context..

Table 8: Opinion of the respondents as to Expensiveness

		Male N (%)	Female N (%)	Total N (%)
Expensive	**Yes**	45 (45%)	23 (23%)	68 (68%)
	No	18 (18%)	14 (14%)	32 (32%)
Total N (%)		**63 (63%)**	**37 (37%)**	**100(100%)**

Table 9 shows the purpose of travel. 29% use buses to travel for business and family related matters. 15% use for travelling to holly palces, 12% uses it for having a delightful tour. 7% use during their vacation holidays. Remaining customers who use buses as travel mode for other purposes are only 8%.

Table 9 : Purpose of Travel

Purpose of Travel	Male N (%)	Female N (%)	Total N (%)
Business	21 (21%)	8 (8%)	29 (29%)
Education	1 (1%)	1 (1%)	2 (2%)
Family	19 (19%)	10 (10%)	29 (29%)
Festival	1 (1%)	0 (0%)	1 (1%)
Holly Places	12 (12%)	3 (3%)	15 (15%)
Relatives	4 (4%)	1 (1%)	5 (5%)
Tour	9 (9%)	3 (3%)	12 (12%)
Vacation	5 (5%)	2 (2%)	7 (7%)
Total N (%)	72 (72%)	28 (28%)	100(100%)

Table 10 shows the advantages and disadvantages of ticket booking. In advantages 46% go for booking for no need to stand in queue, 41% go for 24x7 hrs. Booking system, 9% go for as it is better price and 4% of them for as it is cheaper. Whereas with regard to disadvantages 56% of the people feel that it is inflated prices, 24% of the people feel it is hidden cost, 18% of people do not want to convey anything and 2% go for restricted options.

Table 10 : Constraints and Opportunities

Advantages	Male N (%)	Female N (%)	Total N (%)
24x7	27 (27%)	14 (14%)	41 (%)
Better price	6 (6%)	3 (3%)	9 (%)
Cheap	3 (3%)	1 (1%)	4 (%)
No Queue	30 (30%)	16 (16%)	46 (%)
Total N (%)	66 (66%)	34 (34%)	100(100%)
Disadvantages	**Male N (%)**	**Female N (%)**	**Total N (%)**
Hidden Cost	16 (16%)	8 (8%)	24 (%)
Inflated Prices	44 (44%)	12 (12%)	56 (%)
Nil	14 (14%)	4 (4%)	18 (%)
Restricted Options	2 (2%)	0 (0%)	2 (%)
Total N (%)	76 (76%)	24 (24%)	100(100%)

Table 11 shows the testing of the null hypothesis using p value of chi-square test. From the Table 11, it is clear that the hypothesis H01 and H04 are accepted (>0.05). And the Hypothesis H02 and H03 are rejected (<0.05). Hence from the study it is found that there is an association between bus type and gender, there is an association between bus type and purpose of travel, there is no association between bus type and comfort and finally there is no association between bus type and age.

Table 11 : Analysis of Hypotheses

Hypothesis	Relationship	P value Sig. (2-tailed)	Status (Sig = 0.05)
H_{01}	Bus Type with Gender	.702	Accept Null Hypothesis
H_{02}	Bus Type* Comfort	.028	Reject Null Hypothesis
H_{03}	Bus Type * Age	.019	Reject Null Hypothesis
H_{04}	Bus Type * Purpose of travel	.281	Accept Null Hypothesis

7. IMPLICATIONS OF THE STUDY

This study helped in detecting the factors which are of interest and acceptance of online ticket booking. Factors such as on-demand, cashless, privacy, low cost, safe, environmental situation and time saving are the key interest to customers. A strange problem in service faced by the user during the process is the failure of service failure because of unavailability for the website due to the factor that many users accessing the same site at the same time. But the service provider is charged due to this error. Sometimes slow internet connection available at the customers end may also lead to this error.

Online ticket booking reduces other economic cost related with the booking process. Many users complain of hidden expenses collected by bus operators not by this service providing websites. Another benefit requested by customers is to remove restrictions on certain websites that restricts the users in allowing to get the full offer over bus ticket booking. Some users agree that the bus is the only mode of access to the service, picking up or dropping them very close to their homes. With this research, all the positive and negative suggestions should be considered. It will certainly contribute to the creative development of these companies to deliver the maximum number of services in the near future so that all the customers are satisfied with the services offered by the internet industry and thereby making their lives easier.

8. CONCLUSION

Online-ticketing allow users to devote time without physically going to a place where tickets are available. Instead they let you buy from home or in any place convenient for them. Even paper consumption is saved by not printing the ticket and by choosing SMS tickets so that it can be taken with the mobile phone of the booking customer. This study reveals the customer satisfaction over online ticket booking services, providing service provider, tariff, comfort, convenience, service quality and customer service. The findings reflect the satisfaction and satisfaction level of the customer's mood towards service providers operating online ticket booking in Trichy Market. If the firms take these right concepts and possibilities into consideration for their action, it is certain to ensure full satisfaction and make the customers much happy so that the firms can also expand the market base. This will enable all service providers to meet customer expectations and develop their brand image on the market.

REFERENCES

1. Goeldner, C. and Ritchie, J. Tourism: principles, practices, philosophies, John Wiley & Sons, Inc. Hoboken, New Jersey, 2009.

2. Heung,V. 'Challenges to implementing e-commerce in the travel industry: a practical perspective'. International Journal of Hospitality Management 2003; 22: 111-118.

3. Standing, C., Borbely, S. and Vasudevan, T. 'A study of Web diffusion in travel agencies'. In: Thirty-second Annual Hawaii International Conference on System Sciences, Maui, Hawaii. HICSS, 1999; 1-9.

4. Deng, S., Lawson, R. and Moutinho, L. 'Travel agencies' attitudes towards automation and the delivery of service'. Asia-Pacific Journal of Marketing and Logistics, 2000;12: 60- 72.

5. Goldmanis, M., Hortaçsu, A., Syverson, C. and Emre, O. 'E Commerce and the market structure of Retail Industries'. The Economic Journal, 2010; 120: 651-682.

6.   Andreu, L., Aldas, J., Bigne, J. and Mattila, A. 'An analysis of e-business adoption and its impact on relational quality in travel agency – supplier relationships'. Tourism Management, 2010; 31: 777-787.

7.   Skoko, H., Ceric, A. and Huang, C. 'ICT adoption model of Chinese SMEs'. International Journal of Business Research, 2008; 48: 161-165.