

PROJECT REPORT
ON

**“STUDY ON THE MARKETING STRATEGIES
ADOPTED BY ONLINE BOOKING WEBSITES
DURING PEAK SEASON.”**

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ACKNOWLEDGEMENT

I express my sincere gratitude to everyone who assisted me in the participation of this project report. It is my pleasure to acknowledge those people who motivated, encouraged and helped me for the completing this project work.

First of all, I express my profound gratitude and gracious thanks to professor **Dr. Kaup Mohamed** for his valuable guidance and encouragement throughout the preparation of this project.

I also thank my parents and friends for their support and cooperation above all praise and thanks to god almighty for the successful completion of this work in time.

Mohammed Sadil Pm

Place: Karama,Dubai

Date:

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CHAPTER - I

INTRODUCTION

The purpose of an online booking system is to allow potential customers to self-book and pay through your website, securely store customer's data, manage your staff and keep your business running long after you've gone home for the day. And that just scratches the surface. An online booking system is so much more than just a piece of software that reserves an appointment with your business.

The travel industry has been one of the sectors most significantly transformed by the digital revolution.

Whereas the market was once dominated by high-street tour operators and travel agencies, today the majority of consumers are comfortable with researching and booking their travel arrangements online whether it be via OTAs, aggregators or as direct bookings.

To keep the customer journey smooth and satisfactory, travel operators must manage highly complex transactions that rely on multiple APIs and third-party components – reservation systems, flight information and hotel data – working in unison. Not just once but every single time a potential customer interacts with the website on whatever device and platform they're using: it's a big undertaking. Your website must deliver a responsive, smooth booking experience on each and every occasion to avoid disappointing prospects before they hit the buy button.

Naturally, there are vast technical challenges when trying to provide such rich functionality on complex platforms with an efficient and seamless user experience. And all this delivered across multiple devices and over numerous visits, especially at peak booking times.

1.2 IMPORTANCE OF THE STUDY

- To identify services of online booking sites.
- To examine the level of customer satisfaction on online booking sites during peak season.

1.3 SCOPE OF THE STUDY

The focus of this research work is to primarily study on the impact of online booking sites towards customers during peak season. Scope of the study is limited to 30 consumers in UAE.

1.4 STATEMENT OF THE PROBLEM

The traditional way of booking the tickets for the travels is by the customer need to go to the specific travel agent and spent lot of time to book the ticket. As the introduction of online booking sites consumers now prefer to book travel tickets by using online portals. The aim of the study is to examine marketing strategies adopted by online booking sites and its customer satisfaction.

1.5 RESEARCH METHODOLOGY

Both primary and secondary data were used for the study. Primary data were collected by using snowball method. A sample of 30 respondents from UAE were included in the study. And a structured questionnaire was included for the study. The collected data were analyzed by using simple statistical tools like charts, diagram, and tables. Secondary data were collected from various books and from internet sources. Purposive sampling technique is used for the study.

CHAPTER-II

REVIEW OF LITERATURE

- Dr. Chaya Bagrecha and Sadiq Alam (2015)¹ the authors suggested that the online booking companies have to provide the service should be provided as per the desire of the passengers and the companies have to maintain the secrecy in respect of passengers personnel information. It is also suggested that the refund must be done as per the period mentioned on the websites.
- Bogdanovych et al. (2005) Travel agents and online booking experiences which are important for customers and are likely to influence future online travel portals. Study reflected that the convenience of Internet should be combined with the convenience of a simplified decision making and collaborative booking from traditional travel agents.
- Sulaiman, A., Ng, J., & Mohezar, S. (2008)⁴ in their research paper entitled “E-ticketing as a new way of buying tickets” try to focus on the motivational factors that influence online buying. According to I.A.M.A.I., India has a big pool of techno savvy population that is not only browsing the internet but also purchasing products that are available online. Using internet as a medium to attract the customers and sell products or services is the basic concept of online marketing. This paper theoretically attempts to connect critical motivational factors that influence online buying.
- Khaldoon (Khal) Nusai, Jay Kandampully, (2008) The purpose of this study is to examine the travel web sites quality dimensions that ultimately influence customers’ satisfaction and to conduct content analyses on the five prominent travel web sites. The findings of the content analysis provide evidence to suggest that online travel companies are underperforming in terms of providing web service quality attributes that enhance customer satisfaction. Moreover, travel businesses need to consider integrating features that make shopping experiences more enjoyable.

CHAPTER-III

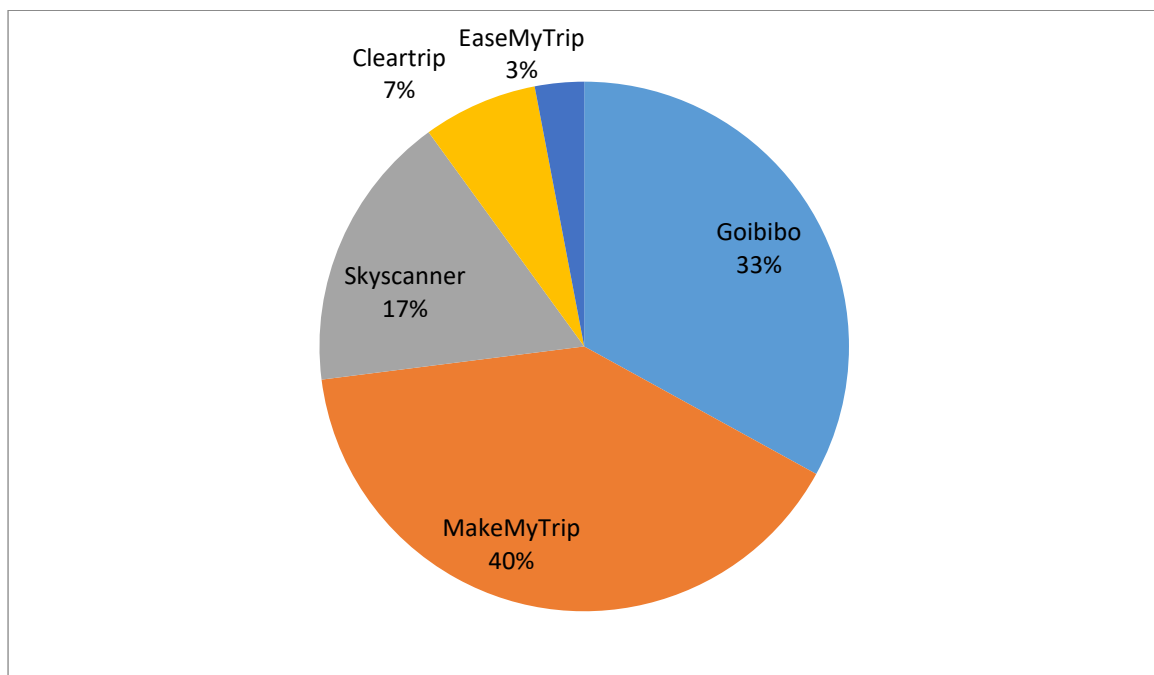
DATA ANALYSIS AND INTERPRETATION

Table 3.1 shows the preferred online booking sites

SITES	RESPONDANTS	PERCENTAGE
Goibibo	10	33%
MakeMyTrip	12	40%
Skyscanner	5	17%
Cleartrip	2	7%
EaseMyTrip	1	3%

(Source: Primary data)

Figure 3.1 shows the preferred online booking sites



INTERPRETATION

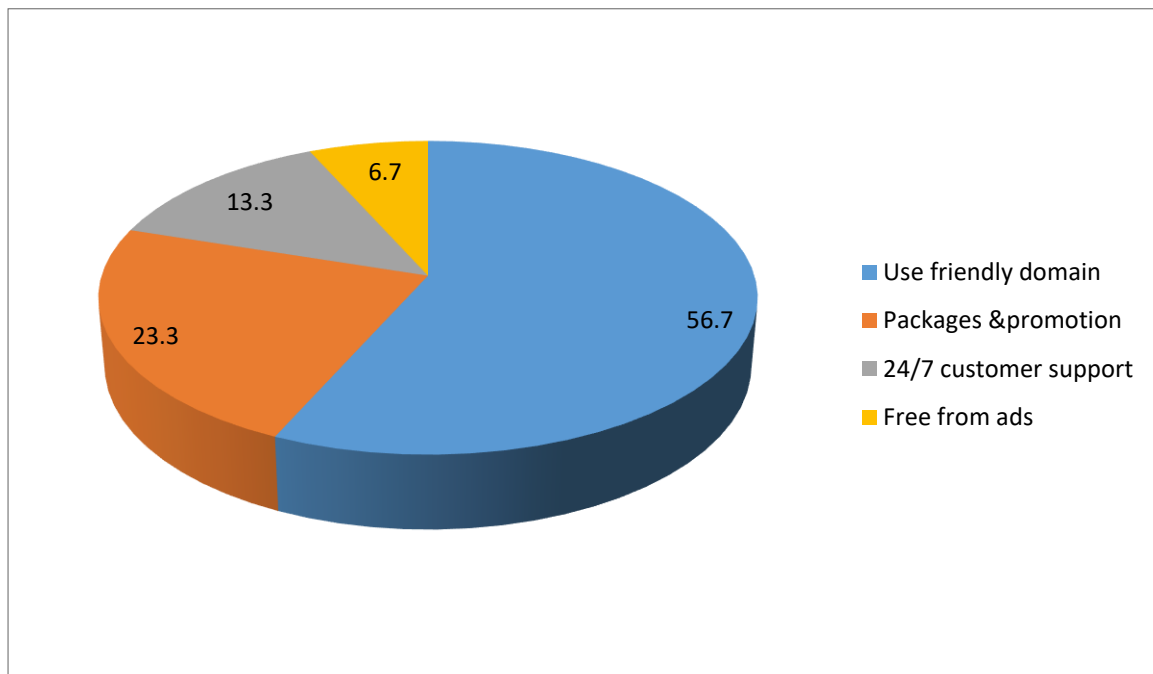
From the above table and figure shows 40% of the respondents are prefer makemytrip, 33% of the respondents prefer goibibo, 7% of the respondents says they prefer skyscanner and the remaining respondents prefer easemytrip and cleartrip.

Table 3.2 shows why do the prefer this website

OPTIONS	RESPONDENTS	PERCENTAGE
Use friendly domain	17	56.7%
Packages &promotion	7	23.3%
24/7 customer support	4	13.3%
Free from ads	2	6.7%

(Source: Primary data)

Figure3.2 shows why do the prefer this website



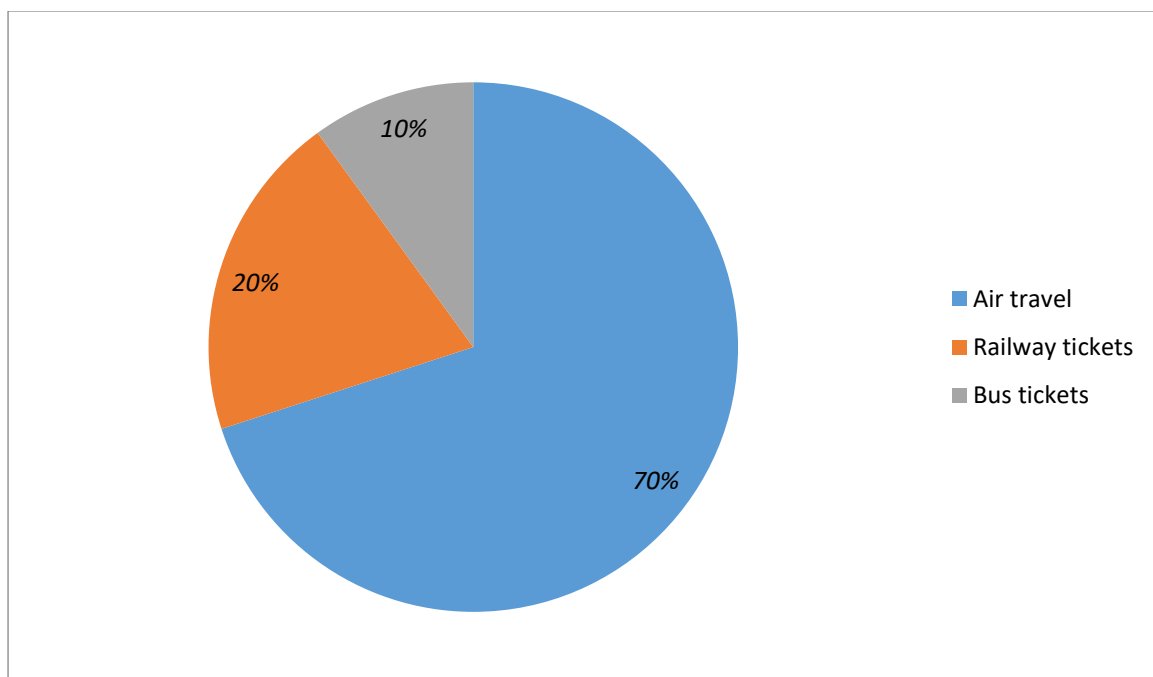
INTERPRETATION

From the above table and figure shows majority of the respondents prefer user-friendly domain

Table 3.3 shows mode of transportation

OPTIONS	RESPONDENTS	PERCENTAGE
Air travel	21	70%
Railway tickets	6	20%
Bus tickets	3	10%

(Source: Primary data)

Figure 3.3 shows mode of transportation**INTERPRETATION**

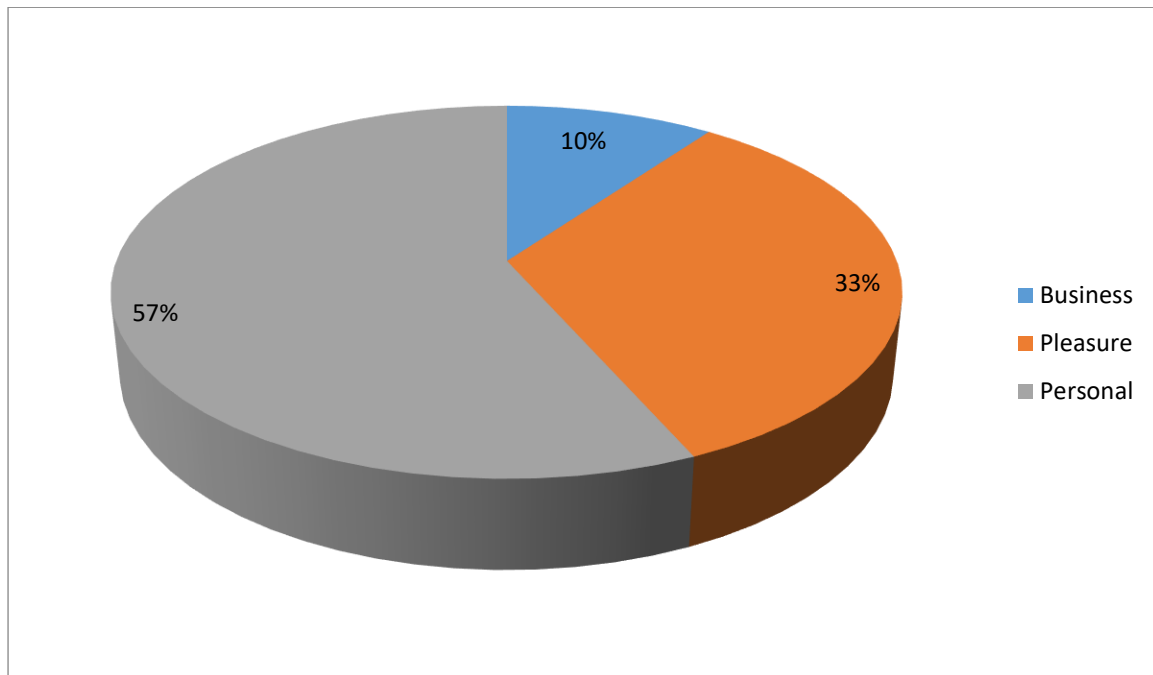
From the above table and figure shows 70% of the respondents prefer air travel, 20% of the respondents prefer railway ticket and the remaining respondents prefer bus tickets.

Table 3.4 shows the purpose of the trip

PURPOSE	RESPONDENTS	PERCENTAGE
Business	3	10%
Pleasure	10	33.3%
Personal	17	56.7%

(Source: Primary data)

Figure 3.4 shows the purpose of the trip



INTERPRETATION

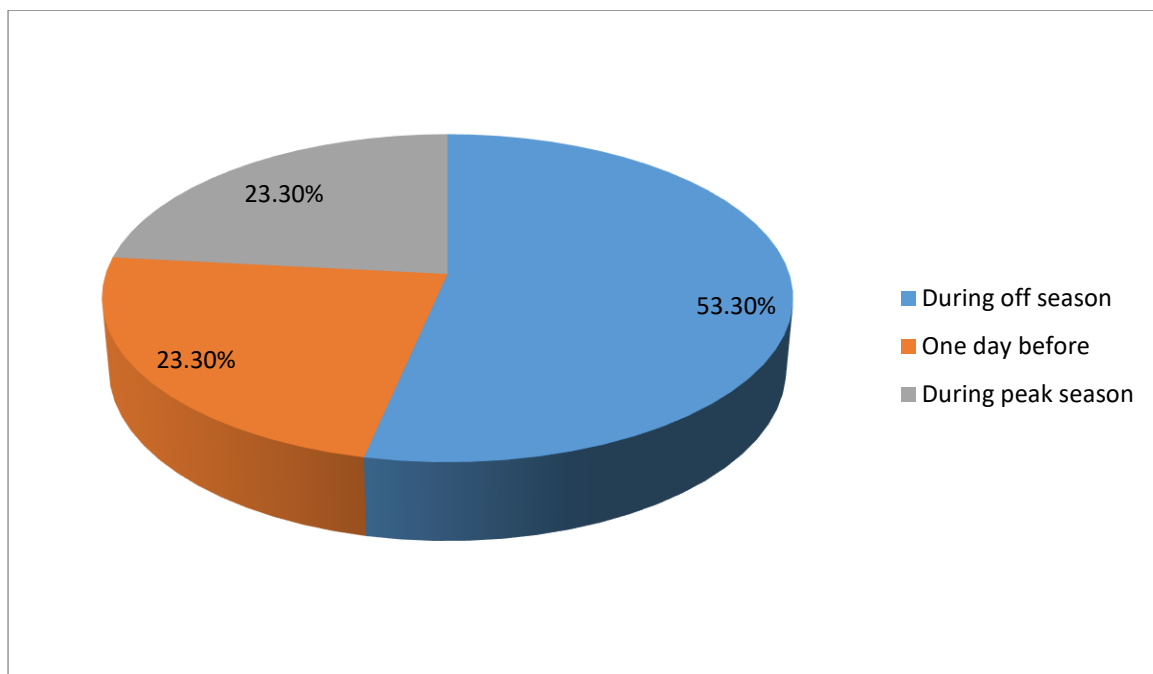
From the above table and graph shows 57% of the respondents are using personal travel, 33% of the respondents are prefer pleasure and remaining respondents prefer business travel.

Table 3.5 shows when do they usually book tickets

OPTIONS	RESPONDENTS	PERCENTAGE
During off season	16	53.3%
One day before	7	23.3%
During peak season	7	23.3%

(Source: Primary data)

Figure 3.5 shows when do they usually book tickets



INTERPRETATION

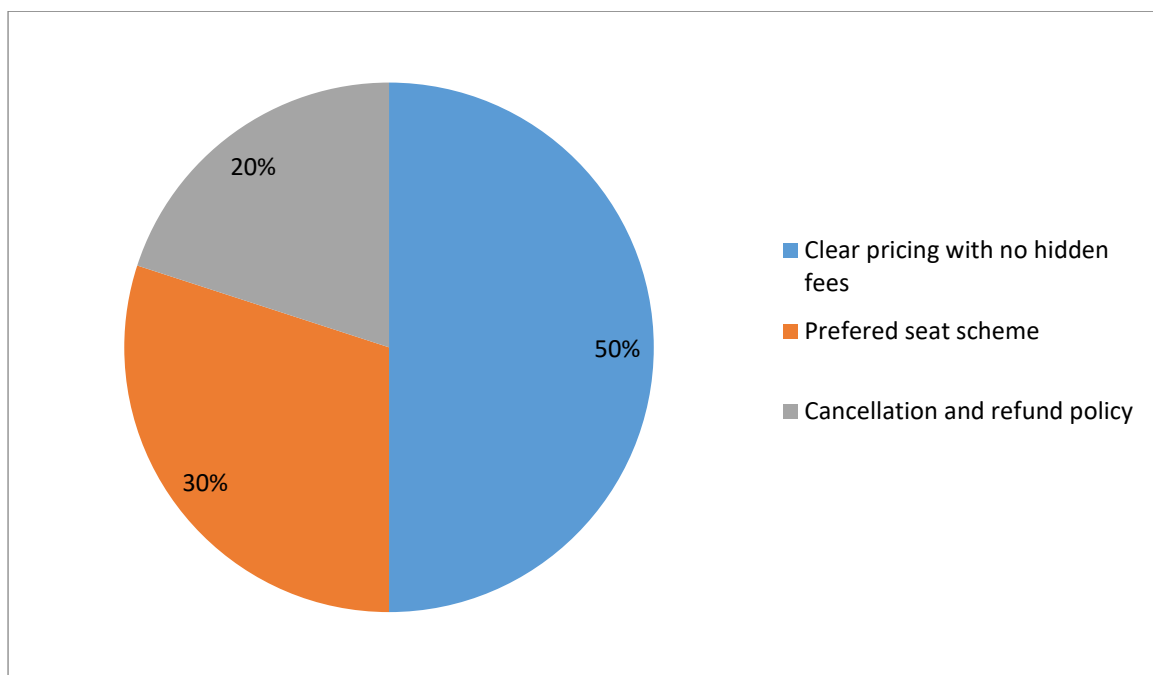
53.3% respondents book their tickets in off season, 23.3% of the respondents are usually book their tickets in peak season.

Table 3.6 shows the preferred services during peak season

OPTIONS	RESPONDENTS	PERCENTAGE
Clear pricing with no hidden fees	15	50%
Prefered seat scheme	9	30%
Cancellation and refund policy	6	20%

(Source: Primary data)

Figure 3.6 shows the preferred services during peak season



INTERPRETATION

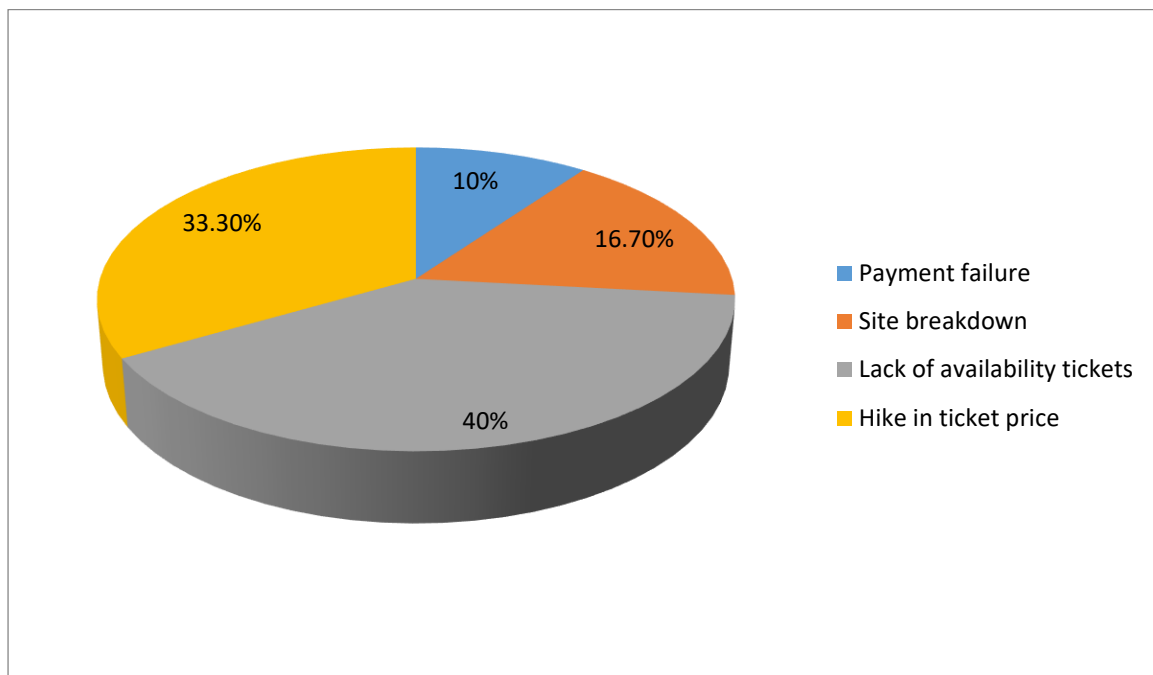
Above table and figure shows 50% of the respondents need clear ticket pricing and 30% of the respondents are preferred seat scheme.

Table 3.7 shows the challenges during peak season

OPTIONS	RESPONDENTS	PERCENTAGE
Payment failure	3	10%
Site breakdown	5	16.7
Lack of availability tickets	12	40%
Hike in ticket price	10	33.3%

(Source: Primary data)

Figure 3.7 shows the challenges during peak season



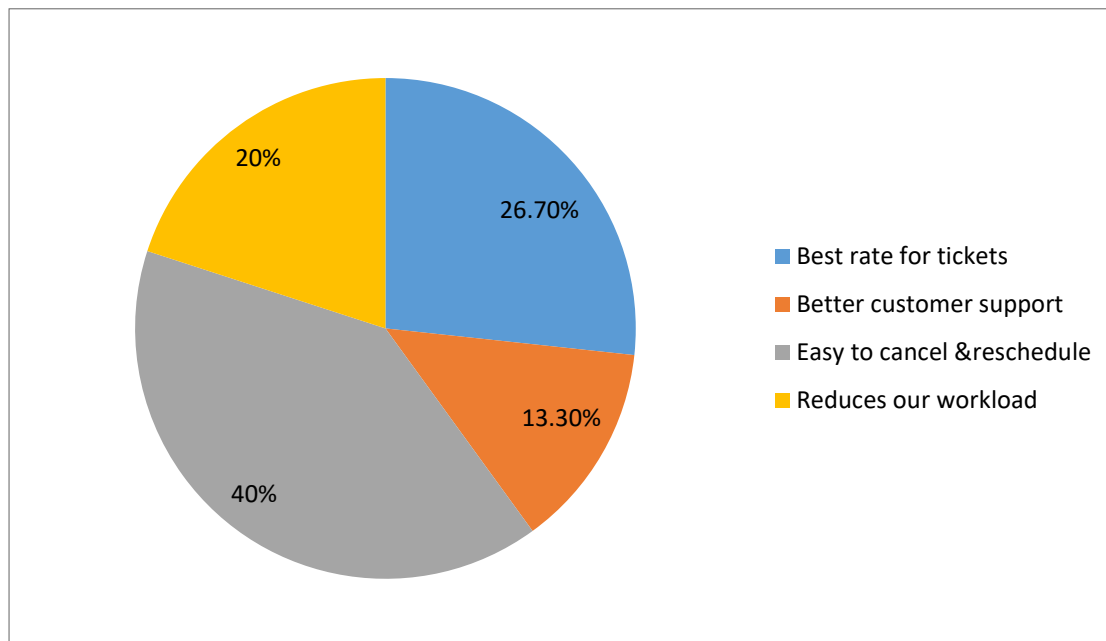
INTERPRETATION

From the above table and figure shows 40% of the respondents face challenges due to non-availability of tickets and 33.3% respondents were confronted with a hike in ticket price.

Table 3.8 shows booking tickets by utilizing travels

OPTIONS	RESPONDENTS	PERCENTAGE
Best rate for tickets	8	26.7%
Better customer support	4	13.3%
Easy to cancel &reschedule	12	40%
Reduces our workload	6	20%

(Source: Primary data)

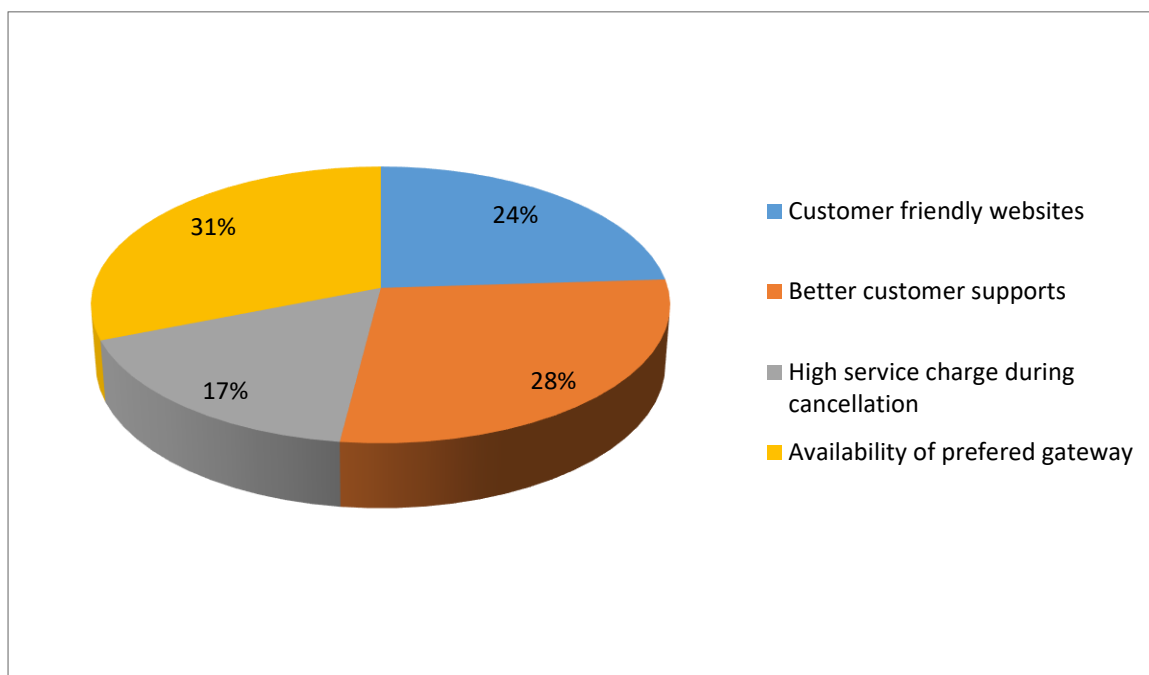
Figure 3.8 shows booking tickets by utilizing travels**INTERPRETATION**

From the above table and figure shows 40% of the respondents prefer travel agents because easy to cancel and reschedule, 27% of the respondents prefer best rate for tickets.

Table 3.9 shows services that needed to improve

OPTIONS	RESPONDENTS	PERCENTAGE
Customer friendly websites	7	24%
Better customer supports	8	28%
High service charge during cancellation	5	17%
Availability of preferred gateway	9	31%

(Source: Primary data)

Figure 3.9 shows services that needed to improve**INTERPRETATION**

From the above table and figure shows 31% respondents choose to availability of preferred gateway, 28% respondents prefer better customer supports, 24% of the respondents would rather choose customer friendly websites.

CHAPTER IV

FINDINGS, SUGGESTION AND CONCLUSION

FINDING

- The majority of the respondents who prefer makemytrip.
- 57% of the respondents prefer the website because of user friendly domain.
- 70% of the respondents preferred for Air travel
- The primary purpose of travelling is personal motive.
- 53% of the respondents usually book their tickets in offseason.
- 50% of the respondents prefer in services are clear pricing with no hidden fees.
- Majority of the respondents face difficulties due to the non-availability in tickets.
- 40% of the respondents prefer travels rather than e-booking because of easy to cancel & reschedule.
- Most of the respondents think there is need to improve in the availability of preferred gateway.
- 55% of the respondents rating was meets expectation.

SUGGESTION

- Peoples have to book the tickets in the off season to get the best price.
- Should provide more offers and discounts to the customers.
- Cancellation & reschedule of tickets should be easy and affordable.
- Put a limit on hike in ticket price.
- The study reveals that the difficulties in preferred payment gateway so it should be improved.
- Should provide refund policy while cancellation of ticket.

CONCLUSION

Online ticket booking system is an application where the customer can book a ticket online and 24*7 hours a day from anyplace in the world. Customers can also interact with the ticket booking website to know any other details they want. Online ticket booking system has been developed successfully. System performance is also found to be satisfactory. This is a user-friendly application. Through this application, the cost can be reduced and efficiency is increased. There are several procedures that can be selected by customers. With the help of this application customers can book tickets, can know the status of a flight, bus or trains, a Source station and destination can be chosen according to their choice, can select seats, can choose the time, and pay through the portal after reaching the station or airport. Thus online ticket booking system target internal and external audiences. Online ticket booking system is very big to maintain but it always provides excellent facilities to accomplish the goal and help to reduce a complex paperwork process through a mobile application. This can be a benefit using online ticket booking system application rather searching on several websites. With the help of online ticket booking system records are maintained and the database is updated with time to time. Through Online ticket booking system, technologies and features have been introduced.

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APPENDIX