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A Study of Growing Trends of Online Travel Booking Sites & Consumer's Vision towards its Usage

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Abstract:

Tourism is really big Industry in India. It covers travel, accommodation, food and many other small and big businesses. To focus on the Travel booking sites (online business) the present study is prepared. From the present study research will try to know the perspective of online Travel Booking Sites for the people of North Gujarat Region. Here during the study researcher will try to know the respondents view upon experience regarding comfort from the past experiences. Core focus point is to know the popular site, for Online Travel Booking for the people of North Gujarat Region. For the Data analyzing with the help of supportive data Chi Square test is performed.

Keywords: : Online Travel Booking, Gujarat & Gujarati's, Popular Sites.

Introduction

How does India Travel? This is the question which changes the perspective of thinker's worldwide. It is the old thought when Indian's were not travelling more. It was old concept where we use to travel only for some purpose or to meet relatives. Now it's the time where we are changing global perspective as data are now available which previously was not. Gujarati's are most popular region which spends a lot for outing and touring so the current study is made. Now days wherever you go you will find Gujarati Tourist which shows the growing trend of far distance travel. One better thing to know is Gujarati's are travel in Group so maximum bulk deals are booked to get the maximum benefit. Previously it was through local Travel Operators & tourist needs to choose the specified tour plan which is offered by local Operator. But now with the help of online Travel Booking now they can plan their desired Travel Plan and customized as per the monetary & time requirements.

Definition of Popular sites & basic Information of sites:

Popular sites are sites which are observing highest online networking traffic. It is also considered for the top rating sites. This rating may be on the

ground of online Traffic or on the basis of maximum deal conversion ratio (means transaction confirmed). As per the above meaning the below mention sites are selected as top rated sites for Travel Bookings. The data are taken from speeblog.com[1]

- **Yatra (www.yatra.com)**

  Yatra is one of India's leading online travel companies. The company provides information, pricing, availability, and booking facility for domestic and international air travel, domestic and international hotel bookings, holiday packages, buses, trains, in city activities, inter-city, and point-to-point cabs, homestays, and cruises. As a leading platform for accommodation options, Yatra provides real-time bookings for more than 83,000 hotels in India and over 800,000 hotels around the world.

- **MakeMyTrip (www.makemytrip.com)**

  MakeMyTrip is another leading player in online flight bookings in India. MakeMyTrip offers great offers, some of the lowest airfares, exclusive discounts and seamless online booking experience. Flight, hotel and holiday bookings through the website is a delightfully customer-friendly experience, and with just a few clicks you can complete your booking. The overall booking experience with MakeMyTrip constantly adds value to its product and continues to offer the best to its customers.

1http://speeblog.com/travel-websites-in-india/

- **Expedia (www.expedia.co.in)**

  Expedia is one of the fastest growing online travel portals in India, offering travelers an extensive selection of hotels, activities and travel services to meet every budget and activities of every kind at competitive rates. With over hundreds of thousands of hotel partners worldwide and a comprehensive offering of flight inventory made available on the website, travelers can book everything they need for a holiday – rooms to meet every budget, activities of every kind and travel services to complement.

- **ClearTrip (www.cleartrip.com)**

  Cleartrip is an online travel site providing online services for flights, trains and hotel reservations. Cleartrip offers a range of holiday packages and also services of searching and booking tickets. Cleartrip also operates Cleartrip for Business, an online corporate travel management tool; Agent Box, a travel tool for travel agents; and Cleartrip Mobile, a travel booking app for mobile devices. In 2017, Google announced a partnership with ClearTrip for its flight search application, Google Flights.

- **Goibibo (www.goibibo.com)**

  Goibibo is India's leading online travel booking brand providing a

range of choice for hotels, flights, trains, bus and cars for travelers. The platform offers one of the most trusted user experience, be it in terms of quickest search and booking, fastest payments, settlement or refund processes. Through its sister platform GoStays, customers enjoy standardized stay experience at certified hotel properties.

- **Thomas Cook** (www.thomascook.in)

    Thomas Cook is the leading integrated travel and travel related financial services company in India offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Insurance, Visa & Passport services, and E-Business. The company set up its first office in India in 1881. Since then, the company has spanned over 21 countries across 4 continents.

- **Travel Guru** (www.travelguru.com)

    Travelguru is India's leading travel website, offering you the best prices on flights, hotels and holiday packages across India and the world. Travelguru makes planning and buying a holiday or a business trip easy and convenient. Travelguru's current product offering consists of airline tickets, hotel rooms, vacation packages, and cruises. The website plan to expand its services to offer a wide array of travel-related services including car rentals.

- **Travelite India** (www.traveliteindia.com)

    Travelite (India) is one of the best online travel agency in India Offering international travelers the best of holiday packages in India. Travelite India works closely with airlines, leading hotel chains, wellness centers, luxury car operators, and wildlife resort centers to provide the perfect travel and holiday services for its clients.

- **TripAdvisor** (www.tripadvisor.in)

    TripAdvisor, the world's largest travel site, enables travelers to unleash the full potential of every trip. With 702 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering 8 million accommodations, airlines, experiences, and restaurants, TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat.

- **SOTC India** (www.sotc.in)

    SOTC India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel, and Business Travel. SOTC was established in 1949. Since then, it has escorted lakhs of travelers across the globe for more than 70 years to various destinations around the world.

Literature Review

- Agag, G. M. et. al., (2016) in the present study of Egypt says Through findings which shows that all the factors with the exception of consumer experience influence consumer trust toward online travel websites. Trust influences consumers' attitude, perceived risk, and intention to purchase travel online.

- Banyai, M. et. al., (2011) The increase of online diaries, or blogs, has not only affected communication channels, but also the way tourism destinations are being promoted and consumed. To date, few studies have focused on the content of travel blogs as a rich source of destination marketing information.

- Pan, B. (2010) article demonstrates that an exponential growth model is most appropriate when modeling the numbers of returns over time. The study suggests that surveying a pilot sample and analyzing their responses can allow a researcher to estimate the parameters of the response model for a large-scale survey and thus conduct a study in a more effective way.

- Lohmann, M et. al., (2009) Results indicate as above study that sampling method and length of field time have a substantial influence on response rates. It can further be shown that results from online travel research differ from results obtained in face to face interviews even when focusing on the same target group

- Arsal, I., Backman et. al., (2008) The analysis of the chosen countries and topics indicate that residents were more influential in food and beverage recommendations, safety concerns at the destination, and travel itinerary refinements (including things to do and places to see) whereas experienced travellers were more influential in accommodation recommendations, transportation, monetary issues like exchanging money and how much money to carry during the travel, destination information including tourist hassle at a specific destination, and itinerary advice.

- Wang, Y. et. al., (2004) This study contributes to the understanding of online travel communities by extending and empirically testing a conceptual framework of online travel community member needs.

- Card, J. A. et. al., (2003) article was conducted to clarify differences between online travel product shoppers and nonshoppers using the Engel, Black, and Miniard (EBM) consumer decision process model as the theoretical framework.

Objective

- To know the preference of the buyers of North Gujarat region.
- To check availability of such online Travel Booking sites.

- To suggest from the result, whether it is beneficial to enter in the market of North Gujarat or not.

Research Methodology

The Study: The present study is descriptive in nature. This study is useful for collecting more accurate information from the respondent in limited time.

Tools for Data Collection: The present research is based on primary data. Here the researcher has used questionnaire method of collecting information from the respondents by visiting personally. The researcher has also interviewed the respondents personally. The questionnaire includes several items to know the buyers preference toward online travel booking sites also tried to know the satisfaction level of such sites with the help of 3 point likert scale.

The Sample: In the present study, the researcher has selected the North Gujarat as its population. Sample size for the present research work was 1060. The researcher has covered the Villages, Talukas & Districts of the Mahesana, Patan, Banaskantha & Sabarkantha. Data are collected from the different group belonging to the said districts they are from different age group, different Income Group & gender.

Tools for Data Analysis: Chi Square test and cross tabulation is performed to analyze the data collected from different sources.

Hypothesis

- **$H0_1$:** There is no significance difference between users and non users of online Travel Booking sites.
  $H1_1$: There is a significance difference between users and non users of online Travel Booking sites.

- **$H0_2$:** There is no significance difference between usages of popular Travel Booking websites in the north Gujarat Region.
  $H1_2$: There is a significance difference between usages of popular Travel Booking websites in the north Gujarat Region.

- **$H0_3$:** There is no significance difference between levels of satisfaction with the sites experience.
  $H1_3$: There is a significance difference between levels of satisfaction with the sites experience.

Data Analysis and Hypothesis testing

$H0_1$: There is no significance difference between users and non users of online Travel Booking sites.
$H1_1$: There is a significance difference between users and non users of online Travel Booking sites.

Below mention is the data statistics of the valid % about the respondents. Below table is showing the case summary about the respondents belonging to the District Head Quarters, Taluka Head Quarters & Village and their usage of online Travel Booking Sites.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence * Travel Booking	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Travel Booking Cross tabulation

Count				
		Travel Booking		
		Yes	No	Total
Area of Residence	District Head Quarter	63	37	100
	Taluka Head Quarter	161	159	320
	Village	347	293	640
Total		571	489	1060

Above table shows that out of 1060 respondents 489 respondent have never used using online Travel Booking Sites while 571 respondents has experienced online Travel Booking Sites in North Gujarat Region.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.015[a]	2	.081
Likelihood Ratio	5.063	2	.080
Linear-by-Linear Association	.410	1	.522
N of Valid Cases	1060		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.13.			

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.081 and degree of freedom is 2. Here table value of Chi square as per book table is 5.991 and calculated value as per above table is 5.015 calculated chi square value is less then critical (book table) value so null hypothesis is accepted and alternative hypothesis is rejected. And we can say that there is no significance difference between the users and non users of online Travel Booking Sites.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.069	.081
	Cramer's V	.069	.081
N of Valid Cases		1060	

After performing the chi-square test of independence that result into a positive association, we generally assume that the high chi-square value or low P values signifies a strong association. This is not always in the case.

That is where the Phi and cramer's V come in. phi is generally suitable for 2 by 2 tables and cramer's V for 2 by 2 tables and larger tables a cramer's V value is 0 = no relationship, 0.2 or less = weak relationship, from 0.21 to 0.3 = moderate and above 0.3 = strong relationship, take a note that is applicable only for nominal data. As per the table above it shows the weak relationship between users and non users of Online Travel Booking Sites.

H0$_2$: There is no significance difference between usages of popular Travel Booking websites in the north Gujarat Region.

H1$_2$: There is a significance difference between usages of popular Travel Booking websites in the north Gujarat Region.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence * Travel Booking Sites	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Travel Booking Sites Cross tabulation

Count		Travel Booking Sites												
		ClearTrip.com	MakeMyTrip.com	Thomascook.in	Expedia.com	Yatra.com	Goibibo.com	Traveliteindia.com	TripAdvisor.com	Sotc.in	TravelGuru.com	Easemytrip.	Other	Total
Area of Residence	District Head Quarter	4	19	2	0	3	54	5	0	4	0	7	2	100
	Taluka Head Quarter	6	55	1	4	11	198	6	4	0	10	22	3	320
	Village	15	107	9	15	34	340	19	4	11	13	53	20	640
	Total	25	181	12	19	48	592	30	8	15	23	82	25	1060

Above cross tabulation shows that respondents in North Gujarat are Using only those online Travel Booking Sites which are popular. As per the above cross tabulation we can say that consumers of North Gujarat Region are using Goibibo.com as the most preferred Travel option while on next run they prefer MakeMyTrip.com with the user's statistics of 592 & 181 respectively. Consumers of North Gujarat are more focused upon reliability and they prefer the site only upon which they can relay. As we all know these two sites are brand for Travel Booking hence it is popular as expected.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.263[a]	22	.028
Likelihood Ratio	44.532	22	.003
Linear-by-Linear Association	1.142	1	.285
N of Valid Cases	1060		
a. 13 cells (36.1%) have expected count less than 5. The minimum expected count is .75.			

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.028 and degree of freedom is 22. Here table value of Chi square as per book table is 33.924 and calculated value as per above table is 36.263 calculated chi square value is grater then critical (book table) value so null hypothesis is Rejected and alternative hypothesis is Accepted. And it can be said that there is a significance difference between usages of popular websites in the north Gujarat Region. Here we may add that in Gujarat still somewhere we prefer travel in group and generally good deals for group bookings are offered by local travel operators.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.185	.028
	Cramer's V	.131	.028
N of Valid Cases		1060	

Here Phi is giving result of 0.185 which is less than 0.21 which shows the poor relationship between the selected websites and users. As here mostly respondents has divided their preference & mostly participants has difference of opinion and selected different options among popular sites.

H0$_3$: There is no significance difference between levels of satisfaction with the sites experience.

H1$_3$: There is a significance difference between levels of satisfaction with the sites experience.

Below mention is the data statistics of the valid % about the respondents. Below table is showing the case summary about the respondents belonging to the District Head Quarters, Taluka Head Quarters & Village and their Experience of usage of online Travel Booking Sites.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence * Travel Booking Experience	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Travel Booking Experience Cross tabulation						
Count						
			Travel Booking Experience			
		0	Most Comfortable	Average	Not Comfortable	Total
Area of Residence	District Head Quarter	56	18	25	1	100
	Taluka Head Quarter	196	66	47	11	320
	Village	294	119	196	31	640
Total		546	203	268	43	1060

Mostly respondents had avoided to answer the question on the ground of experience of using online site for Travel Booking. But it was also observed that the respondents of Village were happy with the service of the Online Travel Booking Sites. This shows that people of North Gujarat are also Techno-sevy and they also prefer online options for anything it may be for online shopping, online medical or online Travel Bookings.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.698[a]	6	.000
Likelihood Ratio	38.543	6	.000
Linear-by-Linear Association	19.748	1	.000
N of Valid Cases	1060		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.06.			

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.000 (here P= 0.000 which means P<0.0005. if P>=0.0005. software output P= 0.001.) And degree of freedom is 6. Here table value of Chi square as per book table is 12.592 and calculated value as per above table is 35.698 calculated chi square value is grater then critical (book table) value so null hypothesis is Rejected and alternative hypothesis is Accepted. And it can be said that there is a significance difference between levels of satisfaction with the online Travel Booking sites experience.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.184	.000
	Cramer's V	.130	.000
N of Valid Cases		1060	

Here Phi is giving result of 0.184 which is less than 0.21 which shows the low statistical relationship between the users and their using experience.

Finding & Suggestion

From the above study we can say that population of North Gujarat is not only well aware about the concept of

Online Travel Booking Sites but they are using the concepts to get benefited. E-commerce business is growing day by day but selected sites are top popular sites across India. It is good to observe that people are using E-Commerce for purchase of their Travel Bookings. As we all know people of Gujarat are spending a lot on Touring and travelling every year. So Gujarat is the Prospective Market for the Online Sites. From the above Data we can also see that respondents are giving their preference toward different shopping sites. Although highest preference is given to the Goibibo.com & MakeMyTrip.com but still none of the column of popular site is blank which shows more or less we the people of Gujarat are using online shopping sites.

Key Finding:

The key finding of the research is that the people of North Gujarat Region are using Online Travel Booking Site maximum for Flight Bookings & Accommodation. When we asked the respondents they said they don't prefer to book for package offered by the companies, but they find best deals separately like for Travel, for Hotel Booking and they choose from the available option & select for the best deal so we can say user make their own package by assembling services of different service providers.

General Findings:

People are aware about Online Travel Booking sites.

People of North Gujarat are ready to use online options for Travel booking only if they are able to build trust for safe booking.

Many local Travel operators are providing such services but somewhere they are seeking for good deals & offers.

It is observed when we ask for the local service provider's service they answered like 'local service providers are offering only bulk deal also it is found that they offer only budget plans'.

People of North Gujarat are able to spend more so they choose for the semi-luxurious or luxurious deals here the people choose for online options.

Of course best offers, deals & discounts are mega preference for following online Travel sites.

Online sites shows picture, photo etc about the destination, accommodation, visit nearby location, services available, to do things, in short personalized itinerary which gives maximum comfort to the users.

Online bookings also having refund policy so no need have worry.

Users as and when going for any travel destination they first check price online then ask to the direct Hotel or for say any service then compare between the two and finally they opt for the best deal. (We can say at least they can get safeguarded against cheating.)

Suggestions:

If company wish to protect & build their own good image and brand

among all users they should show real life Picture. Sometime it is not. (It may be the willful wrong post by owner. Companies should check.)

Companies should show all possible options like Buses, local Taxies, and connecting Trains etc.

There is one column where we can see the ratings of past users & their comments. This is most welcomed initiative by the sites this should be continued.

One thing that companies can do is to maintain to do list. Where they can add the famous things or food or place to visit or try.

Limitations of the study:

This study is performed in the area of North Gujarat Region which itself is the small sample. As compare to the developed area North Gujarat is considered as less developed in sense of technology so the ratios of acceptance may be high in other region.

The data is collected on the basis of respondents past experience so it may be different from the next experience.

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