AN ANALYSIS OF CUSTOMERS PREFERENCE TOWARDS ONLINE TRAVEL PORTAL – MAKE MY TRIP

Ms. P. MAHESWARI,

Assistant Professor , Department Of Commerce, Dr. N.G.P. ARTS AND SCIENCE COLLEGE (COM 106)

(Autonomous) COIMBATORE

Ms. VINOTHINI. S,

B.Com, Department Of Commerce, Dr. N.G.P. ARTS AND SCIENCE COLLEGE (COM 106)

(Autonomous) COIMBATORE

ABSTRACT

This research delves into the dynamic realm of online travel services, focusing on MakeMyTrip, a prominent online travel portal catering to a global audience. The study explores the platform's multifaceted services, its growing popularity, and its role as a preferred choice for modern travellers. This research methodology systematically addresses the research problem, involving data collection methods, analysis procedures, and tools such as simple percentage, weighted average, and chi-square analyses. The sample size of 123 respondents was obtained via Google Forms using convenient sampling, during the period of January 2023 to April 2023. The study's scope encompasses Coimbatore's customer base, aiming to comprehensively explore preferences for MakeMyTrip and contribute to a holistic understanding of the subject.

Keywords: Online travel portal, MakeMyTrip, Customer preferences, User experience, Travel industry.

1. INTRODUCTION

In today's fast-paced world, MakeMyTrip has emerged as a highly sought-after online travel portal, catering to the dynamic preferences of travelers worldwide. With a comprehensive suite of services spanning flight and hotel reservations, curated vacation packages, and transportation options, MakeMyTrip has become the go-to choice for millions seeking a seamless and efficient travel planning experience. Its digital platform offers unparalleled convenience, cost-effectiveness, and an intuitive user interface, which have collectively propelled its popularity to new heights. To gain a deeper understanding of customer preferences for MakeMyTrip, a thorough analysis of key factors comes into play. As MakeMyTrip continues to solidify its position as a leading online travel portal in the Indian market, this analysis has become an essential tool. It

sheds light on the evolving landscape, potential challenges, and emerging opportunities, ensuring that MakeMyTrip remains agile in adapting to changing customer preferences and market dynamics. Through this proactive approach, MakeMyTrip not only maintains its competitive edge but also reinforces its role as a trusted travel companion for individuals seeking a seamless and enriching travel experience.

1.2 OBJECTIVES OF THE STUDY

- To study the awareness level of customers about MakeMyTrip.

- To assess the current range of services offered by MakeMyTrip.
  To find out the problems faced by customers in MakeMyTrip.

- To know the customer satisfaction level in MakeMyTrip.

1.3 STATEMENT OF THE PROBLEM

The travel industry has witnessed a significant shift towards online booking in recent years, with many travellers preferring the convenience and flexibility offered by online travel portals. MakeMyTrip is one such platform that provides a range of services, including flight, hotel, and holiday bookings, to customers across India. To better understand the customer preferences of MakeMyTrip, an analysis is required. The analysis will involve studying the factors that influence customers to choose MakeMyTrip over other online travel portals, the level of customer satisfaction with the platform's services, and the challenges faced by customers while using MakeMyTrip. The findings of the analysis will provide valuable insights into the customers' preferences towards MakeMyTrip, enabling the company to make data-driven decisions to enhance its services and improve customer satisfaction. Additionally, the analysis will help identify areas of improvement and opportunities for innovation to gain a competitive edge in the online travel industry.

1.4 SCOPE OF THE STUDY

The venture report was embraced to ponder the benefit quality of the make my trip. The objective of the study is to know the awareness level of the customers, services offered in make my trip, problems facing, satisfaction level of the customers and to know customer's expectations are matching with their preference or not. The investigate was done by a legitimate technique which incorporates exploratory design. The data was collected through questionnaire and secondary data through internet. The think about is carried out with the assistance of examiners which unveiled the prerequisite of the respondent towards the make my trip. As per the information collected, for the most part respondents are fulfilled with the benefit of make my trip. The individuals are exceptionally cheerful to have the encounter with benefit given by make my trip.

1.5 RESEARCH METHODOLOGY

The study employs a mixed methodology, gathering primary data through structured questionnaires to understand customer preferences for MakeMyTrip in Coimbatore, alongside secondary data from diverse sources. This research methodology systematically addresses the research problem, involving data collection methods, analysis procedures, and tools such as simple percentage, weighted average, and chi-square analyses. The sample size of 123 respondents was obtained via Google Forms using convenient sampling, during the period of January 2023 to April 2023. The study's scope encompasses Coimbatore's customer base, aiming to comprehensively explore preferences for MakeMyTrip and contribute to a holistic understanding of the subject.

1.6 LIMITATIONS OF THE STUDY

- Due to the limited time span, the study was mainly focused on the city of Coimbatore and its online travel portal and was unable to collect information from other locations.

- The study is focused only online travel portal – MakeMyTrip

- Due to number of factors, it is not possible to contact direct with the consumers in personnel, thus Google serves as an alternative.

- The study can't determine whether the information provided by them is real or not because it is gathered through Google serve.

2. REVIEW OF LITERATURE

ARINDAM MAJUMDER (2022)[1] MakeMyTrip wants to be India's super app for travel. Superapp is the buzz word among conglomerates. From Tatas to Adanis, working to develop a one – stop solution for their customers, country's biggest online travel portal, MakeMyTrip wants to convert itself into a travel Superapp.

SOWBARNIKA (2022)[2] Travelling and tourism has been an integral put of Indian cultural and Traditional tourism industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India tourism industry needs to gauge in terms of its socioeconomic magnitudes. This paper discuss how India is emerging as a popular tourist aimed to change the attitude and behaviour towards foreign tourist by stressing on the aspect that a guest has been held in high esteem in India since ancient times.

HARSHAL (2021)[3] From current statics it shows MakeMyTrip is being recovered from the covid19 impact. Deep Karla and CEO Rajesh Magow, worked without income for months in covid19 situation. Now they are getting more business with partnership of other business and start-ups.

ANUMEHA CHATURVEDI (2021)[4] The company said with amazon pay, ICICI co-branded credit card customers will earn unlimited cashback rewards on every flight, hotel or bus booking and with amazon pay later customers can book tickets and pay next month with no interest.

MR. DIWAKAR (2021)[5] Make My Trip is an Indian Travel Portal, founded back in the year 2000. The company is headquartered in Gurugram, Haryana. The company is an online service provider of various travel needs including flight, holiday packages catering to both domestic and international traveler's needs, hotel bookings along with bus and rail tickets. The company owns travel stores over 14 cities and more than 30 franchisee and international offices in prime locations like New York, Singapore, Dubai Sydney etc. Make my trip is an iconic examples of how start – ups use modern technologies with extensive market research to serve the consumer segment what is most loved my them, and also a prime example of a company who has managed it's resources both monetary and intellectual resources in the best form, with the largest travel market share in India.

3. DATA ANALYSIS AND INTERPRETATION

3.1 WEIGHTED AVERAGE ANALYSIS

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The heighted weighted score is ranked first and correspondingly the other ranks are assigned.

TABLE : 3.1.1

SATISFACTION LEVEL TOWARDS SERVICE PROVIDED BY MAKE MY TRIP

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN
Various products and services offerings	50	54	19	0	0	123	
	250	216	57	0	0	523	4.25
Overall experience	35	60	27	1	0	123	
	175	240	81	2	0	498	4.04
Variety of travel options availability	31	46	44	2	0	123	
	155	184	132	4	0	475	3.86
Loyalty program and rewards	43	51	23	6	0	123	
	215	204	69	12	0	500	4.06
How satisfied were you with the resolution of the refund issues faced.	39	52	26	4	2	123	
	195	208	78	8	2	491	3.99
Travel insurance options provided	35	49	35	2	2	123	
	175	196	105	4	2	482	3.91

Source: Primary data

INTERPRETATION

The above table shows the various satisfaction level towards service provided by make my trip. The highest mean score rises 4.25 for the various product and service offerings.

TABLE: 3.1.2

PROBLEMS FACED ON MAKE MY TRIP

FACTOR	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN
Faced any issues while booking	42	57	20	4	123	3.11
	168	171	40	4	383	
How often have you faced issues while using make my trip	35	51	31	6	123	2.93
	140	153	62	6	361	
Difficulty in cancelling or modifying bookings payments	22	45	43	13	123	2.61
	88	135	86	13	322	
Faced any issues with refund processing	27	55	30	11	123	2.79
	108	165	60	11	344	
Do you faced any delay	22	49	37	15	123	2.63
	88	147	74	15	324	

Source: Primary data

INTERPRETATION

The above table shows the problem faced on make my trip. The highest mean score rise 3.11 faced issues while booking.

3.2 CHI – SQUARE ANALYSIS

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi – square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi – square distribution if the null hypothesis is true.

TABLE: 3.2.1

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND PURPOSE OF TRAVELLING MORE OFTEN BY THE RESPONDENTS

HYPOYHESIS

There is no significant relationship between age of the respondents and purpose of travel more often by the respondents.

AGE OF THE RESPONDENTS	PURPOSE OF TRAVELLING MORE OFTEN				TOATL
	Business	Vacation	Personal	No specific choice	
Below 25	8	26	14	7	55
25 - 35	1	16	10	1	28
36 - 45	1	11	10	2	24
46 - 55	1	7	3	3	14
Above 55	2	0	0	0	2
Total	13	60	37	13	123

Source: Primary data

FACTORS	CALCULATION	DF	TABLE VALUE	REMARKS
Purpose of travelling more often by the respondents.	25.925[a]	12	21.026	Rejected

INTERPRETATION

The calculated value of chi – square is more than the table value. Hence the null hypothesis is rejected and alternative hypothesis is starting that there is a significant relationship between age of the respondent and purpose of travelling more often by the respondents.

4. FINDINGS OF THE STUDY

4.1 WEIGHTED AVERAGE ANALYSIS

- The highest mean score rise 4.25 for the various product and service offerings.

- The highest mean score rise 3.11 faced issues while booking.

4.2 CHI – SQUARE ANALYSIS

- There is a significant relationship between age of the respondent and purpose of travelling more often by the respondents.

5. SUGGESTIONS

MakeMyTrip has a lot of competitions and it is highly recommended that they promote their product better to a greater target market. From the graphical representation given in the earlier part of the study, we can understand some people do not use travel portals, and there chances that these few non -users may influence the usage of others. Thus, it is important to gain the attention of this crowd, so that even they can understand the usefulness of OTP.

Measures to be adopted in-order to attract the non-users 'attentions:

- Make the refund process less complicated and time-saving.

- Appoint a person who knows native language and our language for communication purpose.

- Need to improve the quality and bookings of restaurants, bus or train, car rental facilities.

- Face-to-face interaction is needed for customers to trust level of the OTP users.

- Online assistance should be given and there should be a 24 * 7 Helpline needed.

- The advertisement interior design should be changed to make the customer attractive.

6. CONCLUSION

The study focuses on the content, usefulness and improvement of OTP, with specific reference to makemytrip.com. It is clear that OTP is increasing overtime, and soon it will have a platform of its own in the tourism sector. MMT is one of the first portals in the category and they keep working on customer relations and exactly know the preferences of their target market. It is very important to keep in mind that customer satisfaction and technology oriented applications play a major role in day-to-day activities of the younger generation. OTP has a vast area for development with huge opportunity to create a large customer base and expand its sales and services. The companies will also update their portals at regular intervals with a user-friendly approach to save time and impress the clients to avail their services. Overall, the study provides valuable insights for Make My Trip to better understand and meet the needs of their customers and improve the overall user experience of online travel booking.

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