Project Dissertation Report on

USABILITY OF TRAVEL WEBSITES

(MAKEMYTRIP, TRIVAGO, GOIBOBO)

Submitted By:

Sanjay Kumar

2K17/MBA/077

Under the Guidance of:

Mr. Mohit Beniwal

Assistant Professor

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE FROM THE INSTITUTE

This is to certify that the project work **"Usability of travel websites (MakeMyTrip , Trivago, Goibobo) "** is an original and bona fide work carried out by **Mr. SANJAY KUMAR** of **MBA 2017-19** batch & was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Master of Business Administration.

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Signature of Guide   **Signature of HOD(DSM)**

(Mr. Mohit Beniwal)   **(DR. RAJAN YADAV)**

DECLARATION

I, **SANJAY KUMAR**, Student of **MBA 2017-19** Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that the Major Research Project titled **"Usability of travel websites(Make My Trip , Trivago, Goibobo)"** being submitted by me in partial fulfilment of the requirement for the award of the Degree of Master of Business Administration is an original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for the award of any other Degree, Diploma and/or Fellowship.

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SANJAY

Place:

Date:

ACKNOWLEDGEMENT

It is in particular that I am acknowledging my sincere feeling towards my mentors who graciously gave me their time and expertise.

They have provided me with the valuable guidance, sustained efforts and friendly approach. It would have been difficult to achieve the results in such a short span of time without their help.

I deem it my duty to record my gratitude towards the external project supervisor- and internal project mentor **Mr. Mohit Beniwal** who devoted her precious time to interact, guide and gave me the right approach to accomplish the task and also helped me to enhance my knowledge and understanding of the project.

Signature:

Name: Sanjay Kumar

Place: New Delhi

ABSTRACT

Tourism industry is making tremendous contribution to global economy. Tourism has a strong connection with socio-economic progress of the country and has a multiplier effect on the economy. There are large numbers of people who decide on their travel plans by searching online. Internet can provide direct contact making it easier to create customized packages by liking with several companies' websites.

It is very important to evaluate the websites to improve the experience of visitors. It is important to understand the ways to improve the visitors experience and adding value to the websites. The online manager should understand what type of information one is specially looking for in a website. It can be visual appeal, the content or the ease of use or service quality.

Thus, the study will provide insights about the internet users' feelings towards information seeking and online travel booking and also help to know their experience, level of satisfaction and purchase intention in future. Thus, the research study would be useful to online travel marketers to better develop appropriate strategies to enhance and promote e-booking to future users while retaining existing customers and also to researchers as well as academicians conducting research in this area in providing future direction.

Through this paper I wants to evaluate the customer perceived value from travel websites and identify usability problems as well as recommendations for improvement of travel websites. Moreover, due to increasing players in online travel industry, the consumers have different preferences and perceptions regarding them. It also revealed that researchers have tried to study online consumer shopping behaviour in general but no such specific study to understand consumers 'perceptions related to online travel has yet been done. As consumers' perceptions and attitude towards online travelling is a prominent factor affecting actual buying behaviour, this research has tried to investigate a modest part of that area.

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CHAPTER-1

INTRODUCTION

INTRODUCTION

1.1 Introduction of industry

The travel industry is big business in the India and travel agents make up an important part of the industry. As well as being able to access details about hundreds of package holidays, flights, accommodations and excursions, travel agents have the expert knowledge to put all of this information into plain English to help their customers find and book a holiday to suit them.

There are many different types of travel agents, including holiday travel agents, such as Going Places and First Choice, which help customers choose and book their summer family holiday, group ski break or city sightseeing tour. But other specialist travel agents are also available, such as business travel agents, which help businesses and businesspeople plan and book their conference, flights and foreign business travel, and location specialists, who will offer expert advice, great deals and a reliable booking service for certain locations in the world, including Australia travel agents, Caribbean travel agents and India travel agents.

Travel agents are trained to give advice on destinations worldwide and make arrangements for transportation, hotel accommodation, car rental and sightseeing tours, as well as organising travel insurance or your holiday and advising you on customs regulations, required papers, such as passports and visas, and currency exchange rates.

In recent years there has been a huge increase in the number of online travel agents, but online travel agents sometimes struggle to compete with airlines and hotels which have also taken a more direct approach to winning customers by using the Internet and no longer rely on the travel agent to fill their airplanes and hotels. However, you will still find that whether you use a high street travel agent or an online travel agent, they will have expert knowledge on booking holidays and will be able to organize the entire holiday package at once, without you having to speak to airlines, hotels, tourism companies, car rental firms, etc., personally.

A **travel agency** is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

1.1.2 Operations

A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to the agency at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent.

In some countries, airlines have stopped giving commissions to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies pay travel agencies a set percentage for selling their product. Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they would still come out better than if they sold a hundred trips at a higher rate. This process benefits both parties. It is also cheaper to offer commissions to travel agents rather than engage in advertising and distribution campaigns without using agents. Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books, and public transport timetables, car rentals, and the services of an on-site bureau de change, dealing in the most popular holiday currencies.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass market package holiday, and some agency chains seemed to develop a "holiday supermarket" concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

1.1.3 Agency income

Earlier travel agents' main source of income was commissions and in continuity, commissions paid for bookings of holiday packages, hotels, cruise, buses, trains etc. and vary according to the type of the product and the supplier. Travel agents also receives benefits, bonuses and incentives from the supplier and they also earn through sale of insurance, travel guide books, currency exchange. Since 1995, many airlines stopped giving any commission to travel agencies. So, in this case, an agency introduced a service fee or consultation fees to diversify income sources.

Now according to the website PayScale average travel agent salary is Rs 268,571. And BLS currently lists the average travel agent salary in 2017 as $40,840 with a range of $21,350 and $62,320 dividing the lower to upper 10% of travel agents.

1.1.4 Insurance

As the need arises insuring travel agents themselves and their clients in the possibilities of commercial failure, and they also advertise the fact they are surety bonded, meaning in the case of a cancellation, baggage loss and accidents or unexpected illness. the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund. Travel agency also advising travelers that may invalidate a travel insurance policy.

1.1.5 Types of agencies

There are many different types of travel agencies which are there and offers various different plans to attract customers. The main role of any travel agency is to act as an agent and their work includes selling tickets and travel products, reservation etc. on behalf of one or many suppliers they generally don't charge traveler instead they take a commission from the overall cost.

So, the question arises why to go travel agents? Answers include simplicity, convenience and wide range of options, the main draw is that travel agent receive tickets at significant discounts from suppliers

1.1.6 There are six different types of agencies are:

1. **General Sales Agents for Foreign Travel Companies** A general sales agent is something like a tourism ambassador. A company with its headquarters located in, say, Japan, might set up travel agency offices all around the world to encourage tourism to the country where their headquarters is located. The travel agent will still seek to find better deals for their customers (as, after all, that's what turns a customer into a return customer), so they are not indebted to any one airline or hotel, but, they do tend to focus strictly on travel to, and within, the country where their headquarters is located.

2. **Business and Commercial Travel Agencies** Most travel agencies have a department of business travel and a department of leisure travel. The needs for one traveler and the other tend to vary in a few significant ways, and so, splitting up the duties amongst a couple of departments can help to allow either department to specialize, finding better deals for business travelers on the one hand, and better deals for leisure travelers on the other. However, there are also travel agencies that specialize strictly in business and commercial travel. Incidentally, there aren't a whole lot of agencies that restrict themselves solely to leisure travel.

3. **By Class** In the United States, there are several main types of travel agencies: corporate-owned national chains, national/international franchises, membership associations — such as AAA — and independent, locally owned travel agencies with no brand or corporate affiliation. National chains will have the most consistent policies and pricing not matter where you go, and often the best international "hotline" customer service, but not always. Big-name franchises offer similar perks but different local owners can opt out of certain promotions and pricing specials. Membership-based associations are often less commission-focused since they rely on member fees. Independent agencies tend to cater to niche markets, such as assisting sports teams, church and school groups looking for inexpensive travel, and large group options.

4. **Cargo Travel Agencies** A few travel agencies specialize in shipping cargo. Of course, that's not entirely relevant if you're looking to fly for business or personal reasons. Still, this should go to show how many different areas an individual agency can specialize in.

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

1.2 INTRODUCTION TO THE COMPANY

1.2.1 MAKE MY TRIP

ABOUT MAKE MY TRIP (HTTPS://WWW.MAKEMYTRIP.COM/)

MakeMyTrip is an Indian online travel company founded in 2000. It's headquartered in Gurugram, Haryana, it deals in providing online travel services including flight tickets, domestic and international tour packages. Rail and train tickets, hotel reservations. As of 31sr March 2018, MMT have 14 company-owned travel stores in 14 cities and over 30 franchisee-owned travel stores in 28 cities, and countries in four major airports in India MMT has office in New York, Singapore, Kuala Lumpur, Phuket, Bangkok and Dubai.

Make My Trip was found by Deep Kalra an alumnus of IIM-Ahmedabad. It started its operation in US market in the year 2000 to serve the international Indian community for their US to Indian travel needs. MMT started its Indian operation in September 2005, offering online flight ticket to Indian customer/travellers. The company also started focus on non-air business, holiday packages and hotel bookings. The company is also listed on the NASDAQ on 17th August 2010.

IN 2011 MMT launched its mobile application and also acquired luxury tours and Travel Private Limited (Singapore), ITC Group Hotel Travel Group, and ETB Group

MakeMyTrip and Ibibo Group merger

In 2016, MakeMyTrip and Ibibo Group, India's biggest online travel booking site, merged through a stock transaction. Through this transaction, MakeMyTrip acquired its rival, GoIbibo Group, it is one of the largest acquisitions in India's online travel industry. after merger, MakeMyTrip own a sixty percent stake and Ibibo Group shareholders get a forty percent stake. Naspers and Tencent, who jointly owned Ibibo Group, became the single largest shareholder in MakeMyTrip.

Make My Trip 's Products:

- International and Domestic Air Tickets, Holiday Packages and Hotels
- Domestic Bus and Rail Tickets
- Private Car and Taxi Rentals
- B2B and Affiliate Services

1.2.2 TRIVAGO

Trivago N.V., marketed with lowercase alphabet as trivago, trivago is a German multinational and transnational technology company expertise in internet related services and products in the hotel, lodging and meta search fields. Trivago was the first hotel search engine in Germany. Majority of stock of trivago is owned by the Expedia Group

History

The company was founded and it headquarter is in Düsseldorf, Germany in January 2005 by college friends Rolf Schrömgens, Peter Vinnemeier, Stephan Stubner and Malte Siewert. looking an opportunity in the hotel search space in market.

In 2013, Expedia, an American travel company, acquired 61.6% stake in Trivago for US$632 million. In December 2014, Trivago acquired mobile app product and development company Rheinfabrik. After the acquisition, Rheinfabrik remains independent from Trivago in its work.

In 2015, Andrej Lehnert and Johannes Thomas (Hotel Sales, Business) joined Trivago's Managing Director team. In 2015, Trivago reported more than $500 million in revenue, and said its revenue had doubled every year from 2008 to 2015. On December, 16, 2016, Trivago became publicly traded on the NASDAQ exchange under the ticker symbol TRVG. Expedia retains 64.7% of voting rights and 59.7% of economic rights.

Business model

Trivago is known as Online hotel price comparison website, Trivago makes its revenue from advertising partners primarily using a cost-per-click (CPC) business model. Websites like online booking platforms, hoteliers and other providers advertise and list their rates on trivago site and pay for the clicks received from Trivago users.

Products and features

Hotel search

Trivago's hotel search engine was the first of its kind in Germany and has websites in 50+ countries. trivago claims to be the world's largest online hotel search site, comparing rates from over 1 million hotels and more than 250 booking sites worldwide. The site includes over 190 million hotel ratings and 14 million photos, and reports over 120 million visitors per month.

Trivago's search tool scans hotel booking sites for prices, availability, images and reviews within seconds. When users choose a hotel, they are redirected to a partner website to complete the booking.

Trivago App

trivago offers a free app for its Hotel Search product on both iOS and Android. In addition to the hotel search feature, the app provides interactive maps and displays accommodations in close proximity to the user's current location.

Trivago Hotel Manager

Hotel Manager is Trivago's B2B platform that allows hoteliers to manage their presence on the Trivago site. The platform gives hotels and chains customer data to attempt to secure more bookings and increase business. Hoteliers can monitor their performance, for example seeing the amount of profile views, clicks and bookings they receive.

Hotel Manager Pro

Hotel Manager Pro is the fee-based version of Trivago's Hotel Manager platform. The Pro version enables hoteliers to update and customize their own listings, as well as access analytics about competitor rates. Trivago states that up-to-date listings, including images and amenity information, help properties increase their rankings on the site.

Direct Connect

Direct Connect is a feature that allows individual hotels to update their current rates and availability directly via the Trivago Hotel Manager tool.

Indexes and Rankings

Trivago Rating Index (TRI)

The TRI aggregates all ratings for destinations listed on Trivago and ranks them between 0 and 100. The index includes criteria such as location, price, food, internet, room and facilities, and is used to create annual Trivago rankings and awards such as the Reputation Ranking, Island Ranking, Ski Ranking, the Top Hotel Awards, and the Best Value Destinations (based on an algorithm combining the tRI with price).

Trivago Hotel Price Index (tHPI)

The tHPI displays the average overnight accommodation prices for the most popular cities worldwide. Prices are based on the cost of a standard double room, taken from over 2 million daily price inquiries over the past month.

Travel Advice Calendars

Trivago's Travel Advice Calendars show the most affordable and most expensive months to visit top destinations. The calendars feature 45 cities across six continents and use the tHPI to provide average monthly hotel prices.

The "Trivago Guy"

When the company aired its first U.S. TV advertisement in 2012, the ad's spokesman inspired a trending Twitter hashtag, #trivagoguy, based on his unusual look. According to Rolling Stone, trivago "wanted someone real, approachable and genuine" when it

chose actor Tim Williams to star in the ad. The Trivago guy became an unexpected celebrity, with some people noting his unbuttoned shirt and creepy vibe, while others found his scruffy appearance and deep voice "inexplicably sexy." Similar campaign is aired in India, where a trivago guy represent its website and shows its comparison features how to it will be beneficial for user.

1.2.3 GOIBIBO (WWW.GOIBIBO.COM)

Goibibo is an online travel organization founded in January 2007 by Ashish Kashyap. The company is now a subsidiary of MakeMyTrip, Limited, Mauritius which owns a 100% stake in Ibibo Group. Goibibo is a subsidiary of its parent company Ibibo Group. It is associated with travel and tourism industry and deals in online bookings. It is of Indian origins and has Sanjay Bhasin and Vikalp Sahni as its CEO and CTO respectively. Goibibo has been one of the fastest companies in India in terms of growth as it crossed its previous volume of hotel bookings by an increase of five times in the year 2015. The brand has targeted travellers and internet users as its potential customers. Some of its competitors in market are as follows-

- Yatra.com
- **Clearrip.com**
- **Makemytrip.com**

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

History

Ibibo started as a social networking service in 2007, and later changed to become an e-commerce and travel organization. In 2009 Goibibo.com was launched.

Business model

Goibibo is a leading travel aggregator whose business transactions are performed online. It is a B2C or business to customer organisation as it likes to deal directly with its customers by providing best transportation and accommodation facilities.

It is the largest booking engine and has been ranked at first position in travel sector through mobile apps. Goibibo offers trusted and fastest experiences to its users in terms

of searching the required product, making bookings, making payments, options of cancellation, settlement and refund nature.

It has several products in its kitty and offers online bookings and services including bus tickets, air tickets, hotel accommodations, holiday packages, weekend getaways and city travel guides. Recently Goibibo has launched two vital features to its product kit. Anywhere to Anywhere flight bookings helps in getting best fare options for international destinations to and from any place in the world. Flight Advice is a search engine that helps users in finding results of their personal choice. It includes price options, preferred destination routes or even duration of a flight.

Goibibo products

redbus.in

Redbus.in became a part of Ibibo group via a 100% acquisition in June 2013. red Bus is India's Number One online bus ticketing platform, both on mobile and on desktop. The business also owns BOGDS, a cloud computing service for bus operators, and Seat Seller, a GDS for bus inventory distribution.

red Bus has been rated the most trusted brand in the online travel category and the 13th most trusted internet brand in the overall rankings as per the Brand Trust Report, India Study 2015. It also won an award for being 'The Most Trusted Brand' by IBC Info Media in 2015. In March 2014 it won the 'Global Mobile Innovation in Travel Award' announced by Eye fortravel.

Your Bus

In March 2014 Ibibo Group acquired Bangalore-based bus tracking startup Your Bus.

Your Bus, founded by BITS-Pilani graduates Rajesh Mallipeddi and Satya Padmanabham in 2011, is a GPS-based bus tracking and analytics platform. The Your Bus application on a smartphone shows users the location of a bus in real time on a map. It also tells users the arrival time at their pickup point, with SMS updates.

1.3 INTRODUCTION TO THE TOPIC

Travel industry is one of the fastest growing sectors in the world and this industry get a boost because of introduction of internet. Many travel websites emerge which are offering lucrative offers on travel plans, competitive discounts are given by website first user offers and many other are offers are there to attract the customer to their website.

Before the era of internet there are tour and travel operators which works under the brick and mortar model. Prices and offers vary at every shop and it becomes difficult whom to trust often it was seen these travel operators duped the consumer. Sometimes these tour operator charges more than the value for premium services hence people tend to refrain from these agents

But due to introduction of online travel websites. Competition is increased which leads to these websites to introduce discounts and offers to customer and also transparency is introduced, online review, feedback given by other customer helps the traveler to select best tour and travel packages from best packages

Why people travel?

There are many different reasons for traveling that are:

1. Relaxation
2. Exploration
3. Pleasure
4. Business travel
5. Learn and experience different cultures
6. To see beautiful scenery of different countries

Travel website ranking in India

1. **MakeMyTrip -** It provides online travel services for domestic and international flight, train tickets, hotels reservation and holiday packages. MMT operates across 50 cities in India and is recognized as one of the India's best travel portal
2. **Yatra –** It is an Indian travel search engine and online travel agency

3. **EaseMyTrip –** It offers services like tour packages, holiday trip, flight tickets, car rental and hotel reservation. EMT has overseas branches and offers white label services to customer.

4. **Goibibo** – It is an online travel service provider headquarter at Gurgaon and also known as one of the India's largest hotels aggregator

5. **Clear trip -** Cleartrip is an online travel site providing online services for flights, trains and hotel reservations. Cleartrip offers range of holiday packages and also services of searching and booking tickets.

6. **TravelGuru** - Travelguru.com is the most popular travel website in India based in Mumbai. It offers online vacation packages and hotel booking.

7. **Incredible India -** Incredible India is the official website of India's Ministry of Tourism and one of the most searched online travel portals on the web. It includes basic travel information, Visa, online air ticket, bus ticket and hotel reservations.

8. **IRCTC** - Indian Railway Catering and Tourism Corporation (IRCTC) organizes tour package for tourists covering important tourist destinations across India. IRCTC is the biggest e-commerce portal in India and through IRCTC you can book, flights, trains, special luxury trains and adventure tourism packages.

9. **Indian Holiday -** Indian Holiday offers tailor made tours to India with customizable itineraries. The company is providing services from last 20 years and also recognized by Ministry of Tourism Government of India.'

10. **Travelogy India -** Travelogy India organized and customized tour packages for most of the Indian tourist attractions. The company expert provides a world class hospitality services in India, Nepal and Bhutan.

CHAPTER 2

LITERATURE REVIEW

2 LITERATURE REVIEW

Travel sector represents one of the most active and rapidly growing sectors in the online environment. This study will reflect both advantage and disadvantage of online travel companies in various field of tourism the major advantages are greater flexibility and convenience and increased penetration and reach of customer data base Additionally, lower distribution costs, increased customer interaction, easier identification and targeting of the customer base and globalization of the product are cited to be important benefits. Moreover, some of the possible drawbacks of internet-based distribution are expected to be much less important and threatening. Disadvantages such as lack of human contact and face-to-face upselling and cross-selling opportunities, a volatile customer base, security issues, difficulty of offering tailor-made products or alienation of potential customers were not observed as prominent shortcoming

With the emergence of internet and e- tourism lead to complete reengineering of the development, management and marketing of tourism products and it also leads to complex global network of hotel industry and tourist places.

All these dynamics of the tourism industry and the rapid development of the online environment led to the rapid They have emerged in addition to the traditional distribution channels used by hotels which are direct bookings from the hotel, central reservation offices, and offline travel

agencies. Hotels are expected to book reservations through the least expensive channels, if there is sufficient demand through those channels which makes OTAs a very fruitful choice regarding these considerations. diffusion of online travel agencies

profitability of these companies increased because ICT usage enables decreasing costs as a result of internal integration, reduced intermediation, intelligent procurement beside this revenue management is an important issue in hotel management and it has taken on a totally different state with the emergence of the online environment for the travel industry.

the studies regrading usability of travel websites on two aspects

1. The consumer decision in making process
2. Product sales

This is based on the concepts of trust and credibility in online review, based on the assumption that the uncertainty of products quality exists in the online environment

Perceived usefulness of online reviews

Many review websites have designed peer reviewing systems that allow people to vote on whether they found a review useful in their decision making. For instance, Amazon.com provides a service that displays the top two most helpful, favourable, and critical reviews posted by online users in order to help its customers evaluate each displayed product easily. These useful votes are generally believed not only to be an indicator of review diagnostic to separate the useful reviews from the rest but also to be a signalling cue for users to filter numerous reviews efficiently

The study focuses on the characteristics of Home stays and also attempts to investigate the overall satisfaction of homestay owners in terms of Economic, Environmental and Socio -Cultural challenges and benefits of homestays. Setting the scene for the future: the new power is in the east

For a long time, it was thought that the big tourist players were only located in the USA and Europe. However, in the airline industry, such a premise has not been true for years, with the incursion of the Gulf companies, which have not only taken a position in the business, but also developed a smart plan for strategic purchases in airlines that have traditionally competed, thus, modifying the balances of power and isolating Delta in its campaign against them. And now the paradigm has also been broken in the hotel industry and the distribution sector. Too many still think that China or India are markets that Western companies have to turn to for opportunities, whereas reality is quite different. Big Chinese and Indian tourism companies – such as MakeMyTrip – after conquering and consolidating their own markets with acquisitions and defeating their foreign competitors, which in many cases had to either leave the country or integrate a joint business, have entered markets beyond Asia. Thus, for instance, we see Trip planning its strategy in the USA and willing to enter Europe and Australia after their recent acquisition of Skyscanner. Or HNA controlling hotel groups like NH or Carlson.

The growth and popularity of the internet in travel and tourism have been widely documented in the existing literature (Burns, 2006a). Despite the presence of numerous travel websites and practitioners' eagerness to learn e-consumers' behaviour, the published articles virtually have rarely examined the perceptions of online purchasers and website browsers on website quality, customer satisfaction, and their purchase intention. The absence of prior studies is particularly true in the context of international travellers who have had experience of using travel websites.

Tourism researchers, however, have rarely investigated the perception of users on travel website quality, customer satisfaction, and purchase intention, and more importantly, the interrelationship among these dimensions. In view of the increasing importance of the internet in tourism and hospitality, and the scarcity of studies as such, this exploratory study investigated the perceived importance of website quality factors in terms of functionality and usability, agreement on customer satisfaction for using travel websites, and the likelihood of making online purchase on travel websites from the perspectives of buyers and browsers. In other words, this study aims to provide a better understanding of perceived website quality, satisfaction of e-consumers, users' purchase intention, and their interaction in the virtual environment. In this study, buyers are defined as the e-consumers who had made purchases on travel websites in the past 12 months. Additionally, browsers are the internet users who had browsed travel websites in the past 12 months. A total of 12 months was determined as a suitable time frame as Cheng, Lam and Hsu showed that 12 months are an appropriate recall period (Cheng et al., 2005). In this study, the term browsers collectively refer to the people who conduct a wide range of online activities except purchases. Drawing on the findings of this research, industry practitioners are expected to have a clearer view of the preferences from different potential customers, which in turn, would assist the practitioners to utilize their limited resources to meet the requirements of different groups of customers. The background of this study has been discussed in the previous paragraphs. The next section reviews the related literature that is pertained to the issue of website quality, customer satisfaction, and purchase intention. Next, there is a methodology section that presents the questionnaire preparation and how the survey was carried out. The section after that

discusses empirical findings. At last, there is a concluding section that summarizes the research, offers industrial recommendations, and provides hints for future research.

The growth of e-tourism is further ascertained by Kerner (2005) who stated that 88 percent of consumers who had gone or planned to travel in summer of 2005 used the internet to search and purchase their trips. The same study showed online hotel accommodation sales were also increased to 52 percent in 2005, up from 40 percent in the previous year. In response to this promising growth, researchers and practitioners have expressed their interests of examining the factors that lead to successful tourism and hospitality websites.

Since the late 1990s, there has been a growing amount of interests on website evaluations. Generally speaking, there are two mainstreams on researching website quality, namely content richness and ease of use. initially classified the quality and usefulness of a website comprise functionality and usability, but no further explanations on these terms were provided. Similarly, World Best Enterprises stated that design and contents are two of the most essential factors that contribute to the success of business websites. While the term is loosely defined, usability generally refers to the interface design or degree of ease with which users can use a website. Functionality, however, examines the extent to which a website provides sufficient information about the products/services being promoted. In the tourism context, a list of attributes in five dimensions for usability of travel and hotel websites. These dimensions consisted of language, layout and graphics, information architecture, user interface and navigation, and general. Similarly, the functionality attributes of hotel websites were identified in five dimensions. These functionality dimensions included facilities information, customer information, reservation information, surrounding area information, and management of website. The importance of usability on travel websites from the human-computer interaction perspective was emphasized the importance of having informative content on a travel website. The perspective buyers left e-commerce websites for a few reasons, and poor content and difficulties to use are two of these reasons. The ultimate goal of setting up a business website is for profit making. However, whether a customer finally makes a purchase on the website largely depends on the level of satisfaction and trust that the customer feels towards the website. Apparently, the availability of needed

information and ease of navigation are the necessary conditions for satisfaction determination. As such, marketing researchers have long been emphasizing the importance of customer satisfaction. In a broad sense, customer satisfaction as the evaluation from customers on whether a product or service can meet their requirements. customer satisfaction is closely related to the perceived service quality, in which service quality is the antecedent of customer satisfaction. In the virtual environment, it defined e-satisfaction as the satisfaction of customers with respect to their prior purchase experiences on the electronic channel.

The understanding of customers' purchase intention is also important as customers' behaviour can be predicted through their intention. when purchase is considered, the intentional measures can be more effective than behavioural measures to capture consumers' mind as consumers may make purchases due to constraints instead of real preference. Furthermore, customer satisfaction can lead to customer loyalty, which implies that satisfied customers are willing to buy the same products again in the future. the impact of satisfaction on loyalty in e-commerce, and concluded that e-satisfaction has an impact on e-loyalty but the relationship is moderated by individual factors of customers and business factors of firms. to examine the intention to search the internet for product information as a key element in predicting consumers' online purchase intention. Experimental results showed using the internet to search for information was the strongest predictor of internet purchase intention, and there existed a direct relationship between the two antecedents (attitude towards online shopping and prior online purchase experience).

To summarize, it would be crucial for tourism and hospitality practitioners to understand how the quality of their websites affects the satisfaction of their customers, and more importantly, the impact of website quality and customer satisfaction on customer purchase intention. In view of this arising challenge, this study makes an attempt to examine the relationship among these factors.

CHAPTER-3
RESEARCH AND METHODOLOGY

3.1 RESEARCH OBJECTIVES

OBJECTIVE OR PURPOSE OF THE STUDY

1. To identify the difference among market performance of Goibibo, Make My Trip, Trivago in India.

2. To compare various parameters of marketing strategies, manufacturing process, advertising, collaboration, future prospect for these companies.

3. To study customer buying behavior and factors which influence the purchase decision process.

4. To know why people like Make my trip and why some people prefer Goibibo, Trivago.

5. To study the quality of different products that give a good idea of various products of the company.

6. To understand the competitive environment in which the company is operating and is desired to meet customer need and satisfaction.

SCOPE OF THE STUDY:

1. This study will help us to know the Customer Satisfaction towards the market.

2. This study is important to understand the changing demand of the consumers.

3. This study helps to understand the need and their demand**.**

3.2 RESEARCH METHODLOGY

RESEARCH METHOD

For achieving the objectives of this study, a descriptive method would be employed. The descriptive research study is characteristically concerned with exploring the frequency of something, or the relationship between two or more variable. The role of various factors in usability of travel websites would be tested on the partial testing of the existing research. Cross-sectional research method will be used, wherein several variables from the sample measured at a certain point of time shall be used.

3.3 DATA COLLECTION

Both primary as well as secondary data collection technique would be utilized. Primary data is collected through survey conducted online a structured questionnaire, where possible secondary sources of data would be utilized to make the full use of both primary and secondary data the purpose is to make it more expansive and the construction of a more integrated model using both primary and secondary data. The required secondary data is collected from internet, newspaper, journal, company websites etc.

3.4 SAMPLE SIZE

It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size is selected for the study 100 user. The techniques of sampling unit in this study are convenience sampling.

3.5 Sampling technique

A positivist research philosophy was utilized with a quantitative approach to validate the research proposed framework, quantitative data was collected using survey strategy through questionnaires to address different levels of the study. The target population of the current study comprises all consumers who had purchased travel products online at least once in the last one year (e.g. an airline ticket, a hotel accommodation, a car rental, a cruise reservation, transportation reservations, and a travel package). The travel consumers who participated to this study had recent experience in the use of online travel websites for tourism-related products and services (e.g. an airline ticket, a hotel accommodation, a car rental, a cruise reservation, transportation reservations, and a travel package), which was assessed in different ways: first, the email sent to potential respondents clearly stated that only people with recent experiences with online travel websites could participate in this study; second, the respondents were asked to write the name of the website where they have made online purchases and indicate how frequently they used this website before.

Tools Used for Data Analysis

Bar chart - Bar charts will be used for comparing two or more values that will be taken over time or on different conditions, usually on small data set

Pie chart - A **pie chart** (or a **circle chart**) is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice (and consequently its central angle and area), is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

 Data were collected using a Web-based survey. The use of such a uniform data collection

method helps to minimize social desirability bias and controls for response styles. Besides, online surveys have been applied successfully in recent hospitality and tourism research Furthermore, an online method of distribution was appropriate for this study as it facilitated a national geographic dispersal of the survey

CHAPTER-4

DATA ANALYSIS &

INTERPRETATION

4. DATA PROCESSING

The data given below was based on the questions which are asked during the survey.

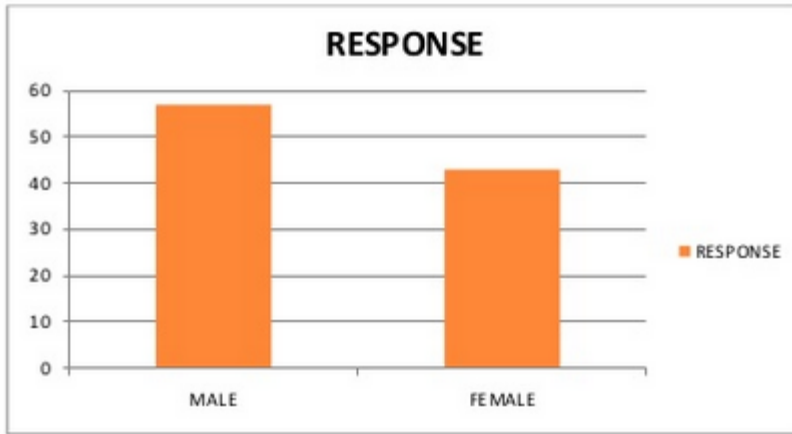## 4.1 DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

1) Gender: -

a) Male   b) Female

Gender	Response
Male	57
Female	43
Total	100

Graph 1:

RESPONSE

Analysis

The survey was nearly equally carried out by inquiring from male and female population.
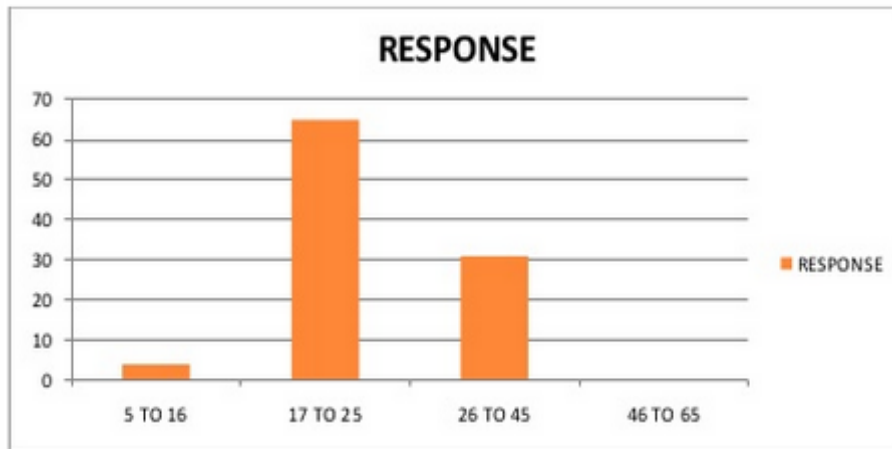
2) Age: -

a) 5 to 15   c) 26 to 45

b) 16 to 25   d) 46 to 55

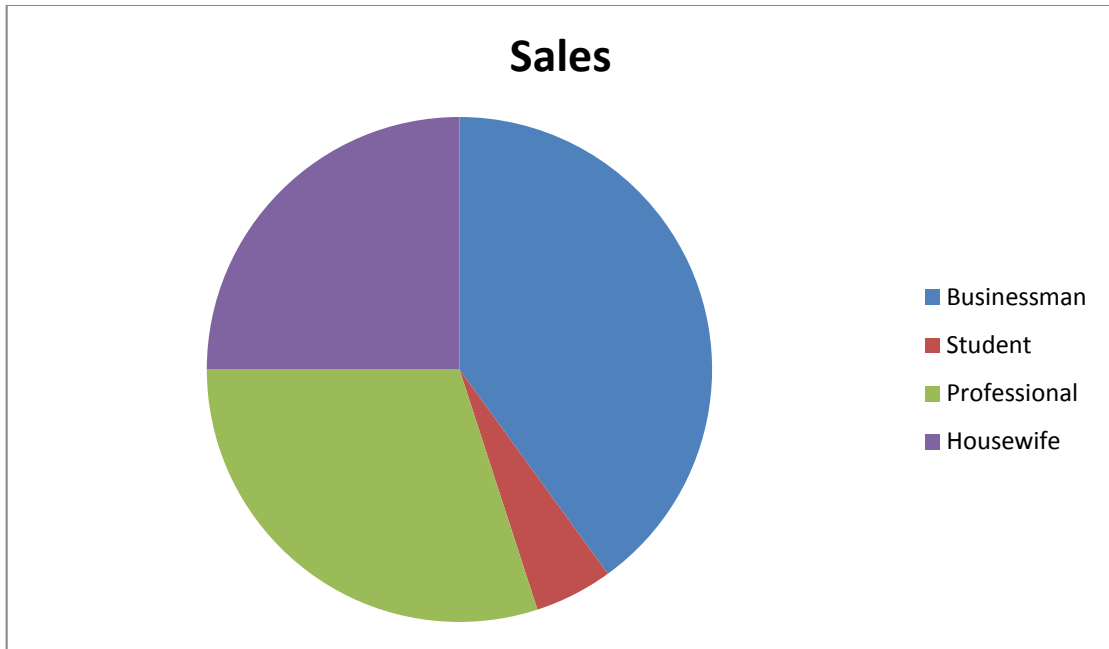| Age	Response
5 to 15	4
16 to 25	65
26 to 45	31
46 to 65	0
Total	100

Graph 2:

Analysis: -

The survey was conducted on the people from children to middle aged and the findings suggest a great craze among younger generations, both boys and girls.

3) Occupation: -

a) Businessman   b) Student

c) Professional   d) Housewife

Occupation	Response
Student	5
Businessman	40
Professional	30
Housewife	25
Total	100

Sales

- Businessman
- Student
- Professional
- Housewife

Graph 3:

Analysis: -

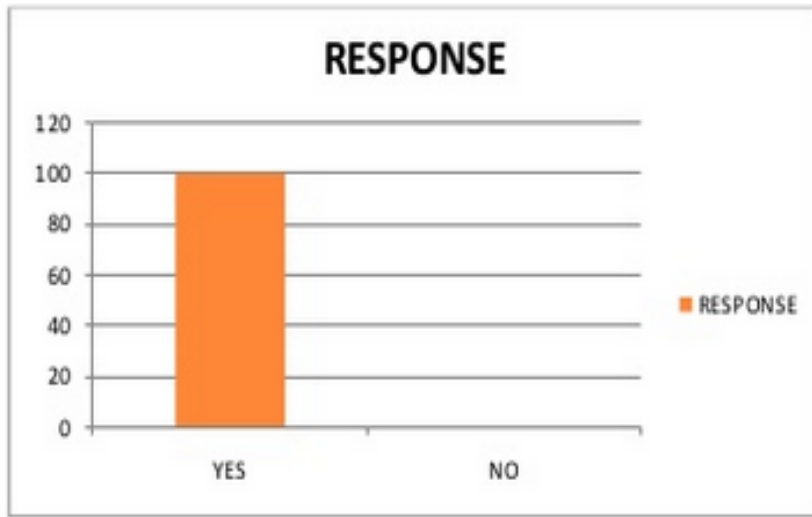The survey was totally carried out on the Businessman for the purpose of coming at more specific conclusion.

4. Have you use any travel portal among Goibibo, Make My Trip, Trivago?

a) **Yes**   b) **No**

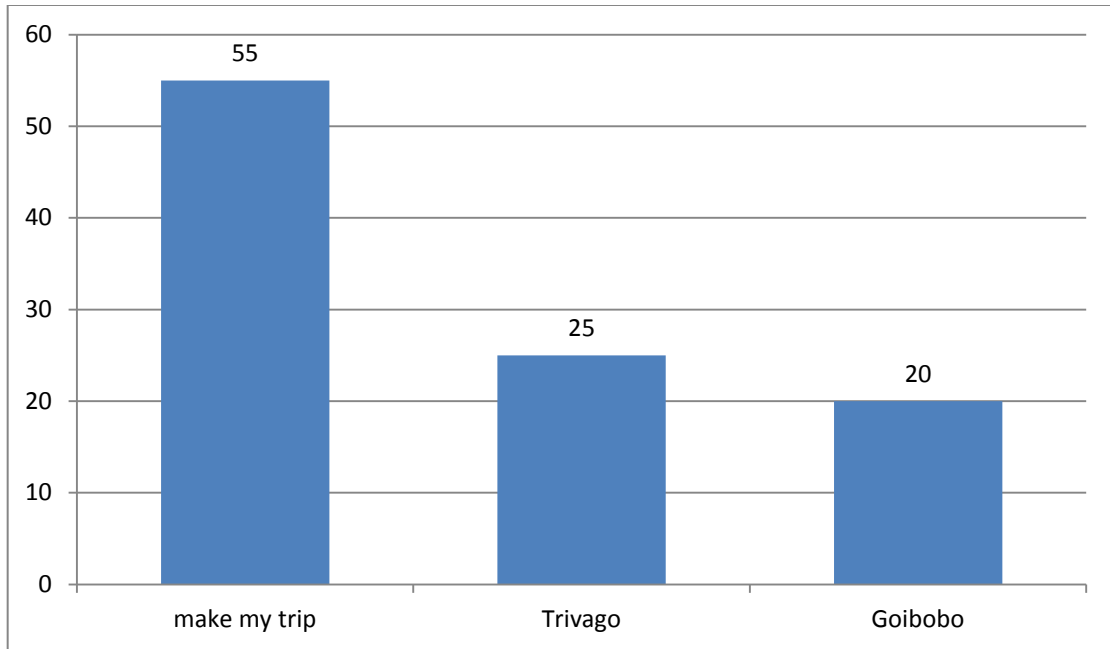| Option	Response
Yes	100
No	0
Total	100

Graph 4:

RESPONSE

Analysis: -

The survey was totally carried out for using among Goibibo, Make My Trip, Trivago.

5.   What do you prefer among Goibibo, Make My Trip, Trivago?

   Table 5:

| Option	Response
Make my trip	55
Trivago	25
Goibibo	20
Total	100

Graph 5:

Analysis: -

There is no doubt about this question as there was Majority of Make my trip in comparison of Goibibo, Make My Trip, Trivago.

6) What is the customer opinion among Goibibo, Make My Trip, Trivago on the basis of Services?

Table: 6

Respondents	No. of Respondents	Percent
Goibibo	16	16%
Make My Trip	67	67%
Trivago	17	17%
Total	100	100.0

Graph 6:
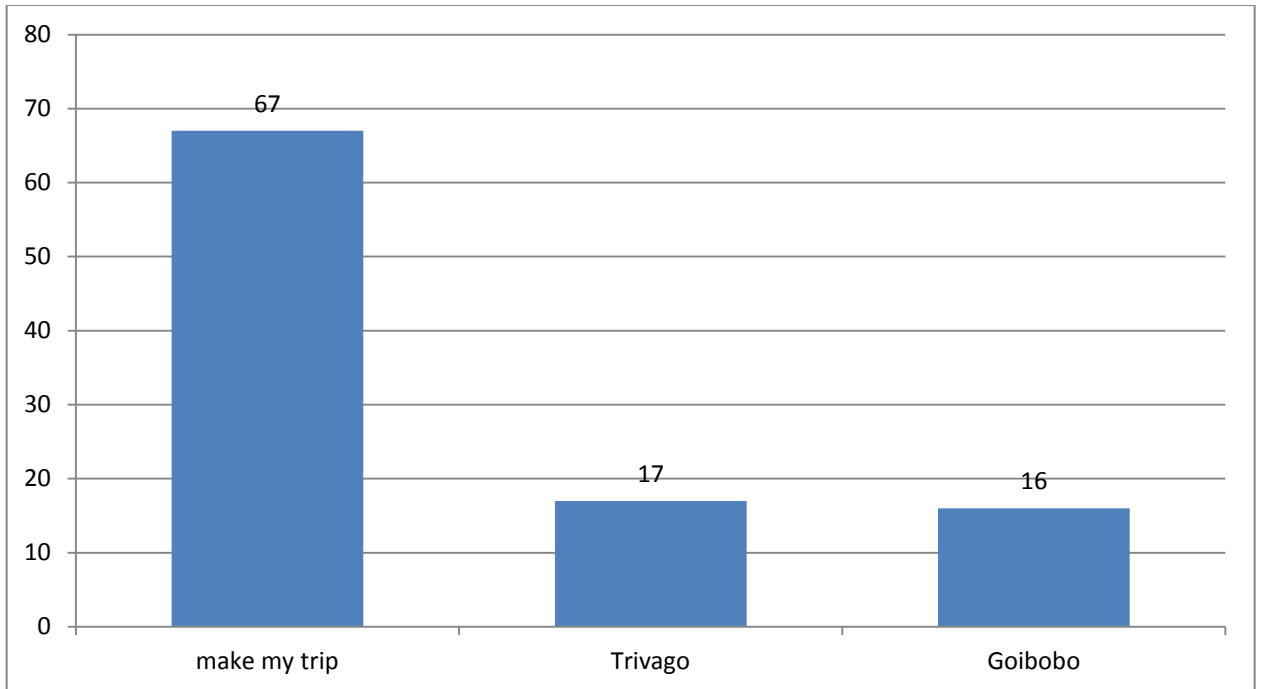
Analysis: -

By concluding the overall survey, I can draw the conclusion that **Goibibo, Make My Trip, Trivago** brands have been succeeded to win over the minds of people. The above chart shows that make my trip No.1 brand in the market in services.

7) What is the customer opinion among Goibibo, Make My Trip, Trivago on the basis of customer package discount?

Table: 7

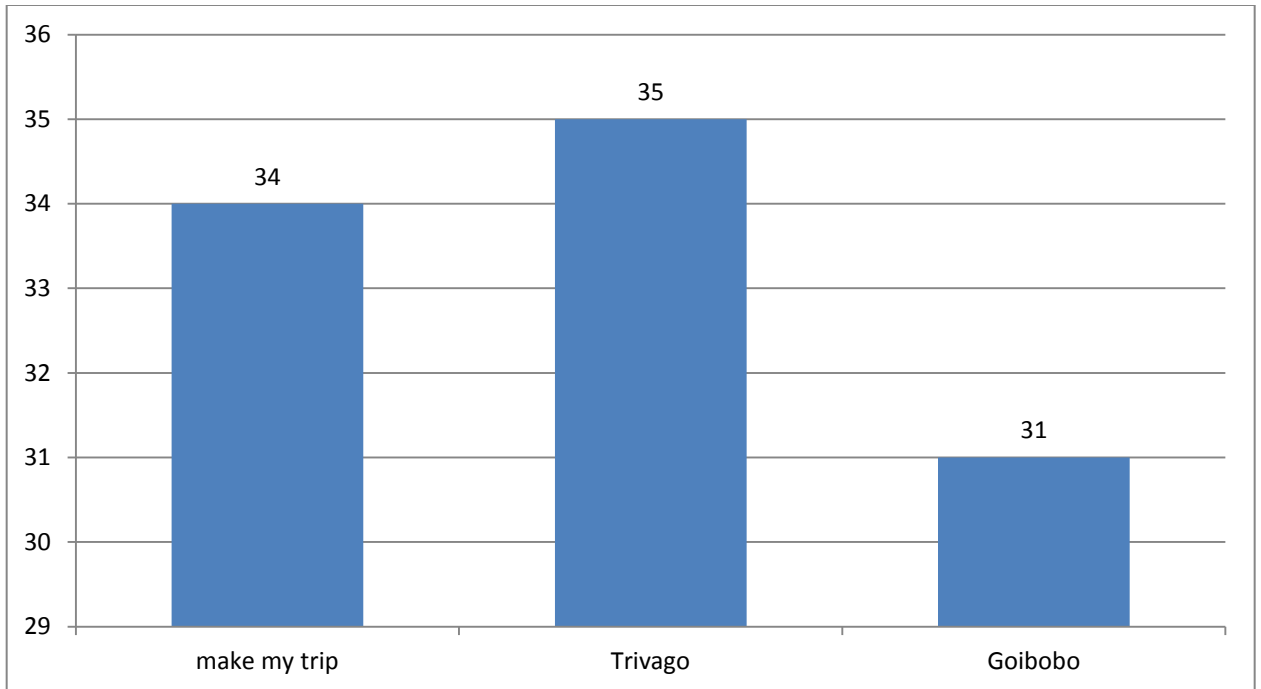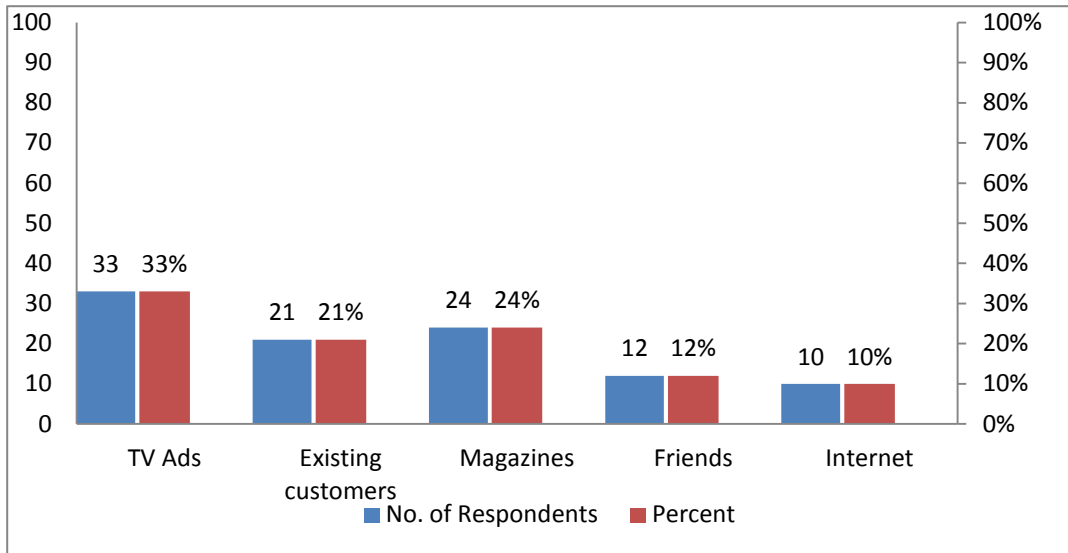| Respondents	No. of Respondents	Percent
Goibibo	31	31%
Make My Trip	34	34%
Trivago	35	35%
Total	100	100.0

Graph 7:

Analysis: -

By concluding the overall survey, I can draw the conclusion that **Goibibo, Make My Trip, Trivago** brands have been succeeded to win over the minds of people in customer package discount.

Q.8. HOW YOU AWARE ABOUT GOIBIBO, MAKE MY TRIP, TRIVAGO?

Table: 8

	No. of Respondents	Percent
Ads	33	33.0
Existing customers	21	21.0
Magazines	24	24.0
Friends	12	12.0
Internet	10	10.0
Total	100	100.0

GRAPH 8

Interpretation: From the above graph shows that 33% of the respondents came to know of through ads, 24% of the respondents through magazines, 21% of the respondents through the existing customers and 12% of respondents from friends, 10% of respondents through internet. The above graph explained that majority of respondents are Products ads and Magazines.
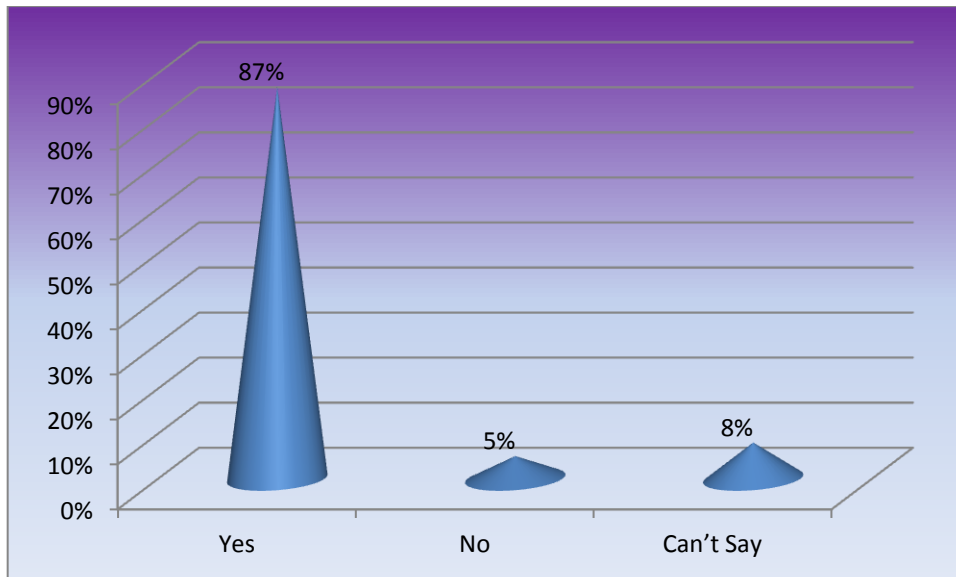
9. Does Advertisement Influence your decision in choosing travel company?

Table No. 9

	No. of Respondents	**Percentage**
Yes	87	87%
No	5	5%
Can't Say	8	8%

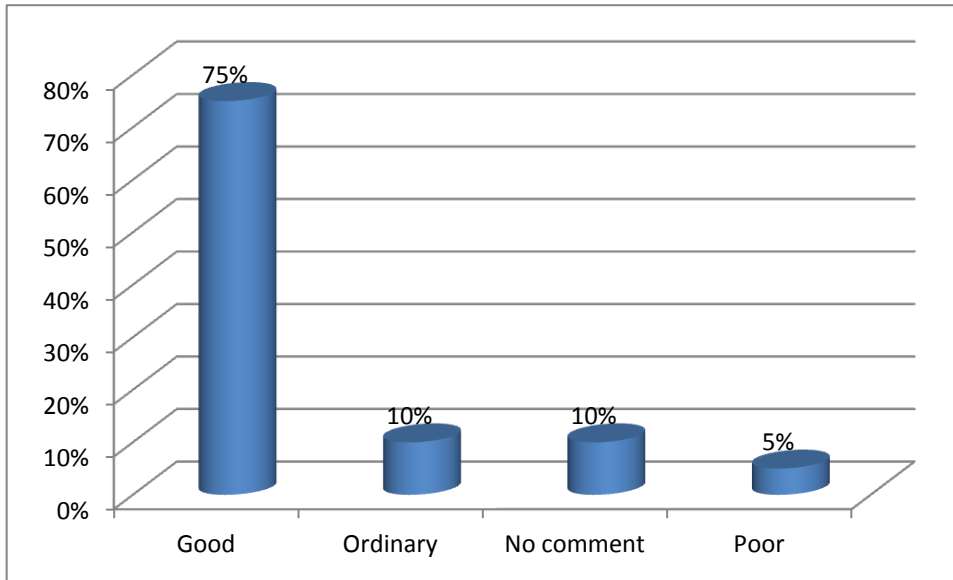| Total	100	100%

Graph No. 9

Interpretation: In the above graph shows that 87% of customer says yes advertisement influence decision in choosing a travel company.

10. What is your perception about Goibibo, Make My Trip, Trivago?

Table No. 10:

Good	75%
Ordinary	10%
No comment	10%
Poor	5%
Total	100%

Graph No.10:

Interpretation:

The above graph reveals that good perception comes for Goibibo, Make My Trip, Trivago.

4.2 FINDINGS

FINDINGS OF THE STUDY

1. The survey was nearly equally carried out by inquiring from male and female population.

2. The survey was totally carried out on the students and professional for the purpose of coming at more specific conclusion.

3. The survey was totally carried out for using among Goibibo, Make My Trip, Trivago.

4. There is no doubt about this question as there was Majority of Make my trip in comparison of Goibibo, Make My Trip, Trivago.

5. By concluding the overall survey, I can draw the conclusion that Goibibo, Make My Trip, Trivago brands have been succeeded to win over the minds of people. The above chart shows that make my trip No.1 brand in the market in services.

6. By concluding the overall survey, I can draw the conclusion that Goibibo, Make My Trip, Trivago brands have been succeeded to win over the minds of people. The above chart shows that make my trip No.1 brand in the market in quality matter.

7. By concluding the overall survey, I can draw the conclusion that Goibibo, Make My Trip, Trivago brands have been succeeded to win over the minds of people in customer package discount.

8. From the above graph shows that 33% of the respondents came to know of through ads, 24% of the respondents through magazines, 21% of the respondents through the existing customers and 12% of respondents from friends, 10% of respondents through internet. The above graph explained that majority of respondents are Products ads and Magazines.

9. In the above graph shows that 87% of customer says yes advertisement influence decision in choosing a travel company.

10. The above graph reveals that good perception comes for Goibibo, Make My Trip, Trivago.

11. Graphics and Photos Are Important - It is proved that what we already know – that good photos influence the purchase decision. Travel websites should take note of this; professional photographs are important, but so too are photos taken by your travelers. Using both on your website provides a more accurate depiction of your property and sets guests' expectations.

12. Written Content & Your Story - In terms of written content, Many respondents said property & room information was important during their initial research phase. As they move through the shopping journey and validate their decision, reviews and user-generated content become more important

13. Determining Factors While price continues to be the most important factor influencing a booking, Location comes in at No. 2, followed by Room Size &

Layout. Hotels that can adequately address these things on their website will increase their chances of winning the booking.

4.3 LIMITATIONS

As I was asked to carry on my project training, I found the following limitations during my training period. So, it was very difficult for me to collect all the relevant information regarding my project report.

1. Shortage of time factor was one of the biggest constraints.
2. More stress was faced during collection of primary data through questionnaires and also to collect secondary data from the organization in terms of organizational profile, product and price profile.

All the observation and recommendation will be made on the feedback obtained from survey.

4.4 SUGGESTIONS & RECOMMENDATIONS

After studying the response of people about Goibibo, Make My Trip, Trivago. I would like to give the following suggestions: -

1. The Company should expand its promotional activities in Indian and create its own market because India is having a wide scope of growth for the company.

2. With the help of its R&D department, the company should introduce more and more products and enrich its products portfolio to decrease the walks of competitors.

3. Goibibo, Make My Trip, Trivago should expand its promotional activities during the times of religious festivals like Diwali etc.

4. Tourism and hospitality practitioners should apply the appropriate attributes as presented in this research to their own websites. In this way, the general performance of their websites can be determined.

.5. Tourism and hospitality managers should regularly inspect and continuously improve the content and design of their websites to ensure that they are always rich in content and easy to use.

6. In addition to the functionality and usability factors, managers should pay attention to other factors that are related to the success of websites. Examples of these related factors include search engine visibility, website security checks, clarity of business effectiveness, and network traffic patterns.

7. More importantly, managers should analyse the collected customer data for marketing purpose, and to provide active customer support in order to maintain the popularity of their websites. It is only through their pleasant online experience, consumers will visit (and re-visit) travel websites and eventually to purchase.

4.5 CONCLUSION

Traveling is a wonderful adventure and to do it in a sensitive and responsible way will only make the experiences more meaningful and authentic. Trust is a key performance indicator for online travel organizations that influences perceived risk, attitude, and consumer intentions to purchase travel online.

The aim of this study was to propose and empirically test a comprehensive model of antecedents and consequences of consumer's trust toward online travel websites. Seven factors are proposed for building consumer trust toward online travel websites: consumer experience, propensity to trust, reputation, perceived size, ease of use,

perceived usefulness, and website quality. Perceived risk, attitude, and intention to purchase travel online act as consequences to website trust.

1. Multimedia and user interface are a most important factor for customer than in the purchase as a good view helps customer to understand the features of websites

2. Search engine is also a factor which helps customer to segregate the different hotels

3. Correct referred links are also a factor which influence the credibility of websites

4. Price comparison by customers a major factor in purchase of product.

All three websites are targeting and approaching their customers by designing and developing their website content and regularly update their search engine to match the customers expectation. Trivago website is online search platform for booking hotels and travel packages whereas for MakeMyTrip and Goibibo are also an online search platform for booking of hotels with an addition of flight, buses and train booking features. MakeMyTrip is now recognized as a no. 1 sites for booking hotels and travel packages its advertisement features Indian Bollywood actors (celebrity endorsement) for further expanding its customer base. trivago is also growing in Indian market by doing advertisement showing a regular Indian guy searching hotels for its tour and stay Goibibo also has same features as MakeMyTrip but is now not much expanding as other competing websites.

CHAPTER 5

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CHAPTER 6

ANNEXURE

6. ANNEXURE

QUESTIONNAIRE FOR THE SURVEY

Name: ……………………………………………………………….

Age: ……………………………………………………………

Contact No. ……………………………………………………

Address: ……………………………………………………….

…………………………………………………….....................

……………………………………………………………………

1) Gender: -

a) Male   b) Female

2) Age: -

a) 5 to 16   c) 26 to 45

b) 17 to 25   d) 46 to 55

3) Occupation: -

a) Businessman   b) Student

c) Professional   d) Housewife

4. Have you use any travel portal among Goibibo, Make My Trip, Trivago?

a) Yes   b) No

5. What do you prefer among Goibibo, Make My Trip, Trivago?

a) Goibibo   b) Make My Trip

c) Trivago

6) What is the customer opinion among Goibibo, Make My Trip, Trivago on the basis of Services.

a) Goibibo   b) Make My Trip

c) Trivago

7.What is the customer opinion among Goibibo, Make My Trip, Trivago on the basis of quality

a) Goibibo   b) Make My Trip

c) Trivago

8) What is the customer opinion among Goibibo, Make My Trip, Trivago on the basis of customer package discount

a) Goibibo   b) Make My Trip

c) Trivago

9. How you aware about Goibibo, make my trip, trivago?

a) Television   b) Magazine   c) Friends

d) Hoardings   e) Others

g) Poorest

10. Does Advertisement Influence your decision in choosing travel company?

a) Yes   b) No   c) Can't Say

11 What is your perception about Goibibo, Make My Trip, Trivago?

a) Good   b) Ordinary

c) No Comments   d) Poor

12. Any Suggestions?