



FACTORS AFFECTING CONSUMER BUYING BEHAVIOR OF ONLINE TRAVEL AGENCIES

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ABSTRACT- The internet provides an innovative way of conducting business in all sectors. The Internet technology provides high quality and efficient operations in all economic sectors, including tourism industry. The Websites are an important part online marketing in creating and maintaining an online presence. Customers are increasingly turning to the websites to satisfy their travel needs. Starting from the trip relation information, price, shopping and booking customers are finding the convenience of the website to satisfy their personal and business travel related needs. With the increasing number of websites, it is essential to differentiate one's business. This study is based on both primary and secondary data. The primary data was collected regarding the perception and experience of consumers from the online travel website users through field survey. A self-administered questionnaire served as the survey tool. On each item in the questionnaire, the mean, standard deviation, percentage, and frequencies were measured, and the descriptive statistics were analyzed to generate results. The findings suggest the Most of the respondents are using travel website for purchasing any product. The important reason for choosing the website for booking and fulfill the travel need is it's easy to use application.

Keywords: Consumer Behavior, Tourism, Internet etc.

I. INTRODUCTION

The tourism industry is changing in the twenty-first century, shaping the course of its growth in the third millennium. These changes are so profound that they can be defined as transformations in the essence of the tourist industry. Due to computer information technologies, a principally new type of relationship is developing among participants of the tourist market. Tourism and Information and Communication technologies (ICTs) happen to be two of the most forceful drives of our worldwide economy. Tourism and travel may be defined as an information business, reason being that information is supposed to be one of the most important parameters for quality check to support events for the tourism area as a service industry, Cai, Feng, and Breiter (2003).

1.1 Tourism and Internet

The Internet is changing the face of the entire marketplace, impacting every unit on both the sides of the value chain of a business which are the demand side and the value side. Internet has changed the approach in which the companies, customers and relate with each other, which in turn creates a number of opportunities. This technology has helped in bringing businesses nearer to the consumers, in turn giving an interactive via media for a direct touch between parties that are actually quite distant. It has turned out to be an essential instrument in bringing together the market intellect, business deals, giving out of products and networking of trade partners.

The Internet and tourism are heterogeneous, intangible and perishable product and they distinguish themselves from other industries, further they explain the importance information has in this industry. Owing to the very important role information plays in the process of promoting, describing, distributing, amalgamating, organizing and delivery of tourism products, the Internet technology has developed into a very important foundation for sustainable development, competitive advantage and an important strategic alternative. The growth of tourism and e-commerce is capable of allowing organisations to reach new clientele, far-flung or niche markets and also give options of a different way to reach the traditional customers. The concept of e-marketing holds attraction for the tourism industry, the reason being that travel happens to be a product that is based on information and the medium of Internet is overflowing with information. As compared to consumer durable goods, the intangible tourism product which are services cannot be actually put on a display or checked out at the point of sale prior to its purchase.

The tourism product is purchased before it is to be used and also distant from the place it is likely to be consumed. In the midst of these intrinsic features, the tourism industry is all the more in entirety reliant upon the availability of information and also on its accessibility, illustration, portrayal and exchange so that it can help the tourists to make a decision about purchase. The key to the satisfaction of tourist demand lies in the availability of well-timed and precise information, which is significant to consumers' needs. The tourism industry has learnt pretty rapidly that the Internet has the capacity to gratify these marketing imperatives much more than and better than any other existing technology. The Internet which is information intensive and also the related technologies make accessible the very wide-ranging support system of information which further, in turn facilitates tourism product. There are very few other economic activities wherein the production, congregation, dispensation, function and communication of information happens to be as imperative as in tourism for the purpose of every day functions.

The Internet and Tourism are considered to be perfect partners (WTO, 2001b). In favour of tourism enterprises, the Internet offers the potential to make their products available to a large number of tourists at relatively low cost. Furthermore, tourism provides a means for integrated marketing strategy in the course of developing relationship and communication and relationship tourism suppliers and also the intermediaries, not to forget the customers as well. Amongst a range of different channels to the market for the consumers of tourism, the Internet for that matter has in all probability got the maximum interest and has generated the utmost expectations of impact and acceptance. We know that the present-day consumers are a lot more directed on saving time and are more to be expected to access a larger propagation of product information, today the Internet gives out quite a lot of advantages for information search and also for shopping online. The above-mentioned factors have now resulted in the tourism industry and its products captivating a pretty large share of e-commerce worldwide.

1.2 Consumer Behavior

We all are ultimately consumers. We tend to use the products and also make a purchase of them in accordance to our own wants, preference and also if we have the capacity to buy them. These may be durable goods, consumable goods, specialty produce and many more. What product do we buy, from where do we buy, how do we make purchase, from where and what time do we make purchase and further in what quantities do we buy is dependent on our opinion, personality, our social and cultural environment, age, family life cycle stage, attitude, way of life, motivation etc. In the process of buying, a customer also considers whether to buy or not and also what should be the source for purchase or the vendor to buy from. This is the reason why the marketers therefore aim to comprehend the needs and wants of diverse consumers and once they have understood their behaviours, they put together their plans for the process of marketing.

Amongst the sciences Management is supposed to be the youngest and Consumer Behaviour in the study of management is in turn a very infantile discipline. The marketing concept was developed during the 1950s, and consequently the need to study the behaviour of the consumers was acknowledged. The study of Marketing initiates with the needs and wants of the customers and ends with his satisfaction.

Consumer behaviour may be defined as the process of making decision and also the activities taken up in acquiring, analyzing, consuming and disposal of commodities and services. It is not only the process of acquiring of goods or services which receives thought in consumer behaviour but, its process starts earlier and way before the goods have been bought or attained.

The Consumer behaviour of each and every person is poles apart from the other which actually depends on the choices for buying which is impacted by purchasing habits and preferences that are affected by the sociological driving forces that impact the buyer decision process of purchase.

II. REVIEW OF LITERATURE

Talwar et. al. (2020) Online travel agencies (OTAs) are diversifying their offerings to include several segments of the travel and tourism industries. If OTAs benefit travelers, they also face significant customer resistance. However, prior research has primarily focused on travelers' adoption intentions toward OTAs, with little attention paid to the factors that contribute to such resistance. To close this gap, this study applies innovation resistance theory (IRT) to the barriers to positive purchasing intentions against OTAs. The

proposed model is tested using a mixed method study design that includes open-ended essays and a cross-sectional survey. The findings indicate that the primary inhibitor of purchasing intentions is the benefits barrier. By contrast, privacy and security issues, as well as the insecurity barrier, are associated with good intentions.

Dr. Anubha & Jain, Ajay. (2019). The aim of this study is to determine the effect that travel website features have on online user engagement. Additionally, the study investigates the effect of online consumer interaction on the purchasing intentions of customers who visit travel websites prior to making any travel arrangements. The current study accesses the hypothesized model through CFA (Confirmatory Factor Analysis) and SEM (Structural Equation Modelling). 339 customers who are accustomed to visiting different travel websites prior to making any purchase plan to purchase travel were surveyed. The study confirms that a variety of travel website characteristics, such as perceived information accuracy and interactivity, have a major effect on customer engagement. Additionally, the study shows that online user participation has a sizable effect on travel purchase intentions. The current study has significant implications for travel companies operating in the web2.0 period, when consumers can access the websites of several travel companies with the click of a button. Additionally, the role of consumers on social media makes it important for travel companies to build their websites in such a way that they engage their customers. The current study is unique in that no other study to the researchers' knowledge has attempted to examine the influence of website features on customer interaction and the effect of online consumer engagement on travel purchase intentions.

Singh et. al. (2019) The internet revolution altered the landscape of the travel industry by making travel products easily available to mass consumers through their virtual rather than physical presence. The online travel portal (OTP) is also referred to as an online travel agent, electronic travel agent, or virtual travel agent (VTA). Travel agents were incorporated into the definition as a connecting connection between supplier and customer. In the last five to ten years, technologically savvy travelers have increasingly preferred to purchase travel services online, much as they do with physical products. The OTP has created numerous opportunities for travelers to purchase travel directly online, bypassing conventional travel systems, such as travel agencies. While the internet acted as an intermediary between service providers and visitors, it diminished the importance of the traditional intermediary (travel agents) or, to a large degree, the traditional part became quite uncommon in contemporary practice. Web-based services can ultimately result in the de-intermediation of the travel industry, as suppliers of travel facilities and products may sell directly to travelers. Nonetheless, traditional travel agencies retain the advantage of providing customized services, especially in terms of providing personalized advice to travelers. The aim of this paper is to explore the perceptions of tourists from eastern Uttar Pradesh who have not only used conventional methods but have also booked their itinerary via at least one travel website and Web Portal, which can provide information about their experience with them and their opinion on disintermediation. The research would ascertain tourists' preferences for services based on their length of stay, demographic, and socioeconomic characteristics, as well as their buying behavior.

Arora, Shivani. (2019) This article summarizes the arguments and counterarguments made during the scientific debate about the Online Travel Industry in India, its evolution, and demand. The empirical research demonstrates that consumers value some factors significantly more than others, and therefore the online travel industry should use these results to prioritize the most critical factors and possibly reduce spending on the less important ones.

Datta et. al. (2018) The study examines travelers' attitudes toward online travel purchases and the factors that influence travelers' online travel purchases. The results indicate that travelers' online purchasing attitudes are influenced by their income and age group. Additionally, it ascertains if there was a disconnect between expectations and satisfaction regarding online travel product purchases made via Online Travel Portals in the Delhi National Capital Region. There were no statistically significant mean discrepancies between perceptions and experiences of a competent grievance redressal system and refund timeliness.

Singh et. al. (2018) The aim of this study is to ascertain the factors that contribute to travelers' and tourists' preference for online booking. In India, there has been an explosion of travel booking portals that allow customers to book travel and accommodation. Apart from serving as an interface for train, road, and air bookings, these travel portals essentially sell packages/products that include travel and accommodation. Attractive deals, typically a package of services, and ease of booking are the values that attract customers to travel portals. Using structural equation modeling, this empirical research discovered that advance

booking capability, discounting, and time savings are all significant factors that contribute to the rise of online travel booking as a preferred option over offline booking or booking through a travel agent. The study suggests that travel portals should prioritize these dimensions.

Martínez-Costa et. al. (2018) The article's three objectives are to analyze (1) the antecedents of customer satisfaction with online travel agencies (OTAs) and the mediating function of loyalty and word of mouth; (2) the various customer profiles associated with these antecedents; and (3) how antecedents influence satisfaction by customer profile. On a sample of 264 OTAs' Spanish customers, an exploratory factor analysis (EFA) and structural equation modeling (SEM) were conducted. A non-hierarchical cluster analysis was used to force two clusters, and the most significant factors explaining satisfaction with each cluster were established. The EFA findings identify five predictors of satisfaction. However, the results of the SEM analysis indicate that only "information" (the website's efficiency and the quality of the information provided) and "utility" for using the platforms are important predictors of satisfaction. Additionally, there is a correlation between satisfaction, loyalty, and word-of-mouth. The primary determinant of the cluster of satisfied customers is the consistency of the information presented on the websites. By comparison, for the cluster of dissatisfied consumers, utility is paramount.

Dutta et. al. (2017) The aim of this paper is to determine the factors that influence customer satisfaction for Indian online travel agencies. It will assist current online travel agencies and new entrants in developing a thorough understanding of customer satisfaction and loyalty in their respective domains. Additionally, it will assist them in optimizing their company processes and investment focus, which will result in increased customer satisfaction and loyalty. Customer satisfaction is described in this document. It aids in the comprehension of the antecedents and implications of customer satisfaction, with a particular emphasis on online travel agencies and their relationship to one another. The author proposes a model to classify the factors influencing customer satisfaction based on an exhaustive analysis of the literature. This study employs an online survey technique. The model's proposed hypotheses are validated using structural equation modeling. Cronbach Alpha is used to determine the reliability of collected data. The research sample consists of 384 customers who have used online travel agencies in India. The findings of this study corroborate six previously proposed hypotheses. As a result, this study significantly contributes to the advancement of the theory and definition of customer satisfaction for Indian online travel agencies. Additionally, it enables managers to direct their investments scientifically against the variables that have the greatest effect on consumer satisfaction. The first time a researcher has considered defining and evaluating the factors influencing customer loyalty in the online travel agency industry is with this report. Additionally, no academic study has been done in India for online travel agencies.

Monga, Nikhil. (2016) The e-commerce industry is mushrooming. India's online industry has grown exponentially in the last few years, transforming the way travel goods are distributed and influencing how tourists search for and buy those products. The emergence of online travel booking operators has become a global phenomenon, accounting for a sizable portion of global travel revenue. Online travel intermediaries provide consumers with numerous options and comparisons of hotels, tourist goods, travel destinations, brand selections, costs, and most importantly, convenience. This research enables us to better understand online consumer behavior and the motivations and intentions of consumers who search for and book hotel deals through online travel intermediaries. A quantitative research approach was used to assess the cognitive, emotional, and social factors that affected motivation, as well as the way motivation mediated these factors in the direction of booking intention. The findings suggest that consumers' attitudes and perceptions played a significant role in their desire to book hotel deals online, which in turn affected their future intention.

Amaro et. al. (2013) Due to its rapid growth, online travel shopping has attracted researchers, and there is an increasing body of literature in this area. However, a comprehensive analysis of the literature reveals that research on what motivates consumers to buy travel online has historically been fragmented, with a dearth of studies that incorporate well-established hypotheses to better understand online travel shopping. The chapter is confined to literature and previous observational studies since it is a philosophical document. However, it establishes a solid foundation for future study by analyzing prior empirical research on the model's proposed constructs and elucidating potential structural relationships between those constructs. The results will contribute to the body of information about online travel purchases.

Sinha and Kim (2012) The growing number of Internet users, on the other hand, has not been reflected in online sales. Thus, it is critical to ascertain the factors influencing Indian consumers' online purchasing

behavior in order to devise a strategy for stimulating their online purchasing behavior. The aim of this study is to determine the factors that influence Indian consumers' attitudes toward online shopping by examining their risk perceptions about online shopping. The constructs tested included previously defined variables (convenience risk, product risk, financial risk, perceived behavior regulation, return policy, subjective standard, attitude, and technology-specific innovativeness) as well as variables created specifically for this study (concerns about delivery of an ordered product and cyber rules, shipping fees, and after service). Concerns about merchandise distribution, social influence, and perceived behavioral control have been identified as important predictors of attitudes toward online shopping.

Khare et. al. (2011) India, as a developing country, has witnessed dramatic changes in terms of consumption habits and technology use. The travel industry has seen a shift away from conventional brick and mortar distribution channels and toward virtual distribution channels. The websites that provide travel information, dubbed 'infomediaries,' have a growing influence on travel-related decision-making. These websites are gaining popularity due to the relevance of their content, their ease of access, their ease of operation, their versatility, and the variety of travel packages they offer. The research aims to ascertain customers' perceptions of online travel firms in terms of website design, service attributes, and confidence. The findings indicate that the attractiveness of the online travel firms' websites and the services they provide are critical factors in customers' decision to use online travel services.

III. OBJECTIVES OF THE STUDY

- To understand the demographic profile of the respondents and their Internet usage pattern for travel websites.
- To examine the reasons for preferring and not preferring purchase of travel products from Online Travel Websites.

IV. RESEARCH METHODOLOGY

Research Design: As widely accepted, the descriptive method of research is a fact-finding study that involves adequate and accurate interpretation of findings. So this study is Descriptive in nature.

Data Collection

- **Secondary Data** - All the secondary data was collected from various journals. The secondary data was also collected from books, newspaper, magazines, report published by companies, companies' specific business information and different websites.
- **Primary Data** - Data collection of this research work has been done using structured questionnaire with online travel website users selected for the study.

Sample Size: The sample size is 301 online travel users in Delhi NCR.

Sampling Technique: Since the population was infinite the convenient sampling method was adopted to conduct the study however this method of sampling did not involve researcher's bias.

Statistical Tools:

- Mean
- Standard Deviation
- Percentage Analysis.
- Simple Mean

V. DATA ANALYSIS & INTERPRETATION

5.1 Demographic Profile of the respondents

The characteristics of the population are defined by demographic factors. Age, gender, marital status, educational qualification, occupation, and monthly income are the demographic characteristics considered for the study.

Table 1: Demographic Profile of Respondents

S.No.	Variable	Description	Frequency	Percentage
1	Gender	Male	158	52
		Female	143	47
2	Age	Below 25	67	22
		26-35	98	32
		36-45	92	30
		Above 45	44	15
3	Marital Status	Single	125	41
		Married	176	59
4	Education /Qualification	Senior secondary	23	8
		Graduate	66	22
		PG	86	28
		professional	85	29
		Doctorate	41	13
5	Occupation	Student	80	26
		Service/Salaried	83	27
		Professional	68	23
		Business	70	24
6	Annual Income in lakhs	Below 3 lakh	56	18
		3-6 lakh	89	30
		7-9 lakh	90	30
		Above 9 lakh	66	22

The table 1 shows the personal profile of the respondents. The gender distribution of respondents reveals that 52 percent of respondents are male and the remaining 47 percent are female. The age distribution of the respondents shows that the majority of respondents (32%) are between the ages of 26 and 35, with just 15% being over 45, 30% being between the ages of 35 and 45, and 23% being under the age of 25.

According to the distribution of respondents by education, 29 percent are professionals, 28 percent are postgraduates, 22 percent are graduates, and 13 percent are doctorates. Senior secondary education is held by 8% of those polled. According to the occupation distribution of respondents, 27 percent are salaried, 26 percent are teachers, 23 percent are professionals, and 24 percent are business owners.

The income distribution of respondents shows that the majority of respondents, 30 percent, earn between 3-6 lakh and 7-9 lakh. 22 percent of respondents have an annual income of more than 9 lakh rupees. 18% of respondents have an annual income of less than Rs 3 lakh.

Table 2: Frequency of Travel

Frequency of Travel	Frequency	Percentage
1-2 times	68	23
3-4 times	102	34
5-6 times	77	25
Frequently	54	18
Total	301	100

The table 2 shows that most of the of respondents 34 percent travel 3-4 times in a year followed by 25 percent respondents 5-6 times, 23 percent 1-2 times and 18 percent respondents are travelling frequently. It can be inferred from the above table that majority of respondents that is 34 percent are travelling 3-4 times in a year.

Table 3: Purpose of Travelling

Purpose of Travelling	Frequency	Percentage
Business	61	20
Personal Leisure	125	42
Official trip	68	23
Other reason	47	15
Total	301	100

The table 3 shows that 42 percent of respondents are travelling for personal leisure, whereas 20 percent respondents are travelling for business purpose and 23 percent are travelling for some official reason, 15 percent respondent have some other reason of travelling. It is concluded from the above table that majority of respondents are travelling for their personal leisure.

Table 4: Number of Days Spends for Vacations

No of Days Spending for Vacations	Frequency	Percentage
10-20 days	64	21
20-30 days	106	35
30-40 days	81	27
More than 40 days	50	17
Total	301	100

The table 4 shows the approximate number of days spend for vacations. 35 percent of respondents are spending 20-30 days yearly for the vacations' followed by 27 percent 30-40 days, 21 percent are spending 10 -20 days. Only 17 percent of respondents are spending more than 40 days for the vacations yearly.

Table 5: Money Spent on Vacations

Money Spent on Vacations	Frequency	Percentage
Below 25000	57	18
25000-50000	80	26
50000-1 lakh	106	36
Above 1 lakh	58	20
Total	301	100

The table 5 shows the amount of money respondents spent for vacations. 36 percent of respondents are spending between 50,000-1 lakh for their vacations. 26 percent of respondents are spending 25,000-50,000, 18 percent are spending below 25,000. 20 percent of respondents are spending above 1 lakh for their vacations. It is inferred from the above table that majority of the respondents, 36 percent are spending between 50,000 to 1 lakh for their vacations.

Table 6: Convenient Method of Booking

Convenient Methods of Booking	Frequency	Percentage
Booking through Travel Agents	30	10
Booking from Travel Websites	134	45
Directly from the counters, office	37	12

Others	100	33
Total	301	100

The table 6 shows the convenient method chosen by respondents for booking their travel plan need.45 percent of respondents are booking their travel plan through tour and travel website; 33 percent of respondents are choosing other ways for fulfilling their travel needs .12 percent of respondents are booking through the counter or office itself. Only 10 percent are booking through travel agents. It is concluded from the above table that majority of respondents are booking their travel plan using travel website. Internet is a nice medium to connect with the entire World. People use it as a medium to connect with other people, sharing files, entertainment, share information and lots of other activities that are useful and beneficial in many terms. Websites play an important role, as it is economic, time saver, convenient. These days most people go online and research products and companies before they make a purchase.

Table 7: Popular Information Source for Travel Related Search

Popular Information Source for Travel Related Search	Frequency	Percentage
Online Searches and TravelReview	132	44
Travel Books	34	11
News Paper/Magazine	45	15
Recommendation from friends	51	17
Travel agents	39	13
Total	301	100

The above table 7 shows the popular information source customer are using before making any buying decisions. 44 percent of respondents are using online travel searches and online travel reviews, followed by 17 percent recommendation from friends, 15 percent are using newspaper and magazines, 13 percent are using travel agents service for booking their travel plan. Only 11 percent are using travel books before taking any buying decisions. It is inferred from the above table that majority of respondents (44 percent) are using online searches and online travel reviews before taking their final decision of buying. Importance of website has grown in internet marketing because it can connect the customer and the seller in no time. People prefer the websites to fulfill their needs.

Table 8: Internet Experience

Internet Experience	Frequency	Percentage
Beginner	90	20
Intermediate	158	42
Expert	53	38
Total	301	100

The table 8 shows the internet experience.42 percent of respondents are having good experience in using internet, 38 percent of respondents are very well versed with the internet and 20 of respondents are in beginner stage. From the above table it is concluded that majority of respondents 42 percent are in intermediate stage means they are having good experience in using internet.

Table 9: Experience in Using Travel Website

Experience in Using Travel Website	Frequency	Percentage
From last 3 months	45	15
From last 6 months	87	29
From last 9 months	108	36
From last 1year	61	20
Total	301	100

The table 9 shows the travel website using experience. 36 percent of respondents are using the travel website from last 9 months, 29 percent are using from last 6 months, 20 percent are using from last one year, and 15 percent are using the travel websites form last 3 months. It can be inferred from the table that majority of respondents (29 percent) are using the travel website from last 9 months.

Table 10: Frequency of Usage of Travel Websites

Frequency of Usage of Travel Websites	Frequency	Percentage
Rarely	39	13
Some times	54	18
Often	85	28
Always	123	41
Total	301	100

The above table shows the frequency of usage of travel website.41 percent of respondents are always using travel website,28 percent respondents often use travel websites,18 percent are using the travel websites for sometimes and only 13 percent of respondents are rarely using the travel websites for booking. It is concluded from the table that majority of respondents (41 percent) are using the travel websites frequently for fulfilling their any travel related needs. Online sources are rated as the most useful source as the travellers can obtain very detailed and comprehensive reviews and guidance from travel websites itself.

Table 11: Purpose of Using Travel Website

Purpose of Using Travel Websites	Frequency	Percentage
Train Tickets booking	33	11
Bus tickets booking	36	13
Flight tickets booking	58	19
Hotel booking	72	24
Tour packages bookings	102	33
Total	301	100

The table 11 shows the purpose of using the travel websites.33 percent of respondents are using the travel websites for booking the complete tour package followed by 24 percent using it for hotel booking, 19 percent for flight booking, 13 percent for bus bookings and 11 percent for train tickets bookings. It is inferred from the above table that majority of respondents are using the travel websites for booking complete tour package.

Table 12: Name of the Travel Website Used for Recent Purchase

Name of the Travel Website Used for Recent Purchasing	Frequency	Percentage
Make my trip	84	28
Yatra.com	69	23
Clear trip	58	19
Goibibo	39	13
Expedia	51	17
Total	301	100

The above table 4.1.12 shows the name of the website respondents have recently done any purchase.28 percent of respondents have used Make my trip travel website for purchase, 23 percent respondents have

used Yatra.com, 19 percent have used cleartrip.com, 17 percent have used Expedia, and 13 percent have used goibibo.com. It is inferred from the table that majority of respondents have used Make my trip website for their recent purchase. To recall the respondents past experience, the questions was included in the study.

Table 13: Intention to Buy

Intention to Buy	Frequency	Percentage
Definitely will buy	91	30
Probably will buy	116	39
Not sure	39	13
Probably will not buy	34	11
Definitely will not buy	21	7
Total	301	100

Based on respondents past experience with the website mentioned in table 12, would they like to purchase again from the same website|| is measured in table 13. (39)percent of respondents reported that they –will probably buy||, 30 percent respondents –will definitely buy||, 13 percent are –not sure||, 11 percent of respondents –probably will not buy|| and 7 percent of respondents will –definitely not buy|| from the website they have recently used. It is inferred from the table that majority of respondents are satisfied with their last purchase so the probably they will use the same website again for any purchase.

Table 15: Mean and SD of Perception on Important Reason for Choosing Websites for Booking

Reason for Choosing Websites	Mean	SD
Prices are competitive	2.91	1.297
It is less time consuming	3.19	1.501
It is easy to use	3.20	1.236
Lots of information can be searched	3.18	1.495
Payment mode is easy and safe	2.96	1.336
Hassle free booking	3.14	1.248
Contact with Customer service is easy	3.17	1.228
Information on website is simple and clear	2.74	1.374
Secure method for booking than others	2.64	1.052

Based on mean score, –it is easy to use (3.20) is most important reason of choosing the website for booking followed by –It is less time consuming (3.19), –lots of information can be searched (3.18), –Contact with Customer service is easy|| (3.17), –Hassle free booking (3.14), –Payment mode is easy and safe (2.96), –Prices are competitive (2.91) –Information on website is simple and clear (2.74), –Secure method for booking than others (2.64). Papacharissi, Z., & Rubin, A. M. (2000) highlights the Predictors of Internet use he said that people are using internet because it is convenient, time saving and easily accessible. One can get any type of information in few seconds, it is easy to use. This makes most of the travellers to use travel websites for plan their travel in a convenient way.

VI. CONCLUSION

As Internet technology moves toward maturation, website managers need to add more features to differentiate their sites from the competitor. Today, an increasing number of customers make their purchases online. The growing popularity of smartphones and hand-held devices has resulted in an increase in the amount of time customers spend online searching and purchasing. "Mobile phones are becoming a key contributor in the online shopping space," according to a recent Google India report. Currently, cell phones account for 30% of all shopping queries in India. According to the IAMAI e-commerce

report 2017, travel accounts for 88% of Indian e-commerce market. With travel becoming more accessible, the number of travelers and their frequency of travel in India is steadily growing. This study investigates the degree to which online travel agencies, e-mail marketing, and social media influence a consumer's route to purchase. It reveals how travel portals use technology in their marketing activities to effectively engage customers. This report contains useful customer reviews from India and provides an understanding of the current state of the e-Travel industry in India.

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