

A Study on Customer Behaviour Towards Makemytrip.com

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Abstract

India's tourist business has grown tremendously in recent years. The days of making many calls to agents in search of travel information are long gone. Today, one may access a wealth of knowledge from the comfort of their home, around-the-clock, thanks to the World Wide Web. With only a click of a button, you can get information on hotels, tickets, local transport, and even the sights and sounds of a certain location. Customers all across the world are increasingly using the internet to fulfil their travel demands. The ease of the internet is becoming increasingly important to customers' demands for both personal and professional travel, from trip planning and price comparison to purchasing and booking. Today's travel firms are required to continuously reinvent themselves because of the ever-changing traveler. Due to the growth and influence of the internet, travel agencies must now actively promote themselves online and on mobile devices. It makes sense given that the internet travel market has expanded rapidly during the past 10 years. With reference to MakeMyTrip.com, this research paper examines and evaluates the usefulness of travel websites.

Keywords: Attribute, Brand loyalty, Consumer Behaviour, Online travel, Tourism

Introduction:

Today, one of the greatest industries in terms of foreign exchange earnings is tourism. Many nations have begun giving the tourist industry the weight it deserves in their national development agendas in light of its numerous advantages. The world's top industry at the moment is tourism, which is currently one of the sectors with the strongest growth rates. Every 2.4 seconds, the sector adds a new job, and for every job that is added directly, 11 more are added indirectly. Currently, it is projected that the global tourist business as a whole generates approximately US\$ 3.5 trillion.

India holds a meagre 0.51% of the global market. India receives far fewer tourists than non-tourist nations like Malaysia and Indonesia. Around \$3.2 billion in foreign exchange is made in India through the tourism sector. If we take into account that tourism generates the most foreign exchange While net value addition in tourism is greater than 90%, it is less than 30% in the gems and jewellery industry. Travelers' use of the Internet to organize and reserve their journeys is expanding quickly. Most online travelers (67%) report using the Internet to research places, check prices, or timetables. It should come as no surprise that almost all online travel planners report that part of the trips booked over the Internet in the previous year were for leisure, vacation, or personal reasons. Three out of ten people report that some of the trips they booked online were for business or convention-related reasons. The most prominent types of websites used for online travel planning are search engine websites, airline, hotel, and company-owned websites (such as Microsoft Expedia, Travelocity, YATRA.COM, and MAKEMYTRIP.COM, ETC.).

Literature review:

Reviewing the literature is important because it reveals the broad areas of interest that may hint to particular issues worth researching. It will be possible to identify areas of relative neglect as well as places of focused, current attention. The evaluation will support the investigation. understanding of the connections between the topic under consideration and other fields of study.

The Croix Stephan Croix, vice-president of marketing at Starwood Hotels & Resorts, claims that digital technology has altered how we interact with customers by fostering a constant engagement throughout and after their stay. It is also changing every aspect of hospitality, including booking a room, checking in, unlocking your door, and customising your stay. trip is intrinsically mobile, therefore tourists anticipate that using their mobile devices will improve their trip experiences.

NDTV was informed by Anshuman Bapna, chief product officer of Make My Trip, one of the most renowned and established e-commerce businesses in India. When a company gets listed on the Nasdaq, it can no longer be considered a start-up. It has allowed for a great deal of experimentation within bounds.

Objectives:

1. To study the consumers behavior towards Makemytrip.com

Methodology:

In order to establish the level of client ease with online travel reservations, I set out to investigate how customers perceive makemytrip.com. The discussion of methodological techniques and how the study was conducted is the goal of research methodology.

It aids readers in comprehending the methods used to gather data and derive conclusions. It starts with the idea of main and secondary data, sampling technique, sample size, research period, study locations, and statistical methods employed.

Primary Data: The term "primary data" refers to information that the researcher has created or amassed especially for the current study topic.

Surveys and observations can be used to gather primary data. Such data collection costs are greater than those for secondary data collection. Such data collecting takes longer than secondary data collection in terms of time.

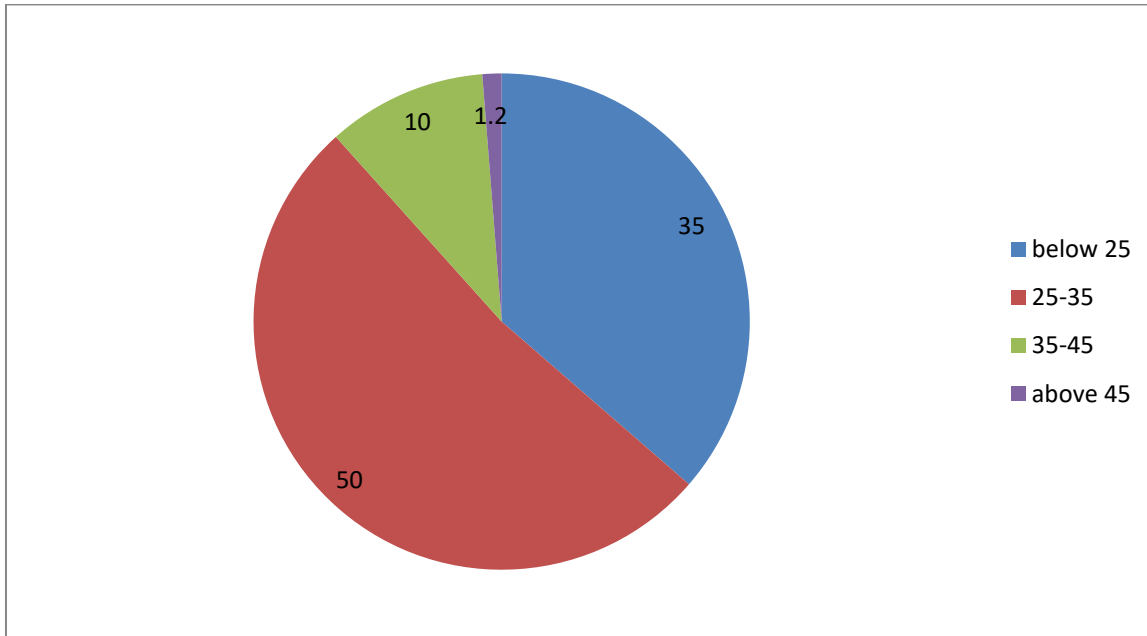
Secondary Data: Secondary data are information that has already been collected, but not by the researcher specifically for the current study endeavour. Both internal and external sources might provide secondary data.

Internal sources are those that are accessible only within the organisation, whereas external sources include material that has been published by other scholars, organisations, or institutions and is available in a variety of formats. Data gathering costs are typically cheap, and the time required is less than that required to obtain primary data.

Sample Size: The sample size selected for the research is 100 in the area of Greater Noida.

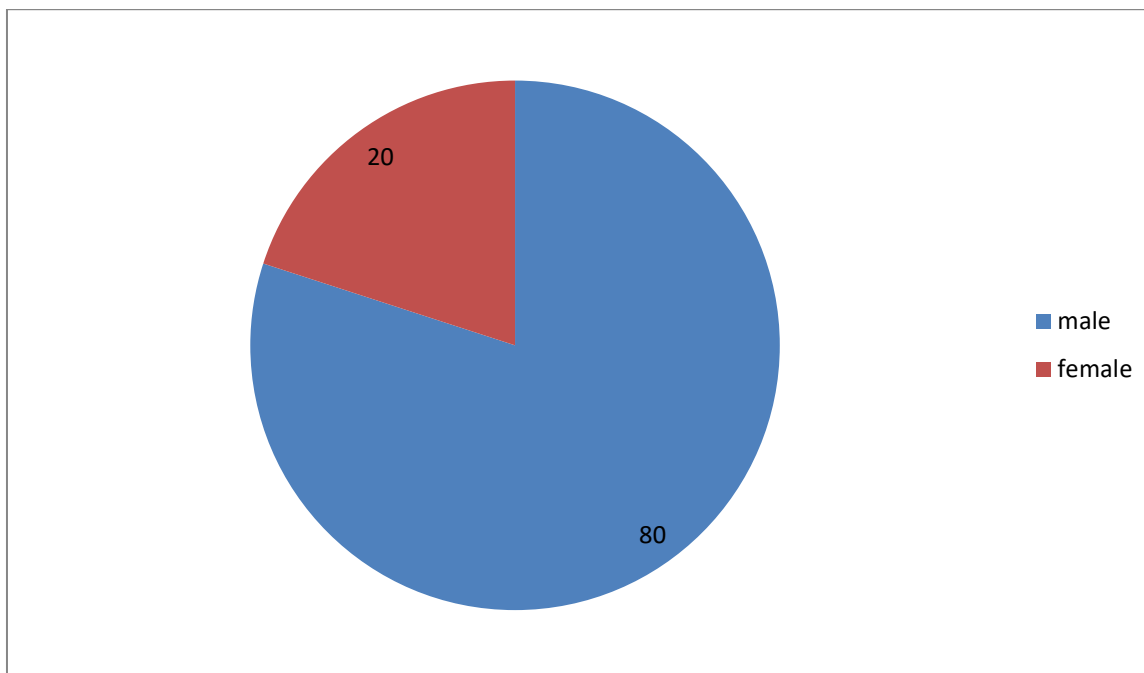
DATA ANALYSIS AND INTERPRETATION:

1. Age:



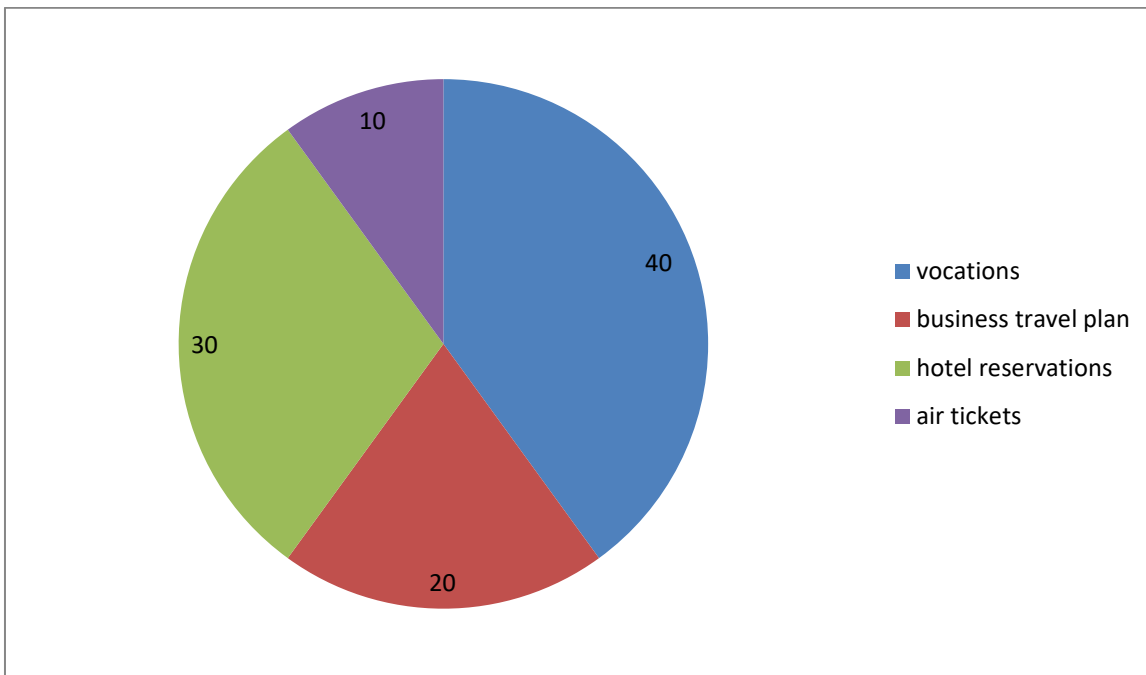
Interpretation: - The evidence from the above pie chart shows that most of the respondent falls in the age group of 'Below 25' with 50 %.

2. Gender:

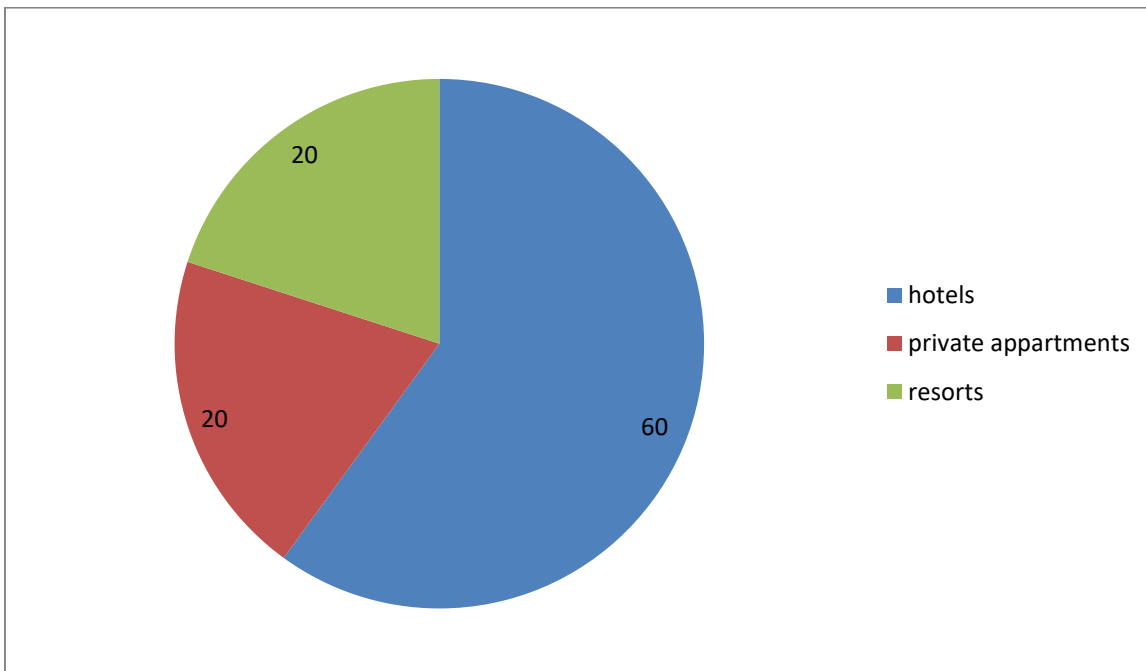


Interpretation: - The evidence from the above pie chart shows that 80% users of MMT are males whereas 20 % are females.

3. For what purpose do you use MakeMyTrip website for?

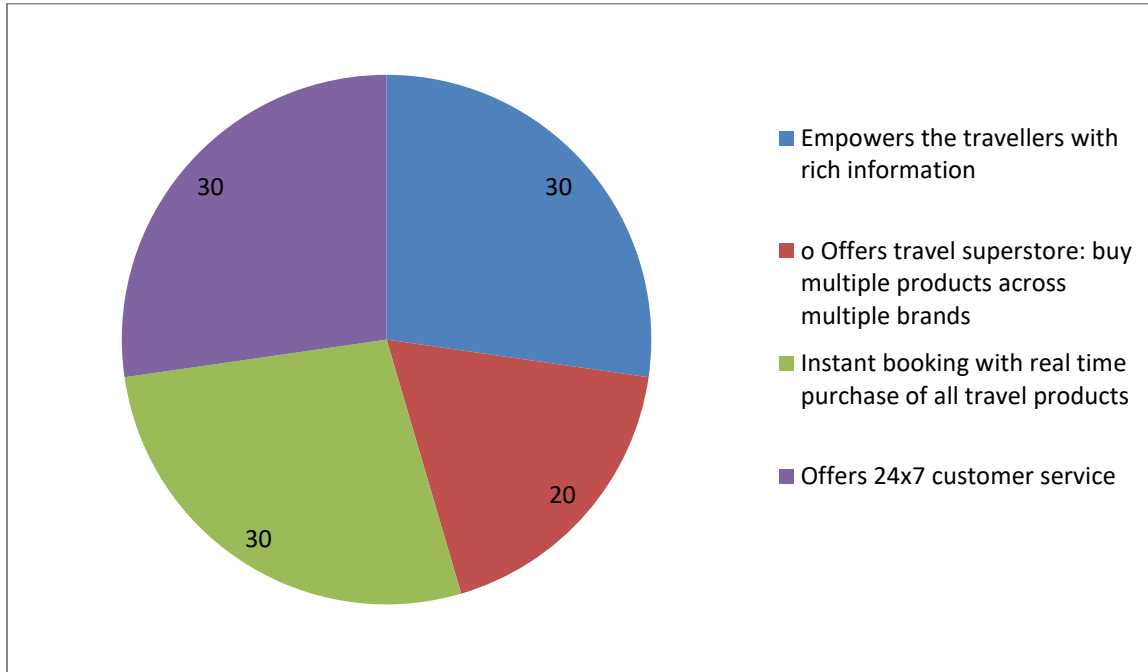


4. What kind of accommodation you book on MakeMyTrip?



Interpretation: - The evidence from the above pie chart shows that most of the users of MMT book 'Hotels' for their stay purpose

5. Why MMT over other online travel portals?



Conclusion:

MakeMyTrip is a genuinely unique business that has altered the direction of the nation's travel sector. The ability to provide consumers hassle-free ticket and trip booking from the comfort of their homes and workplaces without needing them to physically wait in long, stressful lines gave this firm an advantage over competitors in its field. A good example of a business-to-consumer e-business model is MakeMyTrip. To book flights, hotels, and vacation packages, customers may use the MMT website or dial its contact centre. Technology, people and process, and supplier partnerships were the three key enablers.

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