Objectives Of the Study

As consumers’ perceptions and attitude towards online travelling is a prominent factor affecting actual buying behaviour, this research will try to investigate a modest part of that area. Moreover due to increasing players in online travel industry, the consumers have different preferences and perceptions regarding them. There is a need for online shopping services in multi languages other than in English language in India, since India is linguistically diverse country, hence from this study we would also know about the change required to facilitate more consumers to book online

To explore the level of awareness and readiness of the consumer towards Online Travel portal.

To study the Preference of Travel portal over Conventional Travel Agent.

To study whether the online Travel Portal helps consumers to find the best travel choices.

To study whether the customers are aware and also their acceptance of the different verticals of online portals apart from Air booking.

To study whether demographical factors like age, gender, education plays effective role in booking online.

To explore the changes that can be made in promoting as well as increasing the users to book their travel related plan through online travel portal.

To study the role of social marketing on the customer buying behaviour.