Hypothesis

A hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher. It may be a tentative statement about relationship between two or more variables as stipulated by the theoretical framework or the analytical model. Hypothesis are declaration that can be tested empirically. An important role of hypothesis is to suggest variables to be included in the research design.

The following hypothesis is likely to be formulated in relation to the following research variables

H1: The awareness and readiness of the customer are highly significant in accessing the Online Travel Portal.

H2: The limitation of only English are highly significant in restricting the customer using online Portal.

H3: The demographical factors like age, gender, education are highly significant in customer buying behaviour.

*The above hypothesis will be investigated and tested through the field study and available information.