A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE TICKET BOOKING DURING COVID-19 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

An online booking system works all the time. This gives freedom to potential visitors to book a room, ticket at anytime they want. It also maximises your sales because you are not limited to your working hours. An online booking system is a piece of a software used for reservation management. In fact, studies shows that a 24/7 online reservation system greatly increases the number of bookings. With the development in science and technology the usage of online ticket booking has been increased tremendously. Increase in online literacy encourages online ticket booking and customer buying behaviour. Highly demanded lifestyle, convenience, information wide, scarcity of time induces the customers to move from traditional ticket booking to online ticket booking. During Covid the need for online ticket booking increased among the general public since people were not ready to face the crowd and they were insisted about safety. That too during pandemic people were not ready to lose their safety and they were very much conscious about their hygiene. Hence the researchers made an attempt to study on customer attitude towards online ticket booking during COVID-19 with special reference to Coimbatore city. It was found that customer preferred online ticket booking for their convenience and they are satisfied with the online ticket booking in various factors.

Keywords: Online ticket booking, Customers Attitude, Technology.

INTRODUCTION

The Online Ticket Booking System is a ticket booking system that provides a single platform for all forms of ticket booking. Unless individuals step into the travel agent business to purchase the tickets and also to check the timings as in the previous point. The launch of the Online Ticket Booking System addresses this issue. This project would provide clients with an option to book tickets online and to search online for confirmation.

Customers can book airline tickets, bus tickets, train tickets, and they can book or reserve hotels using this method .Customers can apply their ticket booking through online at anytime and anyplace Online Ticket Booking System reduces time of Customers and provides easiest way to book ticket. Customers are able book the ticket previously for their future plans.

Users prefer the sites which support online booking because they are much more convenient. They can see all the options and make a booking without being hassled by a pushy sales representative or browsing dozens of web pages. The electronic ticketing for the issuer is that it reduces the cost of booking. Printing documents and then posting them costs money. Both for the purchaser and issuer, is that the document cannot get lost or damaged in the post. Neither is there a risk of sending it to the wrong address. Travelling with e-tickets gives the added benefit of not having to carry valuable paper tickets with you on your travels, thereby circumventing the risk of theft, damage or loss.

With the development in science and technology the usage of online ticket booking has been increased tremendously. Increase in online literacy encourages online ticket booking and customer buying behaviour. Highly demanded lifestyle, convenience, information wide, scarcity of time induces the customers to move from traditional ticket booking to online ticket booking. During Covid the need for online ticket booking increased among the general public since people were not ready to face the crowd and they were insisted about safety. Hence the researchers made an attempt to study on customer attitude towards online ticket booking during COVID-19 with special reference to Coimbatore city.

OBJECTIVE OF THE STUDY

☐ To analyse the customers attitude towards online ticket booking in Coimbatore City.

ANALYSIS AND INTERPRETATIONS

TABLE 1 AGE OF THE REPONDENT

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	18-25 YEARS	44	88%
2.	26-35 YEARS	2	4%
3.	35-45 YEARS	3	6%
4.	ABOVE 45 YEARS	1	2%
	TOTAL	50	100%

INTERPRETATION:

The table 1 shows that 88% of the respondents are at the age group of 18-25 years, 4% of the respondents are at the age group of 26-35 years, 6% of the respondents are at the age group of 36-45 years and 2% of the respondents are at the age group above 45 years in booking tickets online.
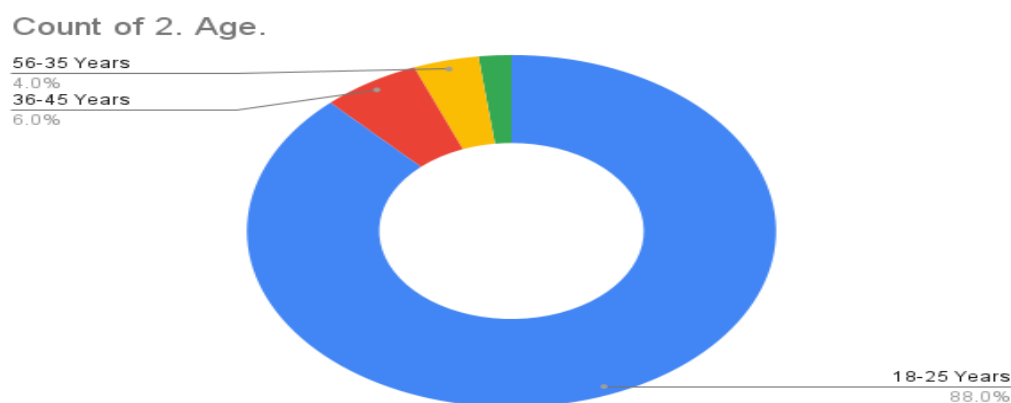

Count of 2. Age.

TABLE 2 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	MALE	21	42%
2.	FEMALE	29	58%
	TOTAL	50	100%

INTERPRETATION:

The table 2 shows that 42% of the respondents are males, and 58% of the respondents are females in booking tickets online.
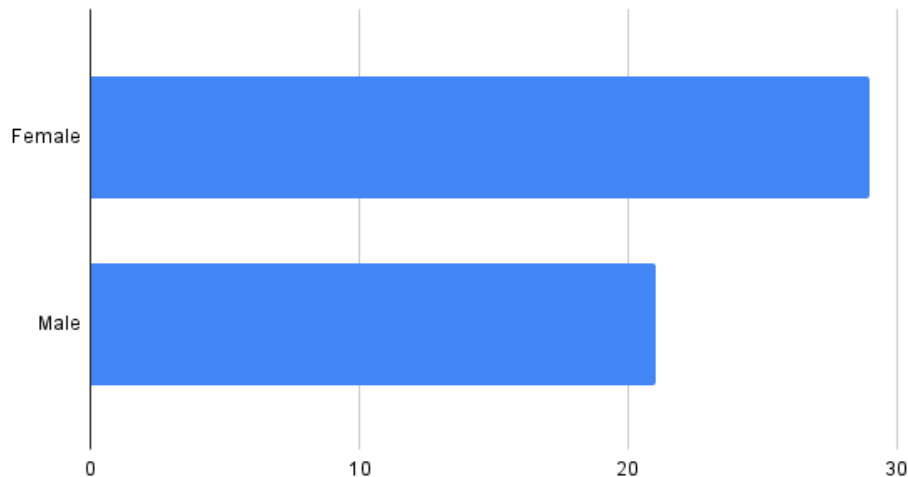

TABLE 3 SOURCES FOR KNOWING ONLINE TICKET BOOKING

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	FRIENDS	20	40%
2.	NEWSPAPER & MAGAZINES	2	4%
3.	TV / RADIO	3	6%
4.	SOCIAL MEDIA	21	42%
5.	FAMILY	3	6%
6.	OTHERS	1	2%
	TOTAL	50	100%

INTERPRETATION:

The table 3 shows that 40% of the respondents know through their friends, 4% of the respondents know through newspaper and magazines, 6% of the respondents know through TV/radio, 42% of the respondents know through social media, 6% of the respondents know through family, 2 % of the respondents know through other ways about booking ticket online.
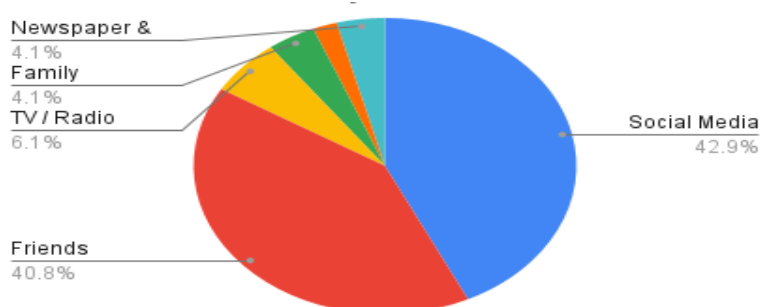
TABLE 4 DEVICES USED BY THE REPONDENTS FOR ONLINE BOOKING

S.NO	SOURCES	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	MOBILE	45	90%
2.	LAPTOP	3	6%
3.	COMPUTER	2	4%
4.	OTHERS	NIL	NIL
	TOTAL	50	100%

INTERPRETATION:

This table 4 shows that 90% of the respondents book using mobiles, 6% of the respondents book using laptop, 4% of the respondents book using computer, and NIL of the respondents book using other ways in online ticket booking.

TABLE 5 OPINION ABOUT REGISTRATION PROCESS

S.NO	OPINION	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	EASY	49	98%
2.	NOT EASY	1	2%
	TOTAL	50	100%

INTERPRETATION:

This table 5 shows that 99% of the respondent has voted for yes, and 1% of the respondents have voted for no, to show that the registration process is streamlined and easy to book tickets online.

TABLE 6 REASON TO PREFER ONLINE TICKET BOOKING

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	Convenience	26	52%
2.	Cost	1	2%
3.	Time	14	28%
4.	Low Risk	9	18%
	TOTAL	50	100%

INTERPRETATION:

This table 6 shows that 52% of the respondents find it as a convenience, 2% of the respondents find it cost efficient, 28% of the respondents and it time saving, and 18% of the respondents find it low risk while booking ticket online.
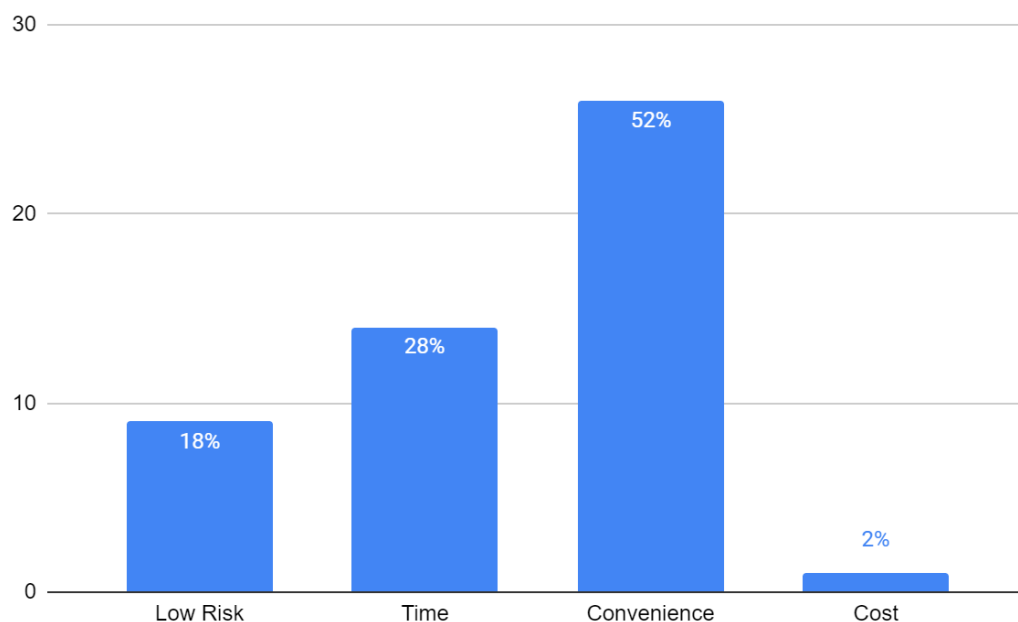
TABLE 7 SATISFACTION LEVEL IN ONLINE BOOKING

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	HIGHLY SATISFIED	14	28%
2.	SATISFIED	28	56%
3.	NEUTRAL	7	14%
4.	DIS-SATISFIED	1	2%
5.	HIGHLY DIS-SATISFIED	NIL	NIL
	TOTAL	50	100%

INTERPRETATION

 The table 7 shows that, 28% of the respondents feel highly satisfied, 56% of the respondents feel satisfied, 14% of the respondents feels neutral, 2% of the respondents feel dis-satisfied and NIL of the respondents feels highly dis-satisfied, in perspective of the cost of booking tickets online.

TABLE 8 DIFFICLUTIES FACED BY THE RESPONDENTS IN ONLINE BOOKING

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS	TOTAL NUMBER OF THE RESPONDENTS
1.	NETWORK ISSUES	29	58%
2.	LANGUAGE INCONVENIENCE	4	8%
3.	ONLINE PAYMENTS	17	34%
4.	LESS KNOWLEDGE IN USING MOBILE PHONES	3	6%
5.	FEAR OF ONLINE PAYMENTS	12	24%
	TOTAL	50	100%

INTERPRETATION:

The table 8 shows that, 58% of the respondents face network issues, 8% of the respondents have language inconvenience, 34% of the respondents face issues in online payments, 6% of the respondents have less knowledge in using mobile phones, and 24% of the respondents have fear of online payments while booking ticket online.
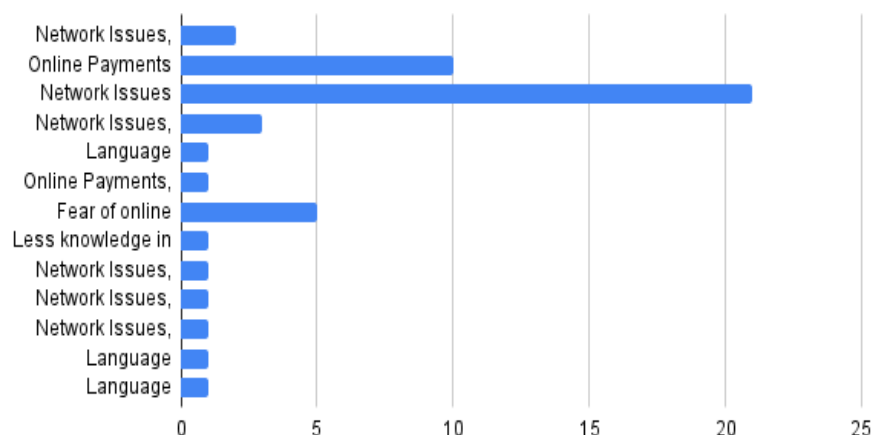

TABLE 9 SATISFACTION LEVEL OF ONLINE BOOKING

S.NO	PARTICULARS	NUMBER OF THE RESPONDENTS					TOTAL
		HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS-SATISFIED	HIGHLY DIS-SATISFIED	
1.	Cost of the Ticket	12	21	13	2	2	50
2.	Process of E-Ticket Booking	14	22	12	0	2	50
3.	Usage of Internet	14	22	10	1	3	50
4.	Offers while booking Online	11	23	11	3	2	50
5.	Support when booking online	15	19	11	4	1	50

INTERPRETATION:

The table 9 shows that 12 respondents are highly satisfied, 21 respondents are satisfied, 13 respondents are neutral, 2 respondents are dis-satisfied, and 2 respondents are highly dis-satisfied with cost of the ticket.

It also shows that 14 respondents are highly satisfied, 22 respondents are satisfied, 12 respondents are neutral, 0 respondents are dis-satisfied, and 2 respondents are highly dis-satisfied with the process of E-Ticket Booking.

It also shows that 14 respondents are highly satisfied, 22 respondents are satisfied, 10 respondents are neutral, 1 respondent is dis-satisfied, and 3 respondents are highly dis-satisfied with the usage of the internet.

It also shows that 11 respondents are highly satisfied, 23 respondents are satisfied, 11 respondents are neutral, 3 respondents are dis-satisfied, and 2 respondents are highly dis-satisfied with the offers while booking online tickets.

It also shows that 15 respondents are highly satisfied. 19 respondents are satisfied, 11 respondents are neutral, 4 respondents are dis-satisfied, and 1 respondent is highly dis-satisfied with the support when booking online.

CONCLUSION

Customer preferred online ticket booking for airlines ,hotel reservation, bus ticket booking, train ticket booking, and movie tickets during Covid 19.They have chosen online mode only for their convenience even though its costs. Customers mostly prefer mobile phones and laptop for their ticket booking. During pandemic people are very much cautious about safety and hygiene. Hence when comparing with before pandemic period ,customer are highly prefer online ticket booking. Customer are also satisfied with the various online booking. However network issue, slow process in few websites and complicated procedures for registration and booking are main problems they are facing in inline ticket booking. It is concluded that the problems can be rectified by the website owners will make more retention of customers even after pandemic.

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