

Preference of Millennials for Booking Their Travel

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ABSTRACT

Millennials are the adults between the ages of 16 and 35 yrs. A driving growth for travel has been observed in this generation. But they preferred to use technology for using the services. The purpose of this paper is to understand preference of age group between 18 to 30 for booking their travel, to understand factors influencing the selection of online booking platform, to find out impact of social media for their booking. The study will also throw light on the impact of fraud (unethical practices) on their purchase and repurchase behaviour. Data collected from the respondents has shown that there is requirement of close observation on the complete value chain. Students are not only using online portals, but they are influencing others by posting on social media.

Keywords: Students, Online booking, Travel behaviour, travel

INTRODUCTION

The Indian tourism sector is growing at 6.7 per cent per annum as per FICCI-Yes Bank report. Growing disposable income, increase in new millennial tourists, new travel destinations, as well as new themes of tourism, are the main drivers of the growth of travel Industry. As per data from statistic 66.23 percent travels are from the age group of 15-64 age group. Main reason of travelling by these age group are work related, for adventure & entertainment or meeting relative. More demand of travel is also from the student who are living alone (hostels) for the studies or single working professionals, who want to meet people, engage in activities and events, have local experiences, feel comfortable/at home, get good value for money and enjoy the convenience (Veríssimo, Medéia & Costa, Carlos. (2018)).

Main reason for growth of industry is due advancement of technology and penetration of internet, this made life easy. We can book ticket to travel anywhere by using online services. Entry of various online booking platform companies shows the increase in demand of online travel booking. Increase in online booking may also due to the discount, offers available on services. A survey by Expedia Millennials in India are deal savvy and about 56% of them register on online travel agencies for exclusive discounts. Social media is also helpful to promote the travel. They are taking and motivating with pictures sent on social media by their Social group friends. (Dr. Irma Shyle(2015). It also helps for selection of desired information.

Today increasing aspiration of higher education make students compulsory to live away from their home. Travel is most important need for these students. The purpose of this paper is to understand the behaviour of these students for booking their travel, what factors influence their ticket booking, what is the selection criteria for selection of online travel portal. This research also helps to find out what is the impact of social media on selection of travel plan or destination. Increasing online services also resulted into unethical practices. Are these practices change the behaviour of travels?

OBJECTIVE OF THE RESEARCH

- To analyse the usage of booking portal among the students (age 18- 30)
- To identify the reasons for the usage of online booking portal
- To understand the impact of social media travel post on the students travel plan

LITERATURE REVIEW

Growth of online booking

In the context of Air Travel, study conducted for offline and online purchase behaviour factor. Age, education, internet usage behaviour is the main factor for the selection of online services. Information-communication technologies (ICT) in business Tourism is information-intensive sector. This was the first in the world to start the usage. Computer system use for booking tourist services is the first use of it (Milovanović, & Gligorijević, 2017). ICT enable services is a first key factor for all participants in tourist market, etc. (Bojnec & Kribel, 2004)

Reasons for travelling by millennials/students

Numerous international studies mentioned reasons behind the millennials travels are gaining experience, learning languages, employment, learning about different cultures studies, visits to family, relatives, friends, or attending events, marriage or other celebrations, concerts, etc. (Schiopu et al., 2016). Technology is deeply influenced life of Millennials due to adoption of it from their childhood (Michael, 2011; Combi, 2015; Pandit, 2015).

In the 2020s, millennials will be most active players in the tourism market. Because of their acquaintance with digital technologies, (Koulopoulos and Keldsen, 2016)

Among the Millennials who are the frequent travellers generally take 35 days of vacation in a year (SOFRONOV, Bogdan. (2018)), They are also expressing their interests on social media channels for the travel (Statisia).

Selection of online portal

Time saving, Advance booking and discount are the preference for online booking. Online portals are giving attractive offers, generally a bundle of offerings, & ease of booking which adds the values in the consumer purchases

Impact of social media

52% of Facebook report that friends' photos have inspired travel plans, 55% of people like social media pages related to trips they are planning. **It shows** that social media can significantly impact travel plans. (Smart Insight)

Travellers and tourists search are change by the usage of Social media. Facebook, Instagram help users to find, read and trust, as well as collaboratively produce information about tourism suppliers and tourism destinations. The role and behaviour of the new generation of travellers, change the organisations models and operations, which resulted into new business services. (Christou, Evangelos & Sigala, Marianna & Gretzel, Ulrike. (2012)).

Integrated marketing communication by using promotional campaign on Social media includes text, video, audio and photos is new and fast-growing trend in the market. It is gaining popularity between educated and young people who have started to be every day more connected. Social networks are found to be good tool by the companies due to fast transformation of information they provide and have a low monetary cost. The image or the perceived quality of consumers, affects opinion or message that they will transmit to others in social media, but it is most important for promotion of travel destination (Dr. Irma SHYLE)

Research Methodology

This study is a conclusive study as it is designed to provide insights about the different factors that affect the millennials attitude towards booking travel. The approach of the study is quantitative. A combination of both primary and secondary data has been used for this study. First, secondary data is obtained from past literature reviews and relevant articles. The primary data is obtained by using a structured questionnaire. A five-point Likert scale was used in the questionnaire where 1 indicates strongly disagree and 5 indicates strongly agree.

Sample characteristics and data collection: Target population is millennials specially students from the age group of 18-30 from the middle class and upper middle- class segment. Data collected by using random sampling from 121 respondents from Navi Mumbai. Graphical representation is used to represent the findings.

DATA ANALYSIS AND FINDINGS

In current era, both male and females travel equally, either for business purpose, adventure tours or family vacation. So, questionnaire was distributed to both male and females. Data shows 56% Females and have responded to their views on Impact of technology on tourism.

Since the research study was focused on youth population, questionnaire is distributed in the students between age group of 18-25 and therefore 62% of the respondents are in this category.

These students are preferring to travel with friend and families. 63.6% respondents travel with friends and colleagues and 57% travel with family for leisure trips. It was observed that most of the students are travelled generally to their home town as they are living in hostels or alone for studies. Other tours are generally with the friends and with the relatives.

As students are more inclined towards ease of transaction and it is a good number to understand influence of technology while booking their trips. Since, respondents are young and considered to be tech savvy, 73.6% showed their preference in Internet and website while booking their tours.

From the figure 1 it is revealed that the reasons of usage of online or mobile booking portal are easy to use, convenience, time saving, more variety, easy to compare etc.

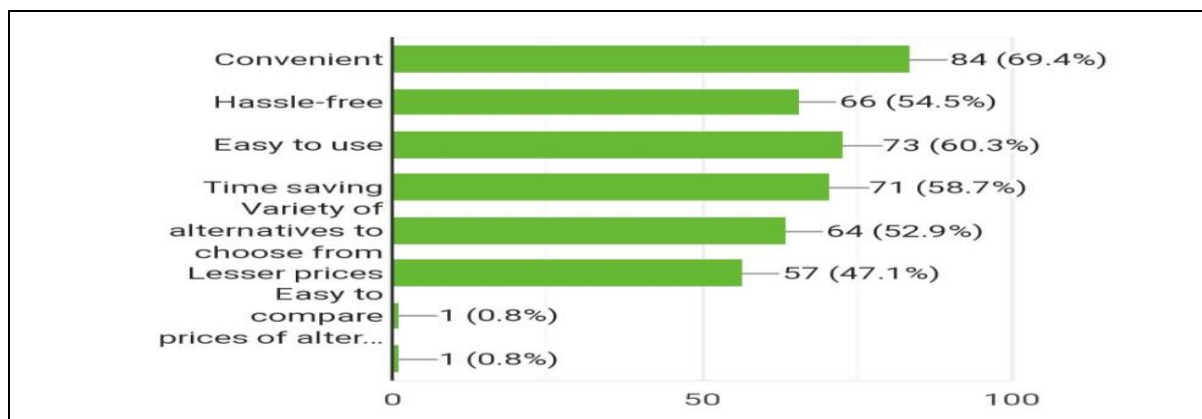


Fig-1: Reasons for the selection of online booking portals

Although there are number of other websites and portals available for booking Figure 2 mentioned that the 79.4% of respondents book their travel through make my trip website or app. It shows either these companies are not able to reach to the consumers or they are only having the trust on existing and recommended companies by their friends and relatives.

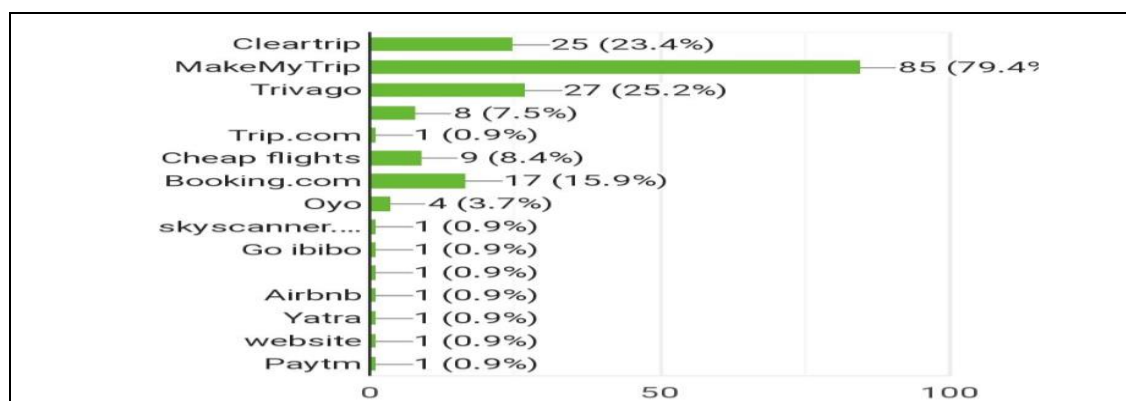


Fig-2: Usage of different travel booking portals while booking the tours

Selection of booking portals are majorly based on the price discounts offers. As shown in figure 3 when respondents were asked if they get any kind of discounts on repurchase of the service, 45% avails the discounts while booking their travel.

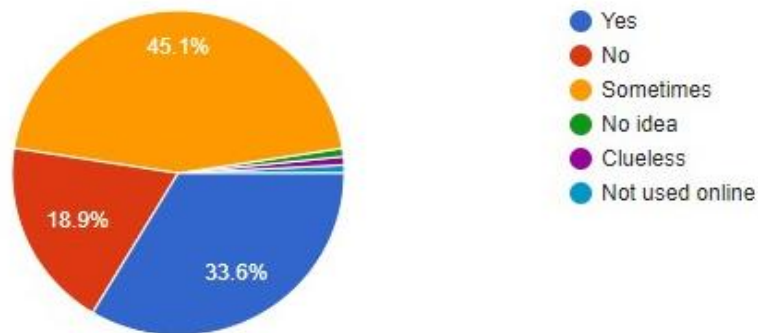


Fig-3: Discounts for repurchasing on travel app or portal

Students are very active on social media. They keep posting their travel plans, photos on the social media platform to show their friends about the adventure or fun about the places which indirectly motivates them to make their travel plans too. Figure 4, when this asked to the respondents 69% respondents share their travel experience and pictures on social media. This is another way to understand how technology is influencing the tourism experience.

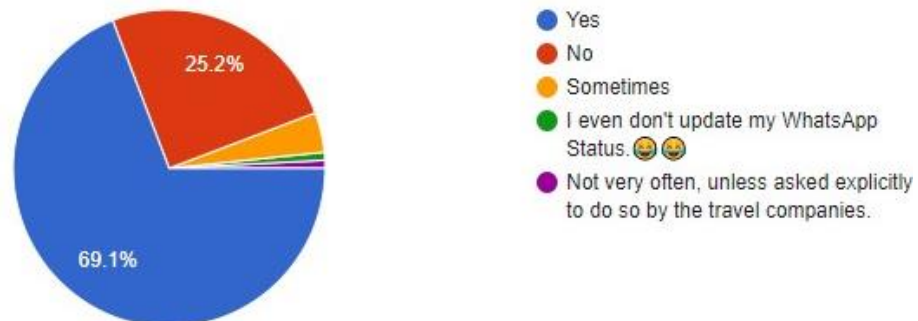


Fig-4: Share Trips on Social Media

Identifying the which social media is generally creating an impact, found that Instagram is the most preferred social media platform among respondents to share their picture and experiences.

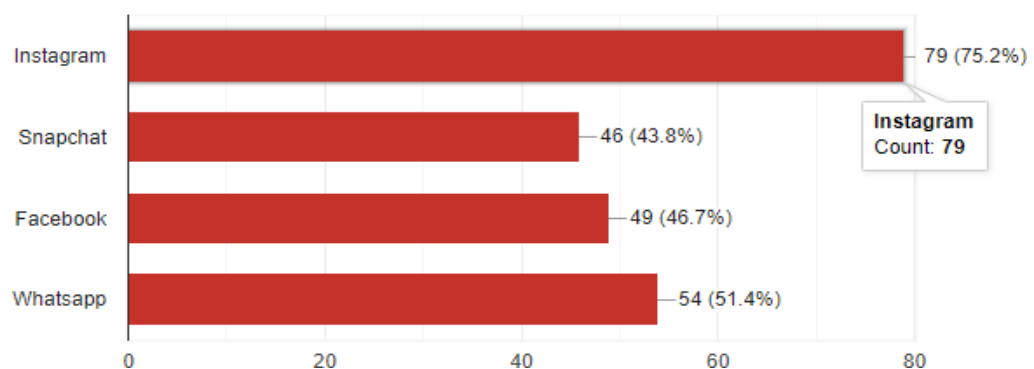


Fig-5: Social Media Platforms

As students are tech savvy, ease of transaction is very important for them. Social media is also creating an impact on there travel plans, selection of destination, it shows that overall technology is important area to consider the tourism industry.

CONCLUSION

Increase need of travel by the students who are living is away from their family. they travel frequently to their home town to meet parent, relatives and friend. Use of physical booking is time consuming for them. Due to penetration of internet and advancement of technology made their life easy which may be one of the reasons for increase in demand for travel. Ease of transaction and availability of booking portals help them to arrange their trips even in short span of time. Social media plays a big role to motivate this generation to plan

adventure trips . Social media like Facebook Instagram facilitate them for sharing stories which increases the usage and each travel they are posting on these medias.

MANAGERIAL IMPLICATIONS

Students are the future of travel Industry. To attract and develop the strategies companies need to understand the complete value chain. Price is the important factor which they consider. Developing the marketing strategies factors like offers discount on the place which they would like to visit would increase the demand. Social media greatly affecting the destination choice. Keeping eye on it is also important while planning and bringing the discount and offers.

Major students living away from their houses. Developing plan to make these customers loyal customer for their students' lifetime will also help companies to increase the demand. Strategies which can give students concessional rate for the yearly plan may be one it strategy.

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