

Article

An Empirical Study of Impact of Demography on Online Reservation in a Selected City in India

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A B S T R A C T

An online reservation system simply refers to booking of tickets or reserving of a space or seats through the internet. This study enquires into impact of demographic factors on online reservation which includes train, bus, and flight. This study followed an empirical method and it was undertaken during the years 2015 to 2016. Sample size was 100 and convenient sampling technique was used. Data was collected using a pre-tested questionnaire from the consumers in Madurai city, TN, India. The study concluded that education, income, or age have no impact on online reservation. However, to some extent, gender plays a role in consumer attitude towards online reservations.

Keywords: Reservation, Demography, e-Booking, Empirical

Introduction

An online reservation system simply refers to booking of tickets or reserving of a space or seats through the internet without a brick and portal model, this is called as e-booking. Such tickets which are bought online are called as e-tickets.

A fully integrated online reservation system is extremely easy to use; results in the time saving and efficiency for one's business not only allows visitors to book tickets and but can be further integrated to take payment, online, and automatically.

Customers are required to register on the server for getting access to the database and for query result retrieval. Upon registration, each user has an account which is essentially

the 'view level' for the customer. The account contains comprehensive information of the user entered during registration and permits the customer to get access to his past reservations, enquire about travel fare and availability of seats, make afresh reservations, update his account details, etc.

The previous studies were conducted only on the consumer preference towards online shopping, e-marketing, attitude towards online shopping, or preference towards a particular online reservation. No studies have focused on a consumer's attitude towards online reservation. Many websites have come out with online ticket booking services. Hence, the researcher has focused on impact of demographic factors on online reservation which includes train, bus, flight.

Methodology

This study followed an empirical method and it was undertaken during the years 2015 to 2016. Sample size was 100 and convenient sampling technique was used. Data was collected using a pre-tested questionnaire from the consumers in Madurai city, TN, India. Primary data is the chief source for the research work. In this study, the questionnaire method has been used to collect the primary data. Secondary data was collected from journals, books, other projects and websites. The data was analysed by using appropriate statistical techniques such as Percentage analysis, Weighted average method, Chi-square, Intensity value method, Garret ranking.

Literature Review

Baweja (2011), in his paper, "Online Cinema Ticket Booking System" conducted the study with an objective of identifying preferences towards it and found that the smaller age groups shows higher preference whereas others showed preference to online shopping rather to book cinema tickets online. Further, in their study it was found that people in urban areas prefer online cinema ticket booking. In the area of advertisement the awareness amongst all the ticket booking, cinema ticket booking was found meagre in number.¹

In a study by Chakravati (2014), a sample of 729 internet users were approached and it was found that gender, educational qualification and income had significant association with the actual online booking behavior; whereas age and profession were insignificant.²

Rahim and Fariza (2011) conducted "A study on understanding the relationship between demographic characteristics of consumers" which included education level, age, income and occupation with other determinants such as convenience, ease of information, fast transaction, price and safely regulated for the intention of hotel reservations. The result showed that educated online bookers would look for fast transactions, a convenient system, ease of information and lower prices as their key motivator to purchase online. However, safely regulated transactions were none of their main concerns since it was found to be insignificant.³

George (2003) in his paper entitled, "A study of factors influencing attitudes of consumers on the introduction of online grocery retailing" examined the attitudes of consumers towards the introduction of online shopping by particularly examining the factors that influence customers to buy online. The findings indicated that security, is of significant concern among the interviewed. A correlation finding for the attitudes, and age towards online retailing has indicated that the elderly are not keen in online shopping.⁴

Data Analysis

Table I. Age-wise Classification of the Respondents

S. No.	Age (years)	Number of Respondents	Percentage
1.	Upto 21	10	10
2.	21-40	37	37
3.	41-60	39	39
4.	Above 60	14	14
	Total	100	100

Source: Primary data

Table 1 and Figure 1, shows that 10 percent of the respondents were upto 20 years, 37 percent of the respondents were between 21 and 40 years, 39 percent of the respondents between 41 and 60 years and there were 14 percent of the respondents above 60 years of age.

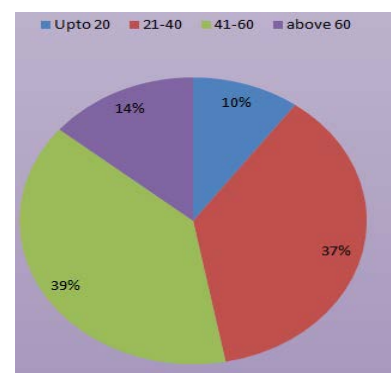


Figure 1. Age-wise Classification

Table I. Age-wise Classification of the Respondents

S. No.	Gender	Number of Respondent	Percentage
1.	Male	51	51
2.	Female	49	49
	Total	100	100

Source: Primary data

Table 2 and Figure 2, show that 51 percent of the respondents are male and 49 percent of the respondents are female.

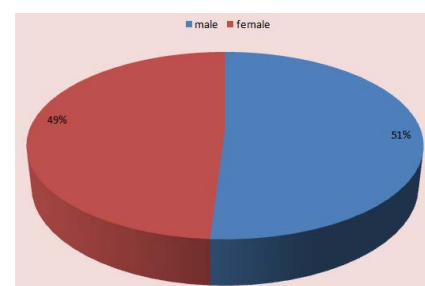


Figure 2. Age-wise Classification

Table 3. Education-wise Classification of Respondaents

S.No.	Level of education	Number of respondents	Percentage
1.	Illiterate	0	0
2.	Schooling	2	2
3.	Under graduate	7	7
4.	Post graduate	13	13
5.	Professional	47	47
6.	Others	31	31
	Total	100	100

Source: Primary data

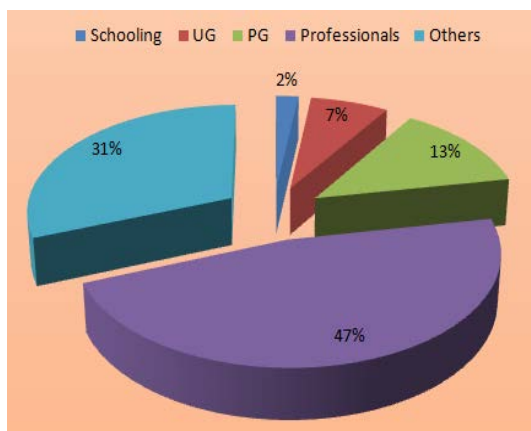
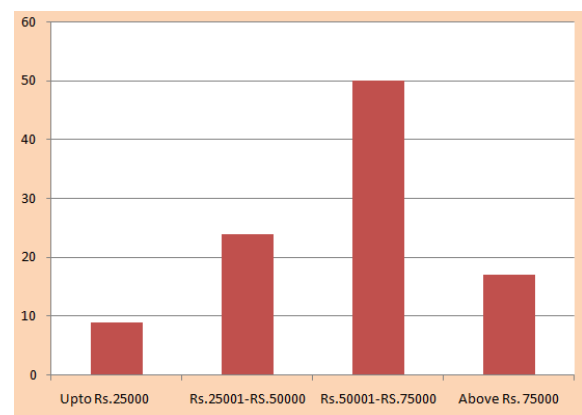
**Figure 3. Educational Status of the Respondents**

Table 3 and Figure 3, show that there were no illiterates among the respondents, 2 percent of the respondents had completed their schooling, 7 percent of the respondents had completed their under graduate, 13 percent of the respondents had completed their post graduate, 47 percent of the respondents had completed their professional courses and 31 percent of the respondents had other educational qualification.

Table 4 and Figure 4, show that 9 percent of the respondents are having monthly income lesser than Rs. 25000, 24 percent of the respondents are having income between Rs.25001 and 50000, 50 percent of the respondents are having income between Rs.50001 and 75000 and 17 percent of the respondents are above the income level of Rs. 75000.

**Figure 4. Classification on the Basis of Monthly Income****Table 4. Classification Based on Monthly Family income**

S.No.	Family Income (Rs)	Number of Respondents	Percentage
1.	Upto Rs. 25000	9	9
2.	25001-50000	24	24
3.	50001-75000	50	50
4.	Above 75000	17	17
	Total	100	100

Source: Primary data

Table 5. Relationship between Educational Qualification of the Respondents and the Medium of Booking Tickets Online

Particulars	Myself	Travel agents	With the help of knowledge person	Browsing centres	Others	Total
Illiterate	0	0	0	0	0	0
Schooling	0	0	2	0	0	2
Undergraduate	1	2	1	3	0	7
Postgraduate	0	3	5	2	3	13
Professional	12	7	15	5	8	47
Others	1	2	11	11	6	31
Total	14	14	34	21	17	100

Source: Primary data

Table 4 and Figure 4, show that 9 percent of the respondents are having monthly income lesser than Rs. 25000, 24 percent of the respondents are having income between Rs.25001 and 50000, 50 percent of the respondents are having income between Rs.50001 and 75000 and 17 percent of the respondents are above the income level of Rs. 75000.

Degree of Freedom: 20

Calculated Value: 25.6

Level of Significance: 5%

Table Value: 31.4

Interpretation

Table 5, shows that the value of χ^2 for degree of freedom 20 at 5% level of significance is 31.4. The calculated value of χ^2 is less than the table value.

Therefore the null hypothesis is accepted.

Hence, it is inferred that there is no significant relationship between educational qualification of the respondents and the medium through which they book tickets online.

Degree of Freedom: 12

Calculated Value: 15.14

Level of Significance: 5%

Table Value: 21

Interpretation

Table 6, shows that the value of χ^2 for degree of freedom 12 at 5% level of significance is 21.0. The calculated value of χ^2 is less than the table value.

Therefore the null hypothesis is accepted.

Hence, it is inferred that there is no significant relationship between the family income of the respondents and the number of times they book tickets online.

Degree of Freedom: 6

Calculated Value: 13.26

Level of Significance: 5%

Table Value: 12.6

Table 6. Relationship between Family Income and Number of Times they Book Tickets Online

Particulars Income	Only once	Upto 3 times	Upto 5 times	Upto 10 times	More than 10 times	Total
Upto Rs. 25000	1	3	5	0	0	9
25001-50000	1	6	5	6	6	24
50001- 75000	1	14	14	5	16	50
Above 75000	0	3	7	1	6	17
Total	3	26	31	12	28	100

Source: Primary data

Table 7. Relationship between Gender and Purpose for Which they Book Online

Particulars	Leisure travel	Business/ office trip	Routine travel	Medical treatment	Ceremonies	Research and studies	Others	Total
Male	11	13	10	3	3	4	7	51
Female	6	23	7	3	8	1	1	49
Total	17	36	17	6	11	5	8	100

Source: Primary data

Table 8. Relationship between Age of Respondents and Their Highly Preferred Reservation

Particulars	Train reservation	Bus reservation	Flight reservation	Shows/ movie reservation	Hotel reservation	Total
Upto 20	1	3	2	1	3	10
21-40	6	4	15	6	6	37
41-60	10	4	5	12	8	39
Above 60	1	4	1	5	3	14
Total	18	15	23	24	20	100

Source : Primary Data

Interpretation

Table 7, shows that the value of χ^2 for degree of freedom 6 at 5% level of significance is 12.6. The calculated value of χ^2 is greater than the table value.

Therefore the null hypothesis is rejected.

Hence, it is inferred that there is significant relationship between the gender and the purpose for which they book online.

Degree of Freedom: 12

Calculated Value: 19.16

Level of Significance: 5%

Table Value: 21.0

Interpretation

Table 8, shows that the value of χ^2 for degree of freedom 12 at 5% level of significance is 21.0. The calculated value of χ^2 is less than the table value.

Therefore the null hypothesis is accepted.

Hence, it is inferred that there is no significant relationship between the age of the respondents and their highly preferred reservation.

Conclusion

The study concludes that education, income, or age have no impact on online reservation. However,, gender plays a role in consumer attitude towards online reservations. Segmentation on the basis of gender can go a long way in development of specific policies, products and websites. Those engaged in developing online reservation system can address concerns based on gender in order to succeed and to attract more customers to online reservation. As the study was done on a small sample size in a selected city, further research is recommended.

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