

## A Study on Quantifying Customers' Preferences and Experiences and how to move forward on Airline Reservations & Ticketing: Online or Offline?

Atiya Parveen

Lecturer of Marketing and Quality Management,  
College of Business Administration, Al Yamamah University,  
Riyadh, Kingdom of Saudi Arabia.

**CITATION:** Parveen, Atiya (2017), "A Study on Quantifying Customers' Preferences and Experiences and how to move forward on Airline Reservations & Ticketing: Online or Offline?", *MERC Global's International Journal of Management*, Vol. 5, Issue 4, pp. 123-135.

**ARTICLE HISTORY:** Submitted: January 10, 2017, Revision received: May 28, 2017, Accepted: June 20, 2017

**ARTICLE TYPE:** Research paper

### ABSTRACT

*The travel industry is an ever-changing and fast-paced business. It has been the current norm for families to make travel as their means to "catch-up and share memories" with their loved ones. The dawn of the age of the Internet had made a significant contribution to the ever-growing travel populace. It had opened multiple avenues of places of interests and travel destinations that were only available before in travel brochures and even in encyclopedias. This study emphasises the preferences of the travellers in making their bookings. It will try to discover the different reasons why travellers prefer to book their travel using the traditional travel agent and the online travel agent. It will also try to show the many aspects and considerations that the travellers are taking into account before they finalise their travel booking. However, this study will not try to determine which travel agent is the best, but rather it would try to somewhat point out the advantages and disadvantages of one from the other. Enumerating the pros and cons of the different travel agents, this study would try to recommend how each one could benefit from the other. In concluding, the respondents preferred to book their travel both online and with traditional travel agents. The targeted audience was not fully convinced of the features and processes that the traditional and online travel agents use. There are issues like security, a multitude of information, outdated resources, and poor customer relations are some of the issues that were of concern for the travellers.*

**KEYWORDS:** Customer Pretences, E-booking, Online travel agency, Metros, Gen X.

### REFERENCES

1. Amster, R. (2014), Closing the Sale: Offline Still Wins Out Over Online, retrieved April 04, 2016, from <http://www.travelmarketreport.com/tmrarticledisplay?aid=10629>.
2. Assem, P. (2015), The 8 Benefits of Booking Online Rather Than Offline – Travel start Egypt's Travel Blog, retrieved February 29, 2016, from <http://www.travelstart.com.eg/blog/the-8-benefits-of-booking-vacations-online-rather-than-through-an-agent/>.
3. Bogdanovych, A.; Berger, H.; Simoff, S. and Sierra, C. (2006), "Travel Agents vs. Online Booking: Tackling the Shortcomings of Nowadays Online Tourism Portals", *Information and Communication Technologies in Tourism*, pp. 418-428.
4. Cable News Network LP, LLLP. (2003), Electronic ticketing shortens the paper trail, retrieved April 04, 2016, from <http://edition.cnn.com/TRAVEL/ADVISOR/e.ticketing/index.html>.
5. Copeland, D. G. and McKenney, J. L. (1988), "Airline Reservations Systems: Lessons from History", *MIS Quarterly*, 12(3), pp. 353-370.
6. Crnojevac, I. H.; Gugić, J. and Karlovc̃an, S. (2010), "E-tourism: A comparison of online and offline bookings and the importance of hotel attributes", *Journal of Information and Organisational Sciences*, 34(1), pp. 41-54.

7. Duvauchelle, J. (n.d.), Pros & Cons of Using a Travel Agent Vs. Booking Online, retrieved April 04, 2016, from [http://www.ehow.com/info\\_8091842\\_pros-agent-vs-booking-online.html](http://www.ehow.com/info_8091842_pros-agent-vs-booking-online.html)
8. E-Booking. (n.d.), Collins English Dictionary – Complete and Unabridged, 12<sup>th</sup> Edition 2014, (1991, 1994, 1998, 2000, 2003, 2006, 2007, 2009, 2011, 2014), retrieved March 6 2016 from <http://www.thefreedictionary.com/E-Booking>.
9. Engvall, M.; Fritz, J. and Kindh, S. (2012), Offline vs. Online: Who buys where? A customer segmentation study of travel agencies, retrieved February 29, 2016, from <http://www.diva-portal.se/smash/get/diva2:531383/FULLTEXT01.pdf>.
10. Flier, C. (2013), A Vision of How Some Airlines Want to Sell You Tickets, retrieved March 06, 2016, from <http://crankyflier.com/2013/03/12/a-vision-of-how-some-airlines-want-to-sell-you-tickets/>.
11. Flier, C. (2013a), A Brief History of How Airlines Sell Tickets, retrieved March 06, 2016, from <http://crankyflier.com/2013/03/11/a-brief-history-of-how-airlines-sell-tickets/>.
12. Gao, X. and Rajala, T. (2013), Online vs. Traditional Travel Agency: What influence travel consumers' choices?, retrieved April 05, 2016, from <https://lup.lub.lu.se/student-papers/search/publication/3813784>.
13. Generation. (n.d.), retrieved March 16, 2016, from [https://en.wikipedia.org/wiki/Generation#List\\_of\\_generations](https://en.wikipedia.org/wiki/Generation#List_of_generations).
14. Given, L. M. (2008), The Sage encyclopaedia of qualitative research methods, retrieved April 12, 2016, from [http://www.stiba-malang.com/uploadbank/pustaka/RM/QUALITATIVE\\_METHOD\\_SAGE\\_ENCNY.pdf](http://www.stiba-malang.com/uploadbank/pustaka/RM/QUALITATIVE_METHOD_SAGE_ENCNY.pdf).
15. Google Travel Study and Ipsos MediaCT (2014), The 2014 Traveller's Road to Decision, retrieved April 6, 2016, from [http://storage.googleapis.com/think/docs/2014-travelers-road-to-decision\\_research\\_studies.pdf](http://storage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf).
16. Hockenson, L. (2012), The Evolution of Online Travel [INFOGRAPHIC], retrieved April 04, 2016, from <http://mashable.com/2012/02/21/online-travel-infographic/#RQuXHfA6xsq4>.
17. Joyce, S. (2013), A brief history of travel technology – from its evolution to looking at the future, retrieved April 04, 2016, from <https://www.tnooz.com/article/a-brief-history-of-travel-technology-from-its-evolution-to-looking-at-the-future/>.
18. Lam, A. (2015), The two O's of expanding a travel agency, retrieved February 29, 2016, from <http://www.marketing-interactive.com/two-os-travel-agency/>
19. Metro (n.d.) American Heritage® Dictionary of the English Language, Fifth Edition. (2011), retrieved March 16 2016 from <http://www.thefreedictionary.com/metro>.
20. Millennials (n.d.), American Heritage® Dictionary of the English Language, Fifth Edition, (2011), retrieved March 16 2016 from <http://www.thefreedictionary.com/Millennials>.
21. Morello, R. (n.d.), Online Travel Agents Vs. Offline Travel Agents, retrieved April 6, 2016, from <http://work.chron.com/online-travel-agents-vs-offline-travel-agents-12560.html>.
22. Most Popular Internet Activities (n.d.), Sandbox Networks, Inc., publishing as Infoplease, (2000 - 2016), retrieved March 07, 2016, from <http://www.infoplease.com/ipa/A0921862.html>.
23. Olenski, S. (2015), Are OTAs Really Killing Brick And Mortar Travel Agencies?, retrieved April 04, 2016, from <http://www.forbes.com/sites/steveolenski/2015/04/27/are-otas-really-killing-brick-and-mortar-travel-agencies/#7b2908d5321e>.
24. Perreau, F. (October 25), The 5 stages of Consumer Buying Decision Process, retrieved April 6, 2016, from <http://theconsumerfactor.com/en/5-stages-consumer-buying-decision-process/>.
25. Questionnaire (n.d.), Wikipedia.org. (2014), retrieved April 13 2016 from <http://encyclopedia.thefreedictionary.com/questionnaire>.
26. Sabre (computer system) (n.d.), retrieved April 12, 2016, from [https://en.wikipedia.org/wiki/Sabre\\_\(computer\\_system\)](https://en.wikipedia.org/wiki/Sabre_(computer_system)).
27. Secondary data (2016), retrieved April 13, 2016, from [https://en.wikipedia.org/wiki/Secondary\\_data](https://en.wikipedia.org/wiki/Secondary_data).
28. Travel Agency (n.d.) American Heritage® Dictionary of the English Language, Fifth Edition, (2011), retrieved April 4 2016 from <http://www.thefreedictionary.com/travel+agency>.
29. Travel Agency (n.d.), retrieved April 04, 2016, from [https://en.wikipedia.org/wiki/Travel\\_agency](https://en.wikipedia.org/wiki/Travel_agency).
30. Travel Website (n.d.), retrieved April 04, 2016, from [https://en.wikipedia.org/wiki/Travel\\_website#Online\\_travel\\_agencies](https://en.wikipedia.org/wiki/Travel_website#Online_travel_agencies).
31. Types of research methods and disciplines (n.d.), retrieved April 12, 2016, from [https://en.wikipedia.org/wiki/Types\\_of\\_research\\_methods\\_and\\_disciplines](https://en.wikipedia.org/wiki/Types_of_research_methods_and_disciplines).
32. Valkevich, M. (2010), Work/Life: Offline Is the New Online, retrieved February 29, 2016, from <http://www.fastcompany.com/1653587/work-life-offline-new-online>.
33. Weber, R. L. (2013), The travel agent is dying, but it's not yet dead, retrieved April 04, 2016, from <http://www.cnn.com/2013/10/03/travel/travel-agent-survival/index.html>.