

## **FACTORS INFLUENCING THE PREFERENCES OF CONSUMERS FOR THIRD PARTY WEBSITES FOR AIR TRAVEL BOOKING**

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### **ABSTRACT**

In the era of rapidly growing internet penetration, online booking of air tickets has increased multifold. Numerous players have entered online travel industry, which witnessed 32% growth in the past year, a big jump for any industry. This study focused on the task of identifying all those factors that have influenced the people to opt for third party websites for their air travel needs. A group of frequent flyers were selected as sample for the study. CIT, a form of exploratory research was carried out as a part of the study. Factor analysis was carried out to identify the key factors that influence the preference for third party websites. The study revealed that ‘convenience’, ‘assurance’, ‘service quality’, ‘offers’ and ‘communication’ are the determining factors for usage of third party websites for online air travel booking.

**KEYWORD:** multifold, convenience.

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