

A STUDY ON OPTIMIZING TRAVEL PREFERENCES BY INDIVIDUALS IN FORMS OF TRANSPORTATION

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By
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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I
CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **AJEL SANYU J 42410277** who carried out the Project Training “**A STUDY ON OPTIMIZING TRAVEL PREFERENCES BY INDIVIDUALS IN FORMS OF TRANSPORTATION**” under my supervision from October 2023 to December 2023.

Internal guide

External Guide

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Submitted for Viva voce Examination held on _____

DECLARATION

I J AJEL SANYU (42410277) hereby declare that the Project Report entitled “**A STUDY OPTIMIZING TRAVEL PREFERENCES BY INDIVIDUALS IN FORMS OF TRANSPORTATION**” done by me under the guidance of **DR.S UMA MAHESWARI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. Bhuvaneswari G., MBA., Ph.D. Dean, School of Management Studies** and **Dr. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department**, Dept. of Management for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.S.Uma Maheswari** for his/her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Management Studies** who were helpful in many ways for the completion of the project.

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ABSTRACT

This project aims to optimize individual travel preferences through a comprehensive analysis of transportation choices. Leveraging advanced data analytics and machine learning algorithms, the study seeks to understand and predict the factors influencing travel decisions. By considering variables such as cost, time, environmental impact, and personal preferences, the proposed system will recommend the most efficient and tailored transportation options for users. Additionally, the project will explore the integration of emerging technologies, such as smart transportation systems and real-time data feeds, to enhance the accuracy and responsiveness of the recommendations. The ultimate goal is to create a user-centric platform that not only streamlines travel decision-making but also promotes sustainable and efficient transportation choices, contributing to reduced environmental impact and improved overall travel experiences. Through this research, we aim to provide individuals with a personalized and optimized travel planning tool, fostering a more sustainable and convenient approach to transportation decision-making. Additionally, the project will assess the environmental impact of different transportation modes, contributing to sustainable mobility solutions. Through a user-centric approach, the study aims to enhance user satisfaction by minimizing travel time, reducing costs, and providing greener alternatives. The findings from this research not only hold the potential to revolutionize the way individuals navigate through urban spaces but also offer valuable insights for urban planners, policymakers, and transportation service providers to create more efficient and sustainable transportation systems. Ultimately, the optimization of travel preferences stands to benefit both individuals and the broader community, addressing the evolving needs of modern urban living while promoting environmentally conscious transportation choices.

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CHAPTER 1

INTRODUCTION

INTRODUCTION:

In the ever-evolving landscape of transportation, understanding and optimizing individual travel preferences has become a crucial aspect of urban planning and mobility solutions. The project titled "The Study on Optimizing Travel Preferences by Individuals in Form of Transportation" aims to delve into the intricate web of factors that influence how people choose and navigate their modes of transportation. As cities grow, so does the complexity of commuting, making it imperative to explore innovative approaches that cater to diverse needs while ensuring sustainability and efficiency.

This comprehensive study will analyze various dimensions of travel preferences, considering factors such as convenience, cost, environmental impact, and personal preferences. By examining the interplay between these elements, we aim to unravel patterns and trends that contribute to a more nuanced understanding of individual choices in transportation. From the bustling metropolis to suburban communities, this research endeavors to capture the diverse socio-economic and cultural factors that shape commuting behaviors.

The project will leverage advanced data analytics, surveys, and interviews to gather insights into the dynamics of travel preferences. By employing machine learning algorithms, we seek to identify hidden patterns within large datasets, providing a predictive understanding of how individuals make transportation choices. Through targeted surveys and interviews, we aim to gain qualitative insights, delving into the subjective aspects that influence decision-making, such as comfort, safety, and personal habits.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE:

- The primary objective of the project is to conduct a comprehensive study is to identify and analyze the key factors influencing individuals' travel preferences in terms of transportation modes.
- The travel industry is constantly evolving, and understanding the preferences of individuals is crucial for enhancing their overall experience.
- This study seeks to delve into the diverse factors influencing travel preferences, ranging from the mode of transportation to specific amenities and services offered during the journey.
- By identifying the key elements that contribute to a positive travel experience, the project aims to provide valuable insights that can be utilized by transportation providers, tourism agencies, and related stakeholders to enhance their offerings and meet the evolving needs of modern travelers.

SECONDARY OBJECTIVE:

- The secondary objective of the project is to evaluate the impact of technological advancements on travel preferences, specifically focusing on how emerging technologies are influencing decision-making processes related to individuals in form of transportation.
- In the modern era, technology plays a pivotal role in shaping the way people plan, book, and experience their journeys.
- This study aims to explore the integration of technologies such as artificial intelligence, mobile applications, and smart infrastructure in the tourism and transportation sectors.
- By understanding how these technologies influence the decision-making process of travelers, the project seeks to provide valuable insights that can guide the development and implementation of innovative solutions within the tourism and transportation industries.

THEORETICAL BACKGROUND

Peoples Behavior and Preferences:

Understanding people behavior is crucial for Optimizing travel preferences. They often have diverse preferences based on factors such as cultural interests, travel companions, and personal comfort. Incorporating theories from consumer behavior

studies can provide insights into the decision-making process and factors influencing travel choices. This includes the study of motivation, perception, and attitude formation, helping to identify key elements that drive to people transportation preferences.

Personalization and Technology:

The advent of technology, especially in the form of mobile applications, artificial intelligence, and data analytics, has transformed the individuals travel landscape. Theoretical frameworks related to personalized services and user experience design are vital in optimizing travel preferences. Concepts like recommender systems and machine learning algorithms can be applied to tailor transportation services according to individual preferences, ensuring a more satisfying and enjoyable travel experience.

Transportation Optimization Models:

Optimizing tourist transportation involves creating efficient models that consider factors such as cost, time, and convenience. Game theory, optimization algorithms, and queuing theory can be employed to develop frameworks that balance the interests of both tourists and transportation service providers. These models can address challenges like route planning, resource allocation, and capacity management to enhance the overall efficiency of tourist transportation systems.

Sustainability and Environmental Impact:

Sustainable tourism is gaining prominence, and considerations for environmental impact are critical in optimizing travel preferences. Theoretical backgrounds related to sustainable development and environmental economics can inform the design of transportation systems that minimize ecological footprints. This involves exploring concepts like green transportation, carbon footprint reduction, and eco-friendly practices within the context of tourist transportation.

Cultural and Social Perspectives:

Tourism is inherently linked to cultural experiences, and understanding the cultural and social dimensions of tourist transportation is essential. Theoretical perspectives from sociology and cultural studies can shed light on the impact of transportation choices on local communities and cultural heritage. This includes examining concepts such as cultural sensitivity, social responsibility, and the role of transportation in shaping the socio-cultural fabric of tourist destinations.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

1. **Crompton, J.L. (1979):** Crompton's seminal work on travel motivation provides a foundational understanding of the psychological factors influencing tourist behavior.
2. **Pearce, D.G. (1982):** Pearce's research on destination choice and decision-making sheds light on the complex interplay of factors guiding tourists in their selection of destinations.
3. **Litvin, S.W (2008):** A more recent contribution, Litvin's work examines the impact of technology on travel decision-making, highlighting the role of online platforms and social media.
4. **Hall, C.M. (2008):** Hall's research on sustainable tourism emphasizes the importance of minimizing the environmental impact of tourist transportation.
5. **Scott, D (2016):** Examining the carbon footprint of various transportation modes, Scott's work contributes to the understanding of sustainable practices in the tourism industry.
6. **Laws, E. (1995):** Laws' research on the cultural dimensions of tourism sheds light on the importance of considering cultural factors in optimizing transportation services for diverse groups of tourists.
7. **Ryan, C., & Cave, J. (2005):** Ryan and Cave's study on transport and tourism destination competitiveness explores the vital connection between transportation infrastructure and destination appeal.
8. **Gartner, W. C. (1993):** Gartner's work on tourist roles sheds light on how different types of tourists have varied transportation preferences.

9. **Choi, H. C., & Murray, I. R. (2010):** Choi and Murray's research on the impact of social media on travel decisions is crucial for understanding modern influences.
10. **Goldsmith, R. E., & Pan, B.(2008):** Their study on technology adoption in travel provides insights into how technological advancements affect transportation choices
11. **Leiper, N. (1979):** Leiper's influential model of tourism systems provides a theoretical framework for understanding the various components of the tourism experience, including transportation.
12. **Cohen, E. (1984):** In addition to Cohen's work on tourist typologies, his exploration of the sociology of tourism provides insights into social factors influencing travel preferences and transportation choices
13. **Williams, P. W. (1996):** Williams' research on the role of travel agents in influencing tourist decision-making provides insights into the intermediary factors that shape transportation choices.
14. **Licata, M. C. (2002):** Licata's study on the future eTourism scenarios contributes to a forward-looking perspective on the potential impacts of technology on travel preferences and transportation.
15. **Kang, S. J. (2012):** Kang's research on the impacts of event and sport tourism on transportation choices adds insights into the unique considerations of travel preferences associated with events.
16. **Duffy, R. (2002):** Duffy's work on the concept of "the tourist role" provides insights into how individuals perceive their roles as tourists, influencing their preferences in transportation modes.
17. **Poon, A. (1993):** Poon's study on tourist satisfaction with shopping and dining experiences and its implications for transportation choices adds a consumer behavior perspective to the study of travel preferences.

- 18.Sigala, M. (2012):** Sigala's work on the use of social media in the tourism industry provides additional insights into the impact of online platforms on tourist behavior, including transportation decisions.
- 19.Morrison, A. M.,Taylor, J. S (1995):** Morrison, Taylor research on the role of travel agency service quality in influencing consumer perceptions adds a service-oriented perspective to transportation choices. online information influences transportation choices.
- 20.Kim, S. S., Lee, C. K., (2003):** Kim and Lee, study on the influence of emotional solidarity on perceived destination image adds a sociological perspective to understanding destination choices and transportation preferences.
- 21.Leslie, D. (2018):** Leslie's study on technology-driven service innovations in tourism adds to the understanding of how technological advancements influence service delivery in transportation.
- 22.Litman, Todd A. (2006):** Evaluating Transportation Equity. Litman's work provides insights into the concept of transportation equity, which is crucial in understanding the diverse preferences and needs of travelers.
- 23.Hall, C. Michael (2010):** Tourism and Regional Development Hall's research delves into the regional development aspects of tourism, addressing how optimized travel preferences can contribute to sustainable growth.
- 24.Dillenburg, John F. (2011):** Tourism and Transport: Modes, Networks, and Flows."Dillenburg's work focuses on the various modes of transportation and their impact on tourism flows, providing a foundation for understanding optimization possibilities.
- 25.Kay W. (2007):** Social Networks and Travel: Some Hypotheses."This research introduces the role of social networks in shaping travel preferences, emphasizing the social aspects that influence transportation choices.

- 26.Curl, Angela (2015):** Transport, Climate Change and the City.Curl's work explores the intersection of transport, climate change, and urban environments, providing insights into sustainable transportation solutions that align with optimizing travel preferences
- 27.Salomon, I. (2001):** How derived is the demand for travel? Some conceptual and measurement considerations" contributes to understanding the underlying factors influencing travel demand, a crucial aspect of preference optimization.
- 28.Connell, J. (2006):** In "Tourism: A Modern Synthesis," the authors explore the sociocultural dimensions of tourism, offering insights into the role of culture in shaping travel preferences.
- 29.Wardman, M. (2004):** "A Review of British Evidence on Time and Service Quality Valuations in Passenger Transport" provides insights into the valuation of time and service quality, crucial for understanding travel preferences.
- 30.Vickerman, R. (1997):** In "Tourism and the Environment," Vickerman explores the environmental implications of tourist transportation, providing a nuanced perspective on sustainable travel.
- 31.Hooper, P. (2011):** Understanding Tourists Preferences for Rural Accommodation: A Conjoint Analysis Approach" focuses on accommodation preferences, a key component of tourist transportation studies.
- 32.Shoval, N. (2004):** "Entertainment and leisure activities in urban space: A study in Haifa, Israel" provides insights into the recreational aspects of urban spaces, contributing to the understanding of leisure-related travel preferences.
- 33.McFadden, D. (1974):** "The measurement of urban travel demand" lays the foundation for discrete choice modeling, an essential tool for studying and predicting travel behavior.
- 34.Bhat, C. R. (2003):** In "Flexible model structures for discrete choice analysis," Bhat provides insights into advanced model structures that enhance the accuracy of discrete choice models in predicting travel preferences.

- 35.Pepping, G. (1998):** "Recent advances in spatial equilibrium modelling: Transport and regional perspectives" discusses spatial equilibrium models, providing a framework for understanding the spatial aspects of travel preferences.
- 36.Lewicka, M. (2008):** "Place attachment, place identity, and place memory: Restoring the forgotten city past" explores the psychological aspects of place attachment and identity, crucial for understanding how destinations shape travel preferences.
- 37.Miller, E. J., & van Eggermond, M. (2017):** "New Directions for Urban Transport Models: Exploring Socio-Technical Lock-in Effects" discusses the socio-technical lock-in effects in urban transport models, highlighting the challenges in optimizing travel preferences within existing system.
- 38.Larsen, J.(2006):** "Mobility and the encounter" examines the relationship between mobility and social encounters, providing insights into the social dimensions of travel preferences.
- 39.Banister, D. (2008):** "The sustainable mobility paradigm" discusses the concept of sustainable mobility, emphasizing the importance of sustainability considerations in shaping travel preferences.
- 40.Handy, S.L.(2002):** "The Future of Telecommunications and It Implications for Travel" explores the potential impacts of telecommunications advancements on travel behavior, addressing how technology influences travel preferences.
- 41.Lyons, G. (2013):** Understanding the travel behaviour of the elderly and the disabled critical review of the literature reviews the literature on travel behavior of elderly and disabled individuals, providing insights into the unique preferences of these demographic groups.
- .
- 42.Currie, G., & Delbosc, A. (2010):** "Exploring public transport usage trends in an aging population" investigates the impact of an aging population on public transport usage trends, highlighting demographic considerations in travel preferences

- 43.Hollands, R. G. (2013):** Their contribution to an understanding of change and stability in travel behaviour" explores the contributions of life course studies to understanding change and stability in travel behavior, providing insights into the temporal aspects of travel preferences.
- 44.Martens, K. (2010):** The Dutch experience examines the Dutch experience in promoting bike-and-ride schemes, offering insights into strategies for enhancing sustainable transportation options and influencing travel preferences
- .
- 45.Stopher, P. (2014):** "Review of GPS travel survey and GPS data-processing methods" provides a review of GPS travel survey and data-processing methods, offering insights into advancements in data collection techniques for understanding travel behavior.
- 46.Levinson, D. (2006):** "Place and opportunity: Accessibility to jobs in metropolitan Phoenix" investigates the accessibility to jobs in metropolitan Phoenix, contributing to the understanding of how spatial factors influence employment-related travel preferences.
- 47.Shoval, N., & McKercher, B. (2008):** "From destination to location-based systems: Lodging recommendations for tourism" - Discusses the role of location-based systems in providing lodging recommendations for tourists.
- 48.Ritchie, J. B.R.,(2003):** "The Competitive Destination: A Sustainable Tourism Perspective" - Discusses the concept of sustainable tourism competitiveness, including sustainable transportation
- .
- 49.Peter Mason (2003):** "Tourism Impacts, Planning and Management" - Explores the impacts of tourism on destinations, including considerations for transportation planning and management.
- 50.Robert E. Wood (1998):** "Tourism, Culture & Communication" - Explores the intersection of tourism, culture, and communication, with potential relevance to transportation communication strategies.

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY

The Research Methodology for the project, "A Study on Optimizing Travel Preferences by Individuals in form of Transportation," adopts a multifaceted approach to comprehensively explore and enhance the understanding of factors influencing travel choices. The investigation will commence with an in-depth literature review to establish a solid theoretical foundation, identifying gaps and informing research hypotheses. The subsequent phase involves the design of a structured survey questionnaire, encompassing diverse aspects of travel preferences such as transportation modes, amenities, pricing, and destination choices. The survey will be distributed through both online and offline channels, employing a stratified random sampling technique to ensure a representative and diverse participant pool based on factors such as age, gender, travel frequency, and preferred destinations.

SOURCES OF DATA

The utilization of both primary and secondary data sources will enable a comprehensive exploration of factors influencing preferences in individuals source of transportation.

○ PRIMARY DATA

- **Surveys and Questionnaires:** Develop surveys targeting Individuals to understand their preferences in terms of transportation modes, comfort, pricing, and other relevant factors. This firsthand information will provide valuable insights into specific travel preferences.
- **Interviews and Focus Groups:** Conduct one-on-one interviews to deeper into individual experiences and the factor influencing travel preferences. Focus group discussions can bring out nuanced opinions and preferences that may not surface in quantitative surveys.

- **Observational Studies:** Directly observe individuals behaviors at transportation modes which they have recently travelled destinations, and during transit. This method can offer real-time insights into the choices and preferences of travelers.
- **SECONDARY DATA:**
 - **Government Databases:** utilize transportation statistics and surveys available from local or government agencies. This includes statistics on their arrivals, transportation usage patterns, and government initiatives related to tourism infrastructure.
 - **Transportation Reports:** Explore reports and publications from transportation company or departments, both private and public. These sources can provide information on market trends, customer preferences, and technological advancements in the transportation sector.
 - **Online Reviews and Social Media:** Analyze online reviews, comments, and social media platforms for user-generated content related to travel preferences which used frequently. Platforms like Make my trip,Redbus,TripAdvisor,Booking.com, and travel forums can offer candid opinions on various modes of transportation.

SAMPLE SIZE

The sample size for this research project is 80

SAMPLING METHOD

Sample methods such as surveys, interviews, or data analysis of historical travel patterns to gather information on individuals preferences and behaviors.

AREA OF STUDY

General Public who preferences domains of tourism management and transportation planning

HYPOTHESIS

HYPOTHESIS-1:

H0: There is no significant correlation between travel time and the cost of transportation, suggesting that individuals are more likely to opt for faster modes of transportation.

H1: There is significant correlation between travel time and the cost of transportation, suggesting that individuals are more likely to opt for faster modes of transportation.

HYPOTHESIS-2:

H0: The level of convenience in transportation options does not affect individuals' travel choices.

H1: Increasing the convenience of transportation options significantly influences individuals to optimize their travel preferences for efficiency and satisfaction.

TOOLS OF ANALYSIS

Percentage Analysis

Analyzing a component's proportionate relationship to the total in terms of percentages is the goal of percentage analysis. In order to evaluate changes, trends, and distributions, it is extensively utilized in statistics, business, and finance. Values expressed as percentages make comparison easier and shed light on the relative importance of various dataset pieces.

ANALYTICAL TOOLS

- Correlation
- Anova

CORRELATION

The statistical association between two variables is measured by correlation, which shows the direction and intensity of the relationship between them. Positive correlations indicate that variables move in the same direction, while negative correlations show the opposite movement. Positive correlations range from -1 to 1.

Recognizing correlation facilitates pattern analysis and prediction within datasets.

ANOVA TEST

Its statistical technique called ANOVA (Analysis of Variance) compares the means of several groups to determine whether observed differences are statistically significant. It helps distinguish between variations caused by real differences and chance by dividing total variance into within-group and inter-group components.

Onaway Anova

One-way ANOVA is used to compare the means of three or more groups in order to assess the statistical significance of observed differences.

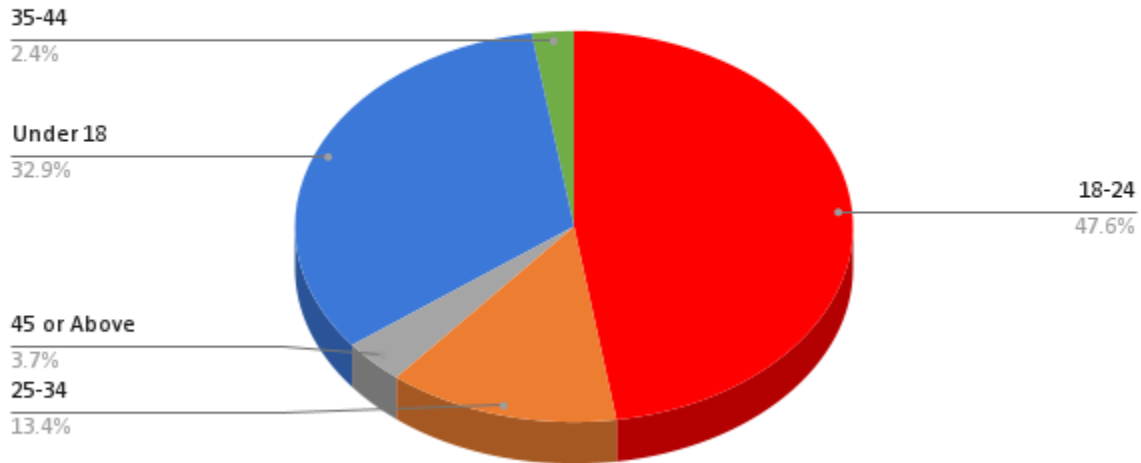
CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

1. THE AGE OF THE RESPONDENTS

AGE

82 Responses



4.1.1 TABLE INDICATING AGE OF THE RESPONDENTS

S.NO	AGE	No. of respondents	Percentage Analysis
1	Under 18	27	32.9%
2	18-24	39	47.6%
3	25-34	11	13.4%
4	35-44	2	2.4%
5	45 or Above	3	3.7%
Total		82	100%

INTERPRETATION

Based on the preceding table, it can be inferred that of the 82 respondents, those Under 18 ages represent 32.9, those between 18- 24 ages represent 47.6%, those between 25-34 ages represent 13.4%, those between 35-44 ages represent 2.4% and those 45 or Above ages represent 307%.

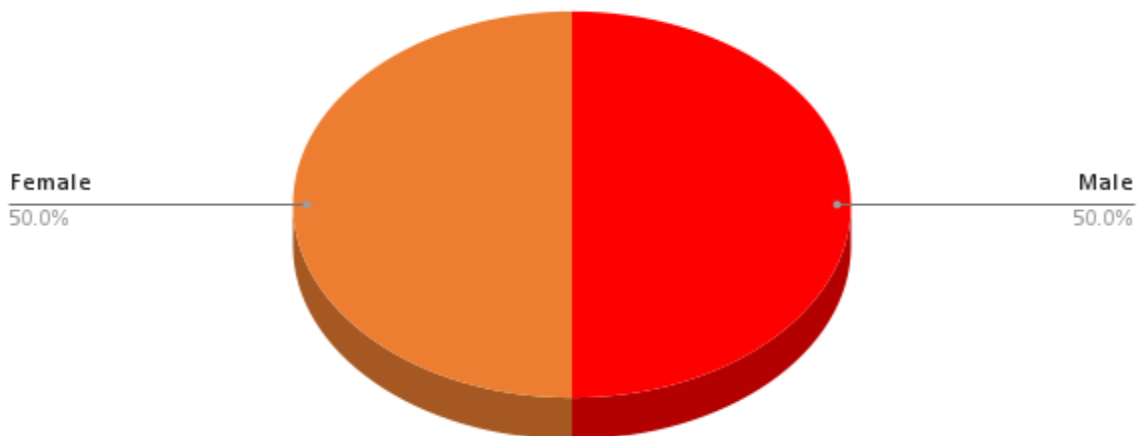
INFERENCE

Majority 47.6% of the respondents belong to the age group of 18-24 category

2. THE GENDER OF RESPONDENTS

GENDER

82 Responses



4.1.2 TABLE INDICATING GENDER OF THE RESPONDENTS

S.NO	GENDER	No. of respondents	Percentage analysis
1	Male	41	50%
2	Female	41	50%
Total		82	100%

INTERPRETATION

According to the above table, 50% of respondents are male, 50% are female

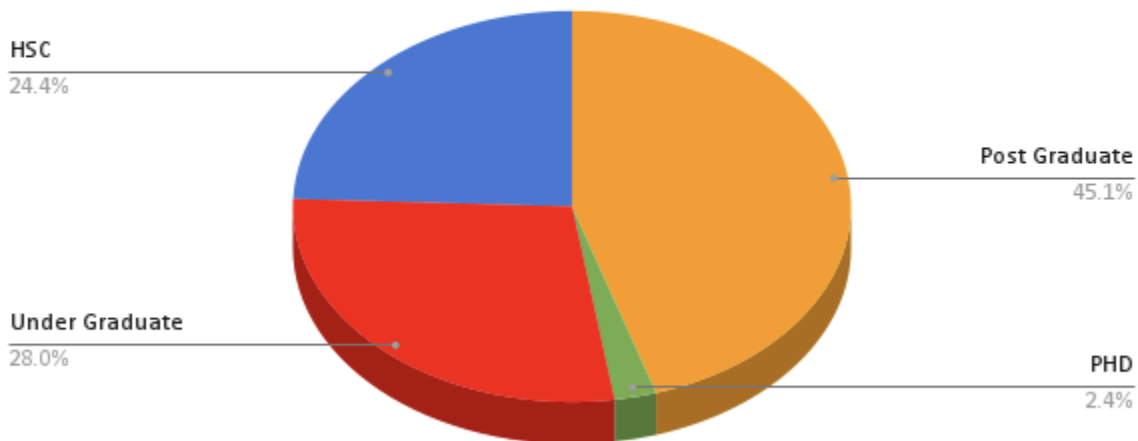
INFERENCE

Majority 50% of the respondents are male and female.

3. QUALIFICATION OF THE RESPONDENT

QUALIFICATION

82 Responses



4.1.3 TABLE INDICATING EDUCATIONAL QUALIFICATION

S.NO	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	HSC	20	24.4%
2	Under Graduate	23	28.1%
3	Post Graduate	37	45.1%
4	PHD	2	2.4%
TOTAL		82	100%

INTERPRETATION

According to the above table, there are 24.4% of respondents who are HSC, 28% who are Under Graduate, 45.1% who are Post Graduates, and 2.4% who are PHD.

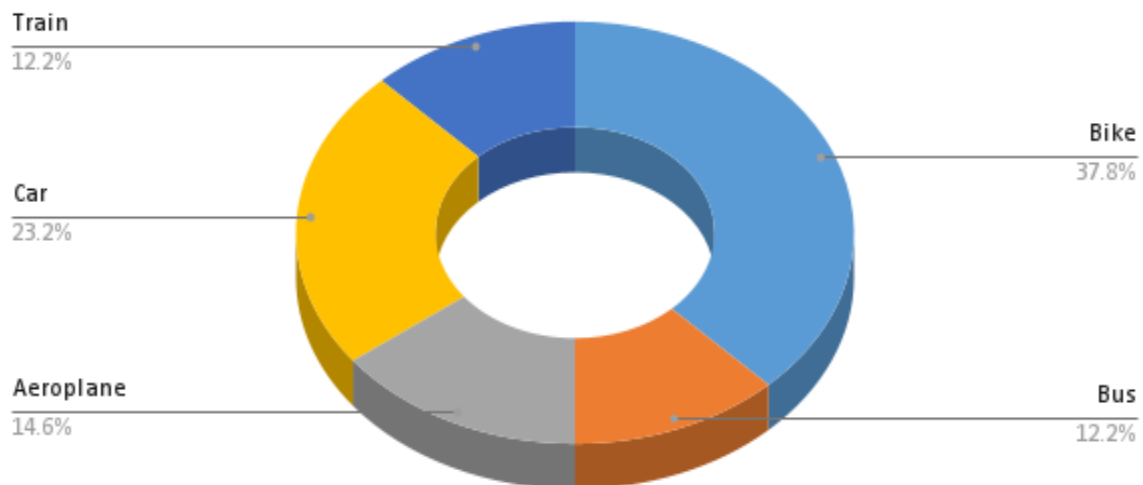
INFERENCE

Majority 45.1% of the respondents belongs to Post Graduate Educational Qualification.

4. Preferred Mode Of Transportation While Traveling

Preferred mode of transportation when traveling?

82 Responses



4.1.4 TABLE INDICATING PREFERRED MODE OF TRAVEL

S.NO	MODES OF TRAVEL	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Bike	31	37.8%
2	Car	19	23.2%
3	Bus	10	13.4%
4	Aeroplane	12	13.4%
5	Train	10	12.2%
Total		82	100%

INTERPRETATION

According to the above table there are 37.8% respondents who are Bike, 23.2% on Car, 13.4% are Bus, 13.4% are Aeroplane and 12.2% on Train.

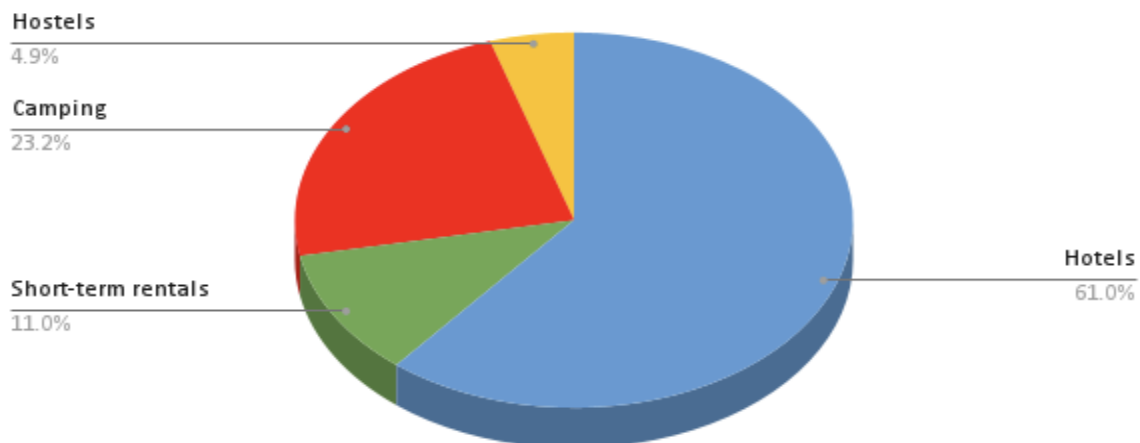
INFERENCE

Majority 37.8% of Respondents who used Bike Frequently

5. What Kind of Accommodation Do You Choose While Traveling?

What Kind of Accommodation Do You Choose While Traveling?

82 Responses



4.1.5 TABLE INDICATING KIND OF ACCOMMODATION IN TRAVELING

S.NO	ACCOMMODATION OF TRAVELING	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Hotels	50	61%
2	Short-Term Rentals	9	11%
3	Camping	19	23.2%
4	Hostels	4	4.9%
Total		82	100%

INTERPRETATION

According to the above table there are 61% who are stays in Hotels, 11% who are stays in Short-Term Rentals, 23.2% who stays in Camping, 4.9% who stays in Hostels

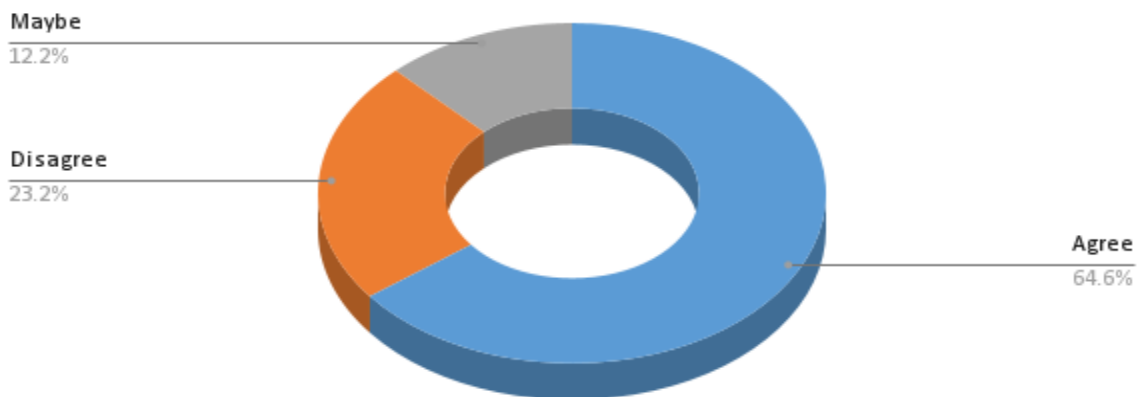
INFERENCE

Majority 61% respondents who stays in Hotels in accommodation of traveling.

6. Have You Research and Read Reviews Before Selecting Accommodation for your Travel trips?

Have You Research and Read Reviews Before Selecting Accommodation for your Travel trips?

82 Responses



4.1.6 TABLE INDICATING RESEARCH AND REVIEW ON TRAVEL TRIPS

S.NO	RESEARCH AND REVIEW OF TRAVEL	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Agree	53	64.6%
2	Disagree	19	23.2%
3	Maybe	10	12.2%
TOTAL		82	100%

INTERPRETATION

According to the above table there are 65.4% who are Agreed, 23.2% who are Disagree and 12.2% who are Maybe in the question.

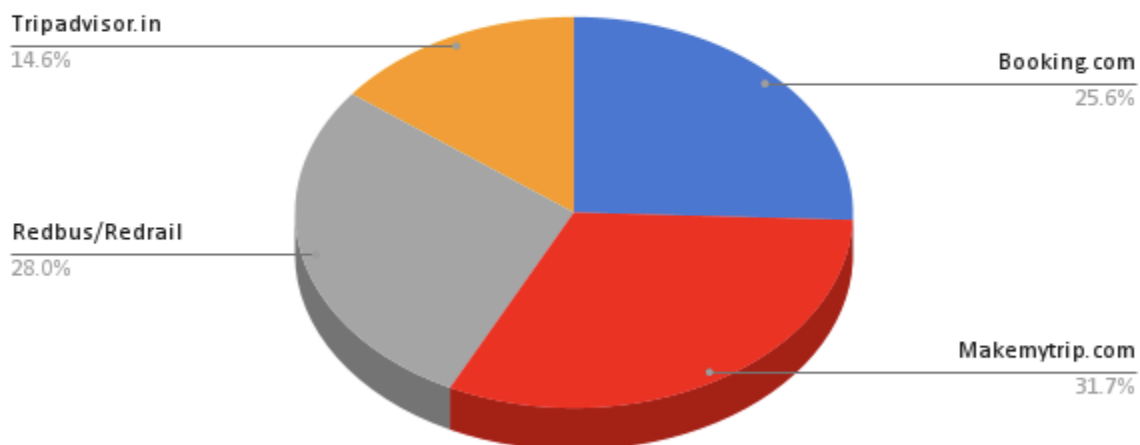
INFERENCE

Majority 65.4% respondents who are Agree in research and review on travel.

7. Have You Used Travel Booking Websites or Apps?

Have You Used Travel Booking Websites or Apps?

82 Responses



4.1.7 TABLE INDICATING TRAVEL BOOKING WEBSITES

S.NO	TRAVEL BOOKING WEBSITE OR APPS	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Makemytrip.com	26	31.7%
2	Booking.com	21	25.6%
3	Tripadvisor.in	12	14.6%
4	Redbus.com	23	28.1%
Total		82	100%

INTERPRETATION

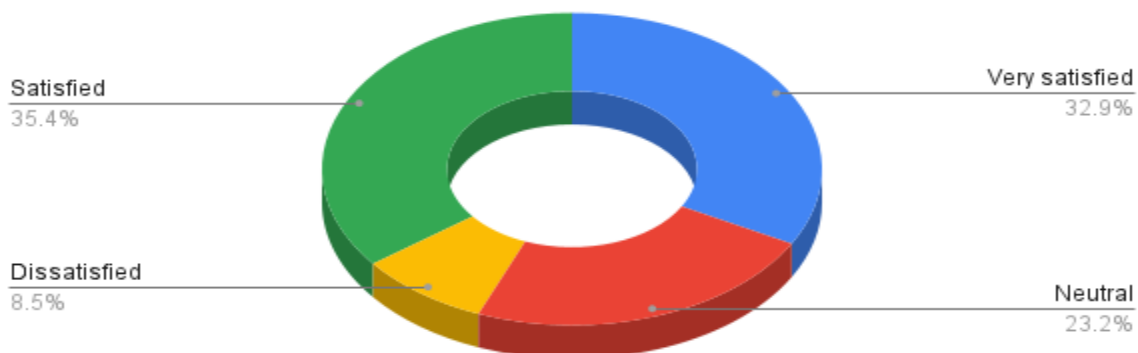
According to the above table 31.7% respondents were used by, 25.6% on Makemytrip.com where used Booking.com, 14.6% where used by Tripadvisor.in, 28.1% where used by Redbus.com in this question

INFERENCE

Majority 31.7% who used makemytrip.com for bookings in source of travel frequently.

How Would You Rate Your Satisfaction With Your Recent Travel Experience?

82 Response



4.1.8 TABLE INDICATING SATISFICATION ON TRAVEL EXPERIENCE

S.NO	SATISFICATION ON TRAVEL	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1.	Very Satisfied	27	32.9%
2	Satisfied	30	35.4%
3	Neutral	20	23.2%
4	Dissatisfied	7	8.5%
Total		82	100%

INTERPRETATION

According to the above table 32.9% are Very Satisfied in travel experience, 35.4% are Satisfied in travel experience, 23.2% are Neutral in travel experience and 8.5% are Dissatisfied in travel experience.

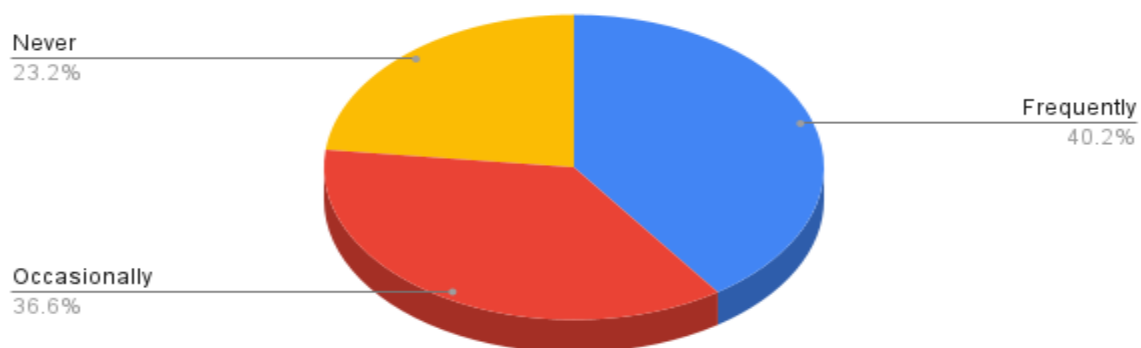
INFERENCE

Majority 35.4% are Satisfied in there recent travel experience in this question.

9. Have You Ever Experienced Travel Delays Due to Unforeseen Circumstances?

Have You Ever Experienced Travel Delays Due to Unforeseen Circumstances?

82 Responses



4.1.9 TABLE INDICATING CIRCUMSTANCES OF TRAVEL DELAY

S.NO	TRAVEL DELAYS	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Frequently	34	40.2%
2	Occasionally	30	36.6%
3	Never	18	23.2%
Total		82	100%

INTERPRETATION

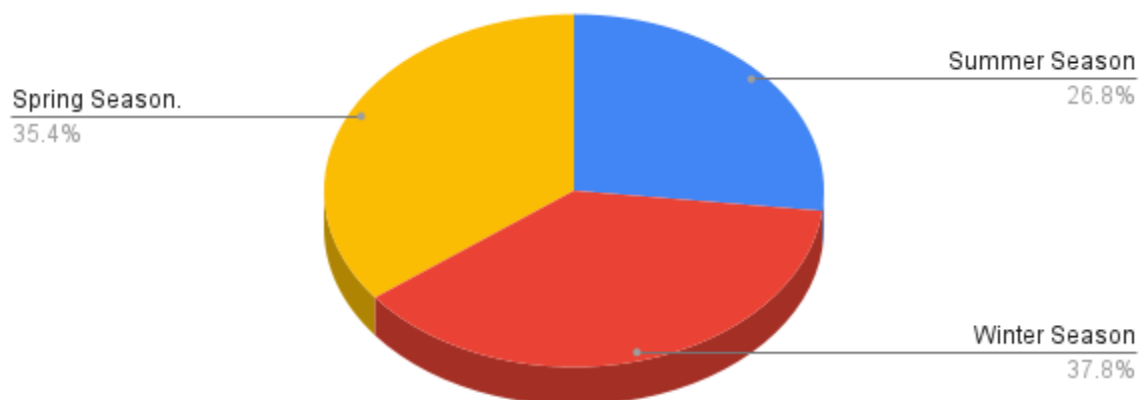
According to the above table there are 40.2% respondents who are frequently, 36.6% on occasionally and 23.2% are respondents are never.

INFERENCE

Majority 40.2% of respondents who are belongs to Frequently travel delayed.

10. Are there specific seasons or times of the year when you tend to travel more frequently?

82 Responses



4.1.10 TABLE INDICATING SPECIFIC SEASON OF TRAVELING

S.NO	SEASON OF TRAVELING	NO. OF RESPONSE	PERCENTGE ANALYSIS
1	Winter Season	31	37.8%
2	Summer Season	22	26.8%
3	Spring Season	29	35.4%
Total		82	100%

INTERPRETATION

According to the above table 37.8% were interested to travel on Winter Season, 26.8% who are interested to travel on Summer Season, 35.4% are interested to travel on Spring Season.

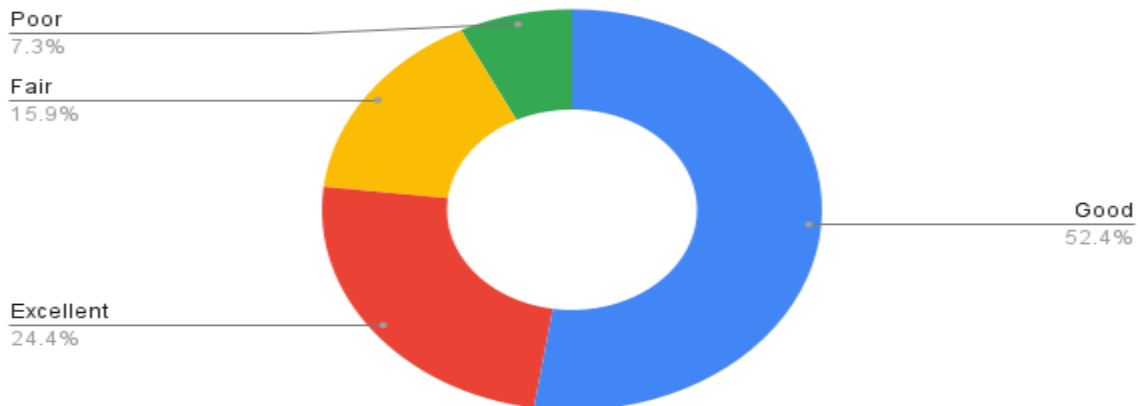
INFERENCE

Majority 37.8% respondents were specifically choose Winter Season to travel

11. How Would You Rate the Accessibility of Transportation Options in Your Area?

How Would You Rate the Accessibility of Transportation Options in Your Area?

82 Responses



4.1.11 TABLE INDICATING ACCESSIBILITY OF TRANSPORTATION

S.NO	TRANSPORTATION OPTION IN AREA	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Excellent	20	24.4%
2	Good	43	52.4%
3	Fair	13	15.9%
4	Poor	6	7.3%
Total		82	100%

INTERPRETATION

According to the above table 24.4% who has Excellent transportation option in area, 52.4% who has Good transportation option in area, 15.9% who has Fair transportation option in area, and 7.3% who has Poor transportation option in area .

INFERENCE

Majority 52.4% who has Good accessibility of transportation option in area.

HYPOTHESIS-1

H0: There is no significant correlation between travel time and the cost of transportation, suggesting that individuals are more likely to option for faster modes of transportation.

H1: There is significant correlation between travel time and the cost of transportation, suggesting that individuals are more likely to option for faster modes of transportation.

Correlations

		Travel	Cost
Travel	Pearson Correlation	1	-.145
	Sig. (2-tailed)		.739
	N	82	82
Cost	Pearson Correlation	-.145	1
	Sig. (2-tailed)	.739	
	N	82	82

INTERPRETATION

The p value is -.145 which is lesser than the significance value (0.05) Hence alternative hypothesis (H1) is accepted and H0 is rejected.

INFERENCE

Therefore, there is a significance difference between the travel time and cost of transportation.

HYPOTHESIS-2

H0: There is no significant difference between travel distance and the time spent on transportation.

H1: There is significant difference between travel distance and the time spent on transportation.

One way Anova

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Distance	Between Groups	2.215	3	.738	.567	.639
	Within Groups	59.865	78	1.301		
	Total	62.080	81			
Time	Between Groups	2.301	3	.767	2.128	.110
	Within Groups	16.579	3	1.360		
	Total	18.880	78			

INTERPRETATION

The p value .639 which is greater than the significance value (0.05), Hence null hypothesis (H0) is accepted and (H1) IS Rejected.

INFERENCE

There is no significant difference between Travel distance and time spent on transportation.

CHAPTER 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- 1.** Majority 47.6% of the respondents belong to the age group of 18- 24 category.
- 2.** Majority 50% of the respondents are male and Female.
- 3.** Majority 45.1% of the respondents belongs to Post Graduate Educational Qualification.
- 4.** Majority 37.8% of respondents who are used to Bike frequently.
- 5.** Majority 61% respondents who stays in Hotels in accommodation of traveling.
- 6.** Majority 65.4% who Agree in research and review on travel trips.
- 7.** Majority 31.7% who used Makemytrip.com for bookings in source of travel frequently
- 8.** Majority 35.4% are satisfied in there recent travel experience.
- 9.** Majority 40.2% of respondents who are belongs to Frequently travel delayed.
- 10.** Majority 52.4% respondents who has Good accessibility of transportation option in area.

11. Majority 37.8% respondents were specifically choose Winter Season to travel more frequently.

12. By using correlation between travel time and the cost of transportation, suggesting that individuals are more likely to option for faster modes of transportation? that the p value is -.129 which is lesser than the significance value (0.05) Hence alternative hypothesis (H1) is accepted and H0 is rejected

13. By using ANOVA for finding the relationship between Travel distance and time spent on transportation? That The p value .639 which is greater than the significance value (0.05), Hence null hypothesis (H0) is accepted and (H1) IS Rejected

5.2 SUGGESTION

- Examine the connection between age, gender, and education levels and individual preferences to identify patterns and trends in optimization of travel.
- Examine the ways to analyze their travel data with extensive survey by cost, comfort and modes of transport preferences.
- Examine the user demographics and preferences to identify patterns in transportation choices..
- Examine current travel behaviour of individuals with their common transportation choices like car, bike, bus and train.
- Look at the impact of environmental factors on travel preferences, such as weather conditions or traffic congestion.
- Provide practical insights into customer behavior, preferences, and safety issues based on the study's findings in the conclusion.

- Examine the role of cultural and societal factors in shaping individual attitudes towards different transportation options. .

5.3 CONCLUSION

- The study uncovers nuanced insights into individual travel preferences, shedding light on the diverse factors influencing transportation choices.
- A Significantly, the research reveals a consensus across age, gender, and education, emphasizing the universal nature of certain preferences in the realm of transportation.
- Intriguing patterns emerge from the data, highlighting unexpected correlations and providing valuable insights for designing tailored transportation solutions.
- The acceptance of alternative hypotheses in correlation tests highlights nuanced relationships between consumer frequency, perception, and safety concerns.
- The rejection of hypotheses in ANOVA suggests a less conclusive link between certain variables.
- These findings collectively provide valuable insights into consumer preferences and safety considerations in the frozen food market.
- The study establishes a foundational understanding for further industry analysis.
- Insights offer guidance for industry stakeholders to adapt strategies and improve.