

Customer preference towards choosing Pilgrimage Destination in India for Tour

Prof.Naveenkumar Hanagandi
Department of MBA (Marketing),
Chetan Business School Hubli,
Karnataka, India.

Prof.Gururaj Patil (Marketing),
Department of MBA,
Chetan Business School Hubli,
Karnataka, India.

Ms.Jayashree Bisanhalli
Department of MBA, (Alumni),
Chetan Business School, Hubli,
Karnataka, India.

Abstract:-

The study is started by conducting an initial study on the needs and preferences of customers for Pilgrimage Tour. The study was conducted in Twin city of Hubli & Dharwad. This study speaks about the preferences of customers aged 45-60 years, working for different professions have their own choices of opting a company for their pilgrimage tours.

Customers often look for a tour operator for taking them to various pilgrimage destinations, it's because of their age factor wherein they don't want to take risk by going on to the tours all alone. They normally wish to spend their time with their families for some days which makes them relaxed from the routine life.

In the study we found that majority of the respondents have visited south India pilgrimage destinations, and also when asked they expressed positive reactions towards visiting North India as their pilgrimage destination. They always prefer to go on with the spiritual vacation tours. Train is one of the mode where they are very much

comfortable to travel. Often people travel multiple times to the same destinations because they believe the spiritual almighty persist at that locations and they wish to visit again and again. They are able to travel to the spiritual destinations at least for a week or maximum two weeks. They prefer to stay in the economy hotels as it goes cost effective and also prefer the places with less crowd. They wish to carry their medical kit to the tour as they may will not get the tablets of the same prescription when they are outside their residing places. When it comes to utilities like drinking water facility, toilets and others they would adjust for some while if it's available in the immediate distance of the travel. They often plan to get luggage's which has self-locking facility for their safety purpose.

Objectives of the Study:

- 1) To Study the needs and preferences of the Pilgrimage Destination.
- 2) To ascertain the frequency and mode of visit to the Pilgrimage.

Interpretation:

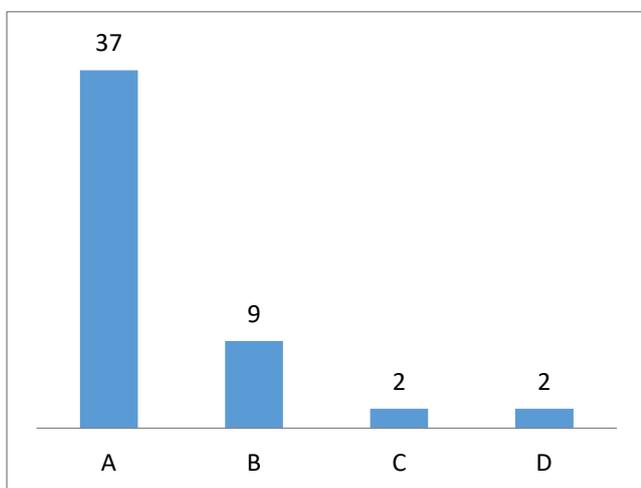
Above table represents nearly to 40% of the respondents say that they normally prefer to travel for a family vacation to the pilgrimage tours near by to 20% of the respondents say that they travel for the sake of spiritual tours and nearly to 24% says that they travel for their religious tours , nearby to 12% of the respondents say that they prefer going tours for rest and relaxation and remaining 04% says that would like to travel for their love towards Nature.

Table 5: What mode of Transportation do you prefer?

A	36
B	9
C	2
D	2

- a)Self Car/Vehicle
- b)Bus
- c)Train
- d)Airplane
- e)Sea ways

A	21	42
B	10	20
C	12	24
D	07	14
E	0	



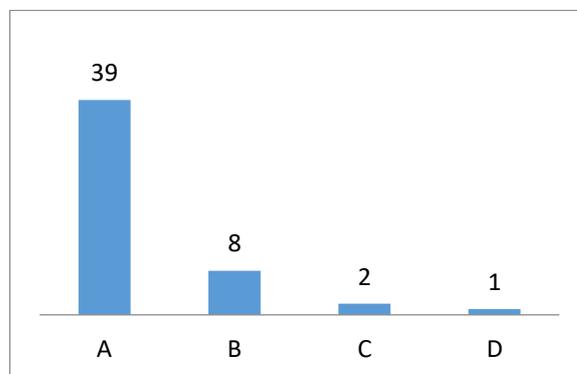
Interpretation:

The above table represents near by to 42% prefer travelling by self driven vehicles or by thir private hired cabs , nearly to 20% say that they prefer travelling by Bus , nearly to 24 % says that they would always prefer to travel by train , very less around 14% of the respondents said that they would choose airways for their journey.

Table 6:

With whom do you Travel most often?

- a)Family
- b)Friends
- c)Alone
- d)Colleagues



Interpretation:

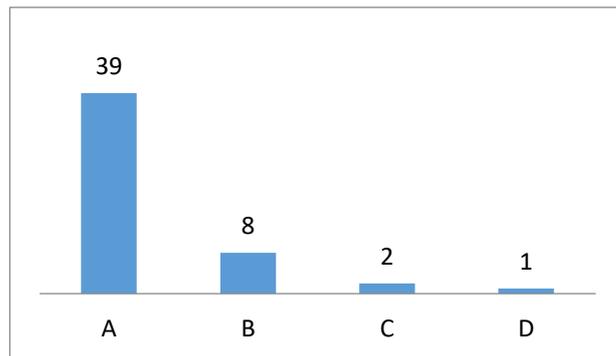
The above table represents near by to 72% prefer travelling with their family , nearly to 09% say that they prefer travelling with their friends , nearly to 02 % says that they would always prefer to travel alone , and another 02% of the respondents said that they would choose their couligues for their tours.

Table 7:

Number of times undergone with the Pilgrimage Tour than 10 times

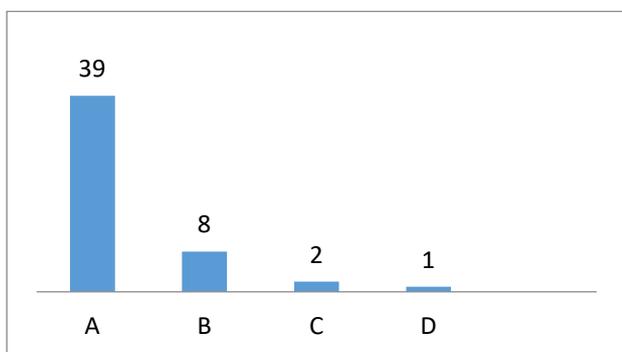
- a)First
- b)Second
- c)3-5 times
- d)5-10 times
- e)More

a	7	14
b	20	40
c	14	28
d	5	10
e	4	08



Interpretation:

Above table and Graph depicts that 78% of the respondents prefer to travel for pilgrimage tour for a week, nearly 16% of the respondents prefer going for a fortnight and 04% respondents prefer to travel for pilgrimage tour for a month and around 02% of the respondents prefer to travel for 2 Months period.



Interpretation:

Above table denotes that 14% respondents have undergone the pilgrimage tour for first time, 40% respondents have visited tours for the second time, 28% respondents have gone for their tours for 3-5 times, nearly 10% of the respondents say they have visited at least for 5-10 times and 08% respondents have undergone their tours for more than 10 times.

Table 8:

How many days do you normally prefer to Travel for Pilgrimage Tour?

- a)A week
- b)A fortnight
- c)A Month
- d)2 Months

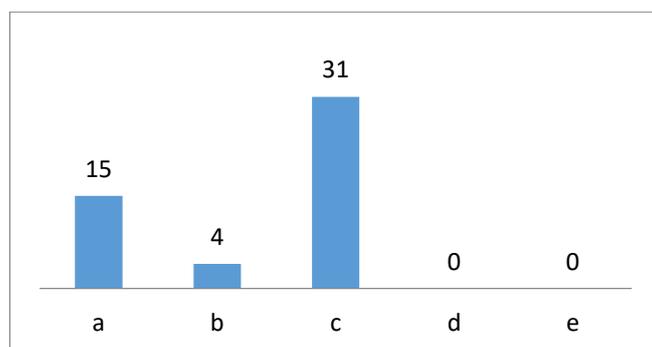
A	39
B	8
C	2
D	1

Table 9:

How do you plan your Pilgrimage Tour?

- a)By yourself
- b)Through a Travel agent
- c)Friends & Relatives
- d)Internet
- e)Newspaper

a	15
b	4
c	31
d	0
e	0



Interpretation:

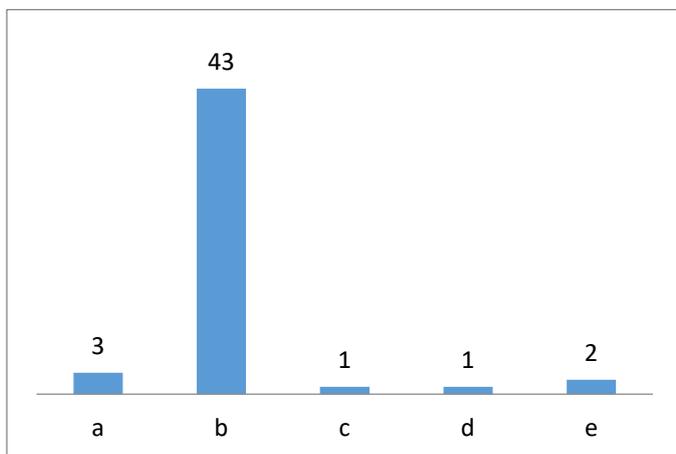
Above table and Graph depicts that around 30% of the respondents plan their pilgrimage tour by themselves, 08% of the respondents opt a travel agent and 62% of the respondents travel through their friends and relatives.

Table 10:

Which kind of Accommodation do you prefer to stay?

- a) Expensive Hotel
- b) Economy Hotel
- c) Resort
- d) Dormitory
- e) Dharmachatra

A	3
B	43
C	1
D	1
E	2



Interpretation:

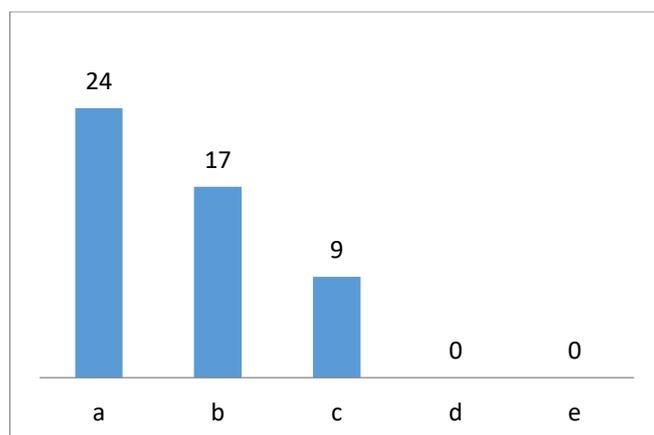
Above table and Graph depicts that 06% of the respondents are likely to stay in expensive hotel, 86% of the respondents choose economy hotels, nearly 02% of the respondents choose resort, 02% respondent prefer dormitory and 04% respondents are comfortable to stay in dharmachatra.

Table 11:

What sort of Accommodation you would look for when you are on Pilgrimage Tour

- a) Very less Crowded place
- b) Average Crowded place
- c) Neutral
- d) Mixture of both minimal & average Crowd
- e) Over Crowded place

A	24
B	17
C	9
D	0
E	0



Interpretation:

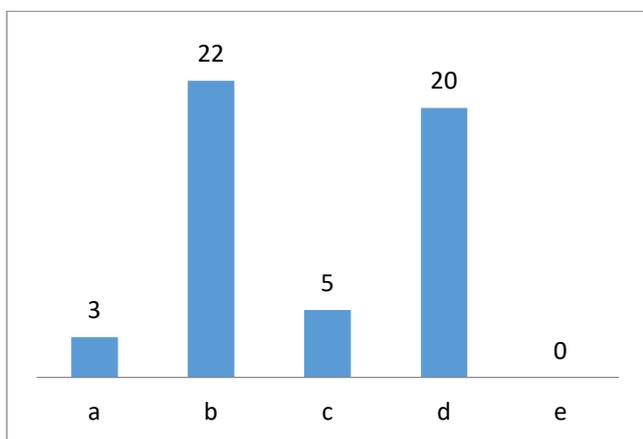
Above table and Graph depicts that nearly 49% of the respondents prefer very less crowded place for their accommodation on pilgrimage, 36% respondents for average crowded place and nearly 18% respondents say they are neutral for their accommodation on pilgrimage tour.

Table 12:

Express your opinion about variety of food & beverages on Pilgrimage

- a) More variety of food
- b) I prefer hygiene food
- c) I am ok with the more varieties or less varieties
- d) I can adjust with the taste & hygiene during the Pilgrimage
- e) I am ok with less hygiene food

a	3
b	22
c	5
d	20
e	0



Interpretation:

Above table and Graph depicts that 06% of the respondents are like to prefer more variety of food during their pilgrimage tour ,44% of the respondents are for prefer hygiene food, around 10% of the respondents are for ok with the more varieties/less varieties and 40% of the respondents are likely to adjust with the taste & hygiene during the pilgrimage.

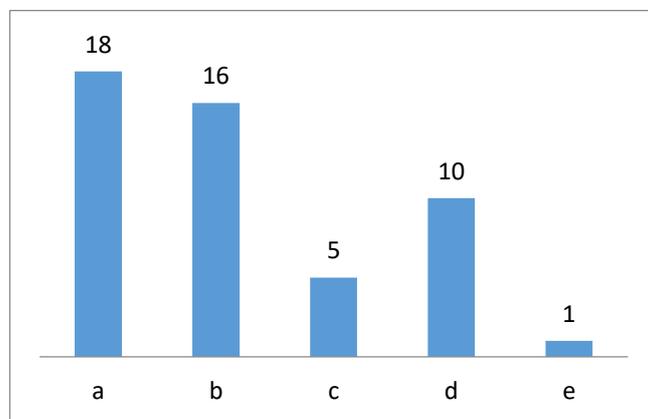
Table 13:

Express your opinion about Medical & first aid facility

- a) I prefer the having my Travel where there is feasibility of medical facilities

- b) I prefer the medical facilities to be available at least in the Surrounding of 5-10 km
- c) Neutral
- d) I will carry my own medical kit & not required immediate medical assistance
- e) I can manage without medical assistant

A	18
b	16
c	5
d	10
e	1



Interpretation:

Above table and Graph depicts that 36% of the respondents prefer to have their medical facilities on travel where there is feasibility, 32% of the respondents prefer medical facilities to be available at least in the surrounding of 5-10 kms, 10% of the respondents are neutral, 20% of the respondents prefer to carry their own medical kit & not required medical assistance and 02% of the respondents can manage themselves without medical assistant.

Table 14:

Express your opinion about availability of public utilities (Drinking water, Bathroom, Toilets arrangements)

- a) I prefer having these facilities on Immediate wherever I go

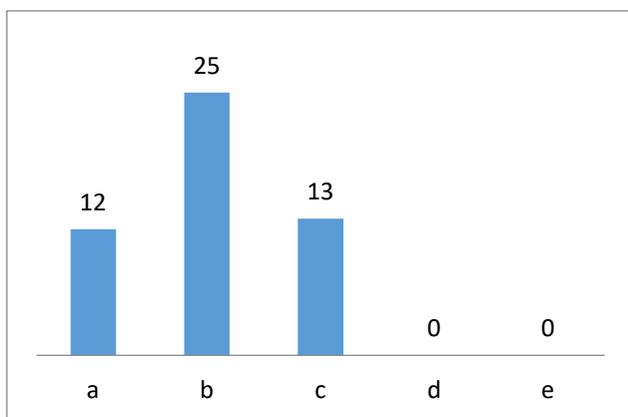
b)I can manage for some time if the location is in & around 2-4 km

c)I can any how manage till I reach the destination

d)I am ok with the open environment

e)I can carry my own kit for this

A	12
B	25
C	13
D	0
E	0



Interpretation:

Above table and Graph depicts that 24% of the respondents prefer to have their facilities on immediate wherever they go,nearly 50% of the respondents can manage for some time if the location is in & around 2-4 km and nearly 26% of the respondents manage till they reach the destination.

Table 15:

Express your opinion regarding to clock room &locker facilities provided by tour operatives

a)I require clock room &locker facilities throughout the period of my tour

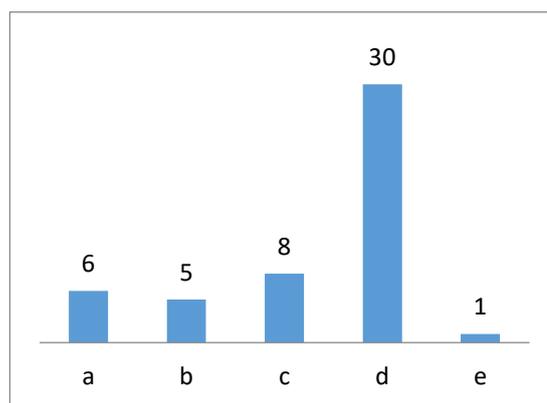
b)I barely require clock room &locker facilities

c)Neutral

d)I carry my own lock enabled luggage bags so may not required

e)I would not require clock room &locker facility

A	6
B	5
C	8
D	30
E	1



Interpretation:

Above table and Graph depicts that 12% of the respondents says they require clock room & locker facilities throughout the period of their tour,10% of the respondents are barely require clock room & locker facilities,16% of the respondents are neutral,and near to about 60% of the respondents carry their own lock enabled luggage bags and about 02% of the respondents says they would not require clock room & locker facility.

Conclusion:-

The study started with designing the topic on customer preference towards choosing Pilgrimage Destination in India. The survey is made on the proper questionnaires to know perception towards the pilgrimage tour that is where they wants to go for travel , south indian bit hesitate to travel north india be it because of the linguistic problem , and the differ in the life style , Train is one of the most prefered mode of travel , because of the saftey and ore over

people travel for pilgrimage will be at least 45 years and above. Normally when opting for spiritual journeys people prefer going with families and that days preferred would be minimum one week or a fortnight. As India is a country where spirituality is more normally people visit multiple times to the destinations and always they prefer travelling through a travel agent. For accommodation they normally prefer to stay in economy class or dormitory as travelling multiple times with fetch more costs. When it comes to pilgrimage destinations people normally prefer to travel where they will have less crowd so that the spiritual worship will be very effective. When it comes to food attributes to them are OK with the food if there are no varieties but should at least should maintain hygiene. They normally tend to carry their own medical kit with them and also they are comfortable in using public utilities if it is not available in and around for certain distance. They normally tend to carry their luggage with locker system because when we are somewhere at the pilgrimage tour we may find a locker system or we may not find.

Hence by these few study the paper concludes.

References:-

Journal Papers:

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2. Topic:-
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3. Topic:-
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