

**RESEARCH PROJECT ON
MARKETING ANALYSIS OF EASEMYTRIP.COM**

*FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF*

***BACHELOR OF BUSINESS ADMINISTRATION AVIATION
MANAGEMENT***

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Bachelor of Business Administration
3rd year



School of Business, Galgotias University

BBA AVIATION MANAGEMENT

Certificate from Faculty Guide

This is to certify that the project report (MARKETING ANALYSIS OF EASEMYTRIP.COM) has been prepared by My team under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration

Prof . NAMRATA MAM

. Date:09FEB 2021

Declaration

I FAISAL AHMED SIDDIQUE, Roll No. **18021020313** student of BBA/BMS of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “**MARKETING ANALYSIS OF EASEMYTRIP.COM.**” is an original and authenticated work done by me. I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

FAISAL AHMED SIDDIQUE

Name of the Student

Date: 09 February 2021

INTRODUCTION

As we discuss, let's first know about the easemytrip.com .

EaseMyTrip.com is an Indian online travel company founded in 2008 by , Rikant Pitti , and Prashant Pitti. Headquartered in New Delhi, the company provides hotel bookings, air tickets, holiday packages, bus bookings, and white-label services.

EASEMYTRIP.COM is giving one of the best customer services .Customer support is the range of services you offer to help your customers get the most out of your product and to resolve their problems.

In this project we will analysis all the marketing technique , and how easemytrip.com is using that technique , swot analysis , comparison of its competitors ,etc.

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OBJECTIVES OF THE STUDY

- **ALL THE MARKETING ISSUES**
- **SWOAT ANALYSIS OF MARKETING COMPANY**
- **COMPARISION OF TWO TOUR AND TRAVEL COMPANY**
- **MARKETING TECNIQUES**
- **PRODUCT MAP**
- **STRATEGIC PLANS AND PLANNING FOR MARKET**
- **MARKETING RESEARCH**

NEED OF STUDY

There are several good reasons for studying easemytrip.com marketing. First of all, marketing issues are important in all areas of the organization—customers are the reasons why businesses exist! In fact, marketing efforts (including such services as promotion and distribution) often account for more than half of the price of a product. As an added benefit, studying marketing often helps us become more savvy consumers. We will learn, for instance, that the per unit price of a bigger package is frequently higher than that of a smaller one, and that more expensive products are frequently not better in quality.

Criteria that must be met for marketing to occur: Several criteria must be met for marketing to occur:

- There must be two parties, each with unsatisfied needs or wants. This want, of course, could be money for the seller.
- Each must have something to offer. Marketing involves voluntary “exchange” relationships where both sides must be willing parties. Thus, a consumer who buys a soft drink in a vending machine for 60¢ must value the soft drink, available at that time and place, more than the money. Conversely, the vendor must value the money more. (It is interesting to note that money is, strictly speaking, not necessary for this exchange to take place. It is possible, albeit a bit cumbersome, to exchange two ducks for a pair of shoes.)

- The parties must be able to communicate. This could be through a display in a store, an infomercial, or a posting on eBay.

The marketing vs. the selling concept: Two approaches to marketing exist. The traditional selling concept emphasizes selling existing products. The philosophy here is that if a product is not selling, more aggressive measures must be taken to sell it—e.g., cutting price, advertising more, or hiring more aggressive (and obnoxious) sales-people. When the railroads started to lose business due to the advent of more effective trucks that could deliver goods right to the customer's door, the railroads cut prices instead of recognizing that the customers ultimately wanted transportation of goods, not necessarily railroad transportation. The marketing concept, in contrast, focuses on getting consumers what they seek, regardless of whether this entails coming up with entirely new products.

The 4 Ps—product, place (distribution), promotion, and price—represent the variables that are within the control of the firm (at least in the medium to long run). In contrast, the firm is faced with uncertainty from the environment.

The suggested framework of international marketing includes motivation for internationalization, SWOT analysis, a mix of international marketing decisions and consolidation of marketing efforts on the basis of reviewing markets performance.

KEY TERM

Geocentric orientation: the approach that treats the whole world as a single market and attempt to formulate integrated marketing strategies.

Self-reference criterion: an unconscious reference to one's own cultural value, experience and knowledge as a basis for decision making.

Theory of mercantilism: attributes wealth of a nation by the size of its accumulated treasures, usually measured in terms of gold. A theory that holds that national should accumulate financial wealth in the form of gold by encouraging exports and discouraging imports.

Theory of international product life cycle: the cyclical pattern followed by the international markets over a time due to a variety of factors which explains the shift in the markets as well as manufacturing bases of the firms.

Domestic marketing: marketing practice within the domestic markets.

Foreign marketing: methods and practices used in the home markets and also applied in overseas markets with little adaptation.

Comparative marketing: Comparative study of two or more marketing system to find out the differences and similarities.

REVIEW OF SUBJECT

What is marketing?

Almost every marketing textbook has a different definition of the term “marketing.” The American Marketing Association (AMA) uses the following: “The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” From this definition, we see that:

Marketing involves an ongoing process. The environment is “dynamic.” This means that the market tends to change—what customers want today is not necessarily what they want tomorrow. For example, sales of easemytrip.com is less in Bihar region of India because consumers have shallow awareness about easemytrip.com and there is low connectivity of airports in Bihar region.

Some of the main issues involved include:

*Marketers help design products, finding out what customers want and what can practically be made available given technology and price constraints.

*Marketers also promote products, and this is perhaps what we tend to think of first when we think of marketing. Promotion involves advertising—and much

more. Other tools to promote products include trade promotion (online advertisements), obtaining favorable and visible shelf-space, and obtaining favorable press coverage.

*Marketers also price products to “move” them. We know from economics that, in most cases, sales correlate negatively with price—the higher the price, the lower the quantity demanded. In some cases, however, price may provide the customer with a “signal” of quality. Thus, the marketer needs to price the product to (1) maximize profit and (2) communicate a desired image of the product.

Marketing is applicable to services and ideas. For example, easemytrip.com always needs third party for their promotion due to the lack of awareness about the company.

RESEARCH METHODOLOGY

THE MARKETING ENVIRONMENT

ELEMENTS OF THE ENVIRONMENT:

The marketing environment involves factors that, for the most part, are beyond the control of the company. Thus, the company must adapt to these factors. It is important to observe how the environment changes so that a firm can adapt its strategies appropriately. Consider these environmental forces:

- **Competition:**

Competitors often “creep” in and threaten to take away markets from firms. The competition of easemytrip.com are (makemytrip.com, mybooking.com, oyo , yatrara.com , trivago.com) etc. The makemytrip.com is the biggest competitors of easemytrip.com. Because the makemytip.com spend more on digital advertisement . And giving more offer to customer for their travel. it is good for consumers. (In fact, we will come back to this point when we consider the legal environment). Note that competition today is increasingly global in scope.

- **Economics:**

Some firms in particular are extremely vulnerable to changes in the economy. Consumers tend to buy holiday packages’, having the luxury experience in bad times. In contrast, in good times, firms serving those needs may have difficulty keeping up with demand.

- **Political:**

Businesses are very vulnerable to changes in the political situation. For example, because consumer groups lobbied Congress, more stringent rules were made on the terms of travel & tourism. The Travel industry is currently the target of much negative attention from government and public interest groups.

- **Legal:**

Firms are very vulnerable to changing laws and changing interpretations by the courts. Firms in the India are very vulnerable to lawsuits. Air India , for example, is currently being sued by people who claim that they are not refunding the ticket money during the covid-19 pandemic times . Some impacts of the legal environment.

- Firms are significantly limited in what they can do by various laws—some laws, for example, require that disclosures be made to consumers on the effective interest rates they pay on products bought on instalment. A particularly interesting group of laws relate to antitrust. These laws basically exist to promote fair competition among firms. Some principles involved here include:

- **Collusion:** Firms may not “conspire” to fix prices (agree that they will not sell below an agreed upon price) or reduce services.
- **Predation:** Firms may not sell their products below their cost of production for the purpose of driving competitors out of business so that they, themselves, can raise prices when competition is reduced.

- **Market share:** Firms which have an unacceptably large market share may be “broken” up by court order so that many smaller firms will be around to compete. (This is what happened to AT&T, and at times, IBM has been worried about this prospect). • **Tying:** A firm that controls a valuable product may not require the consumer to buy a more commonplace one to get the scarce product. For example, Intel controls many of the newest microprocessors (e.g., Pentium IV). Intel also makes motherboards for computers; however, motherboards are made by a lot of firms. Intel would be thought to abuse its effective monopoly power if it required consumers to buy a motherboard in order to get its newest chips.

- **Technological:**

Changes in technology may significantly influence the demand for a product. For example, advancement of online booking & online marketing which has come into trend into past few years and this make a effected to the offline travel agencies . The Internet is a major threat to travel agents.

- **Social:**

Changes in customs or demographics greatly influence firms. Fewer babies today are being born, resulting in a decreased demand for baby foods. More women work outside the home today, so there is a greater demand for prepared foods. There are more unmarried singles today. This provides opportunities for some firms (e.g., fast food restaurants) but creates problems for others (e.g., manufacturers of high quality furniture that many people put off buying until marriage). Today, there are more “blended”

families that result as parents remarry after divorce. These families are often strapped for money but may require “duplicate” items for children at each parent’s residence

Environmental scanning:

It helps Easemytrip.com to understand developments in the market . Such developments may involve changes in the market place due to social trends , technology , or new or potential competitors (e.g., Internet service providers are being threatened by increasing marketing efforts from MSN). Note that environmental scanning must be performed continuously, since environmental change does not cease.

Economic cycles:

The economy goes through cycles. In the late 1990s, the U.S. economy was quite strong, and many luxury goods were sold. Currently, the economy is somewhat weak, due to covid-19 pandemic the results. Generally, in good economic times, there is a great deal of demand, but this introduces a fear of possible inflation. In the U.S., the Federal Reserve will then try to prevent the economy from “overheating.” This is usually done by raising interest rates. This makes businesses less willing to invest, and as a result, people tend to make less money. During a recession, unemployment tends to rise, causing consumers to spend less. This may result in a “bad circle,” with more people losing their jobs due to lowered demands. Some businesses, however, may take this opportunity to invest in growth now that things can be bought more cheaply.

COMPARISION OF ITS COMPETOTORS

MAKEMYTRIP.COM

MakeMyTrip.COM is an Indian online travel company founded in 2000. Headquartered in Gurugram , Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. MakeMyTrip.COM has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

Net Worth

Estimated \$136 Million (2020)

LISTING IN

NEW YORK: **MakeMyTrip.COM** , one of India's leading online travel companies, made a dream **listing** on the Nasdaq on Thursday, with its American depository receipts gaining as much as 75% on debut. The company had raised \$70 million by selling 5 million shares to US investors

COMMISION PERCENTAGE

40-45 %

OWNER

Deep Kalra

YATRA.COM

Yatra.com is a leading online travel services provider in India, US and UK. We offer best deals on flight bookings, hotel bookings, bus tickets, irctc train tickets, fly and stay and holiday packages. Find cheap domestic flights to destinations in India or book cheap international flights within minutes.

NET WORTH

Revenue of INR 309.1 million (USD 4.2 million).

LISTING IN

INDIA , NEW YORK , US , UK ETC

COMMISION PERCENTAGE

10-45 %

OWNER

Dhruv Shringi

EASEMYTRIP.COM

EaseMyTrip commenced its operations in 2008 by focusing on the B2B2C (business to business to customer) distribution channel and providing travel agents access to its website to book domestic travel airline tickets in order to cater to the offline travel market in India. Subsequently, by leveraging its B2B2C channel, the company commenced operations in the B2C (business to customer) distribution channel in 2011 by primarily focusing on the growing Indian middle class population's travel requirements. With our presence in the B2B2C and B2C channels, we were able to commence operations in the B2E (business to enterprise) distribution channel in 2013 with the aim of providing end-to-end travel solutions to corporates. Our presence in three distinct distribution channels provide us with a diversified customer base and wide distribution network.

NET WORTH

RS 2200 – RS 2400 CR

LISTING IN

INDIA ,

COMMISSION PERCENTAGE

20- 50%

OWNER

Nishant Pitti

STRATEGIC PLANNING AND THE MARKETING PROCESS

Plans and planning:

Plans are needed to clarify what kinds of strategic objectives an organization would like to achieve and how this is to be done. Such plans must consider the amount of resources available. One critical resource is capital. Microsoft keeps a great deal of cash on hand to be able to “jump” on opportunities that come about. Small startup software firms, on the other hand, may have limited cash on hand. This means that they may have to forego what would have been a good investment because they do not have the cash to invest and cannot find a way to raise the capital. Other resources that affect what a firm may be able to achieve include

Trademarks/brand names: It would be very difficult to compete against factors such as:

Patents: It would be difficult to compete against Coke and Pepsi in the cola market. Compete against Intel and AMD in the microprocessor market since both these

People: Some firms have a number of patents that it is difficult to get around. Even with all of Microsoft’s money available, it could not immediately hire the

Distribution: Stores have space and people needed to manufacture computer chips. For only a fraction of the products they are offered, so they must turn many away. A firm that does not have an established relationship with stores will be at a disadvantage in trying to introduce a new product.

Plans are subject to the choices and policies that the organization has made. Some firms have goals of social responsibility, for example. Some firms are

willing to take a greater risk, which may result in a very large payoff but also involve the risk of a large loss, than others.

Strategic marketing is best seen as an ongoing and never-ending process.

Typically:

- The organization will identify the objectives it wishes to achieve. This could involve profitability directly, but often profitability is a long term goal that may require some intermediate steps. The firm may seek to increase market share, , have sales grow by a certain percentage, or have consumers evaluate the product more favourably. Some organizations have objectives that are not focused on monetary profit—e.g., promoting literacy or preventing breast cancer.
- An analysis is made, taking into consideration issues such as organizational resources, competitors, the competitors' strengths, different types of customers, changes in the market, or the impact of new technology.
- Based on this analysis, a plan is made based on tradeoffs between the advantages and disadvantages of different options available.
- This strategy is then carried out. The firm may design new products, revamp its advertising strategy, or decide to focus on a new customer segment.
- After implementation, the results or outcome are evaluated. If results are not as desired, a change may have to be made to the strategy. Even if results are satisfactory, the firm still needs to monitor the environment for changes.

Levels of planning and strategies:

Plans for a firm can be made at several different levels. At the *corporate level*, the management considers the objectives of the firm as a whole. For example, EASREMYTRIP.COM may want seek to grow by providing high quality customer services , cheap holidays plan , cheap air tickets , and services to consumers. To achieve this goal, the firm may be willing to invest aggressively.

Plans can also be made at the *business unit level*. For example, although easemytrip.com is best known for its zero convince fee charging on its all packages Different managers will have responsibilities for different areas, and goals may best be made by those closest to the business area being considered. It is also more practical to hold managers accountable for performance if the plan is being made at a more specific level. Boeing has both commercial aircraft and defense divisions. Each is run by different managers, although there is some overlap in technology between the two. Therefore, plans are needed both at the corporate and at the business levels.

Occasionally, plans will be made at the *functional level*, to allow managers to specialize and to increase managerial accountability. The firm needs to identify the business it is in. Here, a balance must be made so that the firm's scope is not defined too narrowly or too broadly. A firm may define its goal very narrowly and then miss opportunities in the market place. For example, if easemytrip.com were to define itself only as a travel & tourism company, it might miss an opportunity to branch into travel & tourism service. Thus, they might instead define themselves as a provider of "travel solutions." A company should not define itself too broadly, however, since this may result in loss of focus. A firm's *mission* should generally include a discussion of the customers served (e.g., OYO and easemytrip.com serve different groups), the kind of technology involved, and the markets served.

Several issues are involved in selecting target customers. We will consider these in more detail within the context of segmentation, but for now, the firm needs to consider issues such as:

- The size of various market segments;
- How well these segments are being served by existing firms;
- Changes in the market—e.g., growth of segments or change in technology

The Boston Consulting Group (BCG) matrix provides a firm an opportunity to assess how well its business units work together. Each business unit is evaluated in terms of two factors: market share and the growth prospects in the market. Generally, the larger a firm's share, the stronger its position, and the greater the growth in a market, the better future possibilities . Four combinations emerge:

- A *star* represents a business unit that has a high share in a growing market. For example, Motorola has a large share in the rapidly growing market for cellular phones.
- A *question mark* results when a unit has a small share in a rapidly growing market. The firm's position, then, is not as strong as it would have been had its market share been greater, but there is an opportunity to grow. For example, Hewlett-Packard has a small share of the digital camera market, but this is a very rapidly growing market.
- A *cash cow* results when a firm has a large share in a market that is not growing, and may even be shrinking. Brother has a large share of the typewriter market.

Firms are usually best off with a portfolio that has a balance of firms in each category. The cash cows tend to generate cash but require little future investment. On the other hand, stars generate some cash, but even more cash is needed to invest in the future—for research and development, marketing campaigns, and building new manufacturing facilities. Therefore, a firm may take excess cash from the cash cow and divert it to the star. A firm that has a number of promising stars in its portfolio may be in serious trouble if it does not have any cash cows to support it. If it is about to run out of cash—regardless of how profitable it is—is becomes vulnerable as a takeover target from a firm that has the cash to continue running it.

A SWOT (“Strengths, Opportunities, Weaknesses, and Threats”) analysis is used to help the firm identify effective strategies. Successful firms such as easemytrip.com have certain strengths. SWOT analysis of easemytrip.com analyses the brand/company with its strengths, weaknesses, opportunities & threats. In easemytrip.com SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors. SWOT Analysis is a proven management framework which enables a brand like easemytrip.com to benchmark its business & performance as compared to the competitors and industry. Easemytrip.com is one of the leading brands in the IT & Technology sector.

Internal Strategic Factors – Strengths EASEMYTRIP.COM Company has various strengths that enable it to remain competitive in the market. These strengths also

helps the company to exist in the current market and enter new markets as well.

- Good Returns on Expenditure: By building new streams of revenue, EASEMYTRIP.COM has successfully generated good returns on investment made by the company

- Reliable Suppliers: The Company has a strong base as its suppliers are very reliable thus enabling the company in overcoming all types of supply chain hurdles.

- The company makes high investment on training and development of its employees resulting not only in the highly skilled staff but also having motivation to achieve more and more

Internal Strategic Factors – Weaknesses Swot analysis helps the company in making strategies in the areas where the firm needs to improve in order to strengthen its position in the market.

- High rate of attrition in work force: The Company has to make a lot more investment on the training and development of its employees as compared to its competitors in the market because of its high attrition rate.

- The not so efficient financial planning of EASEMYTRIP.COM suggests that the company can use its cash more efficiently in the future activities

- Although the company is a leading brand in online travel industry of India but it has failed in achieving success outside its core business activities.

- The company needs to make more investment in new technology so as to integrate more processes.
- A lot more needs to be done in the marketing activities of the products of the company as the unique selling and positioning are not clearly defined by the company

Internal Strategic Factors : Opportunities

- Internet: there has been an increase in the number of internet users all over the world. This means that there is an opportunity for easemytrip.com Limited to expand their presence online; by using the internet to interact with its customers.
- E-commerce: There has been a new trend and a growth in sales of the e-commerce industry. This means that a lot of people are now making purchases online. Easemytrip.com Limited can earn revenue by opening online stores and making sales through these.
- Social Media: there has been an increase in the number of social media users worldwide. The three social media platforms; Facebook, Twitter and

Instagram, have shown the greatest number of increase in monthly active users. Easemytrip.com Limited can use social media to promote its products, interact with customers and collect feedback from them.

- Technological developments: technology comes with numerous benefits among many departments. Operations can be automated to reduce costs. Technology enables better data to be collected on customers and improves on marketing efforts.
- There has been an increase in average household income along with an increase in consumer spending following the recession. This will result in growth in easemytrip.com Limited's target market with new customers that can be attracted towards the business.
- Population: the population has been growing and is expected to grow at a positive rate for the upcoming years. This is beneficial for easemytrip.com Limited as there will be an increase in the number of potential customers that it can target.
- Inflation: The inflation rate has been low and is expected to remain low in the next two years. This is an opportunity for easemytrip.com Limited as its cost of inputs would remain low for the next two years.
- Interest rate: Lower interest rates than compared to previous years provides an opportunity for easemytrip.com Limited to undergo expansion projects that are financed with loans at a cheaper interest rate.
- Green government drive: this provides an opportunity for easemytrip.com Limited for the sale of easemytrip.com Limited's products to federal and state government contractors.

- **Transport Industry:** the transport industry has been flourishing in the past few years, and shows growth potential in the future. This has reduced the costs of transportation, which is beneficial for easemytrip.com Limited as it will lower its overall costs.

Internal Strategic Factors : Threats

- **Technological developments by competitors;** New technological developments by a few competitors within the industry pose a threat to easemytrip.com Limited as customer attracted to this new technology can be lost to competitors, decreasing easemytrip.com Limited's overall market share.
- **Suppliers:** The bargaining power of suppliers has increased over the years with the decrease in the number of suppliers. This means that the costs of inputs could increase for easemytrip.com Limited.
- **New entrants:** there have been numerous players that have entered the market and are gaining market share by gaining existing companies' market

share. This is a threat to easemytrip.com Limited as it can lose its customers to these new entrants.

- Increasing competitor : there has been an increase in competition within the industry putting downward pressure on prices. This could lead to reduced revenue for easemytrip.com Limited if it adjusts to the price changes, or loss of market share if it doesn't.
- Exchange Rate: the exchange rate keeps fluctuating and this affects a company like easemytrip.com Limited that has sales internationally, while its suppliers are local.
- Political uncertainties in the country prove to be a barrier in business, hindering performance at times and making the business incur unnecessary costs.
- The fluctuating interest rates in the country do not provide a stable financial and economic environment.
- Consumer tastes are changing, and this puts pressure on companies to constantly change their products to meet the needs of these customers.
- Regulations on international trade keep changing, and this requires compliance by companies if they are to operate globally.

Limitations of the SWOT Analysis of Easemytrip.com Limited

Even though the SWOT analysis is an effective tool, it has certain limitations as well.

- Its major limitation is the fact that there can be an overlap of strengths and weakness, with a single factor being both a strength and a weakness. For example, a large number of outlets can be a strength in a growing economy or a weakness if the economy is going through a recession.
- The matrix is not an end as it does not show how to achieve the objectives. It should be used as a starting point to make strategic decisions.
- The assessment done through a SWOT analysis is a static one and does not take into consideration the changes that take place in the competitive environment.
- The factors listed down in a SWOT analysis may be overemphasized by the company.
- There are certain interrelationships between the internal and external factors that the SWOT Matrix overlooks.

Criteria for effective marketing plans:

Marketing plans should meet several criteria:

- The plan must be specific enough so that it can be implemented and communicated to people in the firm. “Improving profitability” is usually too vague, but increasing net profits by 5%, increasing market share by 10%,

gaining distribution in 2,000 more stores, and reducing manufacturing costs by 2% are all specific.

- The plan must be measurable so that one can see if it has been achieved. The above plans involve specific numbers.
- The goal must be achievable or realistic. Plans that are unrealistic may result in poor use of resources or lowered morale within the firm.
- The goals must be consistent. For example, a firm cannot ordinarily simultaneously plan improve product features, increase profits, and reduce prices.

Consumer Behavior:

[Consumer behavior](#) involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).

Sources of influence on the consumer:

The consumer faces numerous sources of influence. Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is a common practice in much of the World. Physical factors also influence our behavior..

MARKETING RESEARCH

Primary vs. secondary research:

There are two kinds of market research: Primary research refers to the research that a firm conducts for its own needs (e.g., focus groups, surveys, interviews, or observation) while secondary research involves finding information compiled by someone else. In general,

secondary research is less expensive and is faster to conduct, but it may not answer the specific questions the firm seeks to have answered (e.g., how do consumers perceive our product?), and its reliability may be in question.

Secondary sources:

A number of secondary sources of country information are available. One of the most convenient sources is an almanac, containing a great deal of country information. Almanacs can typically be bought for \$10.00 or less. The U.S. government also publishes a guide to each country, and the handbook *International Business Information: How to Find It, How to Use It*.

Several experts may be available. Anthropologists and economists in universities may have built up a great deal of knowledge and may be available for consulting. Consultants specializing in various regions or industries are typically considerably more expensive. One should be careful about relying on the opinions of expatriates (whose views may be biased or outdated) or one's own experience (which may relate to only part of a country or a certain sub segment) and may also suffer from the limitation of being a sample of size 1.

Hard vs. soft data:

"Hard" data refers to relatively quantifiable measures such as a country's GDP, number of telephones per thousand residents, and birth rates (although even these supposedly "objective" factors may be subject to some controversy due to differing definitions and measurement approaches across countries). In contrast, "soft" data refers to more subjective issues such as country history or culture. It should be noted that while the "hard" data is often more convenient and seemingly objective, the "soft" data is frequently as important, if not more so, in understanding a market.

Data reliability:

The accuracy and objectivity of data depend on several factors. One significant one is the motivation of the entity that releases it. For example, some countries may want to exaggerate

their citizens' literacy rates owing to national pride, and an organization promoting economic development may paint an overly rosy picture in order to attract investment. Some data may be dated (e.g., a census may be conducted rarely in some regions), and some countries may lack the ability to collect data (it is difficult to reach people in the interior regions of Latin America, for example). Differences in how constructs are defined in different countries (e.g., is military personnel counted in people who are employed?) may make figures of different jurisdictions non-comparable.

Cost of data:

Much government data, or data released by organizations such as the World Bank or the United Nations, is free or inexpensive, while consultants may charge very high rates.

Issues in primary research:

Cultural factors often influence how people respond to research. While Americans are used to market research and tend to find this relatively un-threatening, consumers in other countries may fear that the data will be reported to the government, and may thus not give accurate responses. In some cultures, criticism or confrontation are considered rude, so consumers may not respond honestly when they dislike a product. Technology such as scanner data is not as widely available outside the United States. Local customs and geography may make it difficult to interview desired respondents; for example, in some countries, women may not be allowed to talk to strangers.

MARKET ANALYSIS TOOLS:

Country Map - (Country Map is free to all users worldwide and does not require a login or password.)

Benchmarking national and sectorial trade performance and competitiveness. Profiles of 184 countries and territories, freely available. Country Map provides a wide range of analytical tools, including the Trade Performance Index on export competitiveness, National Export Performance and Import Profile, the econometric trade simulation model Trade Sim on bilateral trade potential and an assessment of the reliability and characteristics of national trade statistics. Country Map also includes links to Trade Information Sources, Trade Support Institutions and current ITC projects for the country concerned.

Trade Map:

Trade statistics for international business development.

An online database of global trade flows in goods and services and tariff measures for international business development and trade promotion, providing detailed export and import profiles and trends for over 5,300 products in over 200 countries and territories. Based on the world's largest database COMTRADE, Trade Map presents import/export values and quantities, growth rates, market shares and market access information. It allows users to analyze markets, select priority countries for export diversification, review the performance of competing countries and assess opportunities for product diversification by identifying existing and potential trade between countries.

Product Map

Business information for going global a Web portal presenting business information and intelligence in a product context for 72 product clusters. The product clusters range from agricultural machinery to wood products. Product Map includes market studies, price indicators, links to product information, trade data and links to over 20,000 companies and organizations. Companies can also create their own basic web site, which is hosted on the portal.

Market Access Map:

Making market access barriers transparent Market Access Map is an interactive database of tariffs and market access barriers. It contains the market access conditions applied at the bilateral level by over 170 importing countries to the products exported by over 200 countries and territories. Market Access Map's strength lies in its wide geographical coverage; its taking into account of almost all multilateral, regional and bilateral trade agreements; the integration of ad valorem equivalents of specific tariffs; as well as certificates and rules of origin. Market Access Map allows users to analyse the protection of any geographic grouping and sectorial aggregation.

Investment Map:

Identifying foreign investment opportunities

Investment Map is an interactive web-based tool that combines statistics on foreign direct investment (FDI), international trade and market access into a single portal. It allows analyses by country, partner and industry. It also includes information on the location, sales, employment and parent company for over 70,000 foreign affiliates located in developing countries and economies in transition. Investment Map, the foreign direct investment with foreign companies, international trade and tariffs is available online free to Sub-Saharan Africa users.

OPINION OF RESPONDENT

- * It is a process of executing, planning, effective marketing mix for the purpose of achieving objects for all those whose involve in the process.
- * Marketing analysis will helps to improve to banking facilities and advantages.
- * Marketing analysis helps to improve to the import & export goods & services.
- * The informal interviewing gives valuable indication as to how use.
- * Marketing analysis is helps to develop good relations between two countries and at international level we get best quality product.
- * The concept of marketing is necessary to developing countries & it improves economic development of country.
- * SWOT ANALYSIS will improve the quality & quantity of the product AND helps to understand the customers .
- * marketing improved the competitive efficiency of forms.
- * marketing product is reasonable one customer like the product and they keep on demanding.
- * Marketing analysis depends product life cycle and individual capacity.

HYPOTHESIS

- ✦ No planned activities existing in marketing.
- ✦ Use of modern technology is essential.
- ✦ Globalization brings all markets closer.
- ✦ Political stability is essential for global market.
- ✦ Goods can be made available in a global market.
- ✦ Clear cut import –export policies are necessary.

MAJOR FINDINGS

(Conclusions)

- ✳ A product faces competition in a global market.
- ✳ Political instability affects TOUR AND TRAVEL INDUSTRY .
- ✳ Environmental challenges create hurdles like natural calamities.
- ✳ International marketing decisions are differ than others.
- ✳ Quality products are necessary for global market.
- ✳ Advance changes in communication system bring market closer.
- ✳ Fastest movement of goods and proper logistic management is possible.

SUGGESTIONS

- ★ Quality product should be produced.
- ★ Cost of productions should be under control.
- ★ People should vote for political stability.
- ★ Simple rules and regulations for import & export business are necessary.
- ★ E-commerce & E-banking should be used.
- ★ Research & development using should be proper.

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