

**THE RELATIONSHIP BETWEEN MARKETING MIX
AND CUSTOMER DECISION MAKING ON
TRAVEL AGENTS IN SRI LANKA**

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Supervisor's Declaration

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
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*Uva Wellassa University, the research was conducted in accordance with the regulations of
the program. The dissertation is the result of research by me and other members of
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ABSTRACT

Globally, the role of travel agents in increasingly gaining importance in today's travel and tourism industry. A travel industry without travel agents is quite unthinkable as it would result in utter chaos and disorder in the industry. The aim of this study is to investigate the relationship between the 7Ps, namely price, promotion, place, product, process, people, physical evidence and customer decision-making on travel agents in Sri Lanka. Travel agents are seriously considered for these 7Ps activities to ensure that they allocate their resources effectively and efficiently. A total of 100 respondents were selected from Bandaranayke International Airport, Colombo. The data collected was analyzed using three statistical methods, that is, mean analysis, Pearson correlation and regression analysis. The data gathered were consisted of both qualitative and quantitative data. The questionnaire was designed on the basis of the problem statement. According to the study, Questionnaire was developed by researcher. Therefore questionnaire reliability test was conducted using pilot survey. The questionnaire included thirty-five questions (See Appendix 01). To establish the reliability of the study measurement used in the research instrument, the reliability coefficient (Cronbach Alpha) was clarified. Fifteen tourists those who's arrived to Sri Lanka through travel

agents were selected randomly for the pilot survey. And the reliability of this study was accomplished. The constructs in the measurement had the reliability-coefficient of .758. According to this rule, all of the constructs in the measurement of this study therefore fulfilled this requirement. Hence, it is clear that the questionnaire used in this study had strong internal reliability and it could be used with confidence for the application of next statistical analysis and interpretation. Findings of this study could enable travel agents to make suitable adaptation or take corrective actions to the travel industry which will assist them in reaching their objectives. However the marketing mix contributes to CDM almost 62%. Remaining 38% is influenced by other factors. Customers' demographical factors and other related factors possible to influences to CDM. Mainly this study could enable organizations to make suitable adaptation to the particular industry which will assist them in reaching their objectives. The results revealed that promotion and product were the critical factors which effected on customer decision-making on travel agents. Based on the findings, strategic recommendations are proposed for the travel industry in Sri Lanka.

Key Words: Travel Agents; Marketing Mix 7Ps; Customer Decision Making