

# Analysing The Influence Of Customer Reviews On Tourism Marketing With Special Reference To Plumeria Holidays, Kochi

Anjitha Krishna S<sup>1</sup>, Dr KS Sreejamol<sup>2</sup>

<sup>1</sup>Dept of MBA

<sup>2</sup>Assistant Professor, Dept of MBA

<sup>1,2</sup> Jawaharlal College of Engineering And Technology, Ottappalam

**Abstract-** This study deals into the critical role that customer reviews play in shaping the marketing strategies and business performance of Plumeria Holidays, a travel agency based in Kochi. Given the increasing reliance on user-generated content, understanding how customer feedback impacts marketing Strategies is crucial for tourism businesses like Plumeria Holidays. The research aims to examine how Plumeria Holidays effectively integrates customer reviews into its business practices, particularly in shaping its service offerings and marketing initiatives. A key focus is on the company's ability to leverage both positive and negative feedback to adapt its services and improve customer satisfaction. By assessing how customer reviews influence decision-making and booking behavior, the study also explores how reviews can act as a tool for customer engagement and trust-building. Through this comprehensive analysis, the research will provide valuable insights into how Plumeria Holidays can better utilize customer reviews to enhance their marketing effectiveness, improve service delivery, and drive business growth, thereby contributing to the broader understanding of the impact of customer feedback on the tourism industry.

**Keywords-** Customer Satisfaction, Marketing strategies, Trust-building, Retention

## I. INTRODUCTION

In today's digital landscape, customer reviews have become one of the most influential factors shaping consumer behaviours, particularly in the tourism industry. These reviews significantly impact potential customers' perceptions, influencing their decision-making process when choosing travel agencies, accommodations, and tour packages.

This study aims to analyses the influence of customer reviews on tourism marketing, with a special reference to Plumeria Holidays, Kochi. By examining the role of online feedback in shaping customer perceptions, decision-making, and brand reputation, this research will provide insights into how travel agencies can leverage customer reviews to enhance

their marketing strategies. Additionally, the study will explore how Plumeria Holidays responds to customer feedback, manages its online reputation, and implements review-driven marketing initiatives to maintain a competitive edge in the tourism industry. Through a detailed analysis of customer reviews, their impact on business performance, and strategies for effective review management, this study will offer valuable recommendations for Plumeria Holidays and other tourism businesses looking to optimize their marketing efforts in a digital-driven market.

## II. REVIEW OF LITERATURE

### 1. A Study on Consumer Behaviour's Towards Online Travel Agency (2025)

This research examined consumer behaviors concerning online travel agencies, focusing on factors influencing decision-making, such as trust, website usability, and price comparison features. The study found that reviews and ratings are the most influential factors for OTA usage, followed by convenience and variety of options. The research underscores the importance of user-friendly interfaces and transparent pricing in building customer loyalty.

### 2. A Study on Client Satisfaction with Ticket Booking via Travel Agency Websites (2024)

This research examines consumer satisfaction with online ticket booking through Indian travel agency websites. It finds that user-friendly interfaces, seamless transaction processes, and reliable customer support play a crucial role in customer retention. The study also highlights the impact of online customer reviews in influencing purchase decisions. 97% of users rely on online reviews before booking tickets through travel agencies. Agencies with a higher star rating on Google and Trip Advisor see more bookings. Travel agencies responding to customer complaints in reviews improve brand trust.

### 3.Impact of Online Booking by Customers on Marketing and Sales Strategies of Travel Agents “(2024)

This recent study surveyed 189 travel agents in Aurangabad, Maharashtra, to assess the impact of online bookings on their marketing and sales strategies. The research reveals that easy access to information through online platforms has led to increased inquiries and sales, prompting travel agents to adapt their strategies accordingly.

### 4.Analysing Online Reviews to Uncover Customer Satisfaction Factors at Heritage Tourist Destinations in India (2023)

This study analyses thousands of online reviews from heritage tourist destinations across India to understand what influences customer satisfaction. It finds that positive customer feedback about tour guides, accommodations, and local experiences enhances the reputation of travel agencies organizing such tours.

### 5.The Effect of Online Review and Interaction on Value Co-Creation in Tourism Virtual Communities (2023)

This study explores how online reviews and interactions within virtual tourism communities contribute to value co-creation. Findings indicate that online reviews enhance social interactions, leading to increased collaboration and value creation among community members.

## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVE

To analyse the influence of customer reviews on the marketing strategies and business Performance of Plumeria Holidays, Kochi.

### SECONDARY OBJECTIVE

- Analyse how Plumeria Holidays uses customer feedback to enhance its services.
- To assess the impact of positive and negative reviews on customer booking decisions.
- To evaluate the impact of the marketing strategies (privilege card) on customer loyalty and retention.

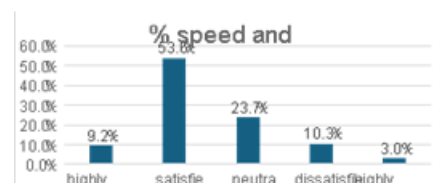
## RESEARCH METHODOLOGY

The type of research used for this study is descriptive in nature. The study involves questionnaire method. The sample size was of 97 respondents who was chosen on a

random basis. The questionnaire was in structure containing close ended question which was designed to obtain the required information from the respondents keeping in mind the objective of the study. Since the population is infinite and diverse, a non-probability sampling method is suitable, specifically Convenience sampling, to gather insights into the influence of customer reviews on tourism marketing. This study utilized statistical methods like percentage analysis, chi-square, correlation, ANOVA to interpret findings, and analysing the relationship between customer reviews and their influence on tourism marketing decisions.

## III. DATA ANALYSIS TOOL

### PERCENTAGE ANALYSIS



The data shows that the majority of respondents are satisfied (53.6%) with speed and efficiency, while a smaller percentage are neutral (23.7%), and even fewer are dissatisfied (10.3%) or highly dissatisfied (3.09%).

### CHI-SQUARE

Relationship between occupation and booking method

Table showing the relationship between occupation and booking method

**Null Hypothesis (H<sub>0</sub>):** There is no relationship between occupation and booking method (they are independent).

**Alternative Hypothesis (H<sub>1</sub>):** There is a relationship between occupation and booking method (they are dependent).

### OBSERVED FREQUENCY

Occupation	Directly through the travel agency	Online through the travel agency's website	Through a third party travel agency	Via phone or email	Through a tour operator or travel agent	Total
Working professional	19.2	16.2	9.6	3.6	9.6	60
Government	0	0	0	0	0	0
Business owner/entrepreneur	4.48	3.78	2.24	0.84	2.24	14
Freelancer/self employed	2.56	2.16	1.28	0.48	1.28	8
Retired	1.60	1.35	0.80	0.30	0.80	5
Unemployed/looking for work	2.88	2.43	1.44	0.54	1.44	9
Total	32	27	16	6	16	100

**EXPECTED FREQUENCY**

Occupation	Directly through the travel agency	Online through the agency's website	Through a third-party booking website	Via phone or email with the travel agency	Through a tour operator or travel agent	Total
Working professional	20	18	10	3	9	60
Government	0	0	0	0	0	0
Business owner	5	4	3	1	1	14
Freelancer	3	2	1	0	2	8
Retired	2	2	0	0	1	5
Unemployed	2	1	2	2	2	9
Total	32	27	16	6	16	100

The calculated value is less than the table value:  $9.5275 < 31.4$ . The calculated  $\chi^2$  value 9.5275 is less than the critical value 31.4 and p value 0.9995 is greater than the significance level 0.05. therefore, accept null hypothesis(H<sub>0</sub>). That means there is no significant relationship between occupation and booking methods.

**CORRELATION ANALYSIS**

Correlation between recommendation and overall trip experience.

Table showing the degree of association between recommendation and overall trip experience.

**Null hypothesis(H<sub>0</sub>):** There is no correlation between recommendation and overall trip experience.

**Alternative hypothesis(H<sub>1</sub>):** There is a correlation between recommendation and overall trip experience.

Recommendation(x)	Overall experience(y)	XY	x <sup>2</sup>	Y <sup>2</sup>
27	22	594	729	484
25	42	1050	625	1764
37	21	777	1369	441
4	8	32	16	64
4	4	16	16	16
		2469	2755	2769

The correlation value of 0.66 suggests a **moderate positive** relationship between the recommendation score (x) and the overall experience score (y). This means that, generally, as the recommendation score increases, the overall experience score tends to increase as well, but the relationship is not perfect. There is a significant correlation between recommendations and overall trip experience, and we accept the alternative hypothesis.

Occupation	Directly through the travel agency	Online through the travel agency's website	Through a third-party travel booking website	Via phone or email with the travel agency	Through a tour operator or travel agent	Total
Working professional	20	18	10	3	9	60
Government	0	0	0	0	0	0
Business owner	5	4	3	1	1	14
Freelancer	3	2	1	0	2	8
Retired	2	2	0	0	1	5
Unemployed	2	1	2	2	2	9
Total	32	27	16	6	16	100

**ANOVA**

Test association between the importance of trip factors for bookings and age group.

**Null hypothesis(H<sub>0</sub>):** There is no significant relationship between the importance of trip factors for bookings and age group.

**Alternative hypothesis(H<sub>0</sub>):** There is a significant relationship between the importance of trip factors for bookings and age group.

Activity Type	Below 20	21-30	31-40	41-50	Above 50
Sightseeing and Nature Exploration	390	28.8	21.6	10.2	2

Culture and Heritage Experience	118.5	222.4	27.6	16.4	3
Adventure and Outdoor Activities	140	103.2	61.8	10.2	10.3
Food and Culinary Experience	149.5	111.2	64.8	31	5.1
Wellness and Relaxation	123.5	103.2	92.7	22.68	7.2
Business- and Work-Related Travel	77.5	45.2	40.2	35	42.3

#### ANOVA SUMMARY

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-statistic	P-value
Between Groups	96049.91	4	24012.48	3.658186	0.043777
Within Groups	65640.4	10	6564.04		
Total	161690.3	14			

Since the P-value (0.0438) is less than 0.05, we reject the null hypothesis. This means that there is a statistically significant difference between at least one of the groups. In other words, the means of the groups are not all equal, and there is evidence that at least one group differs significantly from the others.

#### IV. SUGGESTIONS

To enhance customer engagement and satisfaction, it is recommended to create more targeted campaigns specifically designed to engage female customers, who represent 41.2% of the respondents. After-service communication should be strengthened, particularly for customers who express dissatisfaction, as addressing their

concerns can help convert negative experiences into positive ones. Personalized travel itineraries for customers who choose both domestic and international trips would further enrich their travel experience. Regularly incorporating customer feedback into service improvements is also essential, ensuring that both positive and negative reviews are addressed promptly and effectively. Lastly, organizing exclusive events or offers for privilege cardholders would provide them with special access to travel deals or experiences, helping to foster customer loyalty and strengthen brand affinity.

#### V. CONCLUSION

In conclusion, the survey results reveal valuable insights into the preferences and behaviours of Plumeria Holidays' customer base. Most respondents are young, with a significant proportion of them falling within the 21-40 age group, highlighting the importance of focusing marketing strategies and travel packages on this dynamic and tech-savvy demographic. Additionally, while there is a slight gender imbalance with more male respondents, the female customer base still constitutes a substantial portion and should not be overlooked when creating targeted campaigns. This could be particularly beneficial for the 46.4% of respondents who prefer domestic trips, allowing Plumeria Holidays to strengthen its presence in the local market. Promoting the privilege card program to a wider audience could also drive higher membership, creating a sense of exclusivity and added value for loyal customers. Finally, the lack of significant correlation between cuisine preferences and trip experiences suggests that the company should focus on broader travel aspects, such as destination variety, travel comfort, and package customization, rather than overly focusing on niche aspects like cuisine offerings. By continually analysing customer feedback, refining marketing strategies, and tailoring services to meet the needs of both frequent and infrequent travellers, Plumeria Holidays can not only enhance its customer experience but also establish a stronger competitive edge in the travel industry.

#### REFERENCES

- [1] Kotler, P., Bowen, J., & Makens, J. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson.
- [2] Buhalis, D., & Costa, C. (2006). *Tourism Management Dynamics: Trends, Management, and Tools*. Routledge.
- [3] Yeoman, I. (2008). *Tomorrow's Tourist: Scenarios & Trends*. Elsevier.
- [4] Hudson, S. (2008). *Tourism and Hospitality Marketing: A Global Perspective*. SAGE Publications.
- [5] Sparks, B. A., & Browning, V. (2011). "The Impact of Online Reviews on Hotel Booking Intentions and

- Perception of Trust.” *Tourism Management*, 32(6), 1310-1323.
- [6] Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). “Electronic Word-of-Mouth in Hospitality and Tourism Management.” *Tourism Management*, 29(3), 458-468.
- [7] Sathya, K. C. (2010). "India's New Tourism policy and Satisfaction of Tourists-an Analysis", *International Journal of Marketing and Trade Policy* Vol. 2, pp. 139-153.
- [8] Jaiswal, V. G. (2010). "Tourism Marketing and promotion, Impact of socio-demographic factors and marketing strategies on tourism industry in India", *South Asian Journal of Tourism and Heritage*, Vol. 3, NO.
- [9] Narayana Bindu, C. R. (2009). "Dimensions of Service quality in tourism- an Indian perspective". *Total Quality Management*, Vol. 20, No. I, pp. 61-89.
- [10] <https://www.tripadvisor.com>
- [11] <https://plumeriaholidays.com>
- [12] <https://www.google.com>