

E-ticketing is fastest growing segment (in India)

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Internet ticket booking is the fastest growing online transaction in the E-commerce segment with the purchases averaging to Rs. 40 crore a month, according to a research conducted by the Internet and Online Association (IOA).

"In all 39 per cent of the respondents used the online ticketing services of railways with the average value of ticket varying between Rs. 1,400 and Rs. 1,600 on an average during the first quarter this fiscal," according to the research carried out by IOA along with Cross Tab Marketing Services.

The PSU like Indian Railway Catering Tourism Corporation (IRCTC) benefited the most from the e-ticketing boom as 50,000 customer planned their journey through the IRCTC site and booked over 7,000 tickets online.

In all, 25 per cent of those who transacted on the website were new customers while 75 per cent were repeat users, showcasing a high level of satisfaction with e-ticketing, IOA said in a statement here today.

While people in the age group of 26-35 years (47 per cent) bought the most number of railway tickets, 87 per cent of the online shoppers were male, it stated.

According to the research, sales were the highest in Mumbai (25 per cent) and Delhi (21 per cent) followed by Chennai (eight per cent) and Bangalore (seven per cent), the report added.