

A Study on Customers Attitude towards Online Bus Ticket Booking with Special Reference to Tiruchendur Area

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Abstract

Transport is an important part of the Indian economy. Since the economic liberalization of the 1990s, infrastructure development has progressed rapidly and today there are a variety of mode of transport. Public transport remains the primary mode of transport for most of the population and India's public transport systems are the most heavily used in the world. Despite ongoing improvements in the sectors, several aspects of the transport sector are still riddle with problems due to outdated infrastructure. The demand for transport infrastructure and services has been rising year by year with the current infrastructure being unable to meet these growing demands. It is needless to affirm that, online reservation is a new way of thinking about how transport sectors can target increasing number of customers with a beneficial change. Customers meet many problems during ticket reservation. Problems arise in booking tickets through counters, spending time by waiting in queues, reservation from filling, carrying cash for lump booking, risk of confirmation and so on. Therefore, Transport sectors spend a lot of time and money in developing online booking systems to satisfy customers. Hence, this study has made an attempt to know, "Customers' Attitude towards online bus ticket booking with special reference to Tiruchendur area".

KEYWORDS : Transport , Customers, Demand and Population .

INTRODUCTION

The new era of information technology has brought multiple advantages to mankind. The world has been a great technological boom in the last fifty years, with innovations in every field making it possible for human life to be more easier and comfortable. Tickets are documents that confirm the purchase and guarantee a seat on a chosen journey. Tickets are required as proof to get a boarding pass which is essential. Traditional tickets of earlier days were made of paper and were to be collected from the travel agencies or office for purchasing. Along with globalization and the development of the aviation industry, the process of ticket purchasing has also changed. Since the 2000s, reservations has been possible online. In particular, the internet has allowed us to search for any reservation or purchase right from our own place and find the least offers just at the click of a button. More and more people all over the world prefer to buy products through different websites.

Apart from consumers goods, sales and e – tailing the online travelling sector has boomed in recent years and the number of user booking their tickets on the web has been steadily growing. Decreasing number of people are now using the traditional paper ticket

while almost all industries offer the possibility of online ticket reservation, commonly known as e – ticket.

Not only does internet technology help tour and activity operators get found online, it also helps the mid – 1990s, it seems that there are an endless number of ways to fix one’s travel itinerary. Due to the emergence of the online reservation system, selections are made available online making it easy to book nearly any sort of trip at any time. This turns into plenty of bookings. It has been projected that by the year 2012, there were 98.3 million bookings on the internet which translates into major profits for online travel companies. So, the recent scenario has changed the traditional booking systems into the newest electronic booking system.

II STATEMENT OF THE PROBLEM

Transport is an important part of the Indian economy. Since the economic liberalization of the 1990s, infrastructure development has progressed rapidly and today there are a variety of mode of transport. Public transport remains the primary mode of transport for most of the population and India’s public transport systems are the most heavily used in the world. Despite ongoing improvements in the sectors, several aspects of the transport sector are still riddle with problems due to outdated infrastructure.

The demand for transport infrastructure and services has been rising year by year with the current infrastructure bring unable to meet these growing demands. It is needless to affirm that, online reservation is a new way of thinking about how transport sectors can target increasing number of customers with a beneficial change. Customers meet many problems during ticket reservation. Problems arise in booking tickets through counters, spending time by waiting in queues, reservation from filling, carrying cash for lump booking, risk of confirmation and so on. Therefore, Transport sectors spend a lot of time and money in developing online booking systems to satisfy customers. Hence, this study has made an attempt to know, “Customers’ Attitude towards online bus ticket booking with special reference to Tiruchendur area”.

III OBJECTIVES OF THE STUDY

The following are the main objectives of the study are

1. To identify the personal profile of the customers.
2. To know the source of information of the respondents
3. To analyse the frequency usage of the respondents
4. To analyse the problem faced by the respondents
5. To find out the relationship between the personal profile of the respondents and their level of satisfaction towards online bus ticket booking.
6. To offer suitable suggestions to improve the quality of online bus ticket booking among customers attitude.

IV. METHODOLOGY

This study is based on both primary and secondary data. The primary data are collected directly from the respondents with the help of interview schedule. Secondary data were collected from books, journals, periodicals and websites. 120 online bus ticket booking customers are selected as respondents from Tiruchendur by adopting convenience sampling method. The data are analysed by applying simple percentages and ‘F’ test.

V. ANALYSIS OF DATA

The collected data are analysed in five parts.

A. Personal profile of the respondents.

B Source of information

C .Frequency of usage

D. Problems faced by the respondents

E. Relationship between personal profile of the respondents and their level of perception towards online bus ticket booking

A. PERSONAL PROFILE OF THE RESPONDENTS

This part analysis of various aspects of respondents like gender, age, marital status, educational qualification, occupational status, monthly income, type of the family, member of the family etc

- ❖ 55 per cent of the respondents are female.
- ❖ 57 per cent of the respondents covered are between 20 to 30 years of age.
- ❖ 65 per cent of the respondents covered are unmarried.
- ❖ 50 per cent of the respondents covered have completed under graduation.
- ❖ 43 per cent of the respondents covered are private employees.
- ❖ 42 per cent of the respondents covered are having monthly income between Rs. 20,000 and Rs30,000.
- ❖ 65 per cent of the respondents covered are living in nuclear family system.
- ❖ 53 per cent of the respondents stated that they have 3 to 5 members in their family.

B . SOURCES OF INFORMATION

The sources of information about online bus ticket booking has been came to known by the respondents are summarized and presented in Table -2

TABLE -2
SOURCES OF INFORMATION

S.No	Sources of information	No. of Respondents	Percentage
1.	Travel agent	20	17
2.	Search engine / e-mails	28	23
3.	Newspaper and Magazine	2	2
4.	Friends and neighbors	28	23
5.	Family and Relatives	22	18
6.	TV advertisement	20	17
	Total	120	100

Source: Primary data

Table 2 reveals that out of 120 respondents 28(23 per cent) of the respondents gathered the source from search engine / e-mail, 28(23 per cent) of the respondents get the source from friends and neighbors, 22(18 per cent) of the respondents gathered the source from family and relatives, 20(17 per cent) of the respondents are came to known from the source of T.V advertisement 20(17 per cent) of the respondents came to known travel agent and 2(2 per cent) of the respondents gathered the source from newspaper and magazines.

Thus, the majority of the respondents (23 per cent) are taken the source from search engine / e-mails and also from friends and relatives

C. FREQUENCY OF USAGE

The frequency of usage of the respondents are summarized and presented in the Table-3

TABLE-3
FREQUENCY OF USAGE

S.No	Frequency of usage	No. of Respondents	Percentage
1.	Occasionally	62	52
2.	Moderately	30	25
3.	Frequently	28	23
	Total	120	100

Source: Primary data

Table 3 reveals that out of 120 respondents, 62(52 per cent) of the respondents use online bus ticket booking occasionally, 30(25 per cent) of the respondents use online bus ticket booking moderately and 28(23 per cent) of the respondents use online bus ticket booking frequently.

Hence, it was inferred that the majority of the respondents (52 per cent) uses online bus Ticket booking occasionally.

D. PROBLEMS FACED BY THE RESPONDENTS

The problems faced towards online bus ticket booking is found out with the help of Garrett ranking technique. The result of Garrett ranking technique of the respondents are summarized and presented in the Table-4

TABLE-4
PROBLEMS FACED BY THE RESPONDENTS

S.No	Problems	I	II	III	IV	V	VI	VII	VIII	Mean score	Rank
1.	Risk in use of credit card	16	20	16	16	20	12	14	6	54.77	I
2.	Very busy network	24	24	10	18	12	14	6	12	52.78	II
3.	Difficulty in cancellation or refund	26	12	12	18	16	14	6	16	51.28	IV
4.	Lack of online payment facilities	12	12	10	6	22	22	16	20	50.42	V
5.	Risk of wrong ticket	16	22	32	12	8	8	12	10	52.58	III
6.	Lack of privacy of personnel information	6	2	26	22	18	18	10	18	48.72	VI
7.	Don't know how to use complex system expensive	6	6	10	12	16	16	26	28	42.77	VIII
8.	Poor knowledge about low fare booking strategies, rules and restriction	14	22	4	16	8	8	30	10	46.68	VII

Table 4 showed that the problem faced by the respondents towards online bus ticket booking is due to 'risk in use of credit card' as it was placed in the first position. The second and third rank are allotted to 'very busy network' and 'Risk of wrong ticket'. The fourth and fifth rank are given to 'Difficulty in cancellation or refund' and 'Lack of online payment facilities'. The sixth and seventh rank are given to 'Lack of privacy of personal information' and 'poor knowledge about low fare, booking strategies etc' and the eight rank is given to 'Don't know how to use complex system expensive'.

V CONSOLIDATED RESULTS OF F - TEST

The consolidated results of 'F' – Test are given in Table 5 There exists no significant relationship between age of the respondents and the level of perception towards online bus ticket booking. There exists significant relationship between gender, marital status, educational qualification, occupation, monthly income of the respondents and the level of perception towards online bus ticket booking service.

TABLE - 5
CONSOLIDATED RESULTS OF 'F' TEST

S. No	Profile	Degrees of freedom		Calculated value	Table value	Difference in Perception
		V ₁	V ₂			
1.	Gender	2	2	76	19.00	S
		1	2	3	18.513	NS
2.	Age	2	8	3.11	4.4590	NS
		4	8	3.13	3.8378	NS
3.	Marital status	2	2	25.33	19.00	S
		1	2	9	18.513	NS
4.	Educational qualification	2	8	6.64	4.459	S
		4	8	4.02	3.8378	S
5.	Occupation	2	12	5.6	3.8853	S
		6	12	3.48	2.9961	S
6.	Monthly income	2	6	10.28	5.1433	S
		3	6	4.02	4.7571	NS

VI. SUGGESTIONS

The following suggestions are,

- ❖ Online travel agency should work towards creating more trust with in customers.
- ❖ Online travel agency should have a local presence as they can deliver better customer satisfaction.
- ❖ Online travel portals should concentrate more towards additional features like hotel booking, cab booking, holiday packages etc.,
- ❖ Online travel portals should promote deals and offers that people are attracted to buy and enjoy the experience.
- ❖ Processing charges involved in cancellation of tickets is too high. The travel agencies can make some implication to reduce the processing charge in case of cancellation.
- ❖ Online travel firms should encourage 'browsers' to become 'purchaser', by planning the service according to customer needs.
- ❖ Few more facilities for online payment should be added to the websites.
- ❖ Details related to the monetary transactions should be secured.
- ❖ The services should be provided as per the promises made by the online travel agencies.

VII. CONCLUSION

The internet has changed the way of travel products are promoted and distributed by suppliers. The internet has already become a significant force in travel distribution.

The travel market will continue to grow as the population increase and get older. It is the older segment that travels the most. The 'baby boomers' are moving into that age group in the next few years.

Travel agents play a significant role in the distribution of travel. While the Internet has made in roads there are still people who want the advice and knowledge of a

travel professional to assist them in making their plans. The value they offer will have to be hard to acquire knowledge about destination, suppliers and alternatives. In order to protect their position they need to use the Internet as a tool to enhance their own image, maintain contact with customers and acquire, the knowledge they need.

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