Volume-4, Issue-2, Feb-2015 • ISSN No 2277 - 8160

Research Paper Commerce

A Study on Awareness and Attitude of Customers Towards E-Ticketing in Thoothukudi

Dr.R.Bhavani Assistant Professor in Commerce Govindammal Aditanar College for Women, Tiruchendur, Tamil

ABSTRACT

The rapid growth of internet users globally provides a bright prospect for e-marketers. According to a study from International Data Corp (IDC) more than 600 million people accessed the internet globally by the end of 2002 and spent more than US$1 trillion buying goods and services online (Straits Times, 2002). E-tickets substitutes the paper based flight coupon's by an electronic ticket image that is stored in the airline's database. The Main objectives of study are to know the personal profile of the respondents, to findout the consumers purchasing behaviour of E-Tickets, to examine the reasons for purchasing E-Tickets, to analyse the attitude of the respondents towards E-Tickets,to findout the problems faced by the respondents while purchasing E-Tickets,to analyse the strategies developed by IRCTC in E-Ticketing and to offer suggestions to overcome the problems. 41 percent of the respondents are working as a private employee. 62 percent of the respondents are in the nuclear family system.The passengers should be permitted to pay the amount for E-Ticketing through all banks irrespective of nationalized and non-nationalised banks.

KEYWORDS :E-Tickets, IRTC,Nationalised Banks.

INTRODUCTION

The rapid growth of internet users globally provides a bright prospect for e-marketers. According to a study from International Data Corp (IDC) more than 600 million people accessed the internet globally by the end of 2002 and spent more than US$1 trillion buying goods and services online (Straits Times, 2002). People are now buying many types of goods and services on the internet. With the growing numbers and changing trends of buying behaviour, an increasing number of companies are also finding if attractive to join the band wagon and offer the consumers online shopping facilities. A number of studies have tried to examine the profiles and characteristics of online buyers. It is important for marketers to develop a better understanding of the internet shoppers as this will help them in developing the effective marketing strategies and tactics in an effort to attract and retain existing customers.

Since the year 2000, many industries have been turning to the internet to market their product including the airline industry. The widespread of enthusiasm for e-commerce has lead airline industry to venture into electronic ticketing or e-ticketing.

E-tickets substitutes the paper based flight coupon's by an electronic ticket image that is stored in the airline's database. With an e-ticket, details of the passenger's journey are stored in an airline database and are retrieved using a unique look-up code. This means that there is no need to issue a physical ticket to the passenger; instead the code can be delivered via the internet or over the phone.

STATEMENT OF THE PROBLEM

Now days, the customers are able to check in and choose the seat online, at the same time; they also can find other services in the website such as the hotel reservation or car rental. From the survey of Neilson Company (2008a) showed that 24% of online shopper globally had purchased airline tickets. Moreover in some specific countries such as India, Ireland and United Arabs Emirate, there are more than 60% of online shoppers purchasing the e-ticket. However, the using trend of e-ticket is gaining more popularity due to the attempts of the International Air Transport Association (IATA) to charge all 240 airlines into the e-ticket system.

As the statistics indicated that the percentage of Thai internet users purchasing the airline e-ticket was nearly the same as the global percentage at 24% which is pretty low comparing to some other countries as mentioned earlier. In addition, from the previous studies regarding online shopping as well as e-tickets, it raises us the question about the influencing factors towards the customer's intention to purchase an e-ticket. Therefore, research question is formulated as follows:

"What are the factors that influence intention to make an online purchase of e-ticket?"

The strategic question is to provide a better under standing about the influencing factors towards the customer's intention to purchase an e-ticket in Thoothukudi.

SCOPE OF THE STUDY

This study is concerned with "The Study on Awareness and Attitude of Customers towards E-Ticketing in Thoothukudi". A detailed study is also made to analyze the awareness and attitude level of E-Ticketing based on the data collected from the respondents selected from Thoothukudi.

OBJECTIVES OF THE STUDY

- To know the personal profile of the respondents
- To findout the consumers purchasing behaviour of E-Tickets.
- To examine the reasons for purchasing E-Tickets.
- To analyse the attitude of the respondents towards E-Tickets.
- To findout the problems faced by the respondents while purchasing E-Tickets.
- To analyse the strategies developed by IRCTC in E-Ticketing.
- To offer suggestions to overcome the problems.

HYPOTHESES TO BE TESTED

Based on the objectives of the study, the following hypothesis were formulated.

- In order to measure the relationship between socio – economic profile of the sample respondents and their level of problem faced towards the E-Ticketing. 'F' test is applied. The following hypotheses are formulated.

- There exists no significant relationship between gender of the sample respondents and their level of problem faced towards the E-Ticket.

- There exists no significant relationship between age of the sample respondents and their level of problem faced towards the E-Ticket.

- There exists significant relationship between marital status of the sample respondents and their level of problem faced towards the E-Ticket.

- There exists no significant relationship between educational qualification of the sample respondents and their level of problem faced towards the E-Ticket.

- There exists no significant relationship between occupational status of the sample respondents and their level of problem faced towards the E-Ticket.

COLLECTION OF DATA
The study is based on both primary and secondary data. The primary data were collected from the respondents directly with the help of a structured questionnaire. Secondary data were collected from the books, journals and websites.

PERIOD OF STUDY
The researcher has collected data for the period from June2014 to September2014.

AREA OF STUDY
The present study covers 120 respondents who are booking e-ticket in Thoothukudi.

METHODOLOGY
This section describe the methodology which includes collection of data, construction of questionnaire, F-test, t-test, Chi-Square test, Garrett Ranking, Field work and data collection, frame work of analysis.

SAMPLING DESIGN
With a view to study "A Study on Awareness and Attitude of Customers Towards E-Ticketing in Thoothukudi Area" 120 samples were selected. The respondents were selected by adopting convenient sampling technique.

LIMITATIONS OF THE STUDY
Every researcher suffers from errors and limitations. Some of these are inherent in the research design while some others become parts of the study during various stages of operation. The present study is subject to the following constraints and limitations. The following limitations of the study.

1. It is restricted to the areas in and around Thoothukudi only. Hence the results obtained cannot to be generalized to the population as a whole.

2. As the study was conducted for a short duration of 3 months, it was difficult to study in depth about the various aspects.

3. Time, cost and other resources were constraints for a fully comprehensive study.

SCHEME OF ANALYSIS
In a Likert Scale, the respondent is asked to respond to each of the statement in terms of several degrees, usually five degrees of agreement or disagreement.

Strongly agree (1) Agree (2) Neutral (3) Disagree (4) Strongly disagree (5)

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY
The findings of the study are as follows.

- In gender wise classification 53 percent of the respondents are female.
- 44 percent of the respondents are in the age group of 25 – 30 years.
- Regarding marital status, it was found that 57 percent of the respondents are married.
- 38 percent of the respondents have studied PG Degree.
- 41 percent of the respondents are working as a private employee.
- 62 percent of the respondents are in the nuclear family system.
- 43 percent of the respondents belong to the income group of 10,000 – 20,000
- 28 percent of the respondents are accessing internet each time for the business purpose.
- 100 percent of the respondents said that, they are booking the ticket through online.
- 42 percent of the respondents are mainly conduct e-ticketing activities from home.
- 40 percent of the respondents use e-ticketing few times in a month.
- 33 percent of the respondents are booking e-ticket for the period of one to six months.
- 37 percent of the respondents are used e-ticketing services to buy train tickets.
- 43 percent of the respondents said that they are influenced by friends to use e-ticket booking.
- 63 percent of the respondents that the users attitude towards e-ticketing was time saving.
- Respondents are classified on the basis of level of problems faced and it was found 18 percent of the respondents are in the category of high level problem faced, 68 percent of the respondents are in the category of medium level of problem faced and 14 percent of the respondents are in the category of low level of problem faced.
- The level of problems faced towards E-ticketing was independent of gender, age, marital status, educational qualification, occupational status.
- The level of problems faced towards e-ticketing was dependent of marital status.
- The level of attitude towards E-ticketing was independent was gender, age, marital status, educational qualification, occupation status.
- The results of 't' test revealed that the statement advantages of purchasing e-ticket, the tickets are delivered in good quality; since it got the lowest co-efficient of variation (12.94).

SUGGESTIONS
On the basis of the above analysis the following suggestions are made.

1. The procedure for E-ticketing must be simplified, then only the illiterate people can use the E-Ticketing.

2. In order to check the malpractice of the brokers proper norms must be framed by the transport authorities.

3. The passengers should be permitted to pay the amount for E-Ticketing through all banks irrespective of nationalized and non-nationalised banks.

4. IRCTC should take steps to avoid online traffic.

5. IRCTC should considered the failed login attempts and other request features has been made by the customers.

6. The internet connection is slow in most of the time, to avoid this situation. IRCTC should take special steps to prevent such a situation.

7. Low cost of cancellation should be fixed by IRCTC.

8. Stringent rule should be followed by IRCTC, to prevent fraud.

9. Risk reducing strategies could be formulated to encourage for the e-ticket user.

10. The awareness can be increased by organizing awareness programs in offices or workplaces.

CONCLUSION

Recent trends of online buying made of railway tickets for long distance tours or travels show a paradigm shift from the traditional booking pattern through the railway reservation counters. In India, the process of formalities of online transactions are still perceived by the majority of members as complex, uncomfortable, and a secondary option to the traditional purchase process. In such a scenario, the online reservation of railway tickets requires the authority to devise strategies based on sound consumer behavioural research and knowledge of customer convenience management. With the increasing level of competition from the low – cost airlines and road transport options, Indian railway authority need to comprehensively understand the user expectations of online reservation and re-evaluate the facility of their online reservation strategies.

REFERENCES

1. Kolsaker. A., L.L. Kelley and P.C.Choy. 2004. "The Reluctant Hong Kong Consumer: Purchasing Travel Online", International Journal of Consumer Studies, 28(3):295-304. | 2. Lee M., K.O and E. Turban, 2001. "A Trust Model for Consumer Internet Shopping", International Journal of Electronic Commerce. 6(1): 75-91. | 3. Shwu W., 2003, "The Relationship between Consumer Characteristics and Attitude toward Online – Shopping", Marketing Intelligence and Planning, 21(1):37-44.