



A Study on Passengers Attitude towards Private Bus with Special Reference to Salem City

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ABSTRACT

In modern days transport plays a dominant role. "No transport business can exist without passengers". No transport business can survive without satisfying the needs of the passengers. In general, compared with other modes of transport, bus transport and its services are more indispensable, convenient and very easy to access. In certain situations, bus transport may suit with the needs of the passengers and facilitate more in all aspects. It carries the people from one place to another place to enable the people to carry out their day to day activity, business etc., Therefore bus transport and its quality service is too important and plays a vital role in a man's day to day life of the general public. Bus transport industrial services are as similar to central nerves system of a human body. Bus transport connects different levels of people and it aid the people to have, build their business contact, celebrating festivals and in many ways. That is why this topic is taken to appraise and assess different kinds of bus passengers with different attitudes towards the bus transport services. These study is a part of an ongoing passenger attitude research towards private bus in Salem city. The main aim of this study is to know the attitude and perception towards bus passenger. This research article will provide a clear view about the different attitudes of bus passengers, quality of service assured by private players.

KEYWORDS: Passengers' Attitude, Perception, Service Quality

INTRODUCTION

This study is a part of an ongoing passenger attitude research towards private bus in Salem city. The main aim of this study is to know the attitude and perception towards bus passenger. This research article will provide a clear view about the different attitudes of bus passengers, quality of service assured by private players.

1. OBJECTIVES

- To identify the various factors which are influencing the passenger's satisfaction and preference for their journey.
- To find out the possible value added services towards the passenger during the journey.
- To aim is to gain a better understanding of overall passenger expectations about private bus transport.
- To identify the problems and Prospects of passengers pertaining to private bus transport.
- To recognize the quality function deployment pertained by the passengers.
- To Offer suitable suggestions to improve services by the players.

2. STATEMENT OF PROBLEM

To identify the attitude towards the private players and also to assess the Quality level of services customary by the passengers. To know about the passengers Expectations in offering services by transport players. To measure the satisfaction plane of passengers in existing state of affairs.

3. RESEARCH DESIGN:

Descriptive Research Design is used for the study. It is concerned with describing the characteristics of a particular individual or a group. (i.e) who, what, where, when and how.

4. SAMPLING DESIGN:

Simple Random Sampling.

5. SAMPLE SIZE:

Sample size is 350.

5.1 GENERAL PROFILE OF THE PASSENGER

The information has provided the general profile of the passengers. Table.1 shows the general information of the passengers pertaining to Salem city.

Table.1. GENERAL PROFILE OF THE PASSENGER

S.No	Profile	No of Respondents	Percentage
	Gender		
1.	Male	239	68.3
2.	Female	111	31.7
	Total	350	100

	Age		
1.	Below 20 years	67	19.14
2.	20 to 40 years	222	63.43
3.	Above 40 years	61	17.43
	Total	350	100
	Education		
1.	School Level	36	10.29
2.	Graduates	258	73.71
3.	Others	56	16.00
	Total	350	100
	Occupation		
1.	Government/ Private employee	104	29.71
2.	Business / Profession	101	28.86
3.	Farmer / others	145	41.43
	Total	350	100
	Area-Wise		
1.	Rural area	68	19.43
2.	Semi urban	154	44.00
3.	Urban	126	36.57
	Total	350	100

Source : Primary Data

As Table.1 portrays, majority of the respondents are under the category of male (i.e. 68.3 percent). 63.43 percent of the respondents are in the age group between 20 and 40 years, 73.71 percent of the passengers have completed their graduation most of the respondents are under the category of others i.e., the students and housewives (41.43 percent) and 44 percent of the respondents are from semi-urban areas.

6.2. Utilizing the Private Bus

To find out how many of the passengers were travelling in the Public and Private bus by the respondents, an examination was made and the results are presented in Table.2.

Table.2 : Utilizing Private Bus

S.No	Preference	No of Respondents	Percentage
1.	Public	100	28.57
2.	Private	250	71.43
	Total	350	100

Source : Primary data

As Table.2 clearly indicates that the public and private bus service is utilized. Out of 350 respondents interviewed, 71.43 percent of them are using private bus service for travelling. In addition, 28.57 percent of the respondents are using public bus service for travelling.

6.3. Frequency of Utilizing the Private Bus

To find out frequency of travelling in the Private bus by the respondents

ents, an examination was made and the results are presented in Table.3.

Table.3 : Frequency of Utilizing Private Bus

S.No	Frequency of Travel	No of Respondents	Percentage
1.	Daily	152	43.43
2.	Frequently	105	30.0
3.	Occasionally	69	19.71
4.	Rarely	24	6.86
	Total	350	100

Source : Primary data

As Table.3 clearly indicates that the Private bus service is utilised by a majority of the public daily. Out of 350 respondents interviewed, 43.43 percent of them are daily users of the Private bus service. In addition, 30 percent of the respondents are frequent users, 19.71 percent of respondents are occasional users and remaining 6.86 percent of them are rarely using the Private bus service.

6.4. Reasons for Daily Use of the Private Bus Service

The reasons for daily use of the Private bus service from the respondents are presented in Table.4.

Table.4: Reasons for Daily Use of bus Services

S.No	Reasons	No of Respondents	Percentage
1.	Reasonable fare	19	12.5
2.	Short & long distance	69	45.39
3.	Satisfactory service	38	25
4.	No alternative	26	17.11
	Total	152	100

Source: Primary data

The study has highlighted that daily utilization of Private bus service has been attributed mainly due to travelling for short & long distances. Among the 152 daily users, 12.5 percent of the respondents preferred it due to the reasonable fares, 45.39 percent of the respondents are motivated by short & long distance travel, 25 percent of the respondents have used the service daily because of satisfactory service and remaining 17.11 percent of the respondents preferred it because there was no alternative mode of transport.

6.5. Facilities

Facilities are important for travelling. In Private buses they become more important because it involves more number of stops. Hence, the opinion of the respondents regarding the facilities available was collected by the authors and the details are presented in Table.5.

Table.5 : Facility in Private Buses

S.No	Facility	Adequate	Inadequate	Total
1.	Lighting Facility	295 (84.29)	55 (15.7)	350 (100)
2.	Audio/Video Facility	289 (82.57)	61 (17.43)	350 (100)

Source: Primary data

The sample survey reveals that out of 350 respondents, most of the respondents get adequate lighting facility (84.29 percent) and audio/video facility (82.57 percent).

6.6. Practice of Returning Correct Change by the Conductors

Passengers' opinion about the practice of giving correct change by conductors is presented in Table.6.

Table.6 : Giving Correct Change by Conductors

S.No	Opinion	No of Respondents	Percentage
1	Giving correct change	274	78.29
2	Not giving correct change	76	21.71
	Total	350	100

Source: Primary data

From Table.6 it is clear that 78.29 percent of the respondents mentioned that the conductors are giving correct change. However, as per remaining 21.71 percent of the respondents the conductors do not return the balance change.

6.7. Reasons for Not Tendering Correct Change by the Conductors

Some of the conductors are not tendering correct change because of many reasons. Accordingly, the authors also interviewed the respondents to ascertain the reasons for not returning the correct change by the conductors.

Table.7 : Reasons for not Giving Correct Change

S.No	Reasons	No of Respondents	Percentage
1	No demand by passengers	23	30.26
2	Forgotten by the conductors	1	21.05
3	Shyness of passengers	8	10.53
4	Non-availability of change	29	38.16
	Total	76	100

Source: Primary data

It is evident from Table.7 that out of 76 respondents, 23 respondents felt that it is due to non-insistence of the change by the passengers and the majority of the respondents (29) felt that there is non-availability of change.

6.8. Ladies Special

The authors have enquired whether passengers would welcome ladies special bus or not. The passengers' opinion is stated in Table.8.

Table.8 : Ladies special

S.No	Opinion	No of Respondents	Percentage
1	Favourable	43	12.29
2	Not Favourable	307	87.71
	Total	350	100

Source: Primary data

Table.8 displays that out of 350 respondents, most of the respondents (87.71 percent) do not welcome introduction of the ladies special bus.

6.9. Behaviour of the Crew Members of Private Buses

The investigation has also unearthed the behaviour of the crew members i.e, the drivers and the conductors. Table.9 presents the results of the analysis.

Table.9 : Behaviour of the Crew Members

S.No	Opinion	No of Respondents	Percentage
1	Gentle	172	49.14
2	Not Gentle	13	3.72
3	Irritative	21	6
4	No opinion	144	41.14
	Total	350	100

Source: Primary data

It is clear from Table.9 that 49.14 percent of the respondents said that behaviour of the crew is courteous, 3.72 percent of the respondents expressed the view that crew members are not behaving with the people in a gentle manner, 6 percent of them stated that the behaviour of the crew members is irritative in nature and the remaining 41.14 percent of the respondents have not given any opinion about the behaviour of crew members.

4.10. General Opinion about the Private bus Services

Opinion of the respondents about the services by the Private buses has been shown in Table.10.

Table.10 : Opinion about Private bus Services

S.No	Opinion	No of Respondents	Percentage
1	Good	276	78.86
2	Poor	11	3.14
3	Satisfactory	63	18
	Total	350	100

Source: Primary data

Inference drawn from Table.10 is that 78.6 percent of the respondents feel that the services of the Private buses are good, and 18 percent of the respondents are satisfied with the services, while 3.14 percent feel that poor services are rendered by the Private buses.

4.11. Suggestions to Improve Private bus Services

Suggestions from the passengers to improve the Private bus service have been collected. These suggestions are presented in Table.11.

Table.11 : Suggestions to Improve Private bus Services

S.No	Suggestions	No of Respondents	Percentage
1	Improve the maintenance	69	19.71
2	Good behaviour of the crew members	36	10.29
3	Punctuality	62	17.71
4	Avoid overcrowding	183	52.29
	Total	350	100

Source: Primary data

It is seen from the Table-11 that 19.71 percent of the respondents are of the opinion that good maintenance will improve the services, 10.29 percent of them have suggested improvement in the treatment of the passengers in decent manner, 17.71 percent of the respondents feel punctuality for arrival and departure should be maintained and the remaining 52.29 percent of them have suggested that overcrowding should be avoided in Private Buses.

CONCLUSION:

Transport services are vital for the development of people. Their importance in the mobility of labour is a significant contributing factor for economic development of the country. From the above analysis, it is clear that the Private bus operators are able to render efficient services to the satisfaction of the traveling public. Further, it is also observed that the passengers are confronted with many problems. Private bus operators should try and implement these suggestions to improve better service quality, so that they would be in a position to render efficient services to the travelling public.

REFERENCES

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