



## SATISFACTION LEVEL OF HEAVY TRANSPORT GOODS CARRIER OWNERS IN SALEM DISTRICTS

**Dr.M.Sasikumar**

Ph.D., Assistant Professor in Commerce, Periyar university College Arts and Science, Mettur, Tamilnadu.

**Dr.C.Vijayarani**

Ph.D., Assistant Professor in Commerce, Periyar university College Arts and Science, Mettur, Tamilnadu.

**KEYWORDS** : Satisfaction, Heavy Transport, owners.

### INTRODUCTION

The first earth tracks were created by humans carrying goods and often followed game trails. Tracks would be naturally created at points of high traffic density. As animals were domesticated, horses, oxen and donkeys became an element in track-creation. With the growth of trade, tracks were often flattened or widened to accommodate animal traffic. Later, the travois, a frame used to drag loads, was developed. Animal-drawn wheeled vehicles probably developed in Sumer in the Ancient Near East in the 4th or 5th millennium BC and spread to Europe and India in the 4th millennium BC and China in about 1200 BC. The Romans had a significant need for good roads to extend and maintain their empire and developed Roman roads.

In the Industrial Revolution, John Loudon McAdam (1756–1836) designed the first modern highways, using inexpensive paving material of soil and stone aggregate (macadam), and he embanked roads a few feet higher than the surrounding terrain to cause water to drain away from the surface. With the development of motor transport there was an increased need for hard-topped roads to reduce waterways, bogging and dust on both urban and rural roads, originally using cobblestones and wooden paving in major western cities and in the early 20th century tar-bound macadam (tarmac) and concrete paving were extended into the countryside. The modern history of road transport also involves the development of new vehicles such as new models of horse-drawn vehicles, bicycles, motor cars, motor trucks and electric vehicles.

### Review of Related Literature

In spite of the fact that transportation plays an important role in the economic, cultural, social and industrial development of any nation, transport sector has not received due consideration of the researchers in the past. However, at present, Universities and various research institutes like Central Road Research Institute, Central Institute of Road Transport, Association of State Road Transport Undertakings, Special division of Planning Commission and Ministry of Surface Transport etc. have taken special interest for the researches in this sector. Several studies have paid attention to the Transport Industry. The existing literature related to present topic can be viewed from the different perspectives as Review of Literatures within India out of India

### Statement of the Problem

Public Transport is owned and controlled by the government for the economic and social welfare of the public at large. After Independence particularly inception of the every five year plan. The Transport Industry has secured a prominent place in providing a better service covering the essential commodities like wheat, rice, sugar, kerosene, edible oil, cloth and so on. When rendering these services, the owners of the heavy vehicles face so many problem, the government imposed many rules and regulations to heavy transport operators, and for that reason in 1976 former Prime Minister (Late) Indra Gandhiji introduced national permit system which helped the heavy transport lorry owners to improve their business in national level. At the same time state government introduced without counter signature scheme for state permit.

### Objectives and Period of the Study

The overall objective of the study is to examine the problems of heavy transport lorry owners in Tamilnadu, (Salem District).The study was re conducted during the 2015 - 2016

### Collection of Data

The present research is an empirical and analytical study. This study is complied with the help of both primary and secondary data. The primary data were collected directly from the heavy transport lorry owners with the help of a structured interview schedule. The secondary data were collected from the text books, journals, news papers, lorry association by laws and reputed journals like Motor India, Transport Management, Nam Lorry Today and web sites.

### Limitations of the study

Due to time and cost constraints of the research the primary study area was restricted Tamilnadu in Salem. The study covers only those who have obtained the Taurus and commet. The study covers only Heavy Lorry transport owners, the researcher need not collect information from drivers' cleaners.

### Classification of Owners

The respondents were classified into three categories namely, (i) those having high level of business satisfaction (ii) medium level of business satisfaction and (iii) low level of business satisfaction. Business satisfaction of the owners were analysed by using chi-square test, the classification was made in the following lines. Arithmetic mean ( $\bar{x}$ ) and standard deviation ( $\sigma$ ) of the total business satisfaction scores of 110 respondents were computed, owners who have scored above  $(\bar{x} + \sigma)$  were classified as high level and those who have scored were below  $(\bar{x} - \sigma)$  were classified as low level of business satisfaction. Those respondents whose scores were between  $(\bar{x} + \sigma)$   $(\bar{x} - \sigma)$  were classified as medium level of business satisfaction.

### Null Hypotheses

**Ho:** There is no association between age of the respondents and their level of business satisfaction.

**TABLE – 1 AGE OF THE RESPONDENTS AND LEVEL OF BUSINESS SATISFACTION**

Age	Level of business satisfaction			Total
	High	Medium	Low	
Less than 30	4	24	4	32
30 – 40	5	34	2	41
40 – 50	4	15	2	21
More than 50	-	16	-	16
<b>Total</b>	<b>13</b>	<b>89</b>	<b>8</b>	<b>110</b>

Source: Primary data

Degrees of Freedom	=6
Table Value at 5% significant level	=12.592
Calculated Value	=8.24

Since, the calculated value (8.24) is less than the Table value, the null hypothesis is accepted. Therefore it is concluded that there is no association between the Age of the respondents and the level of business satisfaction.

**Null Hypotheses**

“There is no association between the occupation of the respondents and level of business satisfaction.

**TABLE –2 OCCUPATION OF THE RESPONDENTS AND LEVEL OF BUSINESS SATISFACTION**

Occupation	Level of business satisfaction			Total
	High	Medium	Low	
Business (lorry)	13	79	8	100
Self employed	-	7	-	7
Agricultural	-	3	-	3
<b>Total</b>	<b>13</b>	<b>89</b>	<b>8</b>	<b>110</b>

Source: Primary data

In could be seen from Table 2 that out of 89 respondents those having medium level of business satisfaction, 79 respondents were lorry business, 7 respondents were self employed, out of 13 respondents those having high level business satisfaction, 13 respondents were business.

Degrees of Freedom = 8  
 Table Value at 5% significant level = 15.51  
 Calculated Value = 0.69

Since, the calculated value (0.69) is less than the Table value, the null hypothesis is accepted. Therefore it is concluded that there is no association between the Occupation of the respondents and the level of business satisfaction.

**TABLE – 3 BRAND – WISE CLASSIFICATION OF LORRIES**

Brand	Number of Owners	Percentage
Taurus	84	76.36
Commet	18	16.36
Tanker	6	5.45
Trailer	2	1.83
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary data

The above Table 3 shows that according to the opinions of 76.36 percent of lorry owners have Taurus, followed by 76.36 percent of lorry owners have commet, and 5.45 percent of lorry owners have tanker lorries, and the remaining 1.83 percent of lorry owners have trailer. The majority of the lorry owners prefer Taurus brand Lorries.

**Null Hypotheses-HO:** There is no association between the brand selection of the respondents and their experiences.

**TABLE – 4 BRAND SELECTION OF THE RESPONDENTS WITH EXPERIENCES**

Experience	Brand				Total
	Taurus	Commet	Tanker	Trailer	
Less than 1 Year	3	2	-	-	5
1 to 5	14	4	-	-	18
5 to 10	2	4	1	-	25
10 to 15	12	3	2	1	18
15 to 20	12	1	1	-	14
Above 20	23	4	2	1	30
<b>Total</b>	<b>84</b>	<b>18</b>	<b>6</b>	<b>2</b>	<b>110</b>

Source: Primary Data

From the Table 4 it is found that out of the 84 respondents, 23

respondents prefer Taurus and they have above 20 years of experience whereas 20 respondents have 5 to 10 years of experience and they too preferred Taurus. In the case of respondents who have commet, 18 out 4 respondents each have experiences 1 to 5 years, 5 to 10 years, and above 20 years respectively.

Degrees of freedom = 15  
 Table value at 5% significant level = 24.996  
 Calculated Value = 14.29

Since, the calculated value (14.29) is less then the table value (24.996) the null hypothesis is holds good. There is no association between the brand selection of the respondents and their experiences.

**TABLE - 5 OWNERSHIP – WISE CLASSIFICATION**

Types of Ownership	Number of Owners	Percentage
Sole Proprietorship	67	60.91
Partnership	43	39.09
Leases	-	-
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary data

The above Table 5 highlights the pattern of ownership of the lorry business 60.91 percent were sole proprietorship, and 39.09 percentage belonged to the co-ownership type, with surprise to researcher nobody can ready for take over the lease in transport business. The majority (67%) of ownership indicates that the entrepreneurs think that sole proprietorship would help avoid problems and misunderstanding etc.

**Null Hypotheses-Ho:** There is no association between the brand selection of the respondents and the types of ownership of the respondents.

**TABLE – 6 BRAND WISE CLASSIFICATION OF THE RESPONDENTS WITH TYPES OF OWNERSHIP**

Types of Ownership	Brand				Total
	Taurus	Commet	Tanker	Trailer	
Sole Proprietorship	53	10	3	1	67
Partnership	31	8	3	1	43
Leases	-	-	-	-	-
<b>Total</b>	<b>84</b>	<b>18</b>	<b>6</b>	<b>2</b>	<b>110</b>

Source: Primary Data

From the Table 6 it is found that out of the 84 respondents have Taurus 53 respondents were belonging to the sole proprietorship, 31 respondents were belonging to the sole partnership, 31 respondents were belonging to the partnership. In the case of commet out of 18 respondents, 10 respondents were belonging to sole proprietorship and 8 respondents were belonging to the partnership.

Degrees of freedom = 2  
 Table value at 5% significant level = 5.991  
 Calculated Value = 0.78

Since, the calculated value (0.78) is less than the table value, the null hypothesis is holds good. Therefore it is concluded that there is no association between the brand selection of the respondents and the types of ownership.

**Factors Influenced before Buying the Chassis**

For purchasing any product/commodities the consumer analysed the various factors like, Price, Brand Name, services after sales etc. In the same way the lorry owners also identified some factors like Price, Brand name, service facility, availability of spare part, and mileage

per litre etc, the following table highlights the factors that are influencing before the purchase of the chassis

**TABLE –7 FACTORS INFLUENCED BEFORE BUYING THE CHASSIS**

S. No	Prime Factor	I Rank	II Rank	III Rank	IV Rank	V Rank
1.	Price	4	8	9	23	66
2.	Brand Name (Quality)	20	10	12	54	14
3.	Service Facility	58	31	14	3	4
4.	Availability of Spare Parts	11	450	35	15	9
5.	Mileage per (Liter)	17	23	40	14	16

Source: Primary data

Depending on ranks secured, scores have been assigned.

I Rank - 5 Points, II Rank - 4 Points, III Rank - 3 Points, IV Rank - 2 Points, VI Rank - 1 Points

**TABLE – 8 FACTORS INFLUENCED BEFORE BUYING THE CHASSIS**

S. No.	Prime Factors	Total Score	Weighted Average	Rank
1.	Price	191	1.74	V
2.	Brand Name (Quality)	298	2.71	IV
3.	Service Facility	466	4.24	I
4.	Availability of Spare parts	359	3.26	II
5.	Mileage (per Liter)	341	3.1	III

Source: Primary Data

It may be understood from Table 9 that out of five factors, "service facility was ranked first by the heavy transport lorry owners with a score of 466 points. It was followed by availability of spare parts were ranked second with a score of 359 points, mileage (per liter) were ranked third with the score of 341 points like wise.

### Suggestions

Intoxicated driving always results in the confiscation of the license. Proper driving centers should be started by the Government in Namakkal and Salem District. Fright should be increased in accordance with the price of the fuel. The Government must encourage the farmers to cultivate with Jatropha, Rapeseed, Soya beans, with cultivation of such plants we can produce the diesel in our country itself, and this with definitely reduce the import of fuel commodities from other countries.

### Reference

1. Amsler, Y.(1996), "Great metropolis development and transportation policy", Urban Transport in Developing countries" CODATU VII, TOME 1, pp. 1 – 11, New Delhi.
2. Arora S. K., "Economics of Management in Road Transport Industries", Deep & Deep Publications, New Delhi, 1988.
3. Badami, M.G. (2005), "The Urban Transport Challenge in India: Considerations, Implications and Strategies", International Development Planning Review, Vol.27, No.2 pp. 169-194.
4. Badami, M.G., and M. Haider (2007), "An ANALYSIS OF Public Bus Transit Performance in Indian Cities", Transportation Research Part A(Policy and Practice), Vol.41, pp. 961 – 981
5. Central Institute of Road Transport (CIRT), Pune.
6. Chima, G.S. (1999), "Augmentation of Public Transport – Delhi Transport Corporation", Paper Presented at Indo-British Seminar on Reducing the Environmental Impact of Vehicles in Urban Areas, (7-8 December, 1999), New Delhi.
7. CIRT (1994); 'Road Goods Transport in India – A Study of its Structure and Organisation'. Central Institute of Road Transport, Pune, December.
8. [www.qlhs.org.uk/oracle/roadtransport.html](http://www.qlhs.org.uk/oracle/roadtransport.html)
9. [www.researchandmarkets.com/reports/304418/India](http://www.researchandmarkets.com/reports/304418/India)
10. [www.transportationinfo.com](http://www.transportationinfo.com)
11. [www.answer.com/topic/modeoftransport](http://www.answer.com/topic/modeoftransport)
12. [www.cybersteering.com/cruise/feature/transport/transport2.tml](http://www.cybersteering.com/cruise/feature/transport/transport2.tml)
13. [www.transportandshippingministryofindia.com](http://www.transportandshippingministryofindia.com)