



Students Perception Towards The Behaviour of Ksrtc Drivers and Conductors

KEYWORDS

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INTRODUCTION

Transport is the backbone of economic, cultural. Social and industrial development of any country by the role of creating time and place utility. Perception is a processes by which individual organises and interpret their sensory perceives in order to give meaning to their environment. Our perceptions are built on how we interpret the different situations. Perception enables us to move and changing us according to the changing conditions. It provides flexibility in the life and it helps to make proper plans to the particular situations, control and also helps to make decisions about everything.

Features of Perception Grouping and Constancy, Contrast effect

Constancy: In the concept of perception, constancy refers to the ability or capability of one or more perceptual system to identify the similar objects among the various sensory inputs. Constancy means an unchanging quality or characteristics of a person or a thing. Constancy may be various types, one type is called color constancy most focus in the field of perception. **Grouping:** grouping is an important feature of perception that fallows the primary principles which are proposed by psychologists to analyze the natural human perception of object as organized and in patterns.

Contrast Effect: it means increase or decrease in perception as related to the normal intensity, degree, frequency and other attributes. The normal perception is based on previous experiences of the person.

In the marketing of services, the providers are supposed to influenced and satisfy the customers or users. An institution or an individual may act as a provider who requires a professional excellence to influence the impulse of prospects and to transform them into actual customers. When we buy service offered by service generating organization in a true sense we buy the time, knowledge, skill or resources. The application of marketing principles in the service sector is the main thing in the service marketing.

KARNATAKA STATE ROAD TRANSPORT CORPORATION: KSRTC was set up in 1961 under the provision of Road Transport Corporation Act 1950. It is wholly owned by the government of Karnataka. The government of India also a share holder in the corporation, KSRTC is also known for its introduction of Volvo B7RLE low body city buses. These buses are air conditioned, with improve tier suspension .Till August 1997, KSRTC had a fleet of 10,400

buses operating about 9500 schedules. Subsequently Three corporations were formed from the original corporation. The three corporations formed from KSRTC are: BMTC (Bangalore), NWKRTC(Hubli), NEKRTC(Gulbarga) In August 1997, KSRTC was divided and a new corporation by name Bangalore Metropolitan Transport Corporation (BMTC). In November 1997, another new road transport corporation called North Western Karnataka Road Transport Corporation (NWKRTC) was formed to cater to the transport needs of North Western parts of Karnataka. Recently, the North Eastern Karnataka Road Transport Corporation (NEKRTC) was also formed with its corporate office in Gulbarga. KSRTC of the above said corporations are responsible for operating bus service within the state of Karnataka and to other neighbouring states as well as for flying destination such as Mumbai, Pune, Chennai, Trivandrum, Kochi and Vijayawada among others. As of 2010, KSRTC was the largest state owned Volvo fleet operation in India. The company runs a fleet of buses of all types like ordinary, semi-ordinary, Deluxe and air-conditioned Volvo buses. KSRTC has won many accolades for its outsourcing performance in the transport industry. It has many first to its credit.

It was the first state in India to implement Electronic Machine in all routes of KSRTC. And it was the first state in India to have web based passenger reservation system called AWATAR (Any where any Time in Advance Reservation). It operates a centralized control room monitor the various factors. Affecting the bus operations. The information received here is passed on the field level officer for the immediate attention. This is the first of its kind in Indian state transport undertakings. It is the first to use GPS/GPRS based passenger information system and bus related intelligent transport system in its vehicles. Due to the positive response from the people, KSRTC is planning to implement these in the entire fleet of vehicles. It is the first to implement clean development mechanism (CDM) that is fuel switch project

John Hibs explained various approaches to study the concept of transport along with its control aspects. **Gerald Kraft** felt that economic development of a region will be influenced by the capacity of transport it has. Insufficient capacity of transport system will create bottleneck and may eventually retard the region's growth.

Owen Wilfred on the problems and potentials Of transport system by focusing on the mobility of people and goods. A study made by Ministry of Transport Scottist Development Department emphasizes the free flow of traffic at

reasonable speed requires planned improvement of urban road system. The study also suggested constructing secondary means of access enable goods and services vehicle to load and unload at the stops.

OBJECTIVES OF THE STUDY

- To know the students perception towards the KSRTC bus drivers and conductors behavior
- To know the students expectations.
- To find out the reasons behind the drivers and conductors behavior.
- To inform to the road transport corporation authority about their drivers and the conductors behavior to take the corrective actions.

Samples Size: The sample size for this study is 110 respondents (30 respondents from PU, 40 respondents from UG and 40 respondents from PG students)

FORMULATION OF HYPOTHESIS

Students perception is the 'dependent variable' and behavior of drivers and conductors is 'independent variable'

Null hypothesis (H₀) "There is no significant relationship between Students perception and the behavior of KSRTC bus drivers."

Alternative hypothesis (H₁) "There is a relationship between the Students perception and the behavior of KSRTC bus drivers."

Null Hypotheses (H₀):-There is no significant relationship between distance of respondents and possibility of buses giving stop

Alternative Hypotheses (H₁):-There is a significant relationship between distance of respondents and the possibility of buses giving stop. The data collected from college students by issuing questionnaire is analysed through 'tabulation' and it is interpreted by using Statistical Techniques.

For testing the hypotheses following statistical techniques are used.

ANOVA

Analysis of variance (ANOVA) technique is important in the context of all those situations where we want to compare more than two populations. ANOVA is to test for differences among the means of the population by examining the amount of variation within each of these samples, relative to the amount of variation between the samples.

Chi-square

The chi-square test is an important test amongst the several test of significance developed by statisticians. Chi-square, symbolically written as χ^2 (pronounced as ki-square), is a statistical measure used in the context of sampling analysis for comparing a variance to theoretical variance. The chi-square value is often used to judge the significance of population variance i.e., we can use the test to judge if a random sample has been drawn from a normal population with mean and with a specified variance.

TESTING OF HYPOTHESES

Hypotheses may be defined as a proposition or a set of proposition set forth as an explanation for the occurrence of some specified group of phenomena.

In this study, the hypotheses id tested for the following statement,

Null hypotheses (H₀):- There is no significant relationship between the students perception and the behavior of KSRTC bus drivers and conductors

Alternative hypotheses (H₁):- There is significant relationship between the students perception and the behavior of KSRTC bus drivers and conductors

Testing of Hypothesis

satisfaction level	Particulars		
	Response	Rules following	behavior
Highly satisfied	4	6	3
satisfied	22	28	13
Moderate	26	40	21
Dissatisfied	58	36	73

Anova: Single Factor			
SUMMARY			
Groups	Count	Sum	Average
4	3	106	35.33333
6	3	104	34.66667
3	3	107	35.66667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.555556	2	0.777778	0.001568	0.998434	5.143253
Within Groups	2976	6	496			
Total	2977.556	8				

The table shows that the calculated value of $F=0.001568$ is which is less than the table value of 4.26 at 5 percent level. This analysis supports the null-hypotheses of no difference is sample means. Therefore, it concludes that there is no significant relationship between students perception and the behavior of KSRTC bus driver and conductors.

HYPOTHESES OF THE STUDY

Null Hypotheses (H₀)

There is no significant relationship between distance of respondents and possibility of buses giving stop

Alternative Hypotheses (H₁)

There is a significant relationship between distance of respondents and the possibility of buses giving stop.5% level of significance

Possibility of giving stop	No. of KM respondents travel daily				Total
	1 to 10 KM	10 to 20 KM	20 to 40 KM	More than 40 KM	
Yes	5	6	6	16	33
No	11	10	29	27	77
Total	16	16	35	43	110

Observed frequency	Expected frequency	O-E	(O-E) ²	(O-E) ² /E
5	4.8	0.2	0.04	0.008333
6	4.8	1.2	1.44	0.3
6	10.5	-4.5	20.25	1.928571
16	12.9	3.1	9.61	0.744961
11	11.2	-0.2	0.04	0.003571
10	11.2	-1.2	1.44	0.128571
29	24.5	4.5	20.25	0.826531
27	30.1	-3.1	9.61	0.319269

χ^2	4.259809
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Calculation of degree of freedom

The formula used is, $DOF = (R-1) (n-1)$

$$= (2-1) (4-1)$$

$$= 3$$

Hence, the calculated value is compared with the table value of χ^2 for (n-1) degree of freedom at 5% level of significance; we may reject the null hypotheses. Because, the calculated value i.e., 4.259809 is less than the table value of 7.815.

FINDINGS:

The survey finds that all the students who are coming from different places of Tumkur district are using KSRTC buses with concessional student pass.

In the study it is found that majority of the respondents are female respondents.

Majority of the respondents are belongs to the age group of 19-21 years. Because the age group of 21 includes both graduation and post graduation.

The majority of the respondents are fall under the family income between Rs10000-50000. This indicates that all the levels of the people getting good education.

Most of the respondents are travel more than 40 kilometers followed by between 10-30 kilometers. It indicates

All the students are using KSRTC services daily, few respondents are using weekly, once in a 15 days, once in a month.

Most of the respondents are using KSRTC service continuously from 1-3 years followed by 3-5 years.

In this study most of respondents are using all types of KRTC bues(City bus, Suvana saarige bus, NWKRTC and NEKRTC) but users of Suvana saarige buses are more when compared to other buses.

Most of the respondents are travelling more than an 60 min daily. So the data collected by them will be true and accurate to analyse the behaviour of KSRTC bus drivers and conductors.

In the study it is noticed that, the regular availability of

KSRTC buses will be there but still students are facing difficulties because of the behaviour of the drivers and conductors.

With regard to the KSRTC buses drivers giving stop at bus stop, majority of the respondents says only few buses will give stop and they say the driver do not wait until they entering into the bus.

Most of the respondents are of the opinion, in the bus stand, the conductor will receive the students after the filling up of seats.

It is noticed that, the drivers intentionally do not give stop in the college stops and place the buses far away to the stand when they seeing crowd students in the stand.

In the study we can find that the majority of the students are not satisfied or dissatisfied with the behaviour of KSRTC bus drivers and conductors.

CONCLUSION

Service sector plays a major role in the economic development of a country. Among the services, transportation is very important for the movement of men and materials from one place to another especially, the road transport system is more useful to the all category of people. At the state level, each state government has its own transport corporations including Government of Karnataka. Karnataka State Road Transport Corporation (KSRTC) provides various facilities to help the working people to move to the working place and to Home and the students to college and to home.

The present study is made an attempt to study the Students perception towards the bahaviour of KSRTC Bus driver and conductors with pre-determined Objectives. For the purpose of study, researcher takes into consideration the college students who are travelling daily by using pass in Tumkur.

In the study researcher finds that the college students are using KSRTC Buses daily for commuting. Majority of the students are coming from Rural area across Tumkur District and most of them Travel Daily more than 40 kilometers.

According to the respondents opinion they are facing Various Problems while travelling in Bus and they says that they are not satisfied with the Behaviour of Drivers and Conductors.

SUGGETIONS:

Based on the above findings the following suggestions are offered:It is suggested to KSRTC drivers and conductors to maintain a friendly relationship with college students.They should treat students and other passengers equally, should not make gender discrimination and the language should be good, should not use vulgar words.It is suggested to educate the drivers and conductors and they should told them to treat the students equally with other passengers. The availability of Tumkur city buses are less, so it requires some more extra city buses to the students who are in the Tumkur city.It is required to be improve the frequency of KSRTC buses. Students are suggested to facilitate some extra buses for students in the morning time.It is prefer to place buses to the rural areas from where the students are coming instead of more buses to the same place.Respondents are suggested to fix the minimum seats for students for a bus and it is better to allow students into interstate

buses also in order to reduce the students crowd in the bus stop.

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