



## A STUDY ON PERCEPTION OF LORRY OWNERS IN SALEM ZONE

<b>Dr.M.Sasikumar.</b>	Ph.D., Assistant Professor in Commerce, Periyar university College Arts and Science, Mettur, Tamilnadu.
<b>Dr.C.Vijayarani.</b>	Ph.D., Assistant Professor in Commerce, Periyar university College Arts and Science, Mettur, Tamilnadu.
<b>Dr.V.Velvizhi.</b>	Ph.D., Assistant Professor in Economics, Periyar university College Arts and Science, Mettur, Tamilnadu.

**KEYWORDS :** Perception,Lorry,Owners,Salem Zone

### INTRODUCTION

The inland transportation map of India comprises roadways, railways waterways and airways. The transportation science has been gradually changing because of the relative importance and use of different modes of transportation. Each mode of transport has its own characteristic features and sphere of working. Road transport is a basic and fundamental necessity for mankind. It can function in an exceptionally flexible and diversified manner. It is this characteristic which accounts for its prominence over all other forms of transports. Road transport plays an important role in the growth of the national economy. It has a profound economic and social significance. In the modern world, it is obvious that majority of consumers prefer only road transports. It has become an indispensable factor for of social, cultural and industrial development of the country.

The first motor vehicle was imported in to India in 1889, but it was not until the First World War that a sizable number of motor vehicles started playing on the roads. The use of motor vehicles was very limited till the First World War due to mass poverty. After the Second World War motor transport received a spurt when a large number of war vehicles were sold to the well-to-do people of the society. The Government of India appointed a Road Development Committee to get in to the whole question of road financing and management. In view of the inadequacy of road network, it urged that highways should be developed with a view to ensure better marketing of agricultural products and ensuring the social and political progress of the rural population.

The importance of road came in to a sharp focus during the Second World War, which called for large level mobilization of resources, a conference of provincial Chief Engineers was held at Nagpur in December 1943 under the chairmanship at Mr.J. Vijugar to prepare road development plan on a national scale. This plan was popularly known as Nagpur plan; this plan was the starting point of road development on a national level.

### OBJECTIVE OF THE STUDY

- To find the prospects of heavy transport lorry business in Salem zone

### SELECTION OF SAMPLE ZONE

In the state of Tamilnadu there are 11 transport zones. Among these 11 zones, as on 31<sup>st</sup> March 2014 Salem zone stands first in the number of registered commercial vehicle owners as. So the researcher has selected Salem zone as the study area. In Tamilnadu totally there are 124 Regional Transport Offices (RTO). Among these, Salem zone has 3 districts with 12 Regional Transport Offices. The three districts are Salem (7 RTO's), Dharumapuri (3 RTO's) and Krishnagiri (2RTO's).

**Table: 1**  
**ZONE WISE NUMBER OF REGISTERED COMMERCIAL VEHICLES OWNERS AS ON 31ST MARCH 2014**

S.NO	ZONWISE	LORRY OWNERS
1	Chennai North	35,610
2	Chennai South	36,178
3	Villupuram	36,079

4	Salem	44,738
5	Trichy	28,601
6	Tanjavur	8,673
7	Coimbatore	38,018
8	Erode	34,858
9	Madurai	16,923
10	Virudhunagar	12,230
11	Tirunelveli	16,465

**Source:** www.tn.gov.in./sta/ html

### SAMPE DESIGN

For collecting primary data simple random sampling method was used. Simple random sampling technique is an unbiased survey technique; it is a sub set of individuals chosen from large set, each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sample process. Interview schedule technique was employed for the collection of data.

The geographical distribution of the sample respondents is exhibited in the following table 2

**Table-2**  
**GEOGRAPHICAL DISTRIBUTION OF RESPONDENTS IN THE STUDY AREA**

S.No	Name of the District	Total Registered lorry owners in RTO's	Percentage for selection of sample	Total
01	Salem	32,701	1%	327
02	Dharumapuri	5,780	1%	57
03	Krishnagiri	6,257	1%	63
<b>Total</b>		<b>44,738</b>	<b>1%</b>	<b>447</b>

### PROCESSING OF DATA

The researcher undertook field work during the period from October 2014 to March 2015, by using the interview schedule; the researcher interviewed the lorry owners who possess commet and tarasus lorry. Interviews were conducted and the data were collected at the lorry owners' associations, spare parts outlets, fuel stations, lorry stands, lorry consulting offices, lorry load booking agent offices, lorry bodybuilding work centers and lorry owners residences. The data thus collected were posted in the master table to facilitate further processing. Statistical analysis of the data was done through SPSS software in computer.

### Gap analysis

The gap analysis is an important technique used to identify whether there is any significance difference in the respondents awareness of the various aspects related to the study. In this study this technique is employed using t-test mainly to ascertain whether there is any significant difference in the reading skill of respondents on the various aspects related to the different personal factors.

### Perception of lorry owners

**Hypothesis:** There is no significant difference in the perception of lorry owners

Table 3 provides the results of the gap analysis (t - test) of the respondents' perception of lorry owner in terms of different variables, t - values, Degrees of freedom, p - values and their significance at 5%.

**Table 3: Results of the gap analysis of the perception of lorry owners**

S.No	Problems and prospects of lorry owners	df	t - value	Sig.	Significant/ Not Significant
1	Business affects family life	445	0.782	0.434	NS
2	Acting as owner as well as driver	445	2.056	0.040	S
3	Provide any special training to drivers and cleaners	445	.782	0.434	NS
4	Types of facilities provided to employees	445	-1.297	0.195	NS
5	Faced instance of theft while carrying goods	445	-.100	0.920	NS
6	Allow carrier in over load	445	2.056	0.040	S
7	Lorry met fire incident	445	-1.818	0.070	S
8	Participating in strike	445	0.925	0.356	NS
9	Aware of Bio-fuel usage	445	-2.074	0.039	S
10	Using Bio-fuel	445	-2.074	0.039	S
11	Diesel price fluctuation affecting business	445	0.801	0.423	NS
12	Repay loan amount every month regularly	445	-1.585	0.114	NS
13	Vehicle met in accident	445	0.145	0.885	NS
14	Having legal cases pending	445	-2.164	0.031	S
15	Reinvest profit business	445	-2.084	0.038	S
16	Intend to expand business in future	445	0.274	0.784	NS

\*significant at 5% level of significance.

**Table-3.** shows that the among sixteen cases, in which seven cases the hypothesis is rejected (Significant) and eight cases the hypothesis is accepted (Not Significant).

### Conclusion

It is concluded that the variables 'Acting as owner as well as driver,' 'Allow carrier in over load', 'Lorry met fire incident', 'Aware of Bio-fuel usage', 'Using Bio-fuel', 'Having legal cases pending', 'Reinvest profit business' have significant influence on the perception of lorry owners. Hence the government to create awareness and motivate lorry owners to using bio-fuel in their vehicle and slowly expand other kind of vehicles, the bio-fuel raw material of jaterobha is most important in preparation of bio-fuel in India. In fourth coming years the government increasing jaterobha plant cultivate and take policy decision for support of bio-fuel industry.

### REFERENCES

1. Carbajao, J. (edited) (1993): 'Regulatory Reforms in Transport - 'Some Recent Experiences', A World Bank Symposium.
2. Central Institute of Road Transport (CIRT), Pune.
3. Debroy, (2003): 'Modernisation of the Trucking Industry', Report submitted to the Advisory Group on Trucking Industry in India, All India Motor Transport Congress and All India Confederation of Good Vehicles Owners' Association.
4. GOI (1980) 'Report of the National Transport Policy Committee', Planning Commission, Government of India, New Delhi.
5. HoriMohan Saxena, Geography of Transport and Market Centres, Sultan Chand & Company (P) Ltd., New Dehli, 1975.
6. Road Transport Year Book (2006-07), Transport Research Wing, Ministry of Shipping, Road Transport & Highways, Government of India, New Delhi, 2009.
7. www.ilo.org
8. www.nationaltransportmuseum.org
9. www.transport and shipping ministry of india.com