



# A STUDY ON PASSENGER PERCEPTION TOWARDS TRANSPORTATION WITH REFERENCE TO PRIVATE BUS IN COIMBATORE – TIRUPUR

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## ABSTRACT

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. The present study aims to know the passenger perception towards using private bus in Coimbatore. Simple random sampling technique were used to identify the respondents among all people. Both primary and secondary data were used. Primary data collected from questionnaire and secondary data collected from E-Journals, Journals, Magazines, Websites etc., To analyze the collected primary data, tools like Simple Percentage, Chi-Square Analysis, Ranking analysis and Regression were used. From the study, it is found that most of the respondents use private bus because of affordable price.

**KEY WORDS:** Transport, Private Buses, Travelling.

## INTRODUCTION

Transport is the movement of humans, animals and goods from one location to another. Transportation moves people and goods from one place to another using a variety of vehicles across different infrastructure systems. It does this using not only technology but also people's time and effort; producing not only the desired outputs of passenger trips and freight shipments, but also adverse outcomes such as air pollution, noise, congestion, crashes, injuries, and fatalities. If agriculture and industries are supposed to be the body of country, transport may be said to be the nerves and veins of the economy.

Infect, a well developed transport system has become a symbol of civilization "if agriculture and industry are the body and bones of national organism, transport and communication are its nerves. In the dynamic world, private bus has played an important role.

Bus transportation agencies in the government are under growing pressure to improve service and efficiency. Passengers' wants and expectations are changing when it comes to government or private services and their quality criteria. The Private Bus Transport Services in Coimbatore to Tirupur has been widely used to assess the quality of private-sector services, but it has been used less frequently in government services.

## STATEMENT OF THE PROBLEM

Private buses play an equal role in passenger transport. The main motive for private buses is to earn profit. The population is growing quickly each day, as are the number of travellers travelling from one location to another. To meet the needs of the customers, all transportation sectors strive to provide high quality services to a range of social classes. However, they still won't be able to satisfy every passenger because there is a significant disconnect between the population increase, passenger expectations and the level of service that is provided by the transportation sector and what the general public expects from service providers. private buses are involved in unfair practices such as overloading, deviating from normal routes, not reaching destinations and unhealthy competition with each other and with scheduled buses.

## OBJECTIVES OF THE STUDY

- To know the socio demographic condition towards transportation in private buses – Coimbatore - Tirupur.
- To measure the passenger's perception about the service provided by private bus.



- To analyse the factors influencing passenger perception of the quality of service provided by the sectors.
- To offer the suggestion to improve the transportation in private buses (Coimbatore – Tirupur).

### **SCOPE OF THE STUDY**

This study aims to examine passengers perception towards transportation with references to private bus (Coimbatore – Tirupur). The present study covered Coimbatore to Tirupur cities only. In further study it may extend to other cities also\

### **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design , data collection methods, and analysis procedure.

### **RESEARCH DESIGN**

The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

### **DATA COLLECTION**

Data was collected to both primary and secondary data source. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

### **PRIMARY DATA**

A primary data is a data which is collected for first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

### **SECONDARY DATA**

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, magazines, journals and websites.

### **SAMPLING TECHNIQUE**

In this study the researcher used Simple Random Sampling.

### **SAMPLE SIZE**

The sample size selected for this study is 175 respondents.

### **TOOLS USED FOR THE STUDY**

The collected data were analysed and interpreted properly to find the results of the research work. Conventional tools like descriptive tables and percentage were used for the purpose of analysis. The graph and charts have also been made use of where ever necessary. Further, the following specific tools were used,

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi-square analysis
- Regression

### **LIMITATION OF THE STUDY**

- Time is a major limitation; extensive study was not possible mainly due to time constrain.
- The study is confined to Coimbatore - Tirupur private bus only
- The sample size taken for the study is limited only to 175 respondents.
- The respondents' views and opinions may hold goods for the time being and may vary.
- Sample size is tiny and may not fully reflect the population.

### **REVIEW OF LITERATURE**

Gowri. K (2020) According to this report, passengers are satisfied with private bus services. It has been determined that most travellers prefer bus transportation to get from Coimbatore to Tirupur bus , and they typically arrange for private buses because they are



less expensive. The provision of transportation services is essential for human progress. To satisfy the traveling public, bus operators must provide effective services.

Additionally, it has been noted that passengers frequently encounter issues. As a result, bus operators should work to put the suggestions for problem prevention into practice in order to better serve the travelling public.

## ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE ANALYSIS

**TABLE 1: AGE OF THE RESPONDENTS**

S.NO	AGE IN YEARS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 20	44	25.1%
2	21-30 years	98	56%
3	31-40 years	26	14.9%
4	Above 41 years	7	4%
	<b>Total</b>	<b>175</b>	<b>100%</b>

source: primary data

### INTERPRETATION

The above table reveals that the age of the respondents .It is clear that 25.1% of the respondents are below 20 years ,56% of the respondents are between 21to 30 years, 14.9% of the respondents are between 31 to 40 years,4% of the respondents are above 41 years.

**Majority (56%) of the respondents are between 21 to 30 years.**

**TABLE 2: REASON FOR PREFERRING THE PRIVATE BUS BY THE RESPONDENTS**

S.NO	FACTORS	NO.OF. RESPONDENTS	PERCENTAGE
1	Low cost	30	17.1%
2	Easily available	70	40%
3	Speed	49	28%
4	Entertainment ( songs, movies)	26	14.9%
	<b>TOTAL</b>	<b>175</b>	<b>100%</b>

source: primary data

### INTERPRETATION

The above table reveals the reason for preferring the private bus by the respondents. 17.1%of the respondents are preferring the private bus for low cost, 40% of the respondents are preferring the private bus for easily available, 28% of the respondents are preferring the private bus for speed 14.9% of the respondents are preferring the private bus for entertainment ( songs , movies).

**Majority (40%) of the respondents are preferring the private bus for easily available.**

## RANKING ANALYSIS

Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the product which is mostly used by the respondents are used to rank as 1,2,3,4 and 5. It does not matter which way the items are ranked, item number one may be the longest or it may be the smallest.

**TABLE 3: PRIVATE BUS MOSTLY PREFERRED BY THE RESPONDENTS**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
SRT	96	37	16	21	5	<b>175</b>	<b>I</b>
	480	148	48	42	5	<b>723</b>	
KMS	33	71	46	19	6	<b>175</b>	<b>III</b>
	165	284	138	38	6	<b>631</b>	
ASM	35	39	80	14	7	<b>175</b>	<b>IV</b>
	175	156	240	28	7	<b>606</b>	
NMS	25	32	55	50	13	<b>175</b>	<b>II</b>
	125	128	275	100	13	<b>641</b>	
NANDHINI	30	27	44	43	31	<b>175</b>	<b>V</b>
	150	108	132	86	31	<b>507</b>	



**INTERPRETATION**

The above table shows the private bus mostly preferred by the respondents that are ranked based on the return by the respondents. SRT ranked as I . NMS is ranked as II . KMS is ranked as III . ASM is ranked as IV . NANDHINI is ranked as V .

**WEIGHTED AVRERAGE ANALYSIS**

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The heighted weighted score is ranked first and correspondingly the other ranks are assigned.

$$\text{Weighted Average} = \frac{\sum f(x)}{N}$$

F(x) = weight allotted for each factor,  
N= Number of respondents

**TABLE 4: FACTORS THAT INFLUENCED RESPONDENTS TO TRAVEL IN PRIVATE BUS**

FACTORS	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	TOTAL	MEAN SCORE
Travel time	111	32	13	13	2	4	175	5.28
	666	160	52	39	4	4	925	
Price	30	90	34	15	5	1	175	4.69
	180	450	136	45	10	1	822	
Quality of service	20	52	66	28	5	4	175	4.24
	120	260	264	84	10	4	742	
Availability	37	44	45	39	8	2	175	4.32
	222	220	180	117	16	2	757	
Punctuality	53	34	37	21	22	8	175	4.29
	318	170	148	63	44	8	751	
Comfort	28	25	59	16	12	35	175	3.63
	168	125	236	48	24	35	636	

**INTERPRETATION**

The above table shows the various factors that influence the passengers to travel in private bus.The highest mean score rise 5.28 for the travel time.

**CHI- SQUARE ANALYSIS**

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.



**TABLE 5: RELATIONSHIP BETWEEN MONTHLY INCOME AND MONTHLY AMOUNT SPEND IN PRIVATE BUS**

Monthly Income	Monthly Amount Spend in Private Buses				Total
	Below 100	101-200	201-300	Above 301	
Above 10000	24	18	5	2	39
10001-20000	13	13	13	7	46
20001-30000	13	19	18	11	61
Above 30001	7	11	7	4	29
<b>TOTAL</b>	<b>57</b>	<b>51</b>	<b>43</b>	<b>24</b>	<b>175</b>

To find out the association between Monthly Income and Monthly amount spend in private buses by the respondents, Chi-Square test is used and result is given below.

**HYPOTHESIS**

H<sub>0</sub>: There is no significant difference between Monthly Income and Monthly Amount spend in private buses of the respondents.

H<sub>1</sub>: There is significant difference between Monthly Income and Monthly Amount spend in private buses of the respondents.

**CHI SQUARE TEST**

Factor	Calculation	Df	Table Value	Remarks
Monthly Income	21.234 <sup>a</sup>	9	16.92	Rejected

**INTERPRETATION**

The Calculated Value of Chi-square is greater than the Table value. Hence, the Hypothesis is rejected stating that there is significant relationship between the monthly income of the respondents and their monthly amount spend in private buses by the respondents.

**REGRESSION**

Regression is often used to determine how many specific factors, such as the price of a commodity, interest rates, particular industries, or sectors influence the price movement of an asset. The aforementioned CAPM is based on regression, and it is utilized to project the expected returns for stocks and to generate costs of capital.

**RELATIONSHIP BETWEEN AGE AND TRAVELLING IN PRIVATE BUSES**

**Table 6 :Model Summary**

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.328 <sup>a</sup>	.0108	.103	1.063

a. Predictors: (Constant), age

**Table 7: ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean square	F	Sig.
Regression	23.635	1	23.635	20.917	.000 <sup>b</sup>
Residual	195.474	173	1.130		
<b>Total</b>	<b>219.109</b>	<b>174</b>			

a. Dependent Variable: Travel in private buses

b. Predictors: (Constant), Age



**Table 8: Coefficients<sup>a</sup>**

Model	Unstandardized B	Coefficients std. Errors	Standardized Coefficient Beta	t	Sig.
(Constant)	1.357	.229		5.928	.000
Monthly Income	.506	.111	.328	4.574	.000

a. Dependent Variable: Travel in Private buses

**INTERPRETATION**

Table 6 shows that R square value is .0108, which means that independent variable i.e., Age causes 10.8% changes in the dependent Variable i.e., Travel in Private buses.

Table 7 anova results that p-value is .000 which is less than 0.05. It shows that there is significant impact between age and Travel in private buses .

Table 8 shows the coefficient results. As indicated that the beta value is .328 which means that the change in independent variable i.e. Age by one unit will bring about changes in the dependent variable i.e., Travel in Private buses by .328 units

Furthermore, the beta value is positive, which indicates the positive impact between two variables or in other words, when independent variable increase by one unit the dependent variable increase by .328

**SUGGESTION**

- In order to make buses to reach in time the proper accountability system should be adopted.
- In order to increase the satisfaction level of the passengers the bus crew should behave in co-operative, pleasant and helpful manner with passengers .
- In order to make passengers to feel more secured in traveling in private bus at least basic security facilities should be provided.
- In order to avoid problems of overload of passengers at peak hours buses should be scheduled time at proper .
- To make the passengers more aware about the various facilities provided by private bus like First aid box awareness increasing promotional strategies can be implement.
- The private bus should stop in all the stopping.
- The drivers should follow all the safety precautions.

**CONCLUSION**

Private buses play an equal role in passenger transport.Private transportation has become a necessary in daily activities. This has become essential for improving accessibility to education,employment, health and other services improvement of private transport service will make the city more sustainable.Passengers’ perception among the private bus transport services in Coimbatore to Tirupur passengers are satisfied with the service provided to them. After analysing the various problems and findings the passengers are satisfied to travel in a private bus.So, the private bus sector is suggested to take from necessary steps to consider friendly movement, attract passengers, and has to adopt new strategies, which will automatically highly improve passengers’ perception with the private bus in future.

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