A STUDY ON PASSENGERS PREFERENCE TOWARDS PUBLIC BUS TRANSPORT IN NAGERCOIL TOWN - AN ANALYSIS

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ABSTRACT

A passenger is a person who travels in a vehicle but bears little or no responsibility for the tasks required for that vehicle to arrive at its destination or otherwise operate the vehicle. No transport business can exist without passengers. No transport business can survive without satisfying the needs of the passengers. In general, compared with different modes of transport, bus transport and its services are more indispensable, convenient and easy which suits with the needs of the passengers and facilitates more in all aspects. Bus transport services are as similar to central nerves system of a human body. It connects different levels of people and it helps the people to build their business contacts, celebrate festivals and in many other ways. A bus is a road vehicle designed to carry many passengers. Buses can have a capacity as high as 300 passengers. Buses are used for scheduled bus transport, scheduled coach transport, school transport, private hire or tourism, promotional buses may be for political campaigns and others are privately operated for a wide range of purposes, including rock and pop band tour vehicles. Transport bus service are generally based on regular operation of buses along a route calling at agreed bus stop according to a transport timetable buses and coaches are the most important form of urban and rural passenger transport around the world.

Keywords: bus transport,urban and rural passenger transport,Buses and coaches

INTRODUCTION

The enlargement of the service sector is increasing in urbanization, privatization and more demand for transitional and final consumer services. Mostly a set of economic activities

like transport, trade, tourism, communication, banking, insurance, real estate, public administration and defense are encompassed in this sector. The activities under the purview of the service sector are quite diverse. The infrastructure including trading, transportation, communication, financial, real estate and business services, community, social and personal services come within the strategy of the services industry. Transport is an important infrastructure in the economy of India. It assumes a greater role in developing countries since all the sectors of the development are closely dependent under the existence of suitable transportation network. The whole structure of industry and commerce rests on the well laid foundation of transportation. Thus, an effective transport system is a pre-requisite for economic development of a country. The economic growth in India over the last two decades has increased demand for all transport services, particularly land transport through road. Passenger is a person who is travelling in an automobile, bus, train, airplane or other means, especially one who is not the driver, pilot, or the like. It is someone who is travelling in a vehicle, plane, boat etc., but not driving it or working on it. A passenger is a person who travels in a vehicle. Everyone riding in a train, plane, busor any other vehicle is a passenger except the driver, pilot or crew. A passenger's only job is to travelin the vehicle.

STATEMENT OF THE PROBLEM

There are many services provided by the bus transport system in India. The passenger facesmany problemsduring the journey in the public transport. So, it is inevitable for the bus transport to accelerate the growth of passengersatisfaction. The researcher tries to find out the respondents' satisfaction level as well as the factors that influence the preference of bus transport services. So, this research work is undertaken by the researcher.

OBJECTIVES OF THE STUDY

- To study the socio-economic conditions of the passengers using bus transport.
- To study the satisfaction level of the passengers using bus transport.
- To identify the factors which influence the passengers to prefer both the publicand the private bus transport service.

METHODLOGY

This study is carried out on the basis of both primary and secondary sources.Primary data were collected by means of systematically prepared interview schedule from Colachel Town. In order to carry out the research, the variables such as gender, educational qualification, occupation, income and level of satisfaction were studied. Secondary data has been collected from various books, journals, theses and websites.

Sample Design and Size

The researchers have selected 100 sample in Colachal town. The present study is descriptive and analytical conducted in Colachal town.

Sampling Technique:

The relevant data were collected through interview schedule and the researchers used the method of Random Sampling Technique for this study.

SOCIO-ECONOMIC CONDITIONSOF THE PASSENGERS

TABLE 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

VARIABLE	PARTICULARS	NO. OF RESPONDENTS	PER CENTAGE
Age	Below 20 years	35	35
	20-35 years	48	48
	35 -50 years	10	10
	Above 50 years	7	**7**
	TOTAL	**100**	**100**
Gender	Male	25	25
	Female	75	75

	TOTAL	**100**	**100**
Marital status	Single	75	75
	Married	25	25
	TOTAL	**100**	**100**
Educational level	Upto High School	5	5
	Higher Secondary	15	15
	U G	45	45
	P G	25	25
	Others	10	10
	TOTAL	**100**	**100**
Working Status	Fishermen	4	4
	Govt.employees	1	1
	Self-employed	13	13
	Student	64	64
	Home maker	16	16
	Business	2	2
	TOTAL	**100**	**100**
Monthly Income	Up to Rs.10000	20	20
	Rs.10001- Rs.20000	45	45
	Rs.20001-Rs.30000	15	15
	Rs.30001-Rs.40000	8	8
	Rs.40001-Rs.50000	10	10
	Above Rs.50000	2	2
	Total	**100**	**100**

Source: Primary data

The above table shows that, 48 percent of the respondents come under the age group of 20 – 35 years and 7 per cent of the respondents are above 50 years of age. 25 per cent of the sample

respondents are male and 75 per cent of the respondentsare female. 75 per cent of the respondents are single and 25 per cent of the respondents are married.45 per cent of the respondents have Under Graduate degree and 5 per cent of the respondents'are up to high school.64 per cent of the respondents arestudents and 1 per cent of the respondents are Government employees.45 per cent of the respondents have their monthly income of Rs.10001 –Rs.20000and 2 per cent of the respondents have above Rs.50000 as their monthly income.

PREFERENCE OF PASSENGERS IN PUBLIC OR PRIVATE BUS TRANSPORT SERVICE

Influence is the power that someone has over something or someone agents or forces such as individual or group with an individual's sphere of activity or life space that exert conforming influences on him or her is known as the influencing factors. Some respondents prefer private bus transport andsome prefer public bus transport depending on the various influencing factors.

TABLE 2

PREFERENCE TOWARDSPUBLIC BUS TRANSPORT

S.NO	FACTORS	NO.OF RESPONDENTS	RANK
1.	Convenience	55.56	**III**
2.	Speed	53.12	**V**
3.	Cleanliness	47.28	**IX**
4.	Comfort	55.89	**II**
5.	Safety	53.72	**IV**
6.	Flexibility	51.49	**VII**
7.	Punctuality	46	**X**
8.	Bus pass	57	**I**
9.	Attitude of drivers and conductors	42.99	**XI**
10.	Reasonable fare	52.59	**VI**
11.	Frequency of service	47.46	**VIII**

12.	Proper maintenance	41.57	**XII**

Source: Primary Data

TABLE 3

PREFERENCE OF PRIVATE BUS

S.NO	FACTORS	NO.OF RESPONDENTS	RANK
1.	Convenience	58.68	III
2.	Speed	64.08	I
3.	Cleanliness	55.73	IV
4.	Comfort	60.21	II
5.	Safety	52.45	V
6.	Flexibility	51.76	VI
7.	Punctuality	48.49	VII
8.	Bus pass/concession	34.97	XII
9.	Attitude of the transport drivers/conductors	44.97	IX
10.	Reasonable fare	40.97	XI
11.	Frequent availability of buses	44.05	X
12.	Proper maintenance	45.61	VIII

Source: Primary Data

The abovetable shows that the sample respondents have given first rank to bus passconcession with the mean score of 57 and last rank to proper maintenance with the mean score of 41.57. In regard to private bus transport service the sample respondents have given first rank to speed with the mean score of 64.08 and last rank to proper maintenance with the mean score of 34.97.

RELATIONSHIP BETWEEN DEMOGRAPHIC FACOTRS AND THE LEVEL OF PASSENGER SATISFACTION TOWARDS BUS TRANSPORT

The relationship between the level of satisfaction of the passengers of bus transport and the demographic factors of the sample respondents is analyzedby using 'Chi - Square Test'.   In order to study the relationship between the demographic factors and level of satisfaction of the respondents' sample are grouped in to three categories, namely low level, medium level, and high level.

TABLE 4

LEVEL OF SATISFACTION TOWARD BUS TRANSPORT

S.NO	LEVEL OF SATISFACTION	NO. OF RESPONDENTS	PER CENTAGE
1.	High	42	42
2.	Medium	26	26
3.	Low	32	32
	Total	**100**	**100**

Source: Primary Data

The above table shows that the relationship between the demographic factors of the respondents and their level of satisfaction towards bus transport are high. The reason for the low level of satisfaction is due to the poor cleanliness and time management.

CONCLUSION

The present study highlights the factors that influence the bus travel and problems faced by the passengers of public and private transport system. The study shows that the passengers are influenced by the factors like comfort, convenience, cost of travel and safety measures though the passengers recommend that private transport system for long distance travel, they feel that private transport owners charge high fare, especially during peak and seasonal time.

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