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A Study on Travellers Preferences of Omni Bus Services (Thuraiyur to Chennai) in Thuraiyur

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Abstract: According to Mark Twain, Travel is fatal to prejudice, bigotry, and narrow –mindedness and many of our people need it sorely on these accounts, board, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime. Chennai is the capital of Tamil Nadu. Most of youngsters are working in Chennai from various town and cities in Tamil Nadu. The youngsters are travel from their native place through Air transport, Train and Road Transport. In this transport, road transport is a most popular transport compare with other transport method. But, road transport is not safe for travellers and drivers. This research was conducted by using the primary data and the survey method. The data collected from omni bus travelers in Thuraiyur town. Finally, the data was collected 100 respondents among omni bus travelers in Thuraiyur town.

In this paper the authors tries to focus travellers preferences of omni bus services (Thuraiyur to Chennai) in Thuraiyur.

Keywords: Consumer Behaviour, Service Quality, Traveller Satisfaction and Preferences.

I. INTRODUCTION

According to Anna Quindlen, books are the plane, and the train, and the road. They are the destination, and the journey. They are home.

According to Dorothy height, without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop.

Travel is the movement of people between relatively distant geographical locations and can involve travel by foot, bicycle, automobile, train, boat, airplane or other means with or without luggage and can be one way or round trip. Travel can also include relatively short stays between successive movements.

II. REVIEW OF LITERATURE

Satisfaction is defined as the customer's fulfilment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment. Need fulfilment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Service quality is defined as a comparison between customer expectation and perception of service. Service quality in general consists of five distinct dimensions: tangibles (Physical facilities, equipment, and appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customer and provide

prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (caring, individualized attention the firm provide its customer).

According to Oliver (1997), satisfaction is defined as the customer's fulfilment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment. Need fulfilment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

III. STATEMENT OF THE PROBLEM

Chennai is the capital of Tamil Nadu. It is most popular metro Politian city of Tamil Nadu compare with other cities. Most of youngsters are working in Chennai from various town and cities in Tamil Nadu. The youngsters are travel form their native place through Air transport, Train and Road Transport. In this transport, road transport is a most popular transport compare with other transport method. But, road transport is not safe for travellers and drivers.

In this road transport, two types of service are available for travellers. TNSTC and Omni buses are the road transport. Travellers' safety is most important for driver and service providers. Most of travellers are like to travel in buses for fast and low prices. Lot of Omni buses are available for travellers to Chennai.

Travel agencies are being bombarded from every angle. Travel agencies can no longer rely on a loyal customer base, and the days where customers would use their local travel agent around the corner are long gone.

While the number of travel agencies worldwide has been reduced, some agencies seem to have found the key to surviving, and new travel agencies opening up their doors, ready to face the challenges. Not all development is going against the survival of travel agencies either. For example, the two trends that 1) the potential customer base is growing – people from all over the world generally travel more, and 2) there is a growing segment of customers whose requirements and wishes are becoming increasingly specialized, presents opportunities for travel agencies. So what can you do to survive and even thrive as a small or medium sized travel agency?

In this bus transport, buses will face some accident followed driver careless, sleep and timing is more important for drivers and operators. Mostly, Omni buses are provided early morning time only it may create come accident and basically Omni buses are going very fast.

In this contest the candidate wishes to study the travellers' preferences of Omni buses for travelling to Chennai.

- What are the experiences of travellers from Thuraiyur to Chennai?
- What are the factors influencing to travelling in bus?
- What are the preferences of Omni buses for the travel from Thuraiyur to Chennai?
- Which bus will be the challenging Omni bus for travel to Chennai?

IV. SCOPE OF THE STUDY

The scope of this master thesis is to investigate overall travellers' preferences with Omni bus service in Thuraiyur town. Since Thuraiyur is one of the most popular and major route to Chennai. Here, lots of Omni buses are available for Chennai. The study will be conducted to measure the conventional Omni bus service. The study of conventional Omni bus transport is important sign to makes it up since, the conventional public bus transport one is majority of the public bus transport in Indonesia.

The findings and suggestions made by the candidate will give a blue print to the Omni bus service providers. The outcome of this study will help the Omni bus transport providers to know the factors influencing to travel in their buses. In addition, the service provider may know the demerits and their bus performance among travellers.

V. OBJECTIVES OF THE STUDY

The overall objective of the study is to find out the Travellers Preferences of Omni Bus Services (Thuraiyur to Chennai) in Thuraiyur Town. The following are the more specific objectives.

1. To study the profile of the Omni bus passengers in Thuraiyur;
2. To identify the factors influencing to traveling in Omni bus; and
3. To find out the travellers most preference bus for travelling Thuraiyur to Chennai.

HYPOTHESES OF THE STUDY

1. There is a significant difference between travellers' satisfaction and preferences of Omni bus services.
2. There is a strong significant difference between general factors and preferences of Omni bus services.
3. There is a significant difference between choices of Omni bus services and way of ticket booking.

VI. METHODOLOGY

DATA COLLECTION

Generally, the research data was collected in two types like primary data and secondary data. In this project the secondary data was collected from various journals, books, magazines and websites in various aspects. Then, the primary data was collected through the questionnaire methods. The questionnaire was collected from the passenger of Omni bus from Thuraiyur town.

The researcher has been collected the primary data from the respondents of Thuraiyur town though the questionnaire method. Data collected from 100 respondents for the study. Hence, Simple Random Sampling was applied for the study and 100 have responded positively.

QUESTIONNAIRE DESIGN

The questionnaire consists of two parts, the first part is to cover demography factors like passengers name, age, occupation, education qualification, marital status and so on. Second part is focused on general factors which contains prefer bus and reason for selecting this bus.

TOOLS USED

The researcher collected primary data through questionnaire survey from the respondents of Thuraiyur town and the researcher used Statistical Packages for Social Sciences (SPSS) with appropriate coding for the drawing inferences. Tools are used in this study namely One way ANOVA, FRIEDMAN RANK TEST and Chi-Square Test are applied to analyze the data.

VII. ANALYSIS AND INFERENCE OF DATA

TABLE – 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographics factors	Classification	No. of the Respondents	Per cent
Gender	Male	58	58.00
	Female	42	42.00
Age	Below 25	44	44.0
	25 – 40	44	44.0
	41 – 55	8	8.0
	56 and above	4	4.0

Marital status	Married	46	46.00
	Unmarried	54	54.00
Education	Higher secondary	10	10.0
	UG Degree	44	44.0
	Diploma	18	18.0
	PG Degree	28	28.0
Occupation	Govt Employee	28	28.0
	Business man	30	30.0
	Private Employee	32	32.0
	Professionals	10	10.0
Income level	Below 15,000	42	42.0
	15,000 – 30,000	42	42.0
	30,000 - 45,000	12	12.0
	Above 45,000	4	4.0

Source: Primary data

The above table shows that Demographic profile of the Respondents. 58% respondents are Male, Majority (44%) of the respondents belongs to below 25 and 25- 40. Majority (58%) of the respondents are unmarried. Majority (44%) of the respondents belongs to UG degree. Most of respondents are private employee. Maximum (42 %) numbers of respondents are below 15,000 and 15,000 – 30,000.

TABLE – 2 PREFERENCE OF BUS BY RESPONDENTS

Omni Buses	No. of Respondents	Per cent
Akil KRD	16	16.0
Vedam	56	56.0
MGM	14	14.0
City Express	14	14.0
Total	100	100.0

Source: Primary data

Among the 100 respondents, 16 respondents are Akil KRD, 56 respondents are Vedam, 14 respondents are MGM and 14 respondents are City Express. In other words, 16.0 per cent belongs to Akil KRD, 56.0 per cent belongs to Vedam, 14.0 per cent belongs to MGM and 14.0 per cent belongs to City Express.

It is found that the majority of the respondents are preferred **Vedam** bus for travelling from Thuraiyur to Chennai.

TABLE –3 BUS WISERESPONDENTS

Variables	Classification	No. of the Respondents	Per cent
Types of Bus	Multiple Axle Volvo	4	4.0
	Volvo	12	12.0
	AC sleeper	52	52.0
	AC semi sleeper	18	18.0
	Non AC sleeper	14	14.0
Way of Booking	Booked online by self	48	48.0
	Through an agent	34	34.0
	Through an operator	18	18.0
Travel to Chennai	Often	8	8.0
	Once a week	10	10.0
	Once a month	50	50.0
	When required	32	32.0

Source: Primary data

The above table explains that. 58% respondents are Male, Majority (52%) of the respondents are like AC sleeper bus. 40. Majority (48%) of the respondents are booked their self. Maximum (50 %) numbers of respondents are travelled to Chennai once a month.

TABLE –4 SATISFACTION LEVELS OF THE RESPONDENTS

Factors		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
Comfort	N	50	38	10	2	0	100
	PC	50.0	38.0	10.0	2.0	0	100.0
Seat availability	N	12	54	26	4	4	100
	PC	12.0	54.0	26.0	4.0	4.0	100.0
Sleeping facility	N	4	26	48	18	4	100
	PC	4.0	26.0	48.0	18.	4.0	100.0
Price	N	6	14	28	48	4	100
	PC	6.0	14.0	28.0	48.0	4.0	100.0
Travel time	N	10	40	20	10	20	100
	PC	10.0	40.0	20.0	10.0	20.0	100.0
Cleanliness of bus	N	12	22	36	22	8	100
	PC	12.0	22.0	36.0	22.0	8.0	100.0
Safe	N	4	32	30	24	10	100
	PC	4.0	32.0	30.0	24.0	10.0	100.0
Information	N	2	42	24	18	14	100
	PC	2.0	42.0	24.0	18.0	14.0	100.0
Bus crew attitude	N	14	22	26	14	24	100
	PC	14.0	22.0	26.0	14.0	24.0	100.0

Source: Primary data

Note: N – No. of Respondents, PC – Per Cent

The above table (4) shows that Satisfaction levels of the Respondents.50% respondents are highly satisfied in bus comfort. Majority (54%) of the respondents are satisfied in seats availability. Majority (48%) of the respondents are neutral in sleeping facility. Most (48%) of the respondents are dissatisfied in price of bus travel. Most (40%) of respondents are satisfied in travel time to Chennai.Majority (36%) of the respondents are neutral in cleanliness of bus. Bulk (32%) respondents are satisfied in safe journey. Majority (42%) of the respondents are satisfied in information about buses. Maximum (26 %) numbers of respondents are neutral in bus crew attitude.

TABLE – 5 CROWD WISE CLASSIFICATION OF RESPONDENT

Particular	No. of Respondents	Per cent
Strongly agree	16	16.0
Agree	38	38.0
Neutral	34	34.0
Disagree	8	8.0
Strongly disagree	4	4.0
Total	100	100.00

Source: Primary data

Among the 100 respondents, 16 respondents are strongly agree, 38 respondents are agree, 34 respondents are Neutral, eight respondents are disagree and four respondents are strongly disagree. In other words, 16.0 per cent belongs to strongly agree, 38.0 per cent belongs to agree, 34.0 per cent belongs to Neutral, eight per cent belongs to disagree and four per cent belongs to strongly disagree.

It is found that the majority of the respondents are agreed in buses always crowded.

TABLE – 6 COMPARISON OF ‘CHOICES OF OMNI BUS SERVICE’ AND ‘COMES TO CHENNAI’

Omni Buses	Often	Once a Week	Once a Month	When Required	Total
Akil KRD	0	2	10	4	16
Vedam	4	8	26	18	56
MGM	4	0	6	4	14
CITY Express	0	0	8	6	14
Total	8	10	50	32	100

Source: Primary data

Among the 100 respondents, 16 respondents have chosen Akil KRD, 56 respondents have chosen Vedam, 14 respondents have chosen MGM and 14 respondents have chosen City Express.

Out of 16 respondents those who are choosing Akil KRD, two respondents are come once a week, 10 respondents are come once a month and four respondents are come when required coming Chennai.

Out of 56 respondents those who are choosing Vedam, four respondents are come Chennai very often, eight respondents are come once a week, 26 respondents are come once a month and 18 respondents are come when required coming Chennai.

Out of 14 respondents those who are choosing MGM, four respondents are come Chennai very often, six respondents are come once a month and four respondents are come when required coming Chennai.

Out of 14 respondents those who are choosing City Express, eight respondents are come once a month and six respondents are come when required coming Chennai.

TABLE – 7 ONEWAY ANOVA DIFFERENCES BETWEEN PREFERENCE OF OMNI BUSES SITE AND WAY OF BOOKING OF THE RESPONDENTS

Omni Buses Site And Way Of Booking	Sum of Squares	Df	Mean Square	Statistical inference
Between Groups	3.310	2	1.655	F = 0.126 .000<0.05
Within Groups	75.930	97	.783	
Total	79.240	99		No Significant

Source: Primary data

There is no significant difference between preference of Omni bus service and way of booking. The ‘F’ test clearly shows that the preference of Omni bus service is closely associated with the way of booking.

TABLE – 8 CHI-SQUARE TEST

Research hypothesis (H₁): there is a significant difference between preferences and choices of Omni bus services.

Null hypothesis (H₀): there is no significant difference between preferences and choices of Omni bus services.

Level of significance: 5 per cent or 0.05

Output

Omni buses	Observed N	Expected N	Residual
Akil KRD	16	25.0	-9.0
Vedam	56	25.0	31.0
MGM	14	25.0	-11.0
CITY Express	14	25.0	-11.0
Total	100		

Source: Primary data

TABLE – 9 CHI-SQUARE TEST

Test Statistics	
Chi-Square	51.360 ^a
Df	3
Asymp. Sig.	.000

Source: Primary data

Inference

From the above table it is observed that chi-square has the probability of 0.000 which is lower than 0.05 ($0.00 < 0.05$), here null hypothesis is rejected and research hypothesis is accepted, so it is clear that there is a strong relationship between preference and choices of Omni bus services.

TABLE – 10 DESCRIPTIVE STATISTICS

Omni Buses	N	Mean	Std. Deviation	Minimum	Maximum
Akil KRD	100	2.38	1.135	1	4
Vedam	100	2.18	.892	1	4
MGM	100	2.98	.995	1	4
CITY Express	100	2.46	1.275	1	4

Source: Primary data

TABLE – 11 FRIEDMAN RANK TEST

Omni Buses	Mean values	Rank
Akil KRD	2.38	2
Vedam	2.18	1
MGM	2.98	4
CITY Express	2.46	3

Source: Primary data

In order to study the most preferred buses while travelling to Chennai by the travellers, an attempt has been made to compute their mean preferences. The mean preferences reflect the overall preferences of travellers among competing four Omni bus service provider. The lower mean value represents higher preference and vice-versa.

In order to corroborate the above mentioned fact Friedman Rank test is used. The result of the test is furnished in the Table 31. From the table, it is absorbed that Vedam received the first rank and it is the most preference for travelling. The second preferred bus is Akil KRD, third rank is City Express and MGM is fourth rank for travellers for travel to Chennai. From the above, It is concluded that Vedam is marginally ahead of others and there is an acute competition among the Four buses to attract the travellers into their folds.

VIII. FINDINGS AND SUGGESTIONS**Findings**

- It is found that the majority of the respondents are preferred Vedam bus for travelling from Thuraiyur to Chennai.
- It is found that the majority of the respondents are chosen AC sleeper type of buses.
- It is found that the majority of the respondents are Booked their ticket through online by self.
- It is found that the majority of the respondents are Highly satisfied with Buses Comfort for travelling.
- It is found that the majority of the respondents are satisfied with seat available for travelling.
- It is found that the majority of the respondents are Neutral with sleeping facility for travel.
- It is found that the majority of the respondents belong to dissatisfied with sleeping facility in Omni buses.
- It is found that the majority of the respondents belong to satisfied in travel time of buses.
- It is found that the majority of the respondents are Neutral with cleanliness of buses.
- It is found that the majority of the respondents are satisfied with safe from accident while travelling.
- It is found that the majority of the respondents belong to satisfied with information of Omni bus service provider.
- It is found that the majority of the respondents belong to Neutral with buses crew attitude.
- It is found that the majority of the respondents are agreed in buses always crowded.

- It is found that the majority of the respondents are travel to Chennai for once a month.
- The 'F' test clearly shows that the preference of Omni bus service is closely associated with the way of booking.
- There is a strong relationship between preference and choices of Omni bus services.
- It is concluded that "**Vedam (www.vedamtravels.in)**" is marginally ahead of others and there is an acute competition among the Four buses to attract the travellers into their folds.

Suggestions

- Bus service provider should give more facilities for the travellers while travelling. Facilities like water, mobile charging, light, air, sleep, audio and video system and so on.
- Omni bus service provider should give more ticket booking method for ticket booking with easy method.
- Bus comfort is more important for service provider, so the provider should improve the comfort facility
- Provider should give the seat availability to the passenger while ticket booking.
- Sleep is more important to the passenger. So, service provider should take care of the passenger while travelling especially sleeping time.
- The service providers should collect the money reasonable price for travelling.
- The passenger is more important for every business or services.
- The Omni bus drivers should drive very carefully. Drivers should take care of passenger from the accident.
- Travelling time more important for the service provider. Drivers should drive the buses schedule time with carefulness.

IX. CONCLUSION

Transport is most important aspect for every person. Transport is divided into Road transport, Train, Air and Water transport. In this transport, road transport is a most popular transport compare with other transport method. But, road transport is not safe for travellers and drivers.

In this road transport, two types of service are available for travellers. TNSTC and Omni buses are the road transport. Travellers' safety is most important for driver and service providers. Most of travellers are like to travel in buses for fast and low prices. Lot of Omni buses are available for travellers to Chennai.

According to the results of this study, from the Thuraiyur travellers are most preferred "**VEDAM(www.vedamtravels.in)**" bus for travel to Chennai.

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