

## **Consumer Perception on public transport**

**Mr. Jeevan Raj**

**Assistant Professor,**

**Department of Commerce**

**The Yenepoya Institute of Arts, Science, Commerce and  
Management, Mangalore,**

**A Constituent Unit of Yenepoya (Deemed to be University)**

**Ms. Neekshitha V Shetty**

**Assistant Professor,**

**Department of Commerce**

**The Yenepoya Institute of Arts, Science, Commerce and  
Management, Mangalore,**

**A Constituent unit of Yenepoya (Deemed to be University)**

## **ABSTRACT**

*A Study on “Customer perception on choosing public transport” Is carried out. The objective of the project was to find out costumers attitude towards choosing public transport.*

*Public transport is essential for sustainable future. Public transport is also became daily need activities in most of the peoples in our country.*

*The study was done by descriptive sampling technique; passengers are selected as the sample. The primary data has been collected by means of questionnaire. The secondary data has been collected by published records, books, research reports, documents and websites etc. a structured questionnaire has been given to one hundred public transport users and data was collected from the same base. The data has been analyzed based on percentage and linear scale method. The analysis leads over to the conclusion that the majority of people prefer public transport over personal vehicles, some of the factors are also dissatisfied by the passengers has been reported. It has found that dissatisfaction of public users decreases the attraction towards the public transport. And also valuable recommendations are given for the better prospects.*

(key words: Public Transport, customer, Public, Perception, passengers)

## INTRODUCTION

Public transport is a system of transport, group travel system available for use by the general public. It operates on established routes, and it charges particular fees from passengers for each trip. City buses, passenger train, air lines and rapid transit are examples for the public transport. Public transportation is a form traveling offered locally it enables high number of people to travel together along designated routes. Public transport is the primary mode of road transport for the most of the citizens of the India. Indian road network is the second largest and one of the busiest in the world, transporting 8.255 billion passengers annually. And Indian railway network is the fourth largest and second busiest in the world transporting 8.44 billion passengers and 1.23 billion tons of freight annually as of 2019.

Bus rapid transit system exist in many cities, towns and villages of the country, buses take up over 90% of public transport in cities of India, and became an important mode of transport. Bus services are mostly run by the state government owned transport corporations. Corporation have introduced various facilities like low floor buses and air conditioned buses to encourage the private car users to help decongest roads. The train network travels across the most states of the country, covering more than 7,321 stations over a total route length of more than 67,415 kilometer. Indian railway plays a very important role in modes of transport in India, transporting 23.1 million passengers in the country. Kolkata metro is the first modern rapid transit in India; it has started its operations in 1984. Most of the employees, students and workers use metro daily. A taxi is also known as Cab, it is a vehicle for hire with driver, used by a individual or a small group of passengers often for shared rides. A taxi cab carries passengers between locations of their choice. OLA and UBER are the one of the popular taxicab in India.

In our country mainly the students are the highest number of people who uses public transport, followed by the workers and employees. Most of the people from poor and middle class family always prefer public transport. And people use public transport because of less traffic and low fare charges.

Main benefits of public transport services are it reduces air pollution and noise pollution. Increased fuel efficiency, it helps communities financially.

Less traffic congestion, it saves money, increases mobility, frees up time, public transport is safer and it also encourages healthier habits.

In public transport there is lack of privacy, problem of routing and less comfort, over crowd, less space, time consuming, availability of buses at correct time are the barriers faced by the customers on public transport.

Public transport systems run along fixed routes with set points prearranged timetable with the most frequent service running. However, most public transport trips include other modes of travel such as passengers walking or catching bus to approach train stations or rapid transit stations. Share taxis offer on-demand services in many parts of the country, it may compete with the fixed public transport lines or complement them by passengers to interchange.

Urban public transit differs distinctly among Asia, North America Europe and other continents. In Asia, profit driven, privately owned and publicly traded mass transport and real estate are the predominantly operated public transport system.

## Literature Review

The definition of customer perception is “A marketing concept that encompasses a customer’s impression, awareness and consciousness about a company or its offerings “

To put it on simple words, customer perception is what the attitude towards the organization and their services is. The customer perception directly influences the attraction of new customers and the ability to maintain good relationships with current customers.

Reliability features are most important features for passengers irrespective of their gender, age group. Cleanliness and condition is what customers expect in the bus. Some of tangible features such as comfort, less crowding and as well as behaviours of bus staff are attractive features to the customers [**Analyzing passenger perception of public transport, A case study of best Mumbai – maitry shah, prof.shalini sinha**].

Functional factors has strong influence on the consumer satisfaction and required higher attention to improve customer satisfaction. Price, travel time , frequency , punctuality are the factors that is responsible for the higher level of customer satisfaction According to the results of this study Indonesia customer is

to satisfied with public transport services. Thus the public transport cannot compete with attractiveness of the personal cars. [**Customer satisfaction in public transport , A study of travellers perception in Indonesia – margareta friman , oktiani astute budiono**]

Public transport is becoming essential for daily activities of the people and carrying goods from one place to another. The respondent below age of 25 years old were not satisfied with the level of crowding, travel duration and comfort in the public transport. The people from the lower middle class were satisfied with the service security and cleanliness but in terms of crowding, time duration of travelling and comfort they are also unsatisfied. Both the male and female disagree with the level of crowding in the public transportation [**Public transport and urban mobility: perception of people on services of public transport in bathinda city, Punjab, India – kumar, gaurav, kaur amandeep and singh kiran k**]

Service quality aspect influences overall customer satisfaction in using public transport. The service quality could be evaluated and enhanced by analyzing the attributes but also by analyzing factors based on several attributes. The overall intention is to make public bus transport an attractive , satisfied , and offered mode of transport. [**Customer satisfaction level in public bus services in tirupati, andra Pradesh – mounica.v**]

The consumer perception on the public transport services is influenced by a combination of factors, but these factors vary as the transport mode changes. Consumer perception about road transport is always negative because of traffic, pollution, network complexity, cost and delays. Customers are very concerned about the pollution caused by the road transport. Users consider that the train is the fastest mode of transport and free from traffic problems.[**Perception of the public transport services as a barrier of the of public transport: A qualitative study – Sara Ramos, Paula Vicente, Ana M.Passos, Patricia Costa and Elizabeth Reis**]

Public bus users are the most satisfied passengers among the other transportation mode passengers. It is essential to enhance user satisfaction through improving public transport system in Amman. These developments will make the city more sustainable and reduce use of personal cars in the future. High quality transit services will maintain existing customers and attract new passengers toward the public transport. public transport system will leads to resolving problems such as traffic congestion, accidents, traffic noise, air pollution and mainly consumption of fuel. [**Measuring Public transport satisfaction from user surveys- rana imam**]

It is essential to increase number of the passengers transported by the public transport. The number of passengers using private cars must be reduced and should be encourage towards the public transport. And the study also found a different perception of customer care and comfort by different age groups of respondents. For every customer, regardless of gender, price accessibility plays an important role in the public transportation. [**Service quality of the urban public transport companies and sustainable city logistics – Jan chocholac , Dana sommerauerova, jarsoslava hyrslova**]

This study mainly focus towards the Indian Railway service that influence the railway Performance which consists of several service quality, technology, innovation and employee commitment. To control and to improve the performance by the railway will be a big challenge to the railways to satisfy the customer needs. Railway performance can be improved by increasing service quality in railways followed by the new technology and creative innovations in service offered by the Indian Railways. [**Customer Perception on the factors of Indian Railways Service to improve their performance – K.Naveen, prof. Rajkumar Raganathan**]

## **Objectives of the study**

- To know the opinion of public transport users. To find out the need of passengers. To figure out the most frequently used public transport. Finding how often customers use public transport.
- Factors that influences customers towards public transport. Finding whether the public transport is affordable.
- Finding Availability of public transport to the passengers. To analyze and study various issues faced by passengers.

## **Scope of the study**

The study aim is to understand consumer perception on choosing public transport service which includes the various modes of public transportation. The main scope is to understand the people attitude towards choosing public transport. Study conducted covering 100 public transport users and data collected based on the questionnaire prepared.

## Methodology

The data needed for the study is collected from the customers of public transport through questionnaire. Analysis and interpretations has been done by using the statistical tools and data presented through tables and charts

## Data Collection

The data collected for study consist of both primary data and secondary data.

### *Primary data*

In this study primary data were collected through personal interview using questionnaire .The questionnaire was given to 100 passenger.

### *Secondary data*

Secondary data for this study was collected from Published, records, statistics, research reports and documents. Books, periodical and website.

## Sample design

The study was based on a survey method and the aim was to find - perception of the passengers towards public transportation. Collected 100 - random responses from vast range of customers by simple sampling method

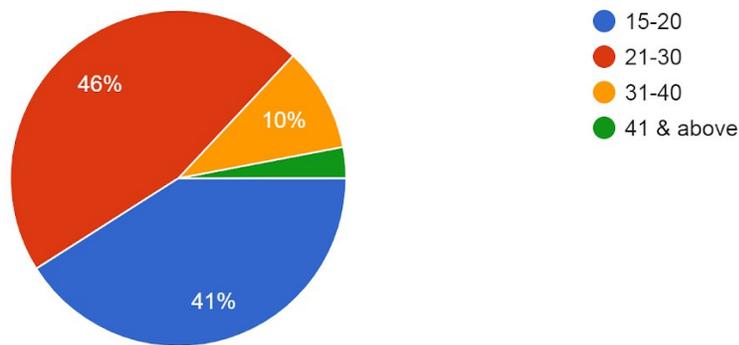
## Data Analysis and Interpretation

*Chart .1*

Showing the age of the respondent

Age

100 responses



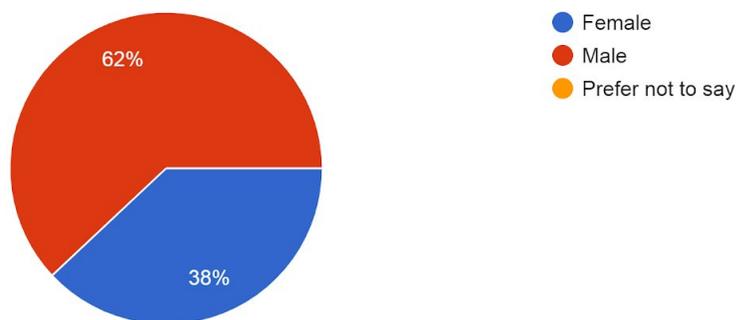
### INTERPRETATION:

From the above table 41% of the respondents are aged 15-20, 46% of respondents belongs to 21-30 age group, 10% of respondents are aged 31-40 and the remaining 3% people belong to age group of 41&above.

*Chart 2*

Gender

100 responses

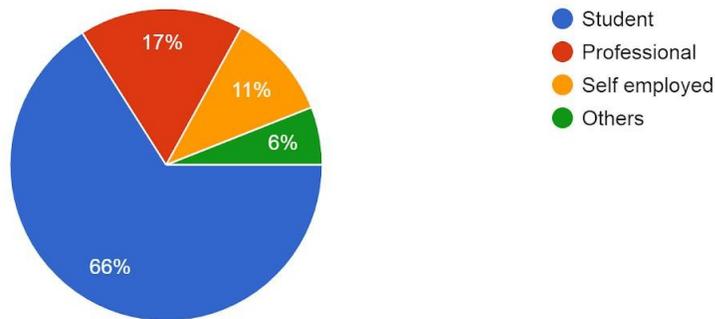


### INTERPRETATION:

Above table shows that 62% of respondents are Male and 38% of respondents are Female.

Chart 3

Occupation  
100 responses



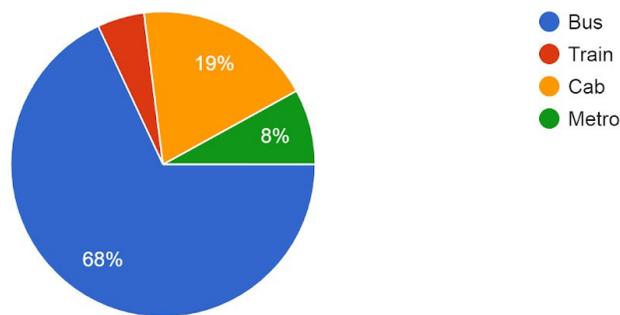
INTERPRETATION:

From the above table we found that 66% of respondents are students, 17% of respondents are professional employees, 11% of respondents are self employed and remaining 6% of peoples are doing other occupations.

Chart 4

Public transport used frequently

Which type of public transport do you use frequently?  
100 responses



INTERPRETATION:

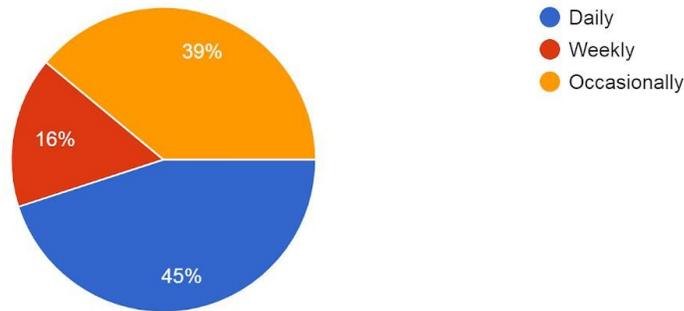
Above table shows that 68% of respondents use bus, 5% of respondents use train, 19% of respondents use cab and rest 8% of respondents prefer metro.

*Chart 5*

Frequency of using public transport

How often do you use public transport

100 responses



**INTERPRETATION:**

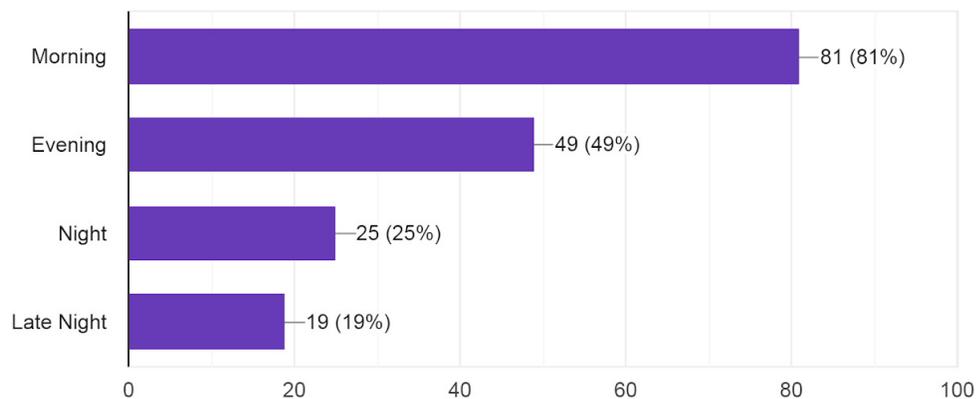
From the above table 39% of respondents use public transport daily , weekly public transport users are about to 16% and remaining 39% of respondents use public transport occasionally.

*Chart 6*

Time mostly uses public transport

Time you make use of public transport

100 responses



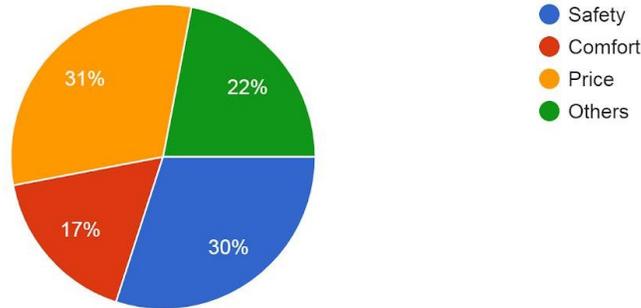
**INTERPRETATION:**

Above table shows that 81% of respondents use public transport at morning, 49% of people use at evening, 25% of respondents use public transport at night and remaining 19% of respondents use public transport at late night.

*Chart 7*

Factor influences to prefer public travel

Factor which makes you to prefer public transport  
100 responses



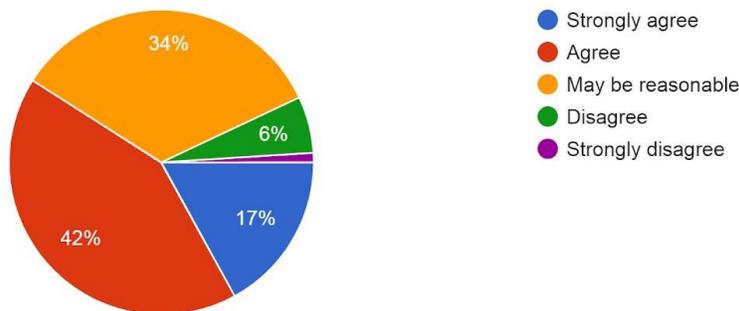
**INTERPRETATION**

From the above table 30% of respondents prefer public transport because of safety, 17% respondents prefer because of comfort, 31% people prefer public transport because of the price and rest 22% of people choose for other aspects.

*Chart 8*

Whether the price of public transport is reasonable

Price of public transport is reasonable  
100 responses



**INTERPRETATION**

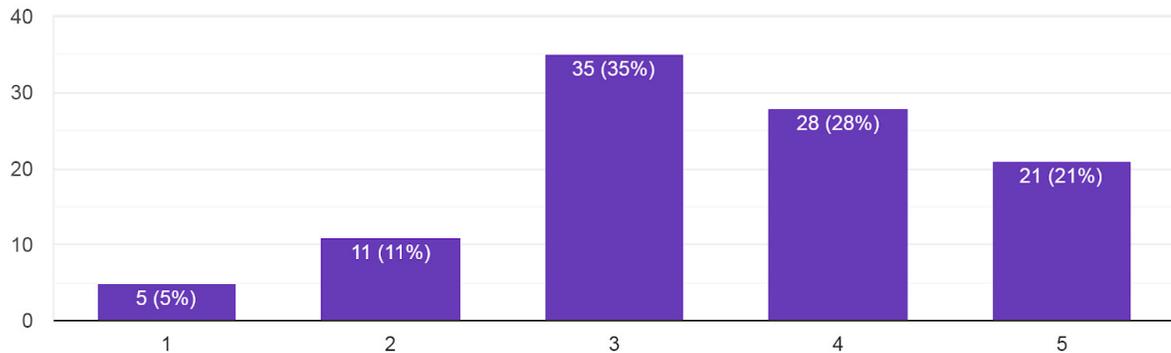
From the above table 17% of people strongly that price of public transport is reasonable, 42% agree with price is reasonable, 34% of people says price of public transport is maybe reasonable, 6% of people disagree with this and 1% people strongly disagree that the price of public transport is reasonable.

*Chart 9*

Availability of public transport at the requirement

Availability of public transport at your requirement

100 responses



**INTERPRETATION**

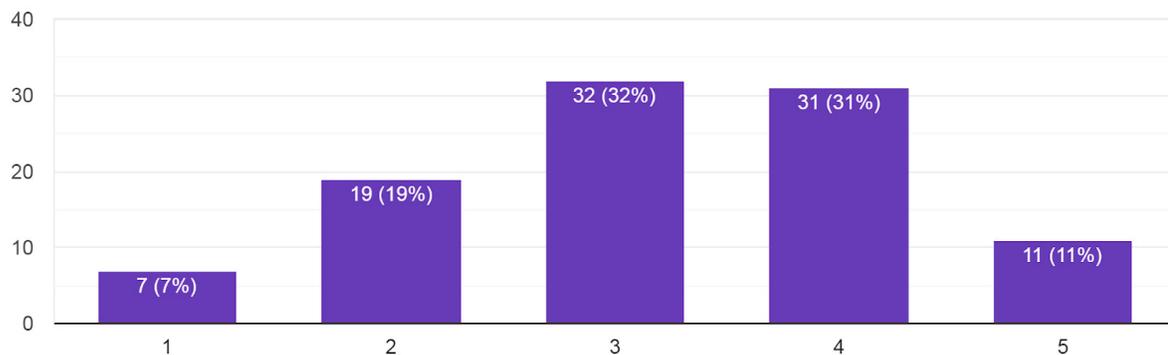
Above table shows 35% of respondents said that there is a average level of availability of public transport at requirement, 28% of people responded that there normally available at their requirement and 21% of people responded that always there are availability of public transport at their requirement. 11% of people has marked low rate of availability of public transport and 5% of respondents said there are very low rate of availability of public transport at their requirement.

*Chart 10*

Rate of security as per the consumer perception

Rate the security in public transport

100 responses



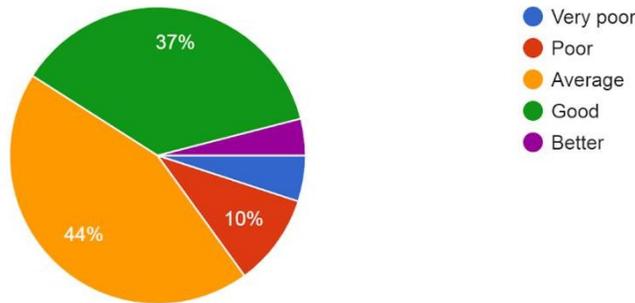
**INTERPRETATION:**

Above table shows that 32% of respondents reported that there is average level of security in public transport, 31% of people are responded that there is good level of security in public transport, 11% people said there is high level of security in public transport. 19% of respondents rated is low rate of security in transport. 7% of people are rated is very low rate of security

*Chart 11*

Comparing to private transport, public transport is

In overall factors comparing to private transport, public transport is  
100 responses



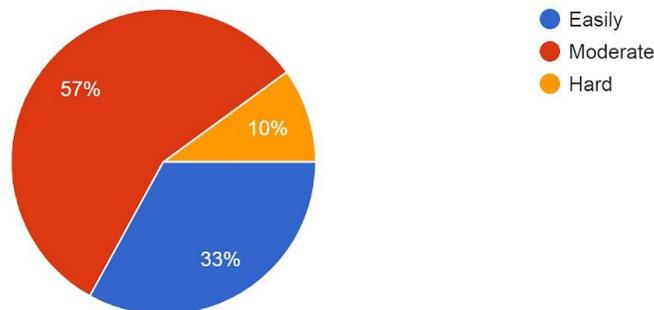
**INTERPRETATION:**

Above table comparatively to private transport , 44% of respondents reported public transport as average and 37% people rated public transport as good, 10% of people rated public transport as poor, 5% respondents said public transport is very poor and 4% of respondents said public transport is better.

*Chart 12*

Information regarding the journey

Availability of information regarding the journey  
100 responses



**INTERPRETATION:**

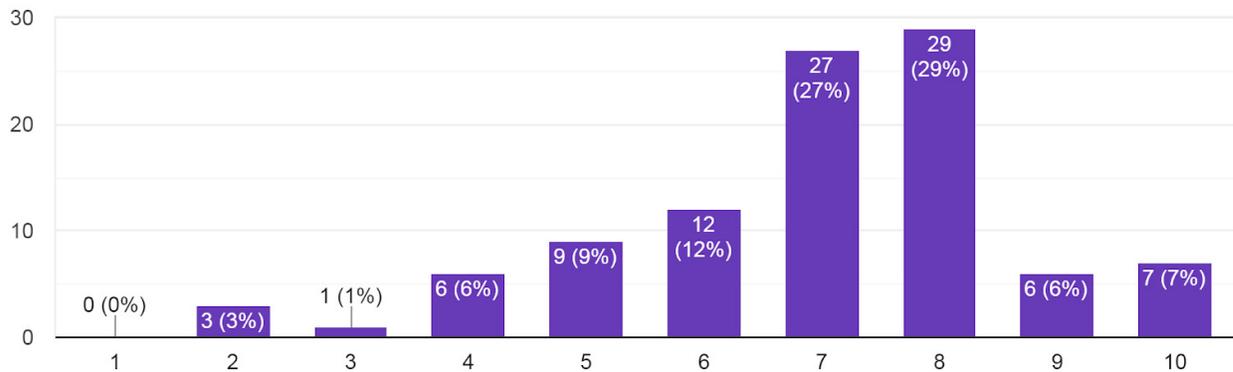
Above table shows that 57% of respondents rated there is average level of availability of information regarding the journey, 33% of people reported that information about journey is available easily and 10% of respondents rated that it is difficult to get information regarding the journey.

*Chart 5.13*

Overall rating on public transport

## Overall rating on public transport

100 responses



## INTERPRETATION

Above tables shows that 29% of people has marked 8 in overall rating to the public transport, and 27% of respondents rated 7, and 12% responded 6 in overall rating, 9% people rated 5 ( average) to the overall ratings,7% of people responded 10as overall rating 6% of people rated 4 as overall rating , other 6% people rated 9 as overall rating.3% respondents gave 2 as overall rating and 1% of respondents gave 3 as rating towards public transportation and 0% of people reported 1 as overall resting towards public transportation.

## FINDINGS

- ❖ Majority of respondents prefer public transport over private vehicles.
- ❖ Students are most number of public transport users.
- ❖ 68% of respondents use bus frequently
- ❖ Majority of peoples use public transit daily.
- ❖ In the morning 81% of respondents prefer Public transit.
- ❖ 31% respondents prefer price and 30% respondents prefer safety in public transport.
- ❖ Price of public is reasonable is agreed by the 42% of the respondents.
- ❖ Only 21% respondents are getting public transport at their requirement.
- ❖ 11% of respondents are happy with safety provided by public transport.
- ❖ Out of all respondents 44% stated that public transport is average and 37% people stated as good comparatively to the private vehicles.
- ❖ Majority of respondents are getting information regarding journey without much difficulty.
- ❖ Respondents, especially women prefer safety, security and comfort in the public transport.

## CONCLUSION

Public transportation has become a need in daily activities. This had become essential for improving accessibility to education, employment, health and other services. Improvements of public transport service will make the city more sustainable and reduce the private vehicles in future. It is necessary to increase the passenger satisfaction by improving transport service system, public transport service enhancement will leads to resolving problems like accidents, traffic congestion, air pollution and noise pollution and fuel consumption. On average the customers of bus are more satisfied among the other transport mode followed by the taxicab service.

## SUGSESTIONS

Result indicates there should be a close compatibility between public transit and overall satisfaction. Thus steps towards improving the transit comfort will increase public towards the public transport. There should be CCTV cameras placed in the vehicle so there should not be any kind of theft or insecurities things can happen. More seats should be placed, like folding seats. Radio or TVs should be placed for the entertainment purpose of the passengers. Automatic doors should be adopted so that no one should fall out from the moving vehicle. Staff of public transportation should be polite and friendly with passengers. Seats should be reserved for pregnant passengers, old age people, handicaps, blind peoples etc. public transport should be punctual. Particular number of people in a particular vehicle should be made and no excess passengers should allow. Air conditioner should be provided. Information regarding the destination should be announced in the public transport. Better services should be provided for the passengers. No fare should be collected from old age passengers. Good vehicles should be allotted. Cleanliness should be maintained. Water and basic things which are required while travelling should be provided for the long journey passengers. And public transport should be eco-friendly

## Reference

### Journals referred

- International Journal of Pure and Applied Mathematics Volume 118 No. 20 2018, 3739-3744 ISSN: 1314-3395 (on-line version) url: <http://www.ijpam.eu> Special Issue
- Open Engineering | Volume 10: Issue 1 DOI: <https://doi.org/10.1515/eng-2020-0010> | Published online: 31 Jan 2020 Jan Chochola, Dana Sommerauerova, Jaroslava Hyrslova, Tomas Kucera, Roman Hruska and Stanislav Machalik
- International Journal of Business and Management; Vol. 9, No. 6; 2014 ISSN 1833-3850 E-ISSN 1833-8119 Published by Canadian Center of Science and Education
- Perceptions of the Public Transport Service as a Barrier to the Adoption of Public Transport: A Qualitative Study VL – 8 Ramos, Sara AU - Vicente, Paula, Passos, Ana, Costa, Patrícia, Reis, Elizabeth, PY - 2019/05/11 JO - Social Sciences.
- Asia Pacific Journal of Research Vol: I Issue XX, December 2014 ISSN: 2320-5504, E-ISSN-2347-4793
- International Research Journal of Social Sciences. ISSN 2319–3565 Vol. 3(12), 8-14, December (2014) Int. Res. J. Social Sci.

### Websites

- [https://en.wikipedia.org/wiki/Public\\_transport](https://en.wikipedia.org/wiki/Public_transport)
- <https://www.conserve-energy>
- [https://en.wikipedia.org/wiki/Transport\\_in\\_nadia](https://en.wikipedia.org/wiki/Transport_in_nadia)
- <https://en.wikipedia.org/wiki/Taxicab>
- <https://getawaytips.azcentral.com/the-disadvantages-of-public-transportation-12503451.html>
- <https://www.nationalexpresstransit.com/blog/9-benefits-of-public-transportation/>
- <http://www.isca.me/IJSS/Archive/v3/i12/2.ISCA-IRJSS-2014-202.pdf>
- <https://pdfs.semanticscholar.org/96f4/9dc19667c34a5ce8f1b240beb3e42ddcf9b6.pdf>
- [https://www.researchgate.net/publication/333046561\\_Perceptions\\_of\\_the\\_Public\\_Transport\\_Service\\_as\\_a\\_Barrier\\_to\\_the\\_Adoption\\_of\\_Public\\_Transport\\_A\\_Qualitativ\\_Study](https://www.researchgate.net/publication/333046561_Perceptions_of_the_Public_Transport_Service_as_a_Barrier_to_the_Adoption_of_Public_Transport_A_Qualitativ_Study)
- <http://www.ccsenet.org/journal/index.php/ijbm/article/download/35062/20807>.

**Mr. Jeevan Raj<sup>1</sup> and Ms. Neekshitha V Shetty<sup>2</sup>**

**<sup>1</sup>Assistant professor,  
Department of commerce  
The Yenepoya Institute of Arts, Science, Commerce and  
Management, Mangalore  
A Constituent unit of Yenepoya (Deemed to be University)**

**<sup>2</sup>Assistant professor,  
Department of commerce  
The Yenepoya Institute of Arts, Science, Commerce and  
Management, Mangalore  
A Constituent unit of Yenepoya (Deemed to be University)**

<sup>1</sup>[jeevanraj@yenepoya.edu.in](mailto:jeevanraj@yenepoya.edu.in)

<sup>2</sup>[neekshitha@yenepoya.edu.in](mailto:neekshitha@yenepoya.edu.in)