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A study on customer preference and satisfaction towards share - auto services

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Abstract

Transportation services play a significant role in an individual's everyday life. Most of the people are dependent on the public and private transport services for better accessibility to school, colleges, office, market etc. The movement of the people is also more, and so, many including students, prefer not to wait for buses and opt instead to take share auto-rickshaws. A common sight in many cities in Tamil Nadu is nearly a dozen men and women cramped into a regular auto-rickshaw masquerading as a 'share auto'. People largely rely on share auto-rickshaws as there are fewer bus services in many places. Share-auto services are playing an alternative role to the public transports in many places. There is a changing scenario of customer preferences in the selection of transport services within the city or town. Service quality can also characterise the customer demand and preferences. The main objective of this paper is to study the customer preference towards the share-auto services.

Keywords: 1 Share-auto services, 2 Boarding and dropping points, 3 journey comfort, 4 wait time.

Introduction

Transportation is a service which helps a person to travel from a place to their destination to carryout life's activities. Share-auto services helps people for better accessibility to school, colleges, market and employment etc. It is an alternative to a public transport service which is more comfortable for public to reach their destiny at capable time. Tamil Nadu State Transport Department introduced share autos in 1998 in Chennai to enhance transport options. In the present scenario, share-auto service is more competitive for public transport, so people are using share-autos more than public bus transport. The main purpose of choosing share-auto services by the people is that it provides frequent services to them from interior places that are not getting other transport services. Customer need fulfilment is an important feature which drives to enhance the facilities of share-auto services. Service Quality can also characterise the customer demands, i.e., customer satisfaction. People are using the share-auto services because of many factors that motivating the people to travel through share auto like, cost convenient, many drop and boarding points, less wait time etc.

Objectives

1. To study the reason for the selection of share-auto transport services.
2. To analyse the level of customer satisfaction on share auto services.

Review of literature

- **Madhav.G.Badami et.al.,(2016)** in their study on “consumer perception and operational realities of auto-rickshaws in Indian cities” discussed about the role of auto-rickshaw in urban transport in India, criticism and underlying perceptions towards auto-rickshaws and their drivers, and also analysed about the usage of GPS technology for which helps to know the cost for drivers and incentives to overcharge. The study concludes with that the auto-rickshaws are more frequently used by the people which assess policy recommendations to address the issues related to auto-rickshaws like open permit systems, improved access to formal sector credit, a timetable for regular fare revision.
- **Dipen Paul, Dharmesh K. Mishra (2019)** Readiness of Indian Consumers Towards the Adoption of Shared Mobility has been evaluate the public perception on shared mobility. The main purpose of this study is to know the adoption of mobility services in metropolitan city. The finding suggest that the consumers are willing to adopt the mobility services because of the benefits like cost, convenience, quality of service etc.,
- **Margareta Friman and Markus Felleesson (2009)** “Service Supply and Customer Satisfaction in Public Transportation: The Quality Paradox” this study stated the relationship between performance of public transport and satisfaction of the travellers. The main objective of this study is to examine the results of public transport services. The feature of the study is to identify the supply of public transport and satisfaction level recorded by the travellers. This facilitates to understand the foundation for improving the public transport system.
- **Dragan Stojic et.al., (2020)** has undertaken the study on “Students’ Views on Public Transport: Satisfaction and Emission” The authors examined the satisfaction of customers on public transport services which are becoming more sustainable. The result shows that youngsters

knows the importance of using the internet in this type of cases which is more comfortable for them.

Research Methodology

This is a descriptive type of research, so the results analysis of data collected have been described in the study by using some statistical tools. The area chosen for this research is Coimbatore city. The sample chosen for the research is 60 respondents who are using the share-auto transport services. For the purpose of this study, data were collected from the respondents who are regularly using the share-auto services. Sample respondents have been selected by adopting convenience sampling method.

For the purpose of study, the researcher used primary as well as secondary data. Primary data has been collected using questionnaire and secondary data are collected from published articles, websites, books etc. Questionnaire has been given to 60 respondents and 52 were filled and returned by the respondents. So the sample for the study is 52 respondents. Percentage analysis, Chi-square analysis and Friedman Ranking and T-test techniques have been used to analyse the primary data.

Results & discussion

Table 1

Demographic profile of the respondents

Particulars		No.of. Respondents	Percentage
Gender	Female	37	71.2
	Male	15	28.8
Age	Less than 20 years	21	40.4
	21 to 30 years	18	34.6
	31 to 40 years	10	19.2
	More than 40 years	3	5.8
Educational Qualification	Diploma	3	5.8
	UG	38	73.1
	PG	6	11.5
	Others	5	9.6
Occupation	Business	4	7.7
	Employee	9	17.3
	Student	35	67.3
	Others	4	7.7
Family monthly income	Below Rs.10000	20	38.5
	Rs. 10001 to 20000	23	44.2
	Rs.20001 – 30000	6	11.5
	More than 30000	3	5.8

Source: Primary data

The above table shows that among the selected respondents, 71.2% are female and 28.8 are male respondents. 40.4% of the respondents belong to the age group 'less than 20 years', 34.6% from the age group of 21 to 30 years, 19.2% of the respondents from the age group of 31 to 40 years and the rest from above 40 years age group. 73.1% of the respondents are UG degree holders, 11.5% completed their PG degree, 5.8% are diploma holders and 9.6% completed other form of education. With respect to the occupation, 67.3% of the respondents are students, 17.3 are salaried employees, 7.7% are doing their own business and 7.7% comes under other category. 44.2% of the respondent's monthly income is between Rs.11000 to 15000, 38.5% of the respondents income is below Rs.10,000, 11.5% of the

respondents income is between Rs.2001-Rs.30000 and it is above Rs.30000 for the rest of the respondents.

Table 2

Level of satisfaction on share-auto services

Factors	HS	%	S	%	N	%	DS	%	HDS	%	Total	%
Punctuality	14	26.9	31	59.6	6	11.5	1	1.9	0	0.0	52	52.0
Rate charged	17	32.7	18	34.6	15	28.8	2	3.8	0	0.0	52	52.0
Number of boarding & dropping points	11	21.2	29	55.8	10	19.2	1	1.9	1	1.9	52	52.0
Journey comfort	13	25.0	25	48.1	12	23.1	2	3.8	0	0.0	52	52.0
Waiting time	14	26.9	28	53.8	8	15.4	2	3.8	0	0.0	52	52.0

Source: Primary data

- The above table shows that 26.9% are highly satisfied, 59.6% are satisfied, 11.5% are neutral and 1.9% are dissatisfied with the punctuality i.e. the arrival of the share auto on time.
- 32.7% are highly satisfied, 34.6% are satisfied, 28.8% are neutral and 3.8% are dissatisfied with the rate charged.
- 21.2% are highly satisfied 55.8% are satisfied 19.2% are neutral 1.9% are highly dissatisfied with the number of boarding & dropping points.
- 25.0% are highly satisfied 48.1% are satisfied 23.1% are neutral and 3.8% are highly dissatisfied with journey comfort.
- 26.9% are highly satisfied 53.8% are satisfied 15.4% are neutral and 3.8% are highly dissatisfied with waiting time.

Friedman Ranking

Friedman Ranking is used to rank the each row or block together, then grading the values of ranks by columns. The levels of satisfaction are measured by summing up the ratings given by the respondents for given factors at five ranking scale.

Table 3

Ranking for level of satisfaction

Factors	Mean	Rank
Punctuality	4.12	1
Price	3.96	3
Number of boarding & dropping points	3.92	5
Journey comfort	3.94	4
Waiting time	4.04	2
Total	19.98	

Source: Primary data

- The total mean score for the level of satisfaction towards share-auto services is 19.98. The highest mean score (4.12) has been given for the punctuality (1st rank) followed by waiting time (2nd rank), price (3rd rank), journey comfort (4th rank) and number of boarding & dropping points (5th rank). The respondents are highly satisfied with the punctuality of share-autos i.e. arrival on right time.

- It is inferred that the respondents are highly satisfied with punctuality of share-auto services which secured first rank and not satisfied with wait time and number of boarding and dropping points which secures last two ranks.

Chi-square test

Table 4

Relationship between age and reason for theselection of share auto services

Gender	Reason for selecting share-auto service								Total	
	Convenience		Frequent services		Non-availability of other services		Cheaper			
	No.	%	No.	%	No.	%	No.	%	No.	%
Male	2	13.3	7	46.7	3	20.0	3	20.0	15	28.8
Female	19	51.4	5	13.5	6	16.2	7	18.9	37	71.2
Total	21	40.4	12	23.1	9	17.3	10	19.2	50	100.0

Source: Primary Data

From the above table it is found that, 51.4% of the female respondents and 13.3% of the male respondents have selected share-auto for their travelling due to convenience. 46.7% of the male and 13.5% of female respondents preferring share auto due to the availability of frequent services. 20% of male and 16.2% of female respondents are travelling by share auto because of non-availability of other transport services at their place. Due to the low charge, 71.2% of female and 28.8% of male have selected share auto services than other means of transport.

To find the relationship between gender and reason for selecting share auto for the travel by the respondents, chi-square analysis have been made.

H₀:

There is no significant relationship between gender and purpose of using share-auto services

Chi-Square value	Level of Significance	P Value
8.998	5%	0.029

The above table depicts that the p-value is 0.029 at 5% level of significance is less than 0.05. Hence, the null hypothesis is rejected. It is inferred that there is a significant relationship between gender of the respondents and reason for the selection of share-auto services.

Table 5

T-test

Relationship between Gender and Level of satisfaction towards share auto services

H₀: There is no significant difference between Gender and level of satisfaction towards share-auto services.

S.no	Factors	Gender	N	Mean	Std Dev	t	Sig(2 tailed)	Relationship
1	Punctuality	Male	15	4.20	.561	.571	.571	Not Significant
		Female	37	4.08	.722			
2	Price	Male	15	4.27	.884	1.608	.114	Not Significant

		Female	37	3.84	.866			
3	Number of boarding & dropping points	Male	15	4.27	.594	1.997	.051	Not Significant
		Female	37	3.78	.854			
4	Journey comfort	Male	15	4.13	.834	1.095	.279	Not Significant
		Female	37	3.86	.787			
5	Wait time	Male	15	4.33	.900	1.806	.077	Not Significant
		Female	37	3.92	.682			

Source: Primary data

The above table exposes that p values of the variables namely punctuality, price, number of boarding & dropping point, journey comfort and wait time are found to be highly not significant at 5% level of significance. Hence the null hypothesis is accepted and it is inferred that there is no significant difference among the male and female respondents with respect to their level of satisfaction share-auto services.

Conclusion

The study has depicted that the respondents who are using share-auto in their day to day situations were satisfied with the services, but in terms of boarding and dropping points and wait time they are not satisfied. The results of the study show that there is a significant relationship between the gender and level of satisfaction towards share-auto services. So according to the expectation of the male and female travellers, necessary comfort can be provided, they can add many board points and they can also work with the share-auto fare to satisfy all the group of consumers and to motivate them to continue the consumption of services.

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