CHAPTER -VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

6.1 FINDINGS

6.1.1 Findings Pertaining to Objective 1

The first objective of the study is to identify, analyse and interpret the socio-economic factors of the passengers of different service providers such as SETC, TNSTC and Private Omni buses. The findings of the study pertaining to the above said first objective are given in the following paragraphs:

Percentage analysis revealed that the majority of the bus passengers’ i.e. 61.4 % belong to the age group between 21 and 40. The gender-wise classification revealed that 51% of passengers from total sample size belong to female category. Out of the total sample size of 500, 55.2% of passengers’ are found married, rest of them are unmarried or single and 1.4% of them are in the others category which includes widowers and divorcees. It is also identified that, 29.6% of respondents are students, 4.8% are business men, 53.4% are salaried group and 1.4% of the passengers are retired persons respectively, the rest of ’ 3.8% and 7% of passengers are under self employed and others category.

Researcher has found from income wise analysis of the passengers that 26.4% are in the income group of less than 1 lakh. 36.4 % are in the income group of less than 2 lakhs and 19.2% and 18% of the passengers are in the income group of less than three lakhs and more than 3 lakhs respectively.

60.2% of the passengers have been using the bus transport services for more than three years but less than four years. From the analysis it is found that 56.2% of the passengers avail the bus transport services for personal use and 14.8% for official purposes.

100% of sample passengers were satisfied with the services provided by private omni buses while only 75.2% and 65.4% of the passengers are satisfied with the services of SETC and TNSTC respectively.
6.1.2 Findings Pertaining to Objective 2

The second objective of this study is, to highlight the needs and attitude of the passengers towards the use of transport services. The findings of the study pertaining to the above mentioned second objective are found through the factor analysis, cluster analysis, association check, Chi-square test; ANOVA, Multiple regression analysis and the results of analysis are given in following paragraphs:

The results of t-test analysis revealed that there is no significant difference between the general attitudes of passengers of public sector and private sector bus transport services. It ensures that both sectors of bus passengers possess the same kind of attitude towards service efficiency, safety and security, maintenance, impact of hike in bus fare and effective time management system.

Through the principal component method of factor analysis, 26 variables of passengers’ attitude are reduced to 6 factors namely service efficiency, safety and security, transport frequency, maintenance, impact of hike in bus fare, effective time management system.

The purpose of cluster analysis is to classify the passengers in to various groups on the mean scores of various elements of passengers’ attitude towards the service provider. Based on the cluster analysis, it is found that 47.2% of first cluster passengers, 20.8% of second clusters passengers and 32% of the third cluster passengers are moderately satisfied, highly satisfied and dissatisfied with the factors of passengers attitude such as service efficiency, safety and security, transport frequency, maintenance and impact of hike in bus fare.

As per the analysis of variance (ANOVA), it is revealed that all the predominant factors of attitude of the passengers are influenced by age, sex, and marital status, and income, period of usage, pattern of passengers.

It is found that the passengers who belong to above 60 years of age are satisfied with service efficiency, effective time management system and passengers between the age group of 21 to 40 are more satisfied with the rest of factors of attitude. While the female passengers are more satisfied with all attitude related factors, and only the maintenance factor is influenced by the marital status of the passengers.
It is observed that the passengers who availed the bus transport services for less than 3 years are satisfied with service efficiency, safety and supervision, effective time management system of both sectors. The passengers who avail the bus transport services for more than 3 years are able to accept impact of hike in bus fare and satisfied with maintenance of buses and bus terminus. The attitude related factors, transport frequency, maintenance, Impact of hike in bus fare are influenced by the pattern of usage by SETC bus passengers. It is observed that the passengers who travelled sometimes in SETC buses are satisfied with the service efficiency, maintenance and effective time management system of SETC. It is also observed that the people who occasionally travelled in SETC are also more satisfied with service efficiency, safety and supervision, transport frequency of SETC.

It is also found that service efficiency, transport frequency, effective time management system, impact of hike in bus fare are influenced by the pattern of usage by TNSTC bus passengers. It is found that the passengers who travelled rarely in TNSTC buses are satisfied with service efficiency and transport frequency. Occasional passengers of TNSTC and who availed the services of other than TNSTC are more satisfied with safety and supervision, transport frequency, effective time management system, impact of hike in bus fare. Then the passengers who travelled mostly in TNSTC are satisfied with maintenance of TNSTC.

It is noticed that 60.6% of the moderately satisfied passengers, are under the age group between 21 and 40. It is observed that 53.4% of the male passengers and 46.6% of female passengers are moderately satisfied and 67.3% of female passengers are highly satisfied with the existing services offered by existing service providers.

It is also identified that 53.8% of moderately satisfied passengers and 64.4% of highly satisfied passengers are married. In addition to this, 43.2% of first cluster and 35.6% of second cluster passengers are unmarried. The rest of 3% of moderately satisfied passengers belong to others category like widower, divorcees etc. It is found that, 62.3% and 56.7% of passengers are moderately and highly satisfied passengers are belong to the salaried income group. It also assures that the passengers of different gender group, passenger segmentation and their level of satisfaction also differ from each other.

It is noticed that, out of 44.5% of moderately satisfied and 41.3% of highly satisfied passengers lie between the income group of less than 2 lakhs and less than 1 lakh. 41.9%
of moderately satisfied and 51.9% of highly satisfied passengers occasionally use bus transport services of both private and public sectors. 56.8% of moderately satisfied passengers and 38.5% of highly satisfied passengers are never used bus transport for their travel especially for business purpose. On the other hand the cluster analysis revealed that 73.3% of moderately satisfied and 49% of highly satisfied passengers are satisfied with the existing services offered by SETC.

The usage patterns of the passengers are also connected with the attitude of passengers of both bus transport sectors in making their decisions with regard to their usage and selection of service provider. It also confirms that the passengers of different genders and their level of satisfaction, their preferences towards a particular service provider surely fluctuate.

The application of chi-square analysis and analysis of variances clearly revealed that the independent variables such age, gender, passenger segmentation and income are well associated with clusters and these variables are creating more influence on maximum number of attitude-related factors. By comparing these influencing factors, it is found that service efficiency, safety and security, impact of hike in bus fare, are commonly influenced by the independent variables such as age, gender, passenger segmentation and income. Therefore it is found that as far as the passengers’ attitude are concerned, service efficiency, safety and security and impact of hike in bus fare are the predominant factors and also it is found that the age, gender, passenger segmentation and income of passengers are important independent variables which decide the attitude of the passengers towards the selection of service providers such as SETC, TNSTC and Private Omni buses.

Through the Multi regression analysis, the researcher identified the cumulative influence of independent variables on dependent factors of the passengers attitude independently for SETC, TNSTC and Omni buses.

Based on the Multiple regression analysis revealed that the one of the important factors of attitude i.e. service efficiency in SETC, TNSTC depends upon gender, marital status, passenger segmentation and performance of service personnel. On the other hand, the service efficiency of Omni buses depends on gender, bus transport frequency and effective time management systems. It is found that the impact of hike in bus fare charged by public sector bus transport service industries depends on age, period of usage and
performance of service personnel. On the other hand, the same in both sectors of bus transport service industries depend only on gender as well as performance of service personnel.

6.1.3 Findings Pertaining to Objective 3

The third objective of this research work is to identify and interpret the psychological factors which influence the passengers to select or use particular service provider. The findings pertaining to the third objective are found through various statistical analysis and the results are given in the following paragraph:

The t-test analysis found that there is no significant difference between the psychological behavior of the passengers of public sector and private sector bus transport services. It also ensures that both sectors of bus passengers possess similar kind of psychological behavior towards the psychological factor such as comfort and safety, attractive features, accessibility and convenience.

Through principal component method of factor analysis, psychological variables are reduced from 16 variables to 4 factors. They are, comfort and safety, attractive features, convenience and accessibility.

The cluster analysis found that 35.6% of first cluster, 15.2% of the passengers of second cluster and 49.2% of third cluster is moderately, highly and dissatisfied with the psychological factors such as comfort, attractive features, convenience and accessibility.

As per the results of analysis of variance (ANOVA), it is also revealed that all the predominant factors of psychological behavior of the passengers are influenced by age, sex, and marital status, and income, period of usage, pattern of usage by passengers. It is also revealed that the comfort and safety, attractive features, accessibility are influenced by age. It is also found that passengers between 21-40 age group are satisfied with comfort and safety and attractive features at bus terminus. The age groups below 20 are more satisfied with the convenience and accessibility of SETC, TNSTC and Omni buses.

It is found that the female passengers are more satisfied with the factors of psychological behavior than male. It is also identified that the comfort and safety, convenience are influenced only by marital status. It is found that the married people are satisfied with attractive features of both sectors. And the unmarried passengers are also
satisfied with comfort and safety, convenience, accessibility of SETC, TNSTC and Omni buses. The comfort and safety, attractive features, convenience depends on the income or earning capacity of the passengers.

The passengers who belong to the self employed category are more satisfied with comfort and safety and attractive features than others. Passengers who belong to business community are satisfied with convenience and accessibility. The passengers who earn 3 to 4 lakhs are satisfied with comfort and safety, convenience, and passengers whose level of income is less than 1 lakh are satisfied with the accessibility of the service provider. The passengers who availed the services of both sectors for less than 3 years are more satisfied with comfort and safety, convenience and the passengers who travel in bus for less than a year are satisfied with the attractive features and accessibility of a service provider.

It is found that the convenience is influenced by the pattern of usage. It is found that the passenger who travelled on rare occasions in SETC buses are more satisfied with comfort and safety. The passengers who havenot travelled much in SETC and who have availed the services of other service providers are satisfied with comfort and safety, convenience, Attractive features and the passengers who have not traveled in SETC but as an observers, they are satisfied only with the accessibility of SETC. The passengers who travelled at sometimes in TNSTC or who availed the services other than TNSTC are satisfied with attractive features, convenience, and the passengers who have not used TNSTC much are also satisfied with its accessibility. The passenger who availed Omni bus transport services in an average are more satisfied with its accessibility, and the passengers who rarely availed the services of Omni buses are also more satisfied with comfort and safety, convenience and attractive features of Omni buses.

By checking relationship between psychological behavior and the independent variables. It is found that 55.1% of moderately satisfied and 78.9% of highly satisfied passengers are between the age group of 21 to 40. The above said detail confirms that the passengers from different age group have different attitude towards their travel as well as with the selection of a particular service provider.

It is also found that 58.4% of the female passengers’ and 41.6% of male passengers’ are moderately satisfied with the services of SETC, TNSTC and Private Omni buses. On the other hand, 73.7% of female passengers are highly satisfied with the existing offered
services of existing service providers. It ensures that the passengers from different gender group and their level of satisfaction also differ from each other. Through t-test analysis, it is found that there is a significant relationship between the psychological behavior and the passengers’ level of satisfaction.

Out of various passengers’ segmentation, 62.9% of moderately satisfied and 47.4% highly satisfied passengers lie under the category of salaried people. Hence, it is confirmed that there is a close relationship between the passenger segmentation and their psychological behavior to select a particular service provider.

As per the considerations of income, it is found that 32.6% of the moderately satisfied and 76% of highly satisfied passengers lie within the income group of less than 2 lakhs. Similarly 39.5% of highly satisfied passengers belong to the income group of less than 4 lakhs income group. Hence, it is found that there is a significant relationship between the psychological behavior of the passengers and their level of income.

It is found that 61.8% of the moderately satisfied passengers used the transport services for 3 and more than 3 years. Similarly 63.2% of highly satisfied passengers lie under the usage segment of less than 4 years. It is also concluded from the above analysis that there is a significant relationship between the psychological behavior of the passengers and the period of usage of the passengers.

It is observed that 46.1% of moderately satisfied and 50% of highly satisfied passengers are mostly using bus transport services mainly for their personal use. Then it is found that 46.1% of highly satisfied passengers used bus transport services for official purposes only on certain occasions. It is found that out of the first cluster, 41% of moderately satisfied respondents and 35.5% of highly satisfied passengers said that they never use bus transport services for business purposes. Hence it is found that there is a relationship between the passengers pattern of usage towards personal, official, business purposes and their psychological behavior.

It is identified that 68% of moderately satisfied passengers and 52.6% of the highly satisfied passengers are accepted that they are satisfied with the services of SETC. On the other hand, 58.4% of moderately satisfied passengers and 64.5% of highly satisfied passengers accepted that they are satisfied with the services of TNSTC. Therefore, it is found that there is a significant relationship between the psychological behavior of the
passengers and the passengers’ level of satisfaction towards the service providers SETC and TNSTC.

It is found that age, gender, passenger segmentation, income, pattern of usage towards the service provider TNSTC and period of usage are well associated with the factors of psychological behavior of the passengers. The application of chi square analysis and analysis of variances clearly revealed that the above mentioned independent variables have created more influence on optimal number of predominant factors of psychological behavior of the passengers. Therefore, it is concluded that the above mentioned independent variables are more important and it decides the psychological behaviors of the passengers of SETC, TNSTC and Private Omni buses.

It is revealed through the multi regression analysis that the comfort and safety in both sectors of bus transport mainly depends on sex, passenger segmentation, and period of usage by passengers. It is observed that attractive features of service providers of both sectors depend on sex and ticket purchase behavior of the passengers. Conveniences of bus passengers in both sectors depend on sex and income of the passengers. On the other hand, the convenience in Omni buses depends only on performance of its service personnel. It is found that the accessibility with government buses is influenced more by age, sex, income and ticket purchase behavior of the passengers. On the other hand, the accessibility to Omni buses depends only on ticket purchase behavior of the passengers.

6.1.4 Findings Pertaining to Objective 4

The forth objective of the present research work is to study the pre-travel expectations and post-travel opinion of the passengers of both sectors of bus transport service industries to attract and retain new passengers. The findings of the study pertaining to above mentioned fourth objective are arrived at with the appropriate statistical tools and the results of the same are given as follows.

*The first element of the findings of fourth objective is related with pre-travel expectations of the passengers towards various service providers given as follows:*

Based on the t-test analysis, It is found that there is no significant difference between the pre-travel expectations of passengers of public sector and private sector bus
transport services. It also confirms that both sectors of passengers possess the same level of expectations before they start their travel. Pre-travel expectations are such as reliability, level of comfort, and responsiveness.

Through factor analysis by principle component method, the variables of pre-travel expectations of the passengers are reduced from 10 variables to 3 factors namely, pre-travel reliability, pre-travel level of comfort and Responsiveness for the purpose of further analysis and study to trace facts.

It is found that the first cluster of the third element of the study i.e. factors related to pre-travel expectations of the passengers which include 63.2 % of the first cluster, 16.2 % of second cluster and 20.6 % of the third cluster are moderately, highly and dissatisfied with the factors of services of both public and private sector bus transport service industries in Chennai district.

Analysis of variance (ANOVA) revealed that all the predominant factors of pre-travel expectations of the passengers are influenced by all independent variables. It is found that the reliability, level of comfort, responsiveness are influenced by age group. It is found that the age group between 21 and 40 are more satisfied with the responsiveness of service personnel. The reliability is also influenced by the marital status of the passengers. The unmarried passengers are satisfied with pre-travel level of comfort and responses of service personnel of both sectors. The retired people acknowledged that they are satisfied only with the response of the service personnel’s of service providers of both sectors.

The reliability, level of comfort, responsiveness are influenced by the passengers income and earning capacity of the passengers. The passengers whose income is less than 2 lakhs are more satisfied with reliability. It is also found that the passengers whose income is less than 1 lakh are satisfied with the level of comfort at bus terminus and in SETC, TNSTC and Private Omni buses. The passengers who belong to 3 lakhs are satisfied with the service performance of the service providers. It is also identified that the Level of Comfort is influenced by the period of usage. The passengers who availed the bus transport services for less than 3 years or more than 3 years are satisfied with reliability, level of comfort, response of service personnel of service providers of both sectors. It is observed that responsiveness of service personnel is influenced by the pattern of usage. It is identified that the passengers who travelled rarely in SETC buses are more satisfied with
pre-travel reliability, response of service personnel’s of service providers of both sectors. It is found that the passengers who have not travelled much in SETC and who availed the services of other bus transports are more satisfied with the level of comfort. It is found that the pre-travel reliability, pre-travel level of comfort are influenced by the pattern of usage.

On the other hand, it is observed that the passengers who have travelled sometimes in TNSTC and who availed the services of other than TNSTC are more satisfied with pre-travel level of comfort and reliability. Then the passengers who travelled mostly in TNSTC are satisfied with pre-travel expectations such as level of comfort, response of service personnel of TNSTC. It is observed that the pre-travel reliability, level of comfort responsiveness are influenced by the period of usage.

It is found that there is an association between the pre-travel expectation and independent variables of the present study and with the level of satisfaction towards the service providers SETC, TNSTC and Omni buses. It explains that there is a connectivity between the pre-travel expectations of the passenger and age, sex, income, period and pattern of usage and level of satisfaction in making travel-related decisions towards SETC, TNSTC and Omni buses. The above facts are confirmed with the following analysis and findings with regard to pre-travel expectations.

It is found that 59.5% of moderately satisfied passengers and 72.8% of highly satisfied passengers are found between the age group of 21-40 and below 20 years. It implies that the passengers in different age group and their level of expectations differ from each other towards their travelling.

It is observed that 52.2% of the male passengers and 47.8% of female passengers are moderately satisfied with the services of SETC, TNSTC and Private Omni buses. Out of the total respondents of second cluster, 50.6% of male passengers are highly satisfied with the existing services offered by existing service providers. It is also ensures that the passengers of different gender groups and their level of satisfaction, choice and preferences towards the selection of service provider are closely connected with pre-travel expectations of the passengers. The same is also proved with the above said findings.

It is found that 50.9% of moderately satisfied passengers and 55.6% of the highly satisfied passengers are under the category of married and rest of 44.4% of the highly satisfied passengers belong to unmarried category. It is also observed that the various
categories of passengers and their level of satisfaction are closely connected with the pre-travel expectations of the bus passengers.

On the other hand, out of the various categories of passenger segmentation 54.1% of moderately satisfied passengers belong to the salaried income group. In addition to it, it is found that 48.1% of highly satisfied passengers come under the category of students. Hence, it is proved that there is a close relationship between the passenger segmentation and their pre-travel expectations to select service provider for their travelling.

It is found that 31.3% of moderately satisfied passengers lie in the income group of less than 2 lakhs, similarly out of 81 numbers of highly satisfied passengers, 33.3% passengers lie under the income group of less than 1 lakh. So it is found that there is a significant relationship between the pre travel expectation and level of income of the passengers.

It is observed that 52.8% of moderately satisfied passengers come under the category of period of usage between 3 and more than 3 years period. Then it is also found that, 66.7% of highly satisfied passengers also come under the category of people 3 and more than 3 years. (who have travel different destinations). Hence, it is also found that there is a significant relationship between the pre-travel expectations of the passengers and the period of usage with regard to bus transport services.

In addition to the above findings related to pre-travel expectations of the passengers, it is also observed that 40.5% of moderately satisfied passengers and 48.1% of highly satisfied passengers are said that sometimes they used transport services for official purposes. Therefore, it is found that there is a significant relationship between the Pre-travel expectations of the passengers’ and their pattern of usage for official purpose. It is observed that 45.3% and 38.3% of moderately and highly satisfied passengers said that they never used bus transport services for business purposes.

It is observed that 77.2% and 50.6% of moderately and highly satisfied passengers found that they are satisfied with the services of SETC. It is observed that 68.7% and 43.2% of moderately and highly satisfied passengers are satisfied with the services of TNSTC. It is found that, there is a significant relationship between the pre-travel expectations and the passengers’ level of satisfaction towards the service providers SETC and TNSTC.
It is found that the independent variables such as age, passenger segmentation, income are well-associated with factors of pre-travel expectations of the passengers of both bus transport sectors. The application of chi square analysis and analysis of variances clearly revealed that the above mentioned variables are well associated with clusters, creating more influence on maximum number of pre travel expectation related factors. By comparing the influence of these independent variables, it is found that the pre travel reliability, Level of Comfort and responsiveness are influenced by the following independent variables such as age, passenger segmentation and income. Therefore it can be concluded that age, passenger segmentation and income of passengers are important independent variables and the same decides the pre-travel expectations of the passengers towards SETC, TNSTC and Private Omni buses.

The multiple regression analysis revealed that the pre-travel reliability status of public sector or government buses is based on marital status and income. On the other hand, it also found that the pre-travel reliability status of Omni buses does not depend on all independent variables. It is also found that the pre-travel Level of Comfort towards government buses depends only on the income of the passengers. On other part of the multiple regression analysis expresses the fact that the level of comfort in Omni buses is based on passengers’ segmentations.

It is found that there is no significant difference between Post-travel Opinion of passengers of public sector and private sector buses. It is revealed that both sectors of passengers possess the same kind of behavior towards the post-travel assessment behaviors such as reliability, level of comfort and service performance.

By way of factor analysis, it is found that by using principle component method, the 12 variables of Post-travel Opinion of the bus passengers are reduced to 3 predominant factors, namely: post-travel level of comfort, post-travel reliability and service performance for the further analysis and study to trace facts.

The cluster analysis is found that 51.2 % of the first clusters, 19.2 % of the second cluster 29.6 % of third cluster moderately satisfied, highly satisfied and dissatisfied with the factors of post-travel Opinion respectively.

Analysis of variance revealed that all the predominant factors of post-travel Opinion of the passengers are influenced by age, sex, and marital status, and income,
period of usage, pattern of passengers. It is found that levels of comfort, Service Performance, reliability are influenced by the age group at 5% level of significance. The passengers in the age group of 60 are more than 60 are more satisfied with the level of comfort, service performance and reliability. The service performances of service provider are influenced by the gender group.

It is also identified that the female passengers are more satisfied with Service Performance. It is observed that the reliability is influenced by the marital status. The passengers other than married and unmarried are more satisfied with Service Performance of the service providers of both sectors and it is influenced by the marital status at 5% level of significance. It is also found that the unmarried people are also more satisfied with the reliability.

It is found that all the factors of post-travel opinion of the passengers are influenced by the passengers’ level of income at 5% level of significance. It is also observed that the passengers who belong to business community are more satisfied with reliability, level of comfort, service performance. It is found that the passengers whose income is less than 2 lakhs are more satisfied with level of comfort and reliability. It is found that the level of comfort and reliability are influenced by the pattern of usage.

It is observed that the passengers who travelled sometimes in TNSTC and who availed the services of other TNSTC bus transport services are more satisfied with the level of comfort, reliability. It is also found that the levels of comfort, service performance, reliability are influenced by the period of usage. It is also found that the passenger who travelled in Omni buses in an average are more satisfied with the level of comfort, service performance and reliability.

The second element of the finding of fourth objective is connected with Post-travel opinion of the passengers of various service providers given below:

It is found that there is an association between Post-travel Opinion and independent variables of the present study such as age, gender, marital status of passengers’, passenger segmentation, income, period, pattern of usage and level of satisfaction towards the service providers SETC, and TNSTC and Omni buses. The said facts are acknowledged with the following findings:
It is found that 59.8% and 66.7% of moderately and highly satisfied passengers are found in the age group from 21 to 40. It can be concluded that there is a significant relationship between age and post-travel opinion of the passengers.

It is observed that 53.1% of the male passengers and 67.7% female passengers are moderately and highly satisfied with the services of SETC, TNSTC and Private Omni buses. It is also found that there is an association between the gender and Post-travel opinion of the passengers.

It is observed that 54.7% of moderately satisfied passengers and 56.3% of highly satisfied passengers are married. In addition to it, it is found that there is a significant relationship between post-travel opinion of the passengers and the marital status of the passengers of different service providers.

It is also found that 58.6% of moderately satisfied passengers belong to salaried income group. 42.7% of passengers of highly satisfied passengers belong to students’ community. It is also concluded that there is a significant relationship between the Post-travel Opinion of the bus passengers and the passengers segmentation to select service provider for their travelling.

It is found that, 39.1% of the moderately satisfied passengers lie in the income group of less than 2 lakhs, similarly in the second cluster, 31.3% passengers are lies under the category of the less than 1 lakh income group. It is also found that there is a significant relationship between the post-travel opinion of the passengers and their level of income.

It is observed that 55.1% of moderately satisfied passengers and 54.2% of highly satisfied passengers mostly use the bus transport services for their personal purposes. It is observed that 52.3% of moderately satisfied passengers and 46.9% of highly satisfied passengers said that they use the services of bus transport only on rare occasions for business purposes. It is found that there is a significant relationship between the Post-travel opinion of the passengers and their pattern of usage towards personal and business purposes.

It is observed that, 77.7% of moderately satisfied passengers and 49% of highly satisfied passengers are satisfied with the services of SETC. It is observed that 71.1% of moderately satisfied passengers are satisfied with the services of TNSTC. It is also found
that there is a significant relationship between the Post-travel Opinion of the passengers and the passengers’ level of satisfaction towards the service providers SETC and TNSTC.

It is found that the independent variables such as age, passenger segmentation are well associated with the factors of post-travel opinion of the passengers. The application of chi square analysis and analysis of variances clearly revealed that the above mentioned independent variables create more influence on optimal number of factors related to post-travel opinion. By comparing the above mentioned two independent variables with the dependent factors of post-travel opinion, the level of comfort, and reliability and service performance are highly influenced by age and different segmentation of the passengers. Therefore, it can be concluded that the passengers’ post-travel opinion, level of comfort, reliability and service performance are predominant in their perception. It is also found that age, passenger segmentation are important independent variables which decide the post-travel opinion of the passengers towards the selection of service providers SETC, TNSTC and Private Omni buses.

Through the multiple regression analysis, it is found that the post-travel assessment towards level of comfort in both sectors of bus transport depends on ticket purchase behavior of the passengers and in Omni buses, the post-travel level of comfort depends on ticket purchase behavior and the effort and efforts or force applied by the service personnel’s to convince the passengers’.

On the other hand, it is also found that the Service Performance of government buses depends on the level of income and ticket purchase behavior of the bus passengers. In addition to this, it is also found that the Service Performance of Omni buses depend only on the gender, marital status of the passengers. It is revealed that the post-travel reliability status of SETC and TNSTC passengers depends on the efforts of service personnel’s of public sector. But it is observed that the post-travel reliability status of passengers’ of Omni buses depends on sex and marital status of the passengers.
6.2 SUGGESTIONS

There is a need for more concentration on service efficiency, safety and security, maintenance, impact of hike in bus fare, effective time management system, level of comfort, attractive features, accessibility, convenience and response of service personnel’s from both the sides of bus transport service sector authorities to enhance the services and service quality to attract the new passengers and to retain the existing passengers.

It is suggested that the equal priority should be given to various categories of passengers like children, student, officials, business people, professionals and others at different age groups. Both sectors of bus transport service industries should concentrate more on giving quality services in maintenance, bus fare, comfort, ticket purchase behavior of passengers, performance of service personnel’s and effective time management to enhance the passengers’ satisfaction at various levels.

It is suggested to both sectors of bus transport industries to take some important measures or policies towards the service quality enhancement and to improve passenger satisfaction to ensure the survival and competence of public or private bus transport sectors in future.

It is advisable to both bus transport service industries to adopt flexibility in charging bus fare to avail bus transport services and the same should be exercised after taking the criteria such as age, income, gender, passenger segmentation and ticket purchase behavior, period and pattern of usage in to considerations to make fare related decisions to fix bus fare to different destinations.

The attractive features of both sectors are influenced by gender and ticket purchase behavior of the passengers. Hence, both public and private sector bus transport sectors should identify necessary possible steps and to implement the possible action plans like installation of in-built accessories with advanced features like audio, video players with latest technologies, providing air pillows and bed sheets, installation of first aid boxes, berths seats, waiting halls for passengers at bus terminus or at boarding points, frequency in operating buses and accessibility of buses on weekdays, weekend, late night, during festival seasons, concessions and subsidy for issuing tickets for senior citizens and super senior citizens, physically and visually challenged to enable the passengers to feel comfortable to attain the expected level of satisfaction among the passengers of both sectors of bus transport.
It is also strongly suggested that different categories of buses should be operated with different tariff plans and the same should be encouraged to enable and to facilitate the passengers at different levels of income group to avail bus transport services. In addition to that, it is also recommended to the state government of Tamil Nadu to create an awareness among all kinds of bus passengers to increase the usage habit among the existing and new passengers.

It is suggested to the bus transport service industries to create good faith and enough level of confidence on existing services offered by both the sectors of bus transport. Hence, it is the primary responsibility of the bus transport service industries to create reliability status among their passengers in all aspects of their offered services. In addition to it, there is a relationship between the Level of Comfort and income of the passengers. Therefore both sectors of bus transport industries should enhance their service quality by way of providing necessary required services to the passengers in different levels of income.

The post-travel assessment of passengers towards the level of comfort, service performance, and reliability in both sectors depends on the efforts of service personnel’s, sex, marital status, income and ticket purchase behavior of the passengers. So it is mandatory for both service providers to consider those factors and to take these factors into their consideration to conclude and implement certain action plans to attain their goals and objectives in bus transport sector.

The bus transport service sectors are suggested to keep, concentrate and consider the following key points while they decide on policies or plans to enhance the level of satisfaction among the passengers, namely how far the passengers are satisfied at different age group and at different level of income, how far the service providers satisfy the needs of various segmentation of targeted passengers like children, student, officials, business people, professionals, salaried people and others, what are all the attitude-related factors and which factor gets higher priority and influence capacity to mould the passengers to choose a particular service provider or to take travel-related decisions, what are the travel-related expectations, taste and preference of the passengers towards the selection of either the government buses or Omni bus transport services and how the independent variables like age, sex, income influence dependent factors such as service efficiency, safety and supervision, impact of hike in bus fare, effective time management system as
well as the attitude, psychological behavior, pre-travel expectations and post-travel opinion of the passengers. After taking all the above said points in to their considerations, then they may take decisions regard to satisfy the passengers.

It is advisable for both the bus transport service sectors to take steps to increase and to maintain the percentage of satisfied passengers with regard to passengers’ attitude in the forth coming days and on the other hand ,it is suggested to the private and public sector bus transport service industries concentrate more on reducing the numbers of dissatisfied passengers in future.

It is advisable for both bus transport sectors to take measures to satisfy passengers’ prior to their travel and after their travel by way of giving quality services to increase the level of passengers’ satisfaction.

It is also suggested to both bus transport sectors to identify the ways to be adopted to increase the level of satisfaction as well as the service quality. It is also more important to establish evaluation techniques to estimate or to assess the level of satisfaction and service quality and the same has to be implemented to ensure the enhancement in the level of service and in the level of passengers’ satisfaction.

It is also suggested to both bus transport sectors to identify the connectivity between the independent variables and dependent factors to take sensible, timely decisions to attract passengers and to increase the bus transport business for future survival.

6.3 CONCLUSION

It is too difficult to any service sector to satisfy its customers and it is a known fact, that everyone is aware that it is a complex task or process to satisfy the different categories of bus passengers and other kind of transport sectors too. But it is mandatory for the transport sectors to satisfy their passengers to retain them and make them to avail the bus transport services of a particular service provider for a long time and to continue its services for the next generation and also for their future survival. But all these objectives will be achieved if the service providers are able to find or identify the attitude, psychology, pre-travel expectation and post-travel opinion of the passengers who prefer any service provider at their convenience. It is also necessary for the bus transport service providers to identify taste, preferences, usage pattern, different levels of age, level of income of the passengers to assess their expectation level. But generally the
passengers’ needs and desires are based on attitude, psychological behavior, pre-travel expectation and post-travel opinion.

Hence, the researcher tries to identify the change in the behavior, psychology, expectation and decision making process of passengers after their travel with a specific service provider for a comfortable travel with facilities and services. It is a general view among the passengers that the service quality in a private sector is better than the public sector bus transport services. But the public sector works with service motive, and the local government is operating their subsidiary public transportation units in all the districts to give adequate facilities at reasonable rate to the larger population size. Recently, the Tamil Nadu government increased the existing bus fare. From their point of view it is necessary to increase the fare as the same was not increased for many years. The bus fare increased by the government of Tamil Nadu has also made the Omni bus operators of Chennai district to increase the fare in Omni buses from Chennai to other destinations. Therefore the hike in bus fare in government buses has created major impact on private sector bus transport service industries and also in the related fields of business. On the other side, factors such as passengers’ age, earning capacity, income, sex and segmentation among the passengers, usage period and usage pattern towards personal, official and business purposes are also important influencing factors in bus transport business.

In general, it is important that the hike in bus fare should equalize the given level of service with the required quality, and if it is exercised, then it will enable the commuters or passengers to get primary level satisfaction. Surely, it will make the passengers to select a particular service provider. So, the value for money or the money the passengers spent for their travel should get enough service and quality during their travel. So, the service providers should frame and adopt pre-determined set of plans with regard to their services to increase the standard of quality in their bus transport related services in all aspects which are connected with passengers’ travel. The same will definitely increase the level of satisfaction among the bus passengers.

As per the analysis of various statistical tools, it is concluded by the researcher that there is no significant difference in the attitude, psychology, pre-travel expectation and post-travel opinion of public and private sector bus transport services. Both sectors of passengers show similar kind of attitude and behavior. It is concluded that the passenger
satisfaction and service quality are possible only when the bus transport sectors properly used the effort of their service personnel’s at optimal level, by way of operating enough fleet of buses which should satisfy the needs of the passenger population in Chennai district at all times especially at the time of vacation, festival season and at night time.

It is also concluded that during the dull seasons, it is necessary and advisable for the bus transport service providers to conduct intensive awareness programs by way of giving advertisements in various media or any other possible ways which are suitable to convey and cover the larger group of passenger population to increase the survival possibilities of the service providers to increase the bus transport businesses of service providers at larger level.

Finally, it is concluded by the researcher that the effective time management system, service efficiency, supervision, comfort and safety, transport frequency, level of comfort, reliability, convenience, reasonable hike in bus fare, optimum level of response from service personnel’s, proper maintenance of buses, effective grievance redressal forum are important factors. Periodical concentration and regular follow up of these factors will enable the bus transport sectors to increase their capacity for survival with the maximum passenger satisfaction and service quality and also to succeed to a larger extant in their business.

6.4 SCOPE FOR FURTHER RESEARCH

According to the researcher’s point of view, this research definitely leads to make others to persuade and find the possible ways to identify tools to measure passenger satisfaction in many ways. This research has a wider scope for doing further research in the same or other related areas with different dimensions. That are, Effectiveness of security system exercised in SETC, TNSTC and Private Omni buses and in bus terminus to safeguard the belongings of passengers’, financial contributions and aid from the state and central government to enhance the service quality and the level of satisfaction among passengers’ at different segment of bus transport sectors and to identify the pattern of behavioral changes which may create impact on the bus transport service sectors.
Therefore, this research is a stepping stone for other researchers to refer it and those who are willing to involve themselves in doing further research or inventing new pattern of usage or style to attract new passengers’ or to retain the existing loyal and regular users of same service provider. This study also tries to enhance the services to the general public through various service providers of different sectors like government and private transport industries. The researcher hopes that the first chapter of this research work gives clear cut details of problem identification, methodology, objectives, limitation and scope for further study.