

## A STUDY ON PASSENGERS ATTITUDE TOWARDS PRIVATE BUS WITH SPECIAL REFERENCE TO NALGONDA CITY

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### INTRODUCTION

In modern days transport plays a dominant role. "No transport business can exist without passengers". No transport business can survive without satisfying the needs of the passengers. In general, compared with other modes of transport, bus transport and its services are more indispensable, convenient and very easy to access. In certain situations, bus transport may suit with the needs of the passengers and facilitate more in all aspects. It carries the people from one place to another place to enable the people to carry out their day to day activity, business etc., Therefore bus transport and its quality service is too important and plays a vital role in a man's day to day life of the general public. Bus transport industrial services are as similar to central nerves system of a human body. Bus transport connects different levels of people and it aid the people to have, build their business contact, celebrating festivals and in many ways. That is why this topic is taken to appraise and assess different kinds of bus passengers with different attitudes towards the bus transport services. This study is a part of an ongoing passenger attitude research towards private bus in Nalkonda City. The main aim of this study is to know the attitude and perception towards bus passenger. This research article will provide a clear view about the different attitudes of bus passengers, quality of service assured by private players.

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### STATEMENT OF PROBLEM

During peak hours of all days the passengers in private buses suffer lot due to various reasons such as more passengers' i.e. abnormal numbers of passengers in a trip by the private buses. Further the way in which the conductors speak and approach the passengers is not up to the marks in many occasions particularly in festival crowd. There is no purpose in blaming anybody in this regard. But we can no deny the facts which are experienced in our day to day life. The conductors and drivers of private buses do not know the CRM practices to be applied while they are in duty. They do give respect to the even the elders. Due to crowd in the buses the children, sometimes the aged people could not travel peacefully.

### OBJECTIVES

1. To know the various factors, which are influencing the passenger's satisfaction and preference for their journey
2. To analyze the possible value added services towards the passenger during the journey.
3. To gain a better understanding of overall passenger expectations about private bus transport.
4. To evaluate the problems and Prospects of passengers pertaining to private bus transport.
5. To know the causes for the problems faced by the respondents
6. To Offer suitable suggestions to improve services by the players.

### RESEARCH DESIGN

Descriptive Research Design is used for the study. It is concerned with describing the characteristics of a particular individual or a group and to measure the attitudes and preferences of the passengers towards the services of the private's buses in the study area.

### SAMPLING DESIGN

Simple Random Sampling was adopted to select the respondents from the total population. As the population for the study is numerous in the study area, Out of the total population 300 respondents were selected at random by using convenient sampling method.

**Table No.1, Showing the Gender of the Respondents**

Serial no		Frequency	Percent
1	Male	210	70.0
2	Female	90	30.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly understood that among 300 respondents 70 percent of the respondents are male while the remaining 30 percent respondents are female.

**Table no. 2, Table Showing the Age Group of the Respondents**

Serial No	Age	Frequency	Percent
1	Below 25 years	86	28.7
2	26-35 years	106	35.3
3	36-45 years	84	28.0
4	Above 45 years	24	8.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly understood that among 300 respondents 35.3 percent of the respondents belong to the age group of 26-35 years, 28.7 percent of the respondents belong to below 25 years, 28 percent of the of the respondents belong to the age group of 36-45 years while the remaining 8 percent of the respondents are above 45 years.

**Table No. 3, Showing the Educational Qualifications of the Respondents**

Serial No	Educational qualification	Frequency	Percent
1	up to 10th std	120	40.0
2	Up to 12th std	103	34.3
3	degree	42	14.0
4	others	35	11.7
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly noted that among 300 respondents 40 percent of the respondents have studied up to 10<sup>th</sup> standard, 34.3 percent of the respondents have studied up to 12<sup>th</sup> standard, 14 percent of the respondents have completed degree courses while the remaining 11.7 percent of the respondents have studied other courses.

**Table no. 4, Showing The Marital Status Of The Respondents**

Serial No	Marital status	Frequency	Percent
1	Married	196	65.33
2	Unmarried	86	28.67
3	Divorced	18	6.00
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly noted that among 300 respondents 65.33 percent of the respondents are married, 28.67 percent of the respondents are unmarried while the remaining 6 percent of the respondents divorced from their spouse.

**Table No. 5, Showing the Monthly Income of the Respondents**

Serial No	Monthly Income	Frequency	Percent
1	Below Rs.5000	18	6.0
2	Rs.5001-8000	60	20.0
3	Rs.8001-10000	84	28.0
4	Rs.10001-15000	78	26.0
5	Above Rs.15000	60	20.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

The above table depicts that among 300 respondents 28 percent of the respondents get a monthly income E.8001-10000 per month, 26 percent of the respondents earn E 10001-15000 per month, and 20 percent of the respondents get a monthly income of E. 5001 -8000 and above E 15000 respectively whereas 6 percent of the respondents earn less than E.5000 per month

**Table no. 6, Showing the Frequency of Using Private Buses**

Serial No	Monthly Income	Frequency	Percent
1	Daily	48	16
2	Frequently	90	30
3	Occasionally	84	24
4	Rarely	78	26
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly known that among 300 respondents 30 percent of the respondents informed that they travel frequently in the private buses, 26 percent of the respondents expresses that they travel rarely in the private buses, 24 percent of the respondents stated that they occasionally travel in private bus while the remaining 16 percent of the respondents conveyed that they travel daily in private buses.

**Table no. 7, Showing the Type of Bus Services Used By the Respondents**

Serial No	Preferences	Frequency	Percent
1	Private Buses	127	42.33
2	State transports	173	57.67
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Primary data

### Interpretation

From the above table it is clearly known that among 300 respondents 42.33 percent of the respondents informed that they travel frequently in the private buses, 57.67 percent of the respondents expressed that they travel in Government transport.

**Table no. 8, Showing the Reasons for Daily Use of Bus Services**

Serial No	REASONS	Frequency	Percent
1	Reasonable fare	21	43.75
2	Short& long distance	10	20.84
3	Satisfactory service	13	27.08
4	No alternative	04	08.33
	<b>Total</b>	<b>48</b>	<b>100</b>

Source: Primary data

### Interpretation

From the above table it is clearly understood that among 48 respondents who travel daily in private buses, 43.75 percent of the respondents informed that reasonable fare is collected in private buses that is the main reason for traveling in the private buses daily, 27.08 percent of the respondents informed that private buses render satisfactory services so that they travel daily in private buses, 20.84 percent of the respondents conveyed that they have travel very short and long distance hence they travel in private buses daily.

**Table No. 9, Showing the Behaviour of the Crew Members**

Serial No	Behaviour	Frequency	Percent
1	Gentle	73	24.33
2	Not Gentle	110	36.67
3	Irritating	51	17.00

4	No idea	66	22.00
	<b>Total</b>	<b>300</b>	<b>100</b>

Source: Primary data

### Interpretation

The above table shows that among 300 respondents 36.67 percent of the respondents conveyed that the behavior of the crew members (conductors and drivers) is not gentle, 24.33 percent of the respondents communicated that the behavior of the crew members is gentle, 22 percent of the respondents told that they do not have idea about the behavior of the crew members while the remaining 17 percent of the respondents conveyed that the behavior of the crew members is irritating.

**Table no. 10, Showing the Opinion about the Private Bus Services**

Serial No	Behaviour	Frequency	Percent
1	Very good	62	20.67
2	Good	105	35.00
3	Satisfactory	63	21.00
4	Poor	48	16.00
5	Very poor	22	07.33
	<b>Total</b>	<b>300</b>	<b>100</b>

Source: Primary data

### Interpretation

The above table shows that among 300 respondents 35 percent of the respondents conveyed that the services of the private buses is good, 21 percent of the respondents conveyed that the services of the private buses are satisfactory, 20.67 percent of the respondents told that the services of the private buses is very good, 16 percent of the respondents informed that the services of the private buses is very poor while the remaining 7.33 percent of the respondents stated that the services of the private buses is very poor.

### FINDINGS

- Most (70 percent) of the respondents are male.
- Majority (35.3 percent) of the respondents belong to the age group of 26-35 years, 28.7 percent of the respondents belong to below 25 years.
- Most (65.33 percent) of the respondents are married
- Major portion (40 percent) of the respondents have studied up to 10<sup>th</sup> standard, 34.3 percent of the respondents have studied up to 12<sup>th</sup> standard
- Considerable volume (28 percent) of the respondents get a monthly income E.8001-10000 per month, 26 percent of the respondents earn E 10001-15000 per month
- Most (30 percent) of the respondents informed that they travel frequently in the private buses
- Majority (42.33 percent) of the respondents informed that they travel frequently in the private buses
- Majority (36.67 percent) of the respondents conveyed that the behavior of the crew members (conductors and drivers) is not gentle
- Most (43.75 percent) of the respondents informed that reasonable fare is collected in private buses that is the main reason for traveling in the private buses daily
- Major portion (35 percent) of the respondents conveyed that the services of the private buses is good

### SUGGESTIONS

- Private buses should to improve the maintenance of buses regularly to satisfy the desire of the passengers.
- The owners of the private buses should ensure Good behaviour of the crew members
- Further the private buses should try to avoid overloading of passengers it will help to avoid the accidents as well as satisfy the passengers.
- The private buses should maintain punctuality and should avoid waiting in the bus stop when there is less number of passengers.



## **CONCLUSION**

Transport services are vital for the development of people. Their importance in the mobility of labour is a significant contributing factor for economic development of the country. From the above analysis, it is clear that the Private bus operators are able to render efficient services to the satisfaction of the traveling public. Further, it is also observed that the passengers are confronted with many problems. Private bus operators should try and implement these suggestions to improve better service quality, so that they would be in a position to render efficient services to the travelling public.

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