

**A STUDY ON COMMON TRANSPORTATION AND ITS USER PREFERENCES IN
POLLACHI REGION**

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INTRODUCTION

Passengers' preferences towards common transportation have always played a crucial role in shaping the transportation industry. Understanding what passenger's desire and value in their transportation experience is essential for transportation providers to meet their needs effectively. From convenience and affordability to comfort and sustainability, passengers have a wide range of preferences that influence their choice of common transportation modes. The comparison of passenger choice between public and private transportation is a trending area of study in the realm of urban mobility and transportation planning. Understanding the factors that influence individuals' decisions to use public transit or private vehicles is essential for developing effective, sustainable, and inclusive transportation systems. This introduction sets the stage for exploring the complexities of passenger preferences, considering aspects such as convenience, cost, environmental impact, accessibility, and individual preferences. By examining the dynamics of public versus private transportation choices, we can gain valuable insights into the diverse needs and behaviours of passengers, ultimately informing the development of transportation infrastructure and services that cater to a wide range of preferences and contribute to the overall efficiency and sustainability of urban mobility.

REVIEW OF THE STUDY

Juan de Ona, Esperanza Estevez and Rocio de Ona, et al (2021), has examined "Public transport users versus private vehicle users: differences about quality of service, satisfaction and attitudes toward public transport in Madrid". In his study aims to further understand the main factors influencing the behavioural intentions (BI) of private vehicle users towards public transport to provide policymakers and public transport operators with the tools they need to attract more private vehicle users. Findings from this study can be used to develop policies and recommendations for persuading more private vehicle users to use the public transport services.

Karishma Maharani Rajaya, Chotib, et al (2020), has examined "The Dilemma of the Choice Between: Public Transportation or Private Transportation Case Study: Sarbagita Metropolitan Area" in his study to identify the probability of public transportation use by workers in the sarbagita region. The study uses sakernas 2018 data, using the binary logistic regression model. The results of that study are the use of public transportation depends on individual characteristics such as distance, sex, education, age, and marital status. One of the solutions to traffic congestion in Bali is to improve public transportation facilities and infrastructure, increase stopping points, and be more on time so that commuter workers can switch from private transportation to public transportation.

PROBLEM STATEMENT

To understand the factors influencing passengers' preference towards common transportation options and to identify the key drivers that determines their choice of transportation mode. This study aims to gather insights into passengers' preferences in terms of convenience, affordability, comfort, reliability, safety, and environmental sustainability. By analysing these preferences, transportation authorities and service providers can make informed to improve the quality of common transportation services and attract more passengers towards these modes, ultimately reducing traffic congestion and promoting sustainable urban mobility. As a part of International Business, the researcher was impulse to carry the study in Logistics field and focused on "Passenger's choice towards common transportation with special focus to pollachi region"

OBJECTIVE OF THIS STUDY

- To identify the most preferred common transportation options among passengers.

- To examine the role of cost and affordability in passengers' preference towards transportation.
- To analyse the awareness of passenger's preferences towards common transportation

RESEARCH METHODOLOGY

The study was carried out in Pollachi Region. Pollachi, a town in Tamil Nadu, India, serves as an important hub for agricultural and commercial activities, while Coimbatore, a major city in the state, is known for its industrial, educational, and commercial significance. The bus services cater to the commuting needs of passengers travelling for work, education, and leisure between these two locations. The bus services play a vital role in facilitating the movement of people and goods, contributing to the overall mobility and economic activity in the region. Convenience sampling method was used in this study. Primary data were collected from 80 respondents through Questionnaire. This study was conducted during December 2023 to January 2024. Simple Percentage Analysis and Chi-Square method was used to analyse the collected data.

ANALYSIS AND INTERPRETATION

TABLE 1: PERSONAL PROFILE OF THE RESPONDENTS

S. No	VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
1	GENDER	NUMBER	PERCENTAGE
	Male	58	72.5
	Female	22	27.5
	TOTAL	80	100
2	AGE	NUMBER	PERCENTAGE
	Less than 15-25	28	35
	25-35	44	55
	36-45	7	8.7
	46-55	1	1.3
	Above 56	-	-
	TOTAL	80	100
3	MARITAL STATUS	NUMBER	PERCENTAGE
	Married	31	38.8
	Un-Married	49	61.2
	TOTAL	80	100
4	MEMBERS IN FAMILY	NUMBER	PERCENTAGE
	EARNING MEMBERS		
	Less Than 2	31	38.8
	3-5	44	55
	Above 6	5	6.2
	TOTAL	80	100
	NON-EARNING MEMBERS	NUMBER	PERCENTAGE
	1	46	57.5
	2	32	40
	3	2	2.5
	TOTAL	80	100
5	EDUCATION LEVEL	NUMBER	PERCENTAGE
	No formal education	20	25
	UP TO HSC	10	12.5
	Graduate	34	42.5
	Post Graduate	14	17.5
	Others	2	2.5
	Total	80	100
6	OCCUPATION	NUMBER	PERCENTAGE

	Agriculture	20	25
	Business	23	28.8
	Govt. employee	4	5
	Private sector employee	15	18.7
	Professional	6	7.5
	Retired	1	1.3
	Housewife	11	13.7
	Total	80	100
7	USE- BUS TRANSPORTATION	NUMBER	PERCENTAGE
	Daily	39	48.8
	Weekly	26	32.5
	Monthly	9	11.2
	Rarely	6	7.5
	Total	80	100

Source: Primary Data

From Table 1, Out of 80 Respondents, The Majority of the Respondents were Male and age group with 25 -35 years. The most of travellers were Unmarried and majority of respondents were earning members and were graduates. Most of the respondents were occupied in Business and the majority of respondents travel daily through Bus.

OTHER FINDINGS

- The majority of respondents were preferred Private transport and the reason behind it is cost effectiveness.
- The most of the respondents were satisfied with bus services, because of their punctuality.
- Majority of the respondents were on daily arrivals with bus schedules.
- The majority of the respondents were preferred bus transport as it is very safety for their travel.
- Most of the respondents implied that bus fares were reasonable.
- The majority of the respondents were occasionally experience delay with bus services.
- Most of the respondents were encountered issues with the accessibility of buses for people with disabilities.
- The majority of respondents felt excellent with the Cleanliness, Punctuality, Seating and comfort.
- Respondents felt good regarding the Customer service and Availability of Information.
- The majority of respondents were satisfied with the Information provided at bus terminals, and about their level of security and surveillance on buses.
- Respondents were very satisfied with the ticket purchase and validation for bus travel.

TABLE 2: Cross Tabulation of Chi Square test analysis with Educational level and Passengers satisfaction.

Ho = There is no association between Educational level and Passengers satisfactions

EDUCATIONAL LEVEL	PASSENGER SATISFACTION			TOTAL	CHI SQUARE
	LOW	MEDIUM	HIGH		
No Formal Education	2	16	2	20	14.48 .014(S)
Up to HSC		8	2	10	
Graduate	7	20	7	34	
Post Graduate	3	8	3	14	
Others	2	0	0	2	
Total	14	52	14	80	

Source: Primary Data S/NS: Significant /Not Significant

Table 2 Depicts Cross Tabulation of Educational level and Passengers satisfaction during the study period. From the above table it is found that the calculated value P is .014 which is statistically significant and lesser than the 0.01 level. Hence, the null hypothesis is rejected and

TABLE 3:Cross Tabulation of Chi Square test analysis with Occupation and Passengers satisfaction.

Ho = There is no association between Occupation and Passengers satisfactions

OCCUPATION	PASSENGER SATISFACTION			TOTAL	CHI SQUARE
	LOW	MEDIUM	HIGH		
Agriculture	2	15	3	20	18.54 .018(S)
Business	6	14	3	23	
Government Employee	1	2	1	4	
Private Employee	2	7	6	15	
Professionals	0	6	0	6	
Retired	0	0	1	1	
Others	3	8	0	11	
Total	14	52	14	80	

Source: Primary Data S/NS: Significant /Not Significant

Table 3 Depicts Cross Tabulation of Occupation and Passengers satisfaction during the study period. From the above table it is found that the calculated value P is .018 which is statistically significant and lesser than the 0.01 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between Occupation and Passengers satisfactions.

TABLE 4: Cross Tabulation of Chi Square test analysis with important aspects of bus travel and Passengers satisfaction.

Ho = There is no association between Important aspects of bus travel and Passengers satisfactions

IMPORTANT ASPECTS OF BUS TRAVEL	PASSENGER SATISFACTION			TOTAL	CHI SQUARE
	LOW	MEDIUM	HIGH		
Punctuality	7	15	5	27	15.55 .015(s)
Cleanliness	2	16	5	23	
Customer services	3	0	1	4	
Seat comfort	2	20	4	26	
Total	14	51	14	80	

Source: Primary Data S/NS: Significant /Not Significant

Table 4 Depicts Cross Tabulation of Important aspects of bus travel and Passengers satisfaction during the study period. From the above table it is found that the calculated value P is .015 which is statistically significant and lesser than the 0.01 level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that there is an association between important aspects of bus travel and Passengers satisfactions

RESEARCH GAP

In the comparison of private and public transportation in the environmental impacts, while it is commonly understood that public transportation is generally more environmentally friendly than private transportation. There is a need for more comprehensive studies that quantify and compare the carbon emissions, air pollution, and energy consumption associated with both modes of transportation. That urged me to make a analysis on Passengers Choice of Common Transportation

The scope for future research on public and private bus services is vast and encompasses various aspects of transportation, urban planning, and public policy. Some potential areas of study could include:

- ❖ To analyse the cost differences between private and public transportation and investigate the environmental consequences of private and public transportation.
- ❖ To focus on safety and security concern for passenger's to the transportation.
- ❖ To conduct to measure customer satisfaction and loyalty towards common transportation.

SUGGESTIONS

- To invest in expanding and upgrading public transportation systems.
- Introduce congestion pricing schemes to discourage private vehicle usage during peak hours and incentivize the use of public transportation.
- Ensure that public transportation systems are accessible to people with disabilities by providing ramps, elevators, and designated seating areas.

CONCLUSION

Both private and public transportation have their own features as passengers have varying preferences towards private and public transportation based on factors such as convenience, cost, comfort, and environmental impact. In Private transportation offers convenience, flexibility, and privacy, but it can be expensive, contribute to traffic congestion, and have negative environmental impacts. On the other hand, public transportation is more affordable, reduces traffic congestion, and has lower environmental impacts, but it may lack flexibility and convenience. Ultimately, the choice between private and public transportation depends on individual preferences, needs, and circumstances. It is important to consider factors such as spending, accessibility, environmental concerns, and personal convenience when deciding which mode of transportation to use. Additionally, a combination of both private and public transportation can be a viable option for individuals to enjoy the benefits of both systems. Overall, the preference towards common transportation reflects a desire for practical and sustainable travel solutions that benefit both individuals and the community as a whole.

Reference

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