"A STUDY ON CUSTOMERS PERCEPTION TOWARDS TRAIN

e- TICKET BOOKING WITH REFERENCE

TO KPN TRAVELS, COIMBATORE."

A PROJECT REPORT

Submitted by

BY

KARTHIK BABU.R

Reg No.0820400016

In partial fulfillment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

JUNE, 2010

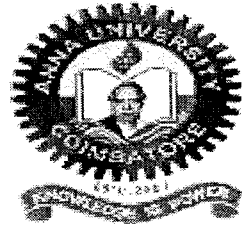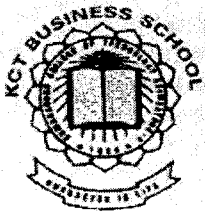KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore – 641 006

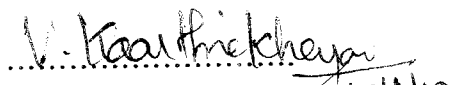# CERTIFICATES

DEPARTMENT OF MANAGEMENT

KUMARAGURU COLLEGE OF TECHNOLOGY

(An ISO 9001:2000 Certified Institution)

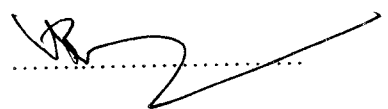Coimbatore -641006

BONAFIDE CERTIFICATE

Certified that this project report titled "A **study on customers perceptionTowards train e- ticket booking with reference to KPN travels, Coimbatore."** is the work of **Mr.Karthik Babu R (0820400016)** carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award as conferred on an earlier occasion on this or any other candidate.

.....Kaarthickheya

Mr. V. Kaarthikheyan   14\6\10

Faculty guide

....

Dr.S.V.Devanathan

Director

Evaluated and viva-voice conducted on ....14\6\10.................................
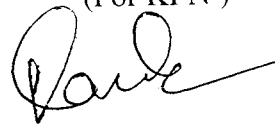
Examiner

Examiner

DATE: 11/06/2010

<u>TO WHOMSOEVER IT MAY CONCERN</u>

This is to certify that Mr. **R.KARTHIKBABU (Reg no. 0820400016)** a student of KCT Business School, (a Group of Kumaraguru College of Technology, Coimbatore) has undergone three months project and training from 9th March, 2010 to 10th June, 2010. During his project work he exhibited high level of discipline and was sincere at his work.

We wish him success for his future.

(For KPN)

HRD Department

DECLARATION

DECLARATION

I, hereby declare that this project report entitled as **"A study on customers perception Towards train e- ticket booking with reference to KPN travels, Coimbatore."**, has undertaken for academic purpose submitted to Anna university in partial fulfilment of requirement for the award of the degree of master of business administration. The project report is the record of the original work done by me under the guidance of **Mr.V.KAARTHIKHEYAN** lecturer during the academic year 2009-2010

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

PLACE:COIMBATORE

DATE: 14- 5 -10

(KarthikBabu.R)

ACKNOWLEGEMENT

ACKNOWLEDGEMENT

I adore the almighty and extol his glory by paying my contribution of thankfulness for blessing me with all knowledge required to complete this project successfully.I express my sincere gratitude to our revered chairman **Arutselvar Dr.N.Mahalingam**, who helped me to undergo this masters degree and aquire a lot of knowledge. I thank co-chairman **B.K Krishnaraj vanavarayar**, correspondent **Sri.M.Balasubramaniyan**, for their kind blessings and moral support for carrying out this project.I thank our principal -incharge **Dr.V.Ramachandran Ph.D**for giving me this opportunity to gather experience of doing a project at a corporate.

I would like to thank **Dr.S.V.Devanathan** ,Ph.D, Director, KCT Business school, Department of management studies for the help and guidance rendered.I am very thankful to my guide **Mr.Kaarthikheyan** , Asst. professor ,KCT Business school, Coimbatore for his valuable guidance.I would like to thank all the staff members of the Department of Management studies for their help and support.

I am greatly indebted to thank all other faculty members of KCT Business School for their kind patronage.I thank all my friends for their help, and moral support of need.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This project work is about "**A study on customers perception Towards train e-ticket booking with reference to KPN travels, Coimbatore.**". the project is under taken to study the perception of the consumer towards online ticketing.

The pilot survey was done by taking 20 samples. Survey on 100 customers was taken and the necessary data was collected by distributing questionnaires among them. Analysis of the data is done by using percentage analysis, chi square test.

The project is centred on the different opinions of the customer on existing service and the future anticipation.

The study helps to know whether the current online ticketing is effective and why people adopt online booking rather than direct booking.

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CHAPTER 1

1.   INTRODUCTION:

1.1 Background of the study:

Indian Railways

Indian railways are one of the largest and busiest railway system in the world. Every year Indian Railways transport about 6 billion people and 7 billion tones of freight.

Indian Railways Online Ticket Booking System

Indian Railway Catering and Tourism Corporation (IRCTC) provide an online booking facility through its web site. Customers can book tickets online with a credit card, debit card or a net banking account.

How to Book Railway Ticket Online

First step in booking a ticket online is to create a new account in IRCTC site.

IRCTC Online Ticket Booking Site

Go to the new user signup page and fill your personal details to create a new account. Also there is option to select extra features like Mumbai suburban season ticket booking, mobile railway ticket booking, preferred payment option for sms based booking, registration options for SBI Railway Credit Card and Subh Yatra and signup options for special offers, news letters and commercial offers.

Booking Ticket

Once account is created you can login to your account and book tickets. Select your travel date, source and destination station name or code, class (sleeper/second sitting/Ac Chair Car/AC 3 tier/AC 2 tier/First Class/First Class AC) and ticket type.

i-Ticket and e-Ticket

Indian Railways offers two types of ticket through it's online booking system. First one is i-Ticket. It is like a normal ticket which will be delivered at your doorstep in 2-3 days time. For i-Tickets you have to book the ticket at least two days in advance. i-Tickets are issued for Waiting List, Confirmed and RAC cases.

An e-ticket can be booked up to the time of chart preparation for your train. To book an e-ticket you have to enter your ID proof details like PAN Card, Voter's ID Card, Passport, Ration Card, Central/State Govt. ID Card or Driving License. After booking just take a printout of the Electronic Reservation Slip and carry it during travel with the ID proof.

Payment Options

1. Payment by Credit Cards like Citibank Cards, Diners Club Cards, ICICI Bank Cards, American Express Cards. Agents can book through any Visa/Mater/Amex cards.
2. Payment through Direct Debit Facility – ICICI Bank, HDFC Bank, IDBI, Citibank, Bank of Punjab, Oriental Bank of Commerce, UTI, State Bank of India, Centurion Bank of Punjab, Punjab National Bank, ABN-AMRO, Federal Bank, Corporation Bank, Syndicate Bank, Union Bank of India, IndusInd Bank, ITZ Cash, State Bank of Travancore, Andhra Bank, I cash Card, Karnataka Bank, SBI debit card, HDFC Debit Card etc

Introduction to the study:

Indian Railway is becoming technologically advanced and the fact that people can book their tickets online confirms the statement. The people who know how to access internet on computers, can easily get reservation done on the internet itself. Indian Railway Online Booking has certainly changed the system of reservation in India. The best thing about this service is that one can get reservation done, sitting at home before the computer.

One can book his/ her tickets at IRCTC's online reservation site (www.irctc.co.in). Indian Railway Catering and Tourism Corporation (IRCTC) is a subsidiary or the marketing division of Indian Railways. IRCTC handles the programme of online ticket booking. On 3rd August 2002, the system of online reservation was launched in collaboration with the Centre for Railway Information Systems. Earlier, people used to stand in long queues before the counters at the reservation centers, but online ticket booking has made things easier to a great extent.

Though the queues at reservation counters are still lengthy, yet they are in a better condition than before. Those people, who don't have internet connection at home, can go to cyber cafes for the booking. In case the user has a bank account in the banks listed on the page, then just by debiting the bank account for the amount, one can also make the payment for the ticket. Not only this, Indian railway online ticket reservation can also be made by using credit cards.

State Bank of India (SBI) makes a railway card, which is useful in online booking of tickets. In the vein of SBI, Federal Bank has also joined IRCTC to facilitate customers in online reservation by means of Fed Net principle. One can make reservations online by simply debiting the Federal Bank account from anywhere in India or abroad. Another advantage for customers of Federal Bank is their tickets are delivered without any charge.

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Indian Railways Online Ticket Booking is also of immense help to the people who don't have much time. At the time of online reservation, one can see two types of tickets namely I-tickets and E-tickets that are offered. E-tickets are the electronic tickets offered by the Indian Railway. Once a confirmed ticket appears on the screen, one can take a printout of the ticket. For heading towards journey, one is required to take the e-ticket along with an appropriate identity card.

I-tickets are actually Indian railway tickets that are required to be booked some days prior to the actual date of journey. These tickets can be availed after filling in the required data. I-tickets are sent to the address provided in the form. To avail this service, one has to pay a small fee including the courier charges. This service has made the system easier and people can get tickets at their doorsteps without any hassles.

Drawbacks of online booking:

Booking Indian Railways Tickets Online is generally not recommended because most of the times the Indian railways website goes down and the customers lose their money because the payment gateway approves the funds and while transferring the data from their end to the railways website, the connection gets cut. There were recent claims from the Indian railways that the online tickets booking has increased from 3% to 10% but wonder how many passengers are losing their hard earned money because of their useless backend software. Even if you check out the official railways website its full of google adsense ads which may be the IT department is using to fill in their pockets. The Airlines websites are mostly meant for business and customers which is the reason they have professional looking websites and also offer guides and tutorials on how to book a ticket, but the Indian railways website offers less information and more ads. May be if these guys upgrade their whole system they could make a lot more money from the online ticket booking service than what they make from these ads.

1.2 Review of literature:

Nathalie[1] N. Mitev in his article, "More than a failure? The computerized reservation systems at French Railways" says Presents part of ongoing research into French Railways (SNCF) and the introduction of Socrate, a computerized reservation and ticketing system. SNCF bought Sabre from American Airlines in order to build Socrate; one of its aims was to transform commercial activities through the instigation of a new philosophy of selling, based on a technological investment, importing techniques, such as yield management, used in the airline industry. Seeks to understand the links between the strategic and political aims and the technical choices, as well as how actors interpret and appropriate technical tools. Argues that Socrate is an integral part of the problematic adoption of a new rail transport model based on the deregulated airline industry.

Kurt Matzler[2], Martin Waiguny, Anita Toschkov and Todd A. Mooradian in his article, "Usability, Emotions and Customer Satisfaction in Online Travel Booking" says Usability is a key factor in Electronic Commerce. High usability enables the customer to use a web page effectively and efficiently. Hence, usability is strongly related to customer satisfaction. In this study we investigate the impact of usability (in terms of effectiveness and efficiency) on emotions that are elicited by the web page's usability, and on customer satisfaction and its outcomes (word of mouth, reuse and booking decision). To find causalities between these constructs an experimental study on online booking of a railway ticket was conducted. The causalities were tested with structural equation modelling using PLS. The results show that usability drives positive and negative emotions, customer satisfaction and its outcomes.

1 Nathalie N. Mitev, Volume:9,Issue:4.Page: 8 – 19

2 Kurt Matzler, Martin Waiguny, Anita Toschkov and Todd A. Mooradian 135-146 Friday, January 19, 2007

Lacy[3], Tony in his article *"Ticketing* in the palm of your hand" TECHNOLOGY Although the popularity of *online ticketing* is growing, the internet channel has yet to take off in the railway sector as it has in the airline industry. Tony Lacy of Atos Origin urges Britain's operators to do more to embrace smart media.

At present, *online* penetration of rail ticket sales are vastly smaller than those in the airline industry (p40). Less than 20% of the £6bn generated from ticket sales each year in Britain comes through the *online* channel. This is partly due to passengers realising they can arrive at a station and pay for immediate travel, whereas there is a general acceptance that air travel will require some form of booking in advance.

It is arguably also the case that train operators have been slower than retailers in other sectors to recognise the full potential of internet selling. There are a several websites, often branded by a particular operator but sharing a common database, where consumers can buy a ticket and have it sent by post or collected at the station. However, further technological development will be required to ensure that more and more tickets can be sold as the British network is likely to see continued growth in ridership over the longer term. Smart media can be harnessed to establish a 'closed-loop' system of ticket sale, fulfilment and validation. Properly designed, these channels can increase availability and information for customers, reduce ticket production costs and facilitate validation to improve operators' revenue protection processes.

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[3] Lacy, Tony, Railway Gazette International, May2009, Vol. 165 Issue 5, p38-39, 2p,

Baker, Michael B[4].,in their article "Fujitsu Services connects Eurostar's *online* ticket system with UK train operators' systems" says European IT services group Fujitsu Services and Eurostar, the high-speed international rail operator, announced on Thursday (3 January) that Fujitsu has connected Eurostar's *online* ticket system with seven UK train operators' systems.

According to the company, travellers from 68 towns and cities across the UK can now book through-fares to Continental Europe on

Fujitsu has reportedly linked Eurostar's *online ticketing* system with those of Chiltern Railways, East Midlands Trains, First Capital Connect, Hull Trains, London Midland, National Express East Coast and Virgin Trains. In the second phase of the project, scheduled for mid-to-late 2008, other UK towns and cities with mainline stations into London will have through-fares to the Continent, and Fujitsu will link eurostar.com to other UK train operators' *online ticketing* systems.

Michael[5] B. Baker, in his article "Travel agencies find ways to adapt to increasing number of people buying tickets online J" Expense reporting suppliers CyberShift and Concur each announced alliances with *online booking* suppliers--NuTravel and Amadeus, respectively-to combine technologies for integrated offerings.

CyberShift and NuTravel are in the final stages of finalizing a combined tool that links pre-trip authorization, travel *booking*, expense reporting and employee reimbursement, CyberShift senior product director Craig Fearon said.

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[4] Baker, Michael B. Business Travel News. 87503670. 3/15/2010. Vol. 27. Issue 2

[5] Baker, Michael B. Regional Business News. Oct 24. 2006

Ault[6], Susanne, Billboard in their article "Online Ticketing Wins More Fans" says Travel agencies are fighting back against employees who go *online* to buy airline tickets for their companies based on the frequent-flyer miles they can personally collect. "We're getting those companies to come directly to us," said Bonnie Hedges of Carlson/Bentley Hedges Travel Co. Inc. in Oklahoma City. "In the past year, we've seen three major corporations mandate that their employees book with us as their travel agency rather than go *online*. ... We've become a true business travel management company." Hedges said the most dramatic shift in the industry lately has been the way small businesses are booking their own travel arrangements through companies such as Orbitz.com and Travelocity.

As exposure to *online ticketing* companies grew, business personnel managers began allowing more flexibility in how their employees handled their own travel accommodations. Before that, about a decade ago the nation's airlines responded to their own financial problems by eliminating travel agent commission fees for ticket sales. That forced agencies to start charging service fees directly to their clients, said Amy Trompeter, an account manager at Journey House Travel in Oklahoma City. So many people have been assuming a few bucks can be saved by buying tickets *online*, she said. But businesses cutting reimbursement checks for Internet-savvy employees sent on corporate trips have been too naive in their assumptions, Hedges said. "We've discovered that people, rather than booking the lowest fare available, were booking their personal favorite airline so that the traveler could get the most frequent-flyer miles, even though it may cost their company anywhere from $100 to $500 more per ticket," she said. "Once those companies did an audit, they realized we could save them a lot of money for a small fee." Trompeter said, "Now you'll find companies telling their employees, 'No, if you book it *online*, we're not going to reimburse you.

[6] Ault, Susanne. Billboard, 1/10/2004. Vol. 116, Issue 2

Anckar[7] B.; Walden P in their article "Self-Booking of High- and Low-Complexity Travel Products: Exploratory Findings" With electronic markets emerging on the Internet, the travel agency has been characterized as the most endangered organization in the travel industry as potential travelers now have the opportunity to bypass intermediaries in the distribution chain. Customers are offered good opportunities for convenient and inexpensive travel bookings on the Internet, but at the same time they face many problems and limitations in this regard. This research empirically examines the issue of self-bookings in travel. It reports on a series of exploratory studies conducted in order to investigate the opportunities offered as well as the problems facing any consumer trying to make his/her own travel reservations over the Internet today, and especially the differences between high- and low-complexity bookings in this regard. Four hypotheses were uncovered that relate to the issue of the complexity of the booking task, all emanating from the intuitively realistic supposition that low-complexity travel arrangements are better suited for direct distribution over the Internet than high-complexity arrangements. Using reservation and survey data from samples of students, nearly all of which were experienced Internet users, little support was found for the hypothesized relationships.

Baker, Michael B[8] selling occurs when sellers allow buyers to purchase at a time preceding consumption (Shugan and Xie 2000). Electronic tickets, smart cards, online prepayments, and other technological advances make advance selling possible for many, if not all, service providers. These technologies lower the cost of making complex transactions at a greater distance from the seller's site. They also give sellers more control over advance selling by decreasing arbitrage. As technology enhances the capability to advance sell, more academic attention is vital. This paper strives to exploit these technologies by developing advance-selling strategies. Until recently, advance-selling research focused on the airline industry and specific characteristics of that industry.

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[7] Anckar B.; Walden P. Volume 4, Numbers 3-4, 2001, pp. 151-165(15)

[8] Baker, Michael B. Regional Business News.March 2001, Pages 95-100

Ray Chu[9] in his article "What online Hong Kong travelers look for on travel websites " says, a study was conducted to identify Internet users' needs and expectations towards airline/travel websites in Hong Kong. Five focus groups were conducted and the results showed that online shopping behavior centers around more traditional products such as compact discs, cinema tickets, souvenirs, gifts, software programs, books and so forth. Regarding their needs and expectations towards an ideal airline/travel website, Internet users believed that the content of it should be informative, interactive and attractive

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[9] Ray Chu in his article "What online Hong Kong travelers look for on travel websites " says, a study was conducted to identify Internet users' needs and expectations towards airline/travel websites in Hong Kong

1.3 Statement of the problem:

- Many companies involved in business to consumer E commerce. With the exception of software, hardware, travel services, booking tickets online is far from universal even among people who spend long hours online.

- Companies cannot convert their competitive advantage into tangible profit.

- It is difficult to understand how new technologies challenges the traditional approach.

- To gain a better understanding on the online consumer behavior in Coimbatore, that will result in gaining knowledge regarding the factors that affect he Coimbatore consumer to buy ticket through internet.

1.4 Objectives:

Primary objective:

To study the customers perception towards train e ticket booking in travel agency.

Secondary objective:

To identify the attitude, perceived usefulness, behavior aspects of people in coimbatore towards online booking.

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1.5 Scope of the study:

This research gives a broad frame work about the factors that affect the intention to purchase train tickets through internet and an analysis about their perceptions and to identify the attitude, perceived usefulness, and behavior aspects of people in Coimbatore towards online booking. This research will help to identify the peoples current view about the online ticketing that help in making any changes in certain areas which may need more emphasis. This study has been conducted in tirupur with sample size of one hundred respondents who regularly use internet for booking their tickets..

1.6 Research methodology:

a) Type of study:

The research design adopted for this study is exploratory research. The research instrument for the study was the structured the standardized questionnaire.

b) Sample Technique:

Probability random sampling

c) Data collection method:

The data collected can be categorized into two types:

Primary data

Secondary data

Primary data:

The primary data is collected through specially designed questionnaire which is used to collect data from the retailers. Personal interview method is also adopted to know the respondent's opinion and manager's viewpoint.

Secondary data:

The secondary data relating to retention strategy and history of the company is collected from the records of the company. Further data related to the company and the retailers are collected from the internet.

d) Tools for data analysis:

Percentage analysis
Chi-square
Weighted average

Percentage analysis:

Percentage analysis is used to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data.

Chi-Square analysis:

Chi-Square test is one of the simplest and most widely used non parametric tests. Chi square test is applied in statistics to test the goodness of fit to verify distribution of observed data with assumed theoretical distribution.

CHAPTER 2

CHAPTER 2

ORGANISATION PROFILE

Service, Safety with sophistication are our Specialty

K.P.N Travels India Limited is plying buses in four states namely Tamil Nadu, Pondy, Kerala, and Karnataka. Lakhs of customer prefer KPN Travels buses through out the year for going to various places in South India. 38 years in public transport is indeed a great accomplishment by our company. Headquarter at Salem, **KPN Travels India Limited**, is in business since last four decades.

From a humble beginning, it has grown to become one of the leading bus operators with an expanding fleet of buses in the country. Offering excellent service with its well-maintained coaches and courteous staff, KPN travels strength lies in its enlightened management under **Dr.K.P.Natarajan** its **Managing Director.**

Today the luxury buses of KPN are familiar sights on almost all the vast highways of the South. The runaway success of the company and the popularity of its bus service is traceable to its quality and timely service to customers, excellent labour relations and the steadfast loyalty of the workers to the management. Born in the year 1949 at village called at Periyaputhur in Salem district. **Dr. Natarajan** (Kuppanna Goundar Ponmalai Goundar Natarajan) is simple and most unassuming, and he is from an agricultural family.

Dr.KPN started his career as a tour operator in 1968, Later, in 1971, he realized the need for regular bus services between major towns and cities. Thus was born KPN travels in 1972. At the age of 23, he started the first service of KPN Travels between Thirunelveli and Bangalore. Initially he used to travel and sometimes even drove the bus himself. His regular travel on the buses gave him an opportunity to interact with all his customers and get valuable feedback, which helped improve service, facilities and comfort levels in the bus.

In the next couple of years **Dr.KPN** could start his service from Trichy to Chennai. In fact, he began competing with railways by starting his service at around the same time from Trichy and reaching Chennai much earlier than the express trains. Customers enjoyed the experience and started preferring KPN buses.

It is a fact that KPN was one of the firsts to introduce the latest technologies in buses. Today it has the latest and most modern fleet of buses, including 35 Volvo B7R high-end luxury coaches. **Dr. KPN's** sound management and pioneering ideas on fleet standardization, bus route review and employee training provided a strong base for growth.

Nowadays its also booking train tickets through its agencies and providing good service all over the country.

CHAPTER 3

CHAPTER 3

ANALYSIS AND INTERPRETATION

3.1 GENDER OF THE CUSTOMER

Table 3.1

GENDER

	Frequency	Percent
Male	72	72.0
Female	28	28.0
Total	100	100.0

INTERPRETATION:

The above table shows that 72% of the respondents are male and 28% of the respondents are female. It is because mostly male gender approaches these type of agencies.

3.1 GENDER OF THE CUSTOMER

Chart 3.1.
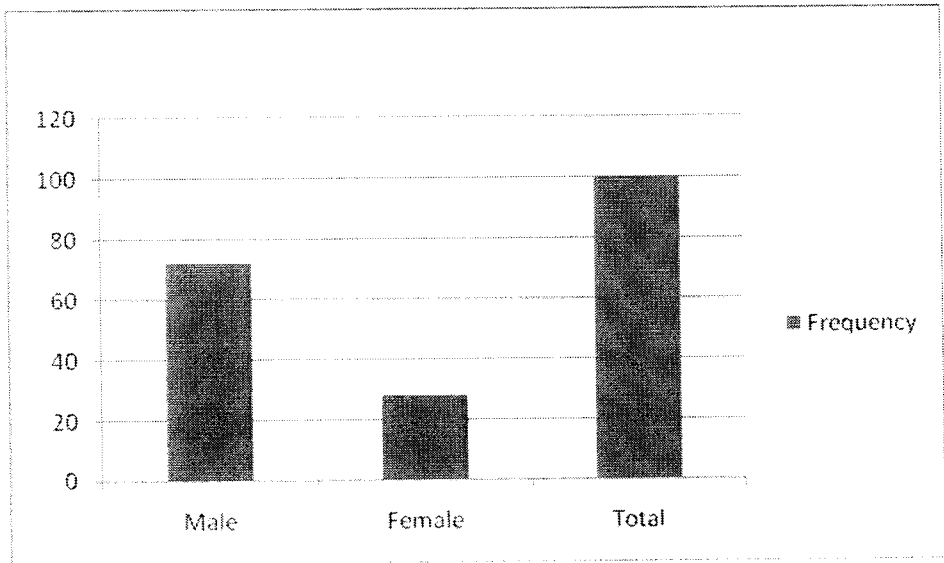
3.2 AGE OF THE CUSTOMER:

Table 3.2

Age of the customer

	Frequency	Percent
Under 20	21	21.0
21-30	31	31.0
31-40	30	30.0
41-50	11	11.0
Above 50	7	7.0
Total	100	100.0

INTERPRETATION:

The above table shows that 21% of the respondents are between age group under 20. 31% of the respondents belong to the age group between21-30 years, 30% of the respondents belong to the age group between 31-40 years, 11%of the respondents belong to age group between41-50years, 7% of the respondents belong to age group above50years.

3.2 AGE OF THE CUSTOMER

Chart 3.2
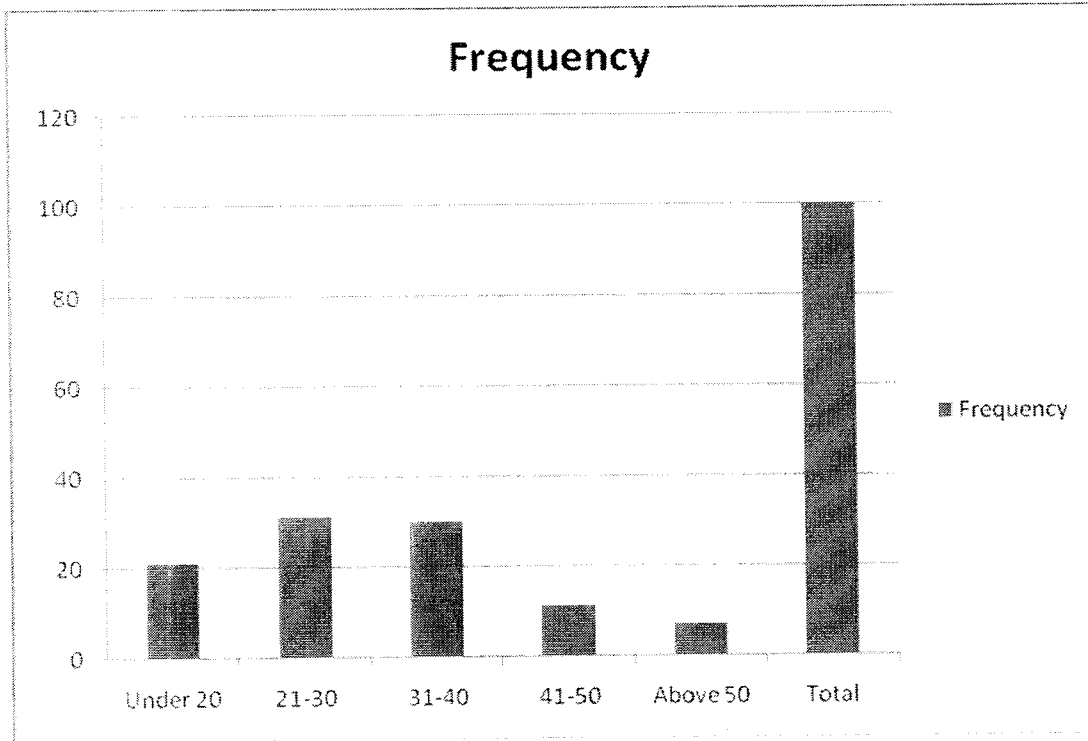
3.3 EDUCATION OF THE CUSTOMER

Table 3.3

EDUCATION

	Frequency	Percent
Primary	14	14.0
Secondary	41	41.0
Undergraduates	34	34.0
Postgraduates	11	11.0
Total	100	100.0

INTERPRETATION:

The above table shows that 14% of the respondent's primary, 41% of the respondents is secondary, 34% of the respondents are under graduates, and 11% of the respondents are post graduates. Majority of the respondents belong to the under graduate category.

3.3 EDUCATION OF THE CUSTOMER

Chart 3.3

EDUCATION

Primary, Secondary, Undergraduates, Postgraduates, Total — Frequency
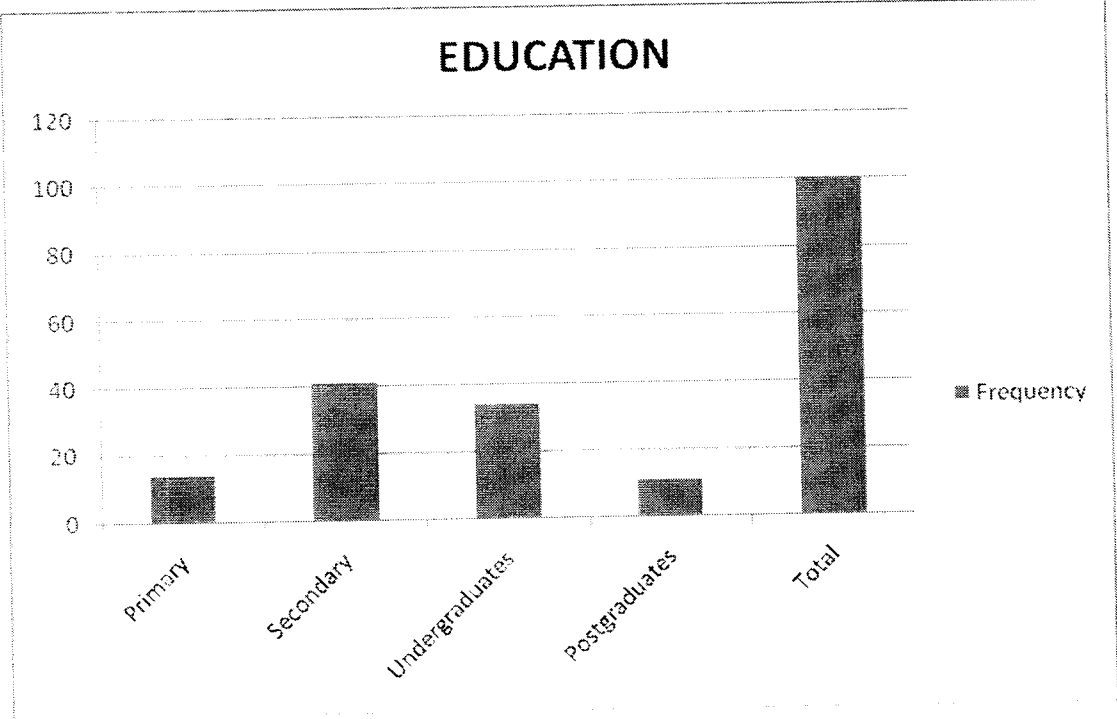
3.4 OCCUPATION OF THE CUSTOMER

Table 3.4

OCCUPATION OF THE RESPONDENTS

	Frequency	Percent
Full time	65	65.0
Part time	2	2.0
Student	28	28.0
Unemployed	5	5.0
Total	100	100.0

INTERPRETATION:

The above table shows that 65% of the respondents are full time employees, 2% of the respondents are part time workers,28% of the respondents are students, 5% of the respondents are Unemployed.

3.4 OCCUPATION OF THE CUSTOMER

Chart 3.4

OCCUPATION
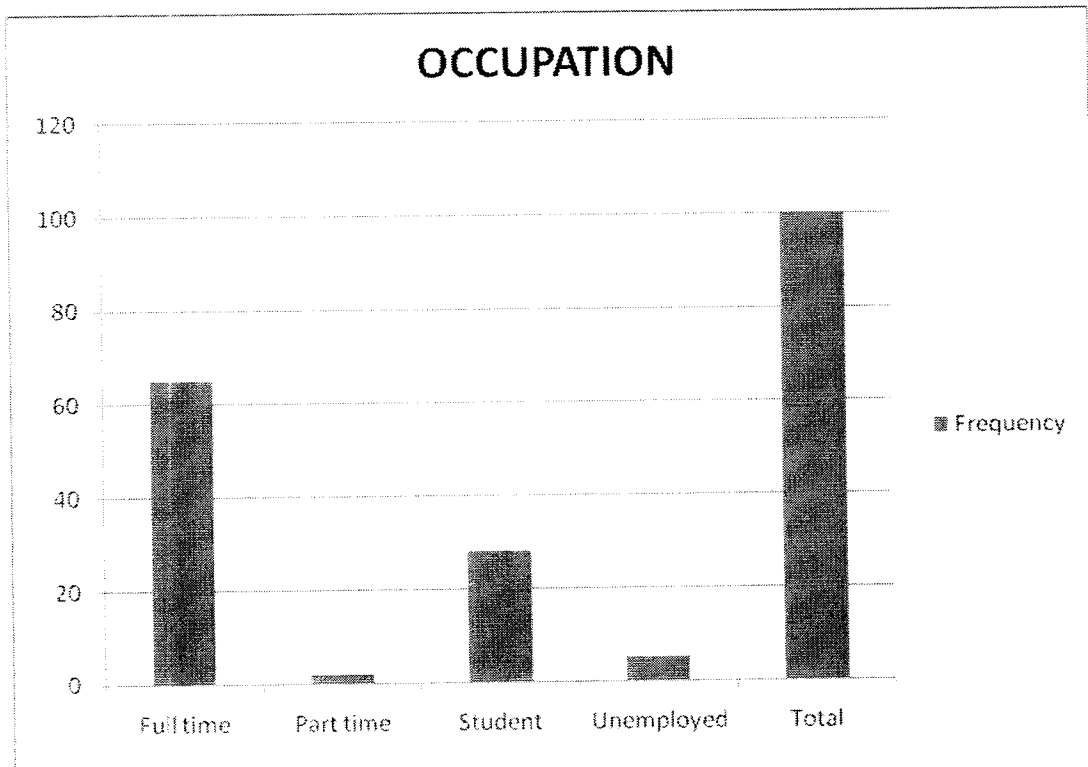
3.5 TRAVEL PLAN OF THE CUSTOMER

Table 3.5

TRAVELLING PLAN

	Frequency	Percent
Less than once a month	45	45.0
once a month	26	26.0
Twice a Month	20	20.0
More than twice	9	9.0
Total	100	100.0

INTERPRETATION:

The above table shows that 45% of the respondent's travel less than once in a month, 26% of the respondents travel once in a month, 20% of the respondents travel twice a month, 9% of the respondents travel more than twice in a month.

3.5 TRAVEL PLAN OF THE CUSTOMER

Chart 3.5

TRAVELLING METHOD
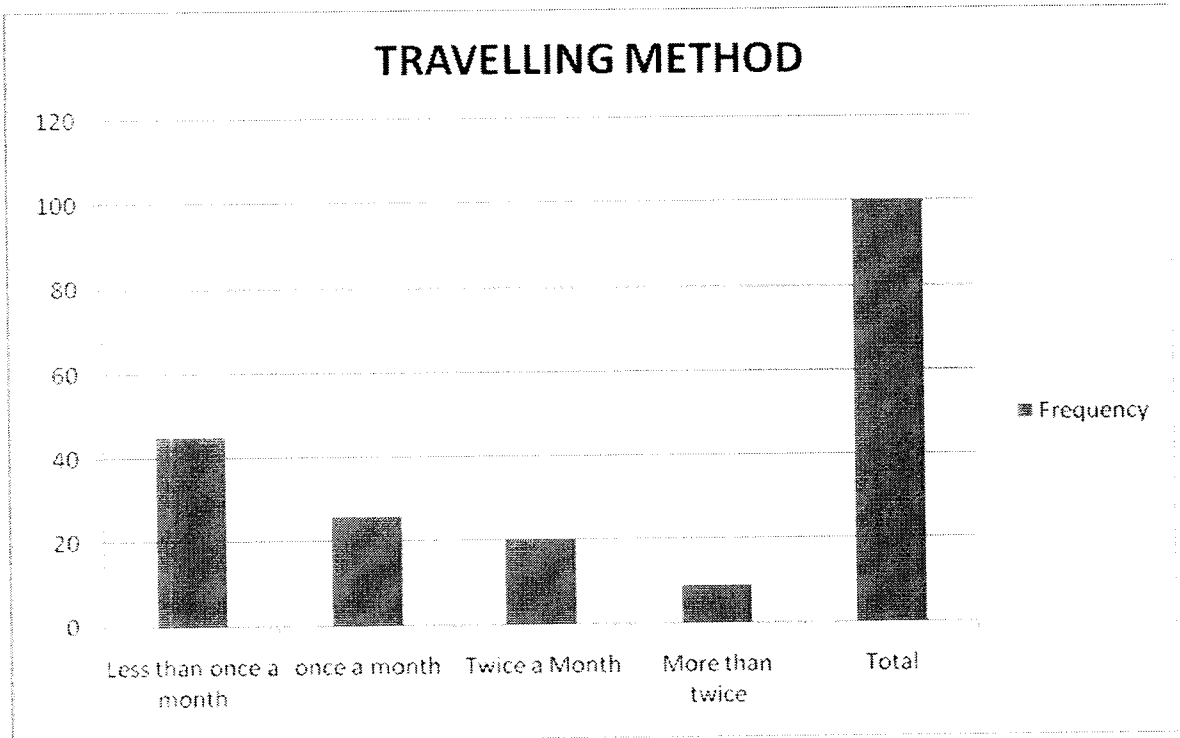
3.6. USAGE OF THE TICETING METHOD

Table 3.6

USAGE OF THE TICKET METHOD

	Frequency	Percent
Less than once in a week	34	34.0
Once a week	28	28.0
twice a week	22	22.0
More than twice a week	16	16.0
Total	100	100.0

INTERPRETATION:

The above table shows that 34% of the respondent's use online booking, less than once in a month, 28% of the respondents use online booking 1 once a week,22% of the respondents use online booking twice a week, 16% of the respondents use online booking more than twice in a month.

3.6. USAGE OF THE TICKETING METHOD

Chart 3.6
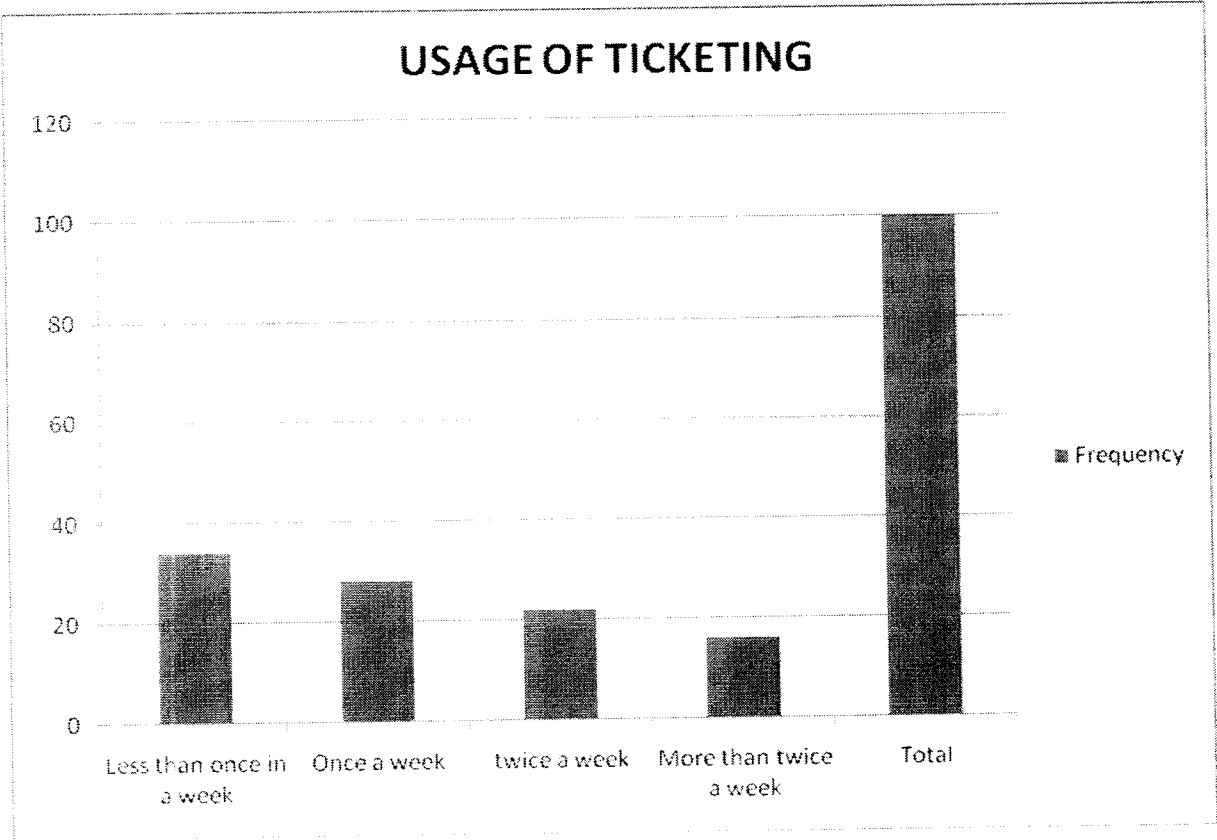
3.7. AWARENESS LEVEL ON THIS ONLINE TICKETING

Table 3.7

AWARENESS LEVEL

	Frequency	Percent
Yes	97	97.0
No	3	3.0
Total	100	100.0

INTERPRETATION

The above table shows that 97% of the respondents are very much aware about the online booking, and 3% of the respondents are not aware. It is because mostly everybody are well educated in their levels.

3.7. AWARENESS LEVEL ON THIS ONLINE TICKETING

Chart 3.7
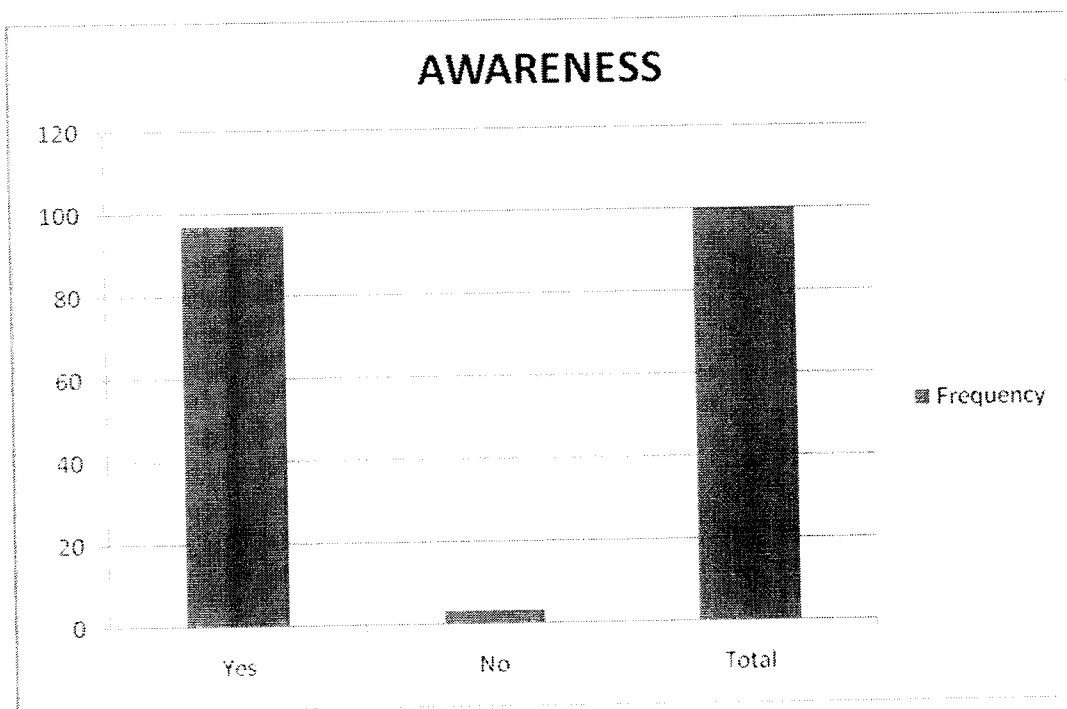
3.8. SERVICE USAGE OF THIS ONLINE TICKETING

Table 3.8

SERVICE USAGE

	Frequency	Percent
Yes	82	82.0
No	18	18.0
Total	100	100.0

INTERPRETATION:

The above table shows that 82% of the respondents are using this service, and 18% of the respondents are not using this service.

3.8. SERVICE USAGE OF THIS ONLINE TICKETING

Chart 3.8
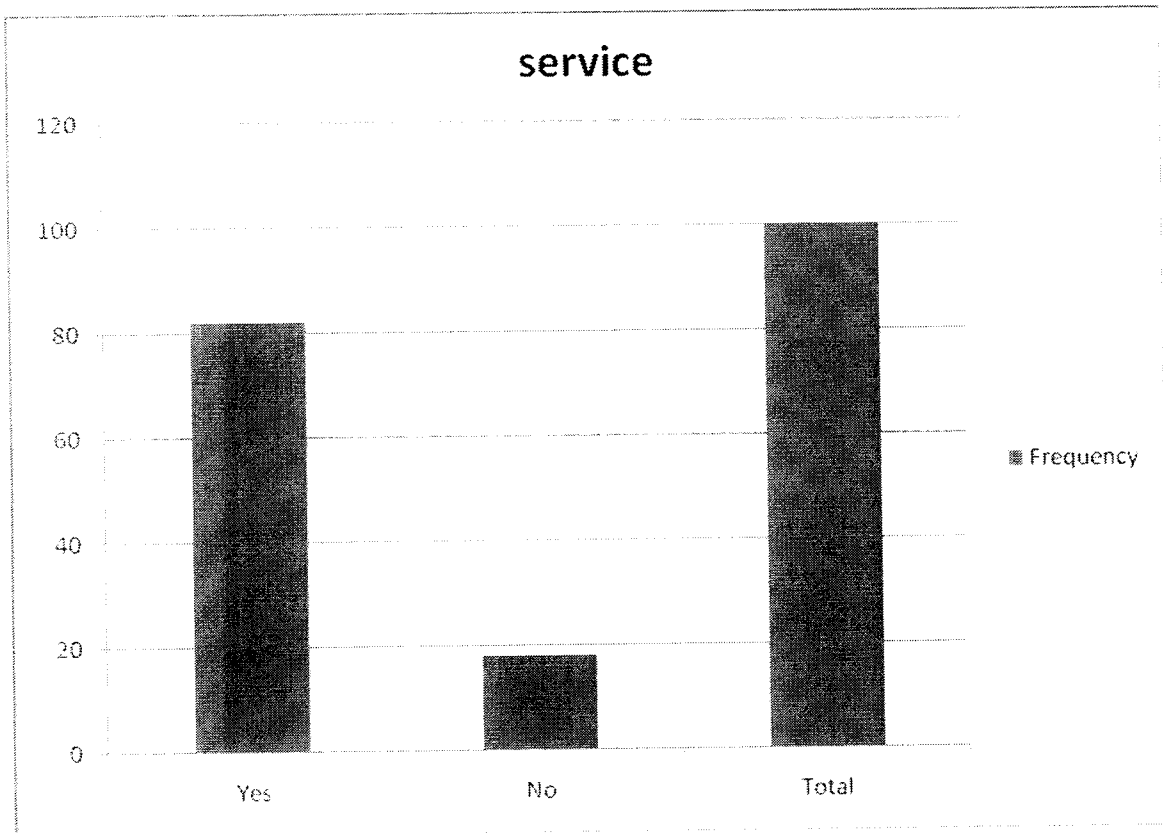
3.9. EFFECTIVENESS OF THIS ONLINE TICKETING

Table 3.9

EFFECTIVENESS

	Frequency	Percent
Strongly agree	47	47.0
Agree	22	22.0
Neutral	23	23.0
Disagree	1	1.0
Strongly Disagree	7	7.0
Total	100	100.0

INTERPRETATION

The above table shows that 47% of the respondents are strongly agreed with the effectiveness, 22% of the respondents are agreed with the effectiveness, 23% of the respondents are neutral with the effectiveness, 1% of the respondents are disagreed, and 7% of the respondents are strongly disagreed.

3.9. EFFECTIVENESS OF THIS ONLINE TICKETING

Chart 3.9
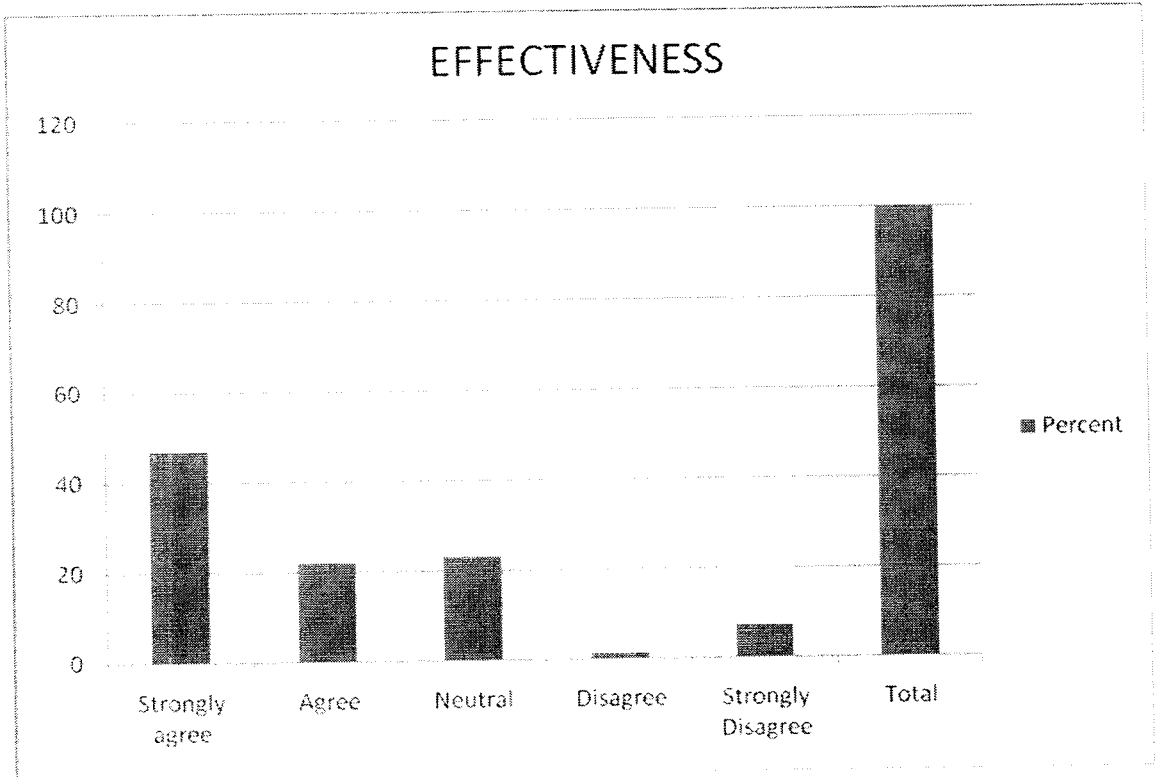
3.10. CONVENIENCE OF THIS ONLINE TICKETING

Table 3.10

CONVENIENCE

	Frequency	Percent
Strongly agree	43	43.0
Agree	30	30.0
Neutral	19	19.0
Disagree	2	2.0
Strongly Disagree	6	6.0
Total	100	100.0

INTERPRETATION:

The above table shows that 43% of the respondents are strongly agreed with the convenient, 30% of the respondents are agreed with the convenience, 19% of the respondents are neutral with the convenience, 2% of the respondents are disagreed, and 6% of the respondents are strongly disagreed.

3.10. CONVENIENCE OF THIS ONLINE TICKETING

Chart 3.10

CONVENIENCE
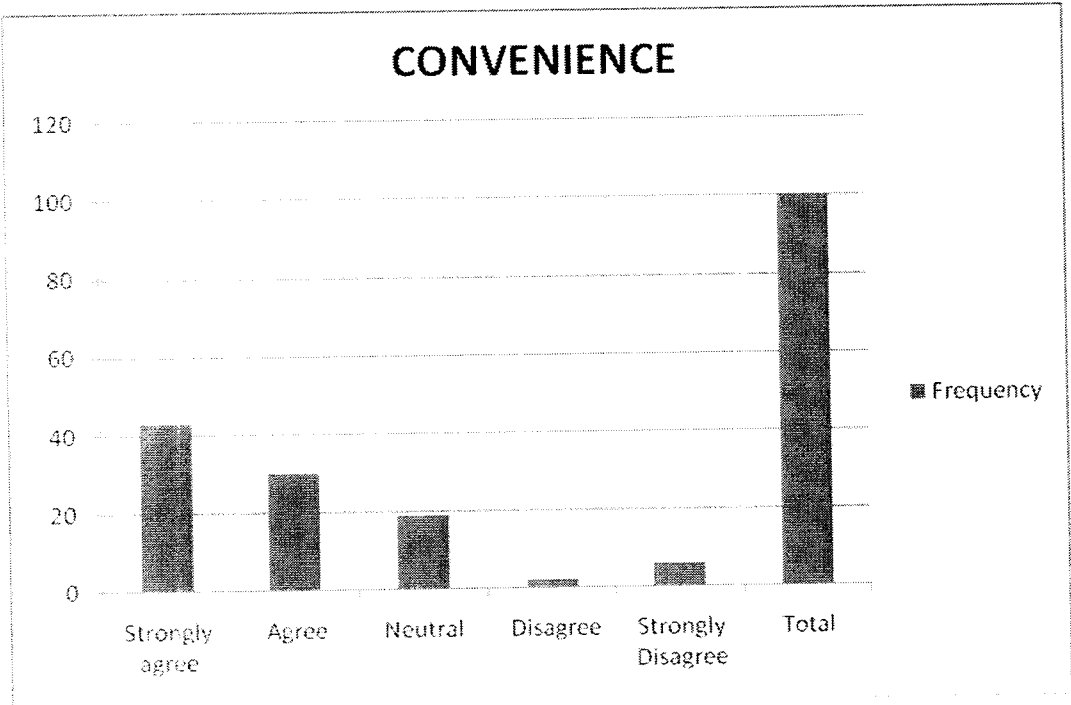
3.11. WHETHER ONLINE TICKETING IS SAFE AND SECURE

Table 3.11

SECURE

	Frequency	Percent
Strongly Agree	20	20.0
Agree	26	26.0
Neutral	39	39.0
Disagree	9	9.0
Strongly Disagree	6	6.0
Total	100	100.0

INTERPRETATION:

The above table shows that 20% of the respondents are strongly agreed with the safety, 26% of the respondents are agreed with the safety, 39% of the respondents are neutral with the safety, 9% of the respondents are disagreed with the safety, and 6% of the respondents are strongly disagreed.

3.11. WHETHER ONLINE TICKETING IS SAFE AND SECURE
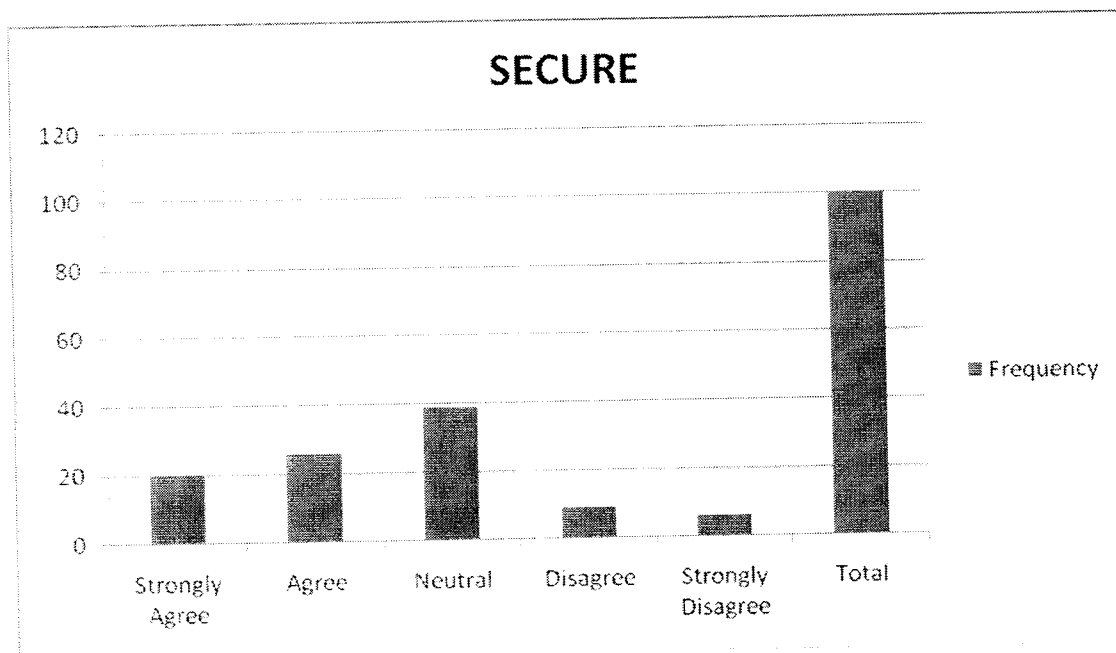
Table 3.11

3.12. PREFERENCE OF ONLINE TICKETING

Table 3.12

PREFERENCE

	Frequency	Percent
Very likely	42	42.0
Likely	21	21.0
Neutral	22	22.0
Unlikely	6	6.0
Very unlikely	9	9.0
Total	100	100.0

INTERPRETATION:

The above table shows that 42% of the respondents prefer very likely, 21% of the respondents are prefer likely, 22% of the respondents prefer Neutral, 6% of the respondents prefer Unlikely, and 9% of the respondents prefer very Unlikely.

3.12. PREFERENCE OF ONLINE TICKETING

Chart 3.12

PREFERENCE

(Bar chart showing Frequency for: Very likely ≈ 42, Likely ≈ 22, Neutral ≈ 24, Unlikely ≈ 8, Very unlikely ≈ 11, Total ≈ 103)
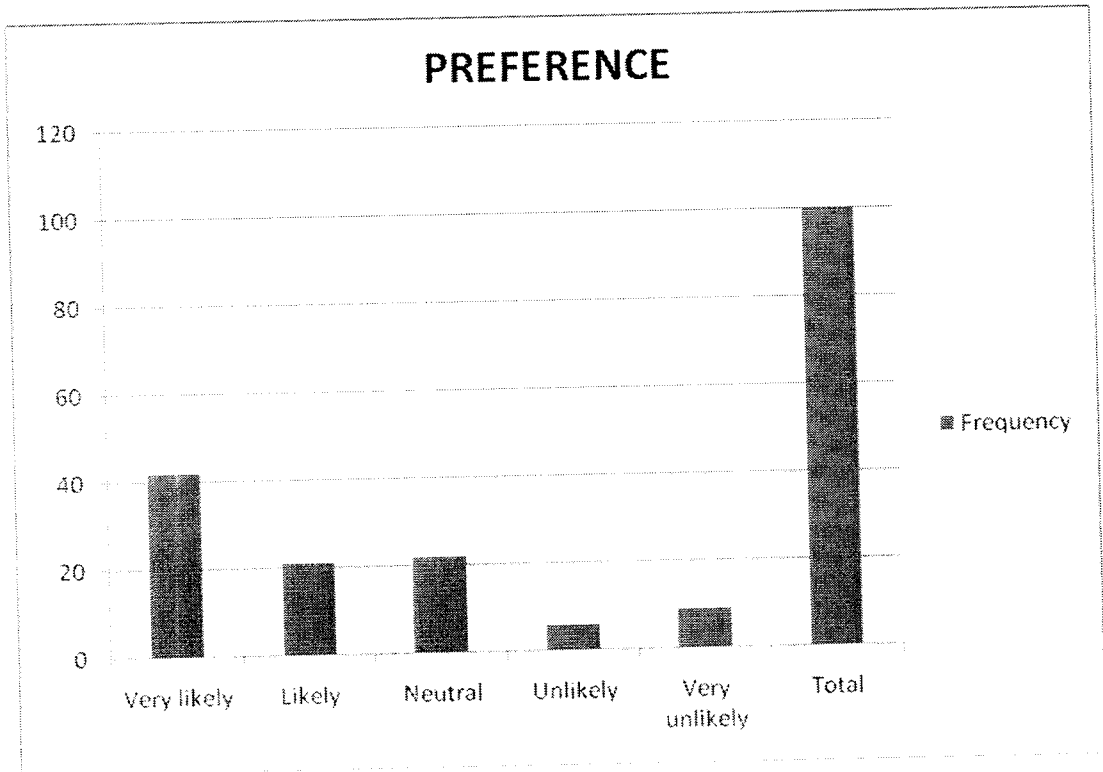
3.13. SATISFACTION LEVEL OF ONLINE TICKETING

Table 3.13

SATISFACTION LEVEL

	Frequency	Percent
Strongly Satisfied	21	21.0
Satisfied	32	32.0
Neutral	28	28.0
Dissatisfied	14	14.0
Strongly Dissatisfied	5	5.0
Total	100	100.0

INTERPRETATION:

The above table shows that 21% of the respondents are strongly satisfied with the satisfaction, 32% of the respondents are satisfied, 14% of the respondents are neutral with the satisfaction, 14% of the respondents are dissatisfied with the satisfaction level , and 5% of the respondents are strongly dissatisfied.

3.13. SATISFACTION LEVEL OF ONLINE TICKETING

Chart 3.13

SATISFACTION
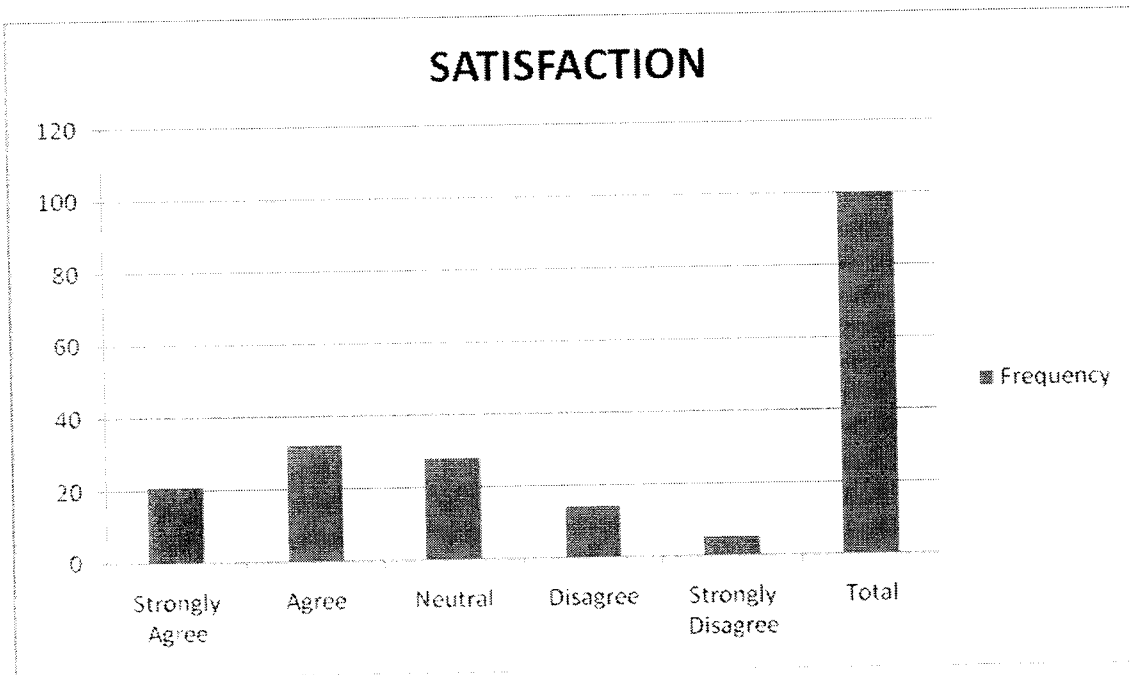
3.14 BENEFITS OF ONLINE TICKETING

Table 3.14

BENEFIT

	Frequency	Percent
Timesaving	53	53.0
Member Benefit	13	13.0
24 hours	12	12.0
Conveniences	19	19.0
others	3	3.0
Total	100	100.0

INTERPRETATION:

The above table shows that 53% of the respondents preferred the time saving,13% of the respondents are prefer member benefit, 12% of the respondents accepted the 24 hour service,19% of the respondents told about conveniences, and 3% of the respondents responded the other factors.

3.14. BENEFITS OF ONLINE TICKETING

Table 3.14

BENEFIT

(Categories: Timesaving, Member Benefit, 24 hours, Conveniences, others, Total — Legend: Frequency)
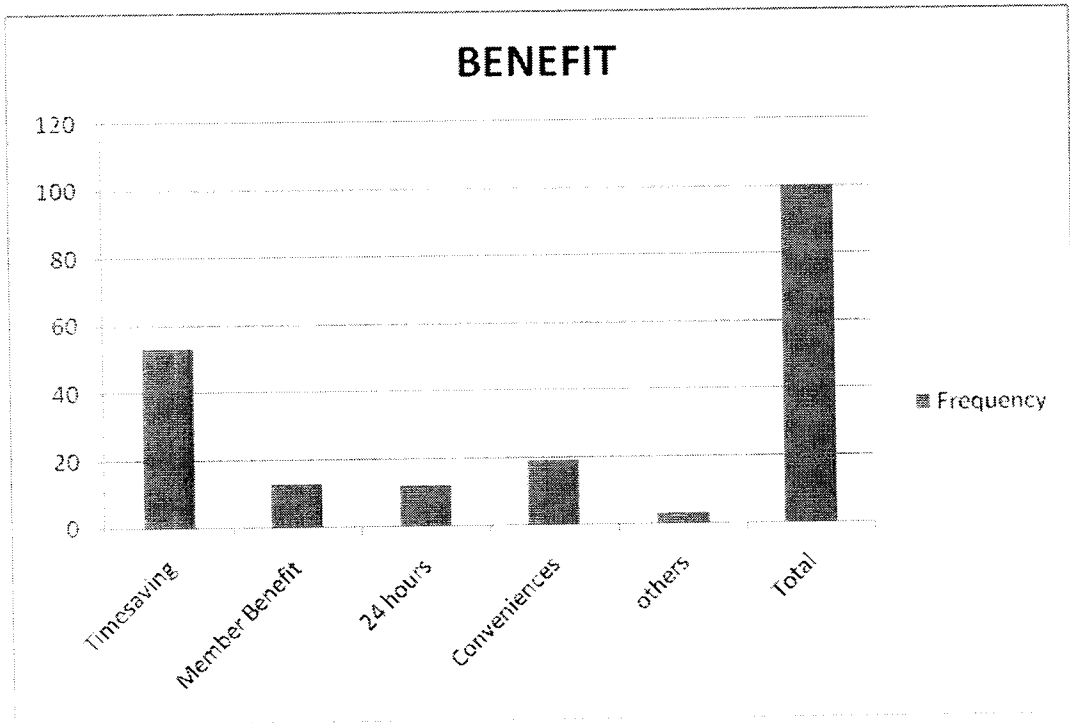
3.15. WHY NOT USING ONLINE TICKETING OR THE DRAWBACK

Table 3.15

NOT USING

	Frequency	Percent
No Trust	60	60.0
Not Secure	38	38.0
Not aware	2	2.0
Total	100	100.0

INTERPRETATION:

The above table shows that 60% respondents having no trust, 38% thought it is not secure. 2% are not aware about this. so only they are not using this online Ticketing.

3.15. WHY NOT USING ONLINE TICKETING

Chart 3.15
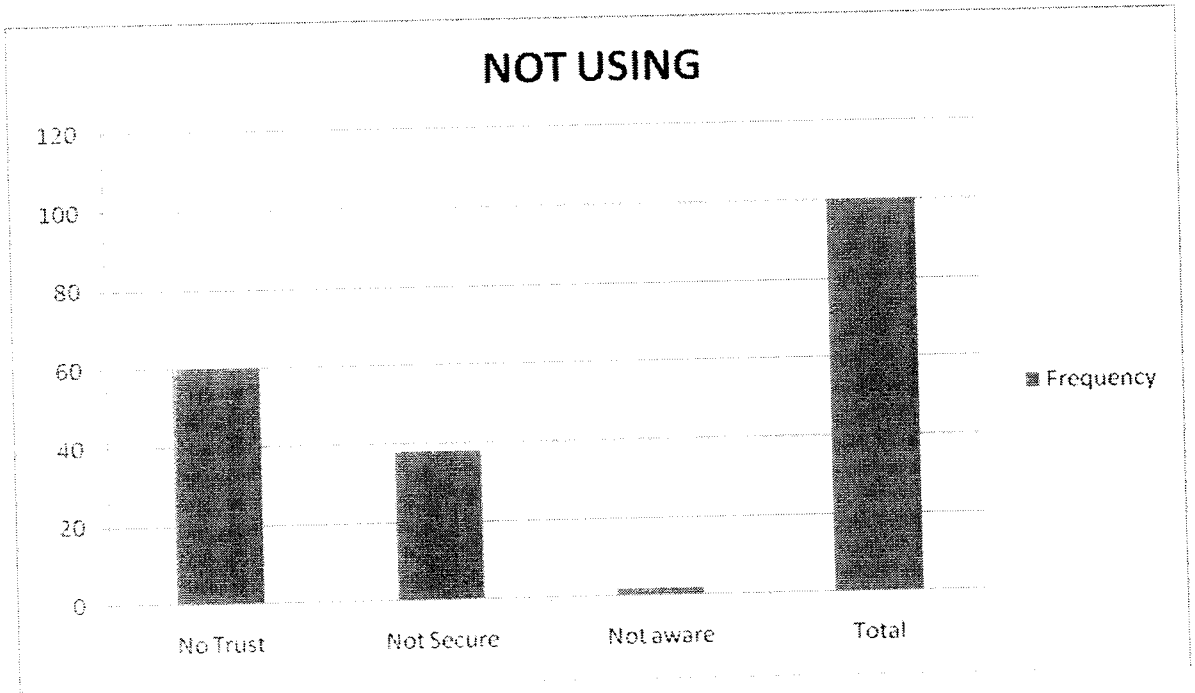
3.16. PERCEPTION OF ONLINE TICKETING

Table 3.16

PERCEPTION

	Frequency	Percent
Cost Saving	30	30.0
Low cost cancellation	16	16.0
Confidential	37	37.0
No privacy	17	17.0
Total	100	100.0

INTERPRETATION:

The above table shows that the perception towards the online booking is cost saving of 30%, low cost cancellation of 16%,confidential of 37%,No privacy of 17%.

3.16. PERCEPTION OF ONLINE TICKETING

Chart 3.16
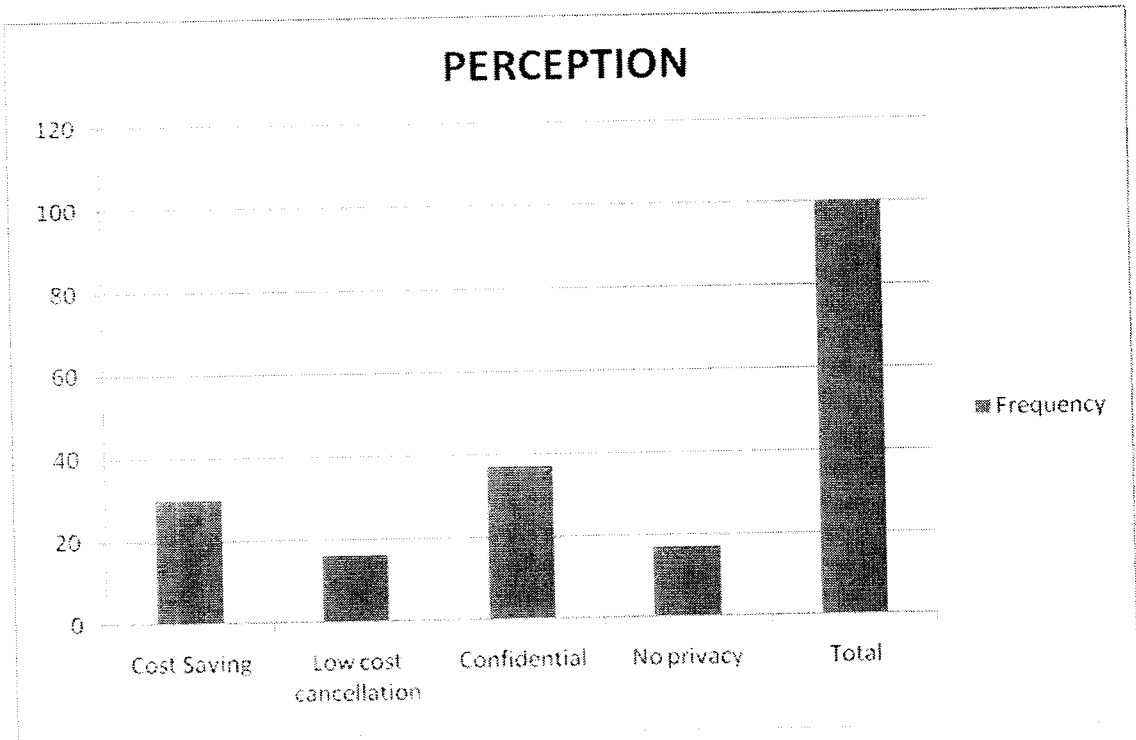
3.17. OVERALL SATISFACTION TOWARDS ONLINE TICKETING

Table 3.17

OVERALL SATISFACTION

	Frequency	Percent
Highest	15	15.0
High	22	22.0
Medium	32	32.0
Lower	10	10.0
Least	21	21.0
Total	100	100.0

INTERPRETATION:

The above table shows that 15% are highest satisfied, and 22% of the respondents are satisfied high and 32% are in medium, 10% are lower satisfied category, 21% are the least satisfied for this online booking.

3.17. OVERALL SATISFACTION TOWARDS ONLINE TICKETING

Chart 3.17
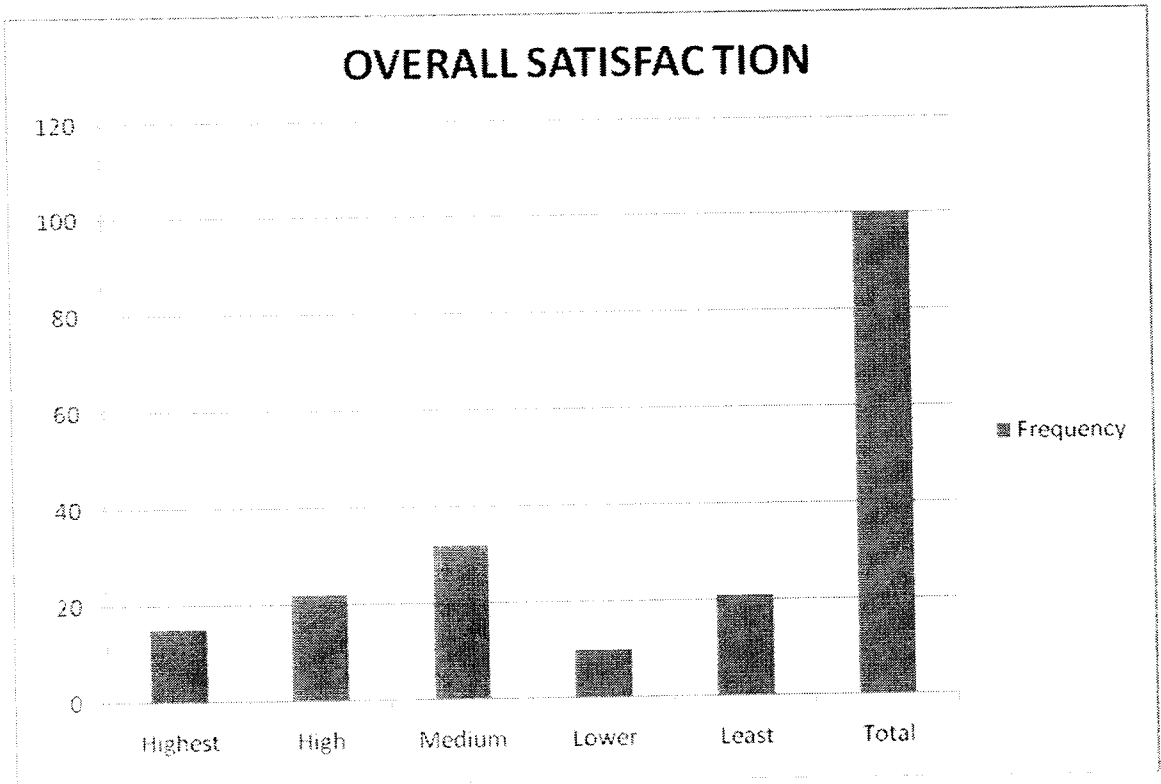
WEIGHTED AVERAGE METHOD:

The preceding tables have been analyzed through scoring analysis,

The opinions & scoring are given below

Strongly agree=5

Agree=4

Neutral=3

Disagree=2

Strongly disagree=1

Average= Total scoring/ No. Of Respondents

	Strongly agreed	agreed	Neutral	Disagree	Strongly disagree	Total	Avera
Effectiveness	47	22	23	1	7	400	4.00
Convenience	43	30	19	2	6	402	4.02
Secure	20	26	29	9	6	315	3.15
Overall satisfaction	21	32	28	14	5	350	3.5

INTERPRETATION:

This above table shows that convenience is highly agreed by the customers and the same level of effectiveness also. Both these are strongly agreed by the respondents. Other than this the overall satisfaction and the secure and safety are to be considered as a neutral value only.

CHI-SQUARE TEST

Table showing - The association between the Age and Usage of Ticketing.

Null Hypothesis: There is no association between the Age and Usage of Ticketing.

Alternative Hypothesis: There is an association between Age and Usage of Ticketing.

ASSOCIATION BETWEEN AGE AND USAGE OF ETICKETING.

Age	Usage				
	Less than once in a week	Once a week	twice a week	More than twice a week	Total
Under 20	7	6	2	6	21
21-30	10	8	10	3	31
31-40	7	13	7	3	30
41-50	5	0	3	3	11
Above 50	5	1	0	1	7
Total	34	28	22	16	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.550[a]	12	.026
Likelihood Ratio	23.186	12	.076
Linear-by-Linear Association	1.002	1	.317
N of Valid Cases	100		

INTERPRETATION:

As the calculated X^2 value (0.026) is less than the (0.05). So the Null hypothesis is rejected. Hence, it can be concluded that there is an association between the Age and Usage.

Table showing - The association between the Education and Awareness.

Null Hypothesis: There is no association between the Education and Awareness.

Alternative Hypothesis: There is an association between Education and Awareness.

ASSOCIATION BETWEEN EDUCATION AND AWARENESS

Education		Awareness Yes	No	Total
	Primary	13	1	14
	Secondary	40	1	41
	Undergraduate	33	1	34
	Postgraduate	11	0	11
Total		97	3	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.211[a]	3	.040
Likelihood Ratio	1.318	3	.025
Linear-by-Linear Association	.726	1	.094
N of Valid Cases	100		

INTERPRETATION:

As the calculated X^2 value (0.040) is less than the (0.05). So the Null hypothesis is rejected. Hence, it can be   concluded that there is an association between Education and awareness.

Table showing The association between the Service and Benefit.

Null Hypothesis: There is no association between the Service and Benefit.

Alternative Hypothesis: There is an association between Service and Benefit.

ASSOCIATION BETWEEN SERVICE AND BENEFIT.

		Benefit					
Service		Timesaving	Member Benefit	24 hours	others	5	Total
	Yes	42	9	11	18	2	82
	Nc	11	4	1	1	1	18
	Total	53	13	12	19	3	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.034[a]	4	.024
Likelihood Ratio	5.559	4	.023
Linear-by-Linear Association	1.479	1	.022
N of Valid Cases	100		

Interpretation:

As the calculated X^2 value (0.024) is more than the (0.05). So the Null hypothesis is rejected. Hence, it can be concluded that there is an association between Service and Benefit.

Findings

In this study an attempt was made to find out the adoption of the online ticketing method in the travel agencies in and around Coimbatore. For this purpose 100 respondents had taken and primary data was collected with the help of questionnaire. The findings of this study were given below.

- 31% of the respondents belong to the age group between 21-30 years.
- 72% of the respondents are male customers only.
- 41% of the respondent's educational level is up to secondary level.
- 65% of the respondents are full time employees. They opt online booking because of their work
- Mostly 45% of the respondent's travel only less than once in a month
- 34% of the respondent's use online booking, less than once in a month,
- 97% of the respondents are very much aware about this online booking.
- 82% of the respondents are using this online booking.
- 47% of the respondents are strongly agreed with the effectiveness online booking.
- 43% of the respondents are strongly agreed with the convenient of online booking.
- 39% of the respondents felt the safety level is neutral.
- 42% of the respondents prefer very likely of the usage on online booking
- 32% of the respondents are agreed with the satisfaction level on this booking method.
- 53% of the respondents preferred online booking because of time saving
- 60% respondents having no trust. So only they don't want to go for online booking.
- perception towards the online booking is cost saving of 30%
- 32% of the respondent's satisfaction level is medium towards online ticketing

CHI SQUARE FINDINGS

1. There is a significant association between gender and usage.

2. There is a significant association between education and awareness.

3. There is a significant association between service and benefit of the customers.

SUGGESTIONS:

- It is found that many of are using this online method for their timesaving and their conveniences. But sometimes it found that the dissatisfaction or the safety level among this online method is quite less. So the safety level by the travel agents should be increased.

- As per the awareness level is concerned it is too high and likewise the safety method and awareness for the payment mode should also be improved.

- It is inferred that this service is more effective and convenience, so that it can be done much faster, because in some travel agencies the fast service is not there. So the fast of the service should be increased. So that the effectiveness of this method also gets increased.

- For the increase in satisfaction level of the customers prompt service should be provided by the travel agencies.

CONCLUSION:

Online booking is done by all the agencies in an effective manner. As for as the booking is concerned customers mostly expect the level of safety and secure .. this would make this e ticketing much more effective.

CHAPTER 4

ANNEXURE

QUESTIONNAIRE

1. Name of the respondent   ....

2. What is your gender?

    (a) Male.   (2) Female.

3. Which age group do you belong to?

    (a) Under 20   (b) 21-30

    (c) 31-40   (d) 41-50

    (e) Above 50

4. What is your educational level?

    (a) Primary   (b) Secondary

    (c) University   (d) Post-graduate or above

5. What is your current occupation?

    (a) Working (full-time)   (b) Working (part-time)

    (c) Student   (d) Unemployed

6. How often do you travel in train or Bus?

    (a) Less than once per month   (b) Once a month

    (c) Twice a month   (d) More than twice a month

7. How often do you usually use online ticketing or reservation system?

    (a)Less than once a week   (b) Once a week

    (c)Twice a week   (d) More than twice a week

8. Do you know there is an online reservation and ticketing service in website?

(a)Yes   (b) No

9. Have you ever used the service?

(a)Yes   (b) No

10. Do you think that the online room reservation and ticketing service is effective?

(a) Strongly agree   (b) Agree

(c) Neutral   (d) Disagree

(e) Strongly Disagree

11. Do you think that the On-line room reservation and ticketing service is convenient?

(a) Strongly agree   (b) Agree

(c) Neutral   (d) Disagree

(e) Strongly Disagree

12. Do you think that the On-line room reservation and ticketing service is secure?

(a) Strongly agree   (b) Agree

(c)Neutral   (d) Disagree

(e)Strongly Disagree

13. Would you prefer to travel by train more often if the online reservation service is available?

(a) Very likely   (b) Likely

(c) Neutral   (d) Unlikely

(e) Very unlikely

14. Overall, do you satisfy the existing online reservation and ticketing service?

   (a) Strongly satisfy   (b) Agree

   (c) Neutral   (d) strongly unsatisfied

   (e) Unsatisfied

15. Which of the following advantages do you think this system can benefit you most?

   (a)Time saving   (b) Member's benefit

   (c) 24 hours available for trade 24   (d) conveniences

   (e)Others

16. What are the reasons of not using online ticketing system?

   (a) No trust   (b) Transaction not secure

   (c) Not aware of service   (d) Do not know how to use

17. What is the users' perception towards online ticketing?

   (a) Cost saving   (b) Low Cost of Cancellation

   (c) Confident on security   (d) No privacy

18. Overall, do you find the Online Ticketing system useful? (5 is the highest; 1 is the least)

        1   2   3   4   5

CHAPTER 5

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