

ANALYSE THE PROBLEMS FACED BY THE PASSENGERS RELATING TO OMNIBUS SERVICE PROVIDERS

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ABSTRACT

Tamil Nadu road transport offers one with the most efficient and sophisticated means of communication that provides the passengers with an easy and comfortable journey. State Express Transport Corporation Limited (SETC) of Tamil Nadu formerly known as Thiruvalluvar Transport Corporation runs long distance express services exceeding 250 km and above throughout the state of Tamil Nadu linking all important capital cities, historical places, religious places and commercial places and adjoining states of Andhra Pradesh, Karnataka, Kerala and the Union Territory of Pondicherry. This corporation operates semi-deluxe, super-deluxe, video coach and ultra-deluxe buses. Besides, private sector operates omnibuses for long distance purposes.

KEYWORDS: Omnibus service providers, problems and passengers.

1.1.INTRODUCTION:

Bus Transportation in India is a large and varied sector of the economy. Modes of conveyance for transport of goods in India, range from people's heads (on which loads are balanced) and bicycle rickshaws to trucks and railroad cars. The national railroad was the major freight hauler at the time of independence. But road transport in India grew rapidly after 1947. Both rail and road transport remains important. The share of India's transportation investments in total public investment declined during the period from the early 1950's to the early 1980's. Real public transportation investment also declined during much of that period because of the need for funds in the rest of the economy. As a consequence, by the early 1980's the transportation system in India was barely meeting the needs of the nation or preparing for future economic growth. The means of road transport available in India from inception to date are bullock carts, horse carriages, camel carriages, bi-cycle, cycle rickshaws, auto rickshaws, motor taxi, passenger buses and the like.

1.2. OMNIBUS SERVICES IN TAMIL NADU:

In Tamil Nadu the mode of transport service for the semi urban people is state owned buses, supplemented with private buses. In addition, the SETC buses, Moffusil busses, Trains are mainly used to travel urban areas. The Government of Tamil Nadu introduced the Omnibus scheme in 1983. This was introduced with the intention of providing the semi urban population with the required transport facilities to go urban areas for their business, marketing activities, education and other urgent needs. As per the Government Order, private operators were allowed to fly in the served area in the approved route, wherever necessary. Moreover, the Omnibuses have to be constructed as per the specifications in the terms of seating capacity, number of crew members and so on mentioned by the Government. The Omnibus operators have gained a positive image for their service in terms of safety, punctuality, careful handling, special care of passengers and goods. Besides, it gives regular revenue to the operators in addition to the revenue from the passenger service through carrying goods.

1.3. STATEMENT OF THE PROBLEM:

In India, road transport demands a higher priority since it forms the backbone of the passenger mobility system and is the principal carrier of developmental process from one part of the country to another. For the purpose of travelling over long distances on road, people mainly depend upon rail and bus services.

The scenario of the transport system in Tamil Nadu reveals that the bus services are mostly sought after by the people. Tamil Nadu State Transport Corporation operates State Express Transport Corporation (SETC) buses for long travel. But the number of SETC buses under operation is insufficient to meet the demands of the travelling public. The facilities in those buses are not satisfactory according to the needs of the passengers. The arrival and departure time of SETC buses is also not convenient to the passengers.

Omnibuses operated by the private sector provide comfortable facilities and convenient time schedules and so people prefer travelling by omnibuses. In the modern area, omnibus services are becoming highly indispensable as it renders valuable services to the passengers. People and media often discuss about the services, accidents, pricing, overloading, *etc* of omnibus services. So a dire need arises to analyse the services provided by the omnibus operators in order to promote the effective functioning of omnibuses.

People prefer safety travel besides saving their time and money. The safety of passengers depends on the careful driving of omnibuses. The conductors have direct interaction with the passengers. Both the drivers and conductors can satisfy the passengers only if they are satisfied with their job. Hence, an attempt is made to study the services provided by the omnibus operators in the light of services marketing mix, job satisfaction of drivers and conductors in omnibuses and attitude of the passengers towards omnibus services.

1.4. SIGNIFICANCE OF THE STUDY:

Road Transport plays an important role in the economic development of the nation. Motor Transport as well as road construction had contributed significantly to the growth of the gross national product all over the world. There is tremendous scope for creating lot of employment through road construction and maintenance. The main advantage offered by road transport is its flexibility.

Motor vehicles can easily collect and distribute loads from door to door and pick up and put down passengers anywhere. Villages cannot be served by railways as the distances are small and traffic usually is insufficient. A network of roads is therefore required to reach the rail heads. These roads will not only serve the villages but will supplement the railway income.

Road transport not only moves goods to help industry, but also brings workers to and from the factories. Buses and trucks are perhaps the only form of transport which can be used for the daily movement of large number of people from places around new industrial cities. Thus, road transport mobilises material as well as labour resources. Roads quicken the mental and moral advancement of the country by bringing the villages to school and college and creating in him the will to improve. Contact with the outer world itself is an education.

Road transport is indispensable for agricultural development too. The agriculturist will not get a proper reward for his labour and investment of capital unless the markets are made easily accessible. This is possible only if good roads connect the villages with the market centres so that wastages of agricultural produce will be eliminated. Development of trade is closely dependent on road transport. Buying and selling is impossible without roads. Road transport is the dominant mode in this movement measured by the value of the country's exports. It is also significant that domestic movement of India's export Cargo is heavily dependent on road and road transport.

1.5. OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- To measure the passengers' perception about service provided by omnibus service providers in Coimbatore district.
- To find out the factors that influence the passengers to prefer omnibus service providers.
- To analyse the problems faced by the passengers relating to omnibus service providers.

1.6. SCOPE OF THE STUDY:

The present study is confined to the services provided by the omnibuses in Coimbatore district. This study identifies the elements of customer relationship strategies adopted by the omnibus operators for the benefit of passengers. It analyses the factors determining the level of job satisfaction of drivers and conductors. It also focuses on the attitude of passengers towards omnibus services in Coimbatore district.

1.7. HYPOTHESES:

H_0 : The null hypothesis in ANOVA is always that there is no significant difference in means.

There is no significant difference in the mean opinion level of satisfaction regarding omnibus service providers, problems faced by omnibus service providers.

These hypotheses have been tested by using χ^2 test, F test (ANOVA) at 5% level of significance.

1.8. METHODOLOGY:

The research methodology could be a science of learning however analysis is to be dispensed. Essentially, the procedures by that researcher set about their work of describing, explaining and predicting phenomena are known as analysis methodology. It is also defined as the study of methods by which knowledge is gained.

The present study is predicted on each primary and secondary data.

Primary data:

The primary data were collected through problems faced by the omnibus service providers in Coimbatore district with the help of a face-to-face interview using pre-tested. Schedule was used to collect the data from problems faced by the omnibus service providers. In the first stage, the data was collected from the omnibus service providers their bus stands (terminals) and interview with the travel agents.

Secondary data:

The secondary data were collected from various journals, magazines and various related websites.

1.9. PILOT STUDY AND PRE-TESTING:

Reliability refers to consistency, stability and precision of test scores. The reliability tests are important when the derivative variables are intended to be used for subsequent predictive analysis. If the scales shows poor reliability then individuals within the scales must be re-examined and modified or completely changed as needed.

Cronbach's Alpha is an index of reliability. It is associated with the variation accounted for by the true score of the underlying construct. The construct is the hypothetical variables. The variable is being measured. Normally when alpha is greater than 0.7 (70%), then the result is considered to be an acceptable one with regard to the present study the alpha is 0.92(92%) which reveals that the collected data are reliable and can proceed for further analysis.

1.8. SAMPLING DESIGN:

The universe in this case is defined as the entire population making use of omnibus services in Coimbatore District. By using stratified random sampling method, the passengers are selected in all the Coimbatore District blocks. The Coimbatore District blocks were divided into 5 zones like, namely central, east, west, north, south. The number of passengers in omnibus varies every day. The respondents include all sections of people who use omnibus service for official purpose, personal purpose or other purposes. Hence, a definite, statistically, sound sample was not feasible. The sample passengers are mobile population and remain busy in boarding their omnibus, listening to announcements, enquiring to collect required information. Out of 950 samples collected, owing to non-response, inconsistency and other reasons, 20 questionnaire have been excluded. Thus, the total sample size is 930. This 930 samples consist of 186 from each of the five zones of Coimbatore District blocks.

The data collected were statistically analyzed in order to ensure that the objectives of the study are achieved.

The details of selected passengers are shown below:

Selection of sample passengers

Number of questionnaires				
S.No	Zones	Distributed	Collected	Used
1	Central	190	190	186
2	East	190	190	186
3	West	190	190	186
4	North	190	190	186
5	South	190	190	186
	Total	950	950	930

2. REVIEW OF LITERATURE:

Biju¹ (2014) has stated that KSRTC bus service needs to be improved in short distance service and private buses should improve their service in long distances so that more passengers would start opting for them. It is suggested that private buses need to focus on the improvements such as safety, employees' behaviour, abiding with traffic rules and comfortable travel. It is concluded that KSRTC buses must focus on the improvement on availability, physical appearance of buses, gaining of time and comfort.

Tanujakaushik and Kakolisen² (2014) have assessed the existing operational activities of city bus services in Gurgaon. It is found that bus stops are too far off from the starting point or destination point of the passengers and insufficient frequency of bus service or timings lead to lack in efficiency of city bus operation. It is also found that the buses are overcrowded than its handling capacity and the passengers do

not feel safe to travel in public transport especially women. It is suggested that timings and stoppages of buses should be made convenient to the passengers and security measures should be taken so that passengers feel safe while travelling and also there are no theft issues by passengers. It is concluded that in light of growing mobility levels to ensure that transportation safety continues to improve through better modal and infrastructure design, operational practices and the enforcement of existing regulations.

Debabrata Datta and Souvik Dhar³ (2014) have examined the role of seat reservation in intra-city bus transport with a higher price from the point of view of social welfare maximization and have stated that pricing in public bus transport depends on occupancy and on average operational cost per kilometer. It is concluded that seat reservation on the basis of principle of price discrimination can be a better strategy for enhancement of revenue efficiency of the bus corporations.

Neelam J. Gupta *et.al*⁴ (2014) have found that the city road networks and building more roads encourage more people to use cars instead of using public transport. It is suggested that it is imperative to develop multi-modal transportation system in order to cater to public transport security, safety and emergency/disaster management, integrated ticketing, low noise pollution and intelligent transportation system.

Sumandevi⁵ (2014) has discussed the sources of revenue in SRTCs taking a case of Uttar Pradesh State Road Transport Corporation (UPSRTC) and has compared UPSRTC with other SRTCs in the process of generating revenue. It is suggested that UPSRTC can implement the following practices to improve the level of total revenue earned such as surprise checking by the senior officials frequently, fixing a minimum revenue target for each trip in consultation with the conductors and creating awareness among the passengers regarding payment of fare and receiving ticket at the time of travelling.

Upen Konch⁶ (2014) has observed that due to the limitation of railways and waterways, road transportation provides an effective means of transport in rural areas throughout the State of Assam. It is found that the existing rural transportation is very backward and not adequate enough to meet the requirements due to insufficient resources, inadequate funds, poor management of transport system, poor control or monitoring, heavy rainfall and floods *etc.* It is concluded that the development of rural connectivity becomes the prime concern for the State Government and policy planners and there is the urgent need of introducing schemes like Pradhan Mantri Gram Sadak Yojana (PMGSY) in order to develop rural transportation.

Seshagiri Rao⁷ (2014) has expressed that the public sector passenger transport undertakings are constantly facing competition from other modes of transport. It is found that it is essential for the public sector transport undertakings to initiate various passenger friendly activities so as to attract the passengers to the services of public transport undertakings. It is stated that the passengers for night services are more attracted to corporation buses due to safe travel, besides saving time and money by travelling at night. It is suggested that the safety aspects need to be promoted and publicized and Concessional Annual Travel (CAT) with 10 per cent concession on normal fare in all services except A/c buses should be made available at all depots to attract the regular customers.

3. THE PROBLEMS FACED BY THE OMNIBUS SERVICE PROVIDERS IN COIMBATORE DISTRICT:

Garrett ranking technique was used to rank the various problems faced while availing omnibus service provider. In this method, the respondents were asked to give ranks according to the magnitude of the reasons. The order of merit given by the migrant construction workers were converted into % position by using the formula

$$\text{Percentage position} = \sum_{i=1} \sum_{j=1} 100 * (R_{ij} - 0.5) / N_j$$

$$i=1 \quad j=1$$

Where, R_{ij} = Rank given for i th factor by j th individual

N_j = Number of factors ranked to the j th individual

The percentage position of each rank obtained is converted into scores. It is referring to the table given by Henry Garrett. Then for each problem the scores of individual respondent are added together divided by the total number of respondents for whom scores were added. These mean scores for all the problems are arranged in the descending order, ranks are given and most important problems are identified.

3.1. PASSENGERS' PERCEPTION ABOUT SERVICES PROVIDED BY OMNIBUS SERVICE PROVIDERS

The use of KMO and Bartlett's test of sphericity is primarily essential to measure sample adequacy for using Factor Analysis. The small value of KMO statistics indicate that the correlations between pair of variables cannot be explained by other variables and the Factor analysis may not be appropriate.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin	Measure of sample adequacy	0.81
Bartlett's test of Sphericity	Approx. Chi-square	2188.10
	DF	210.00
	Sig	0.00

Reliability statistics

Cronbach's Alpha	N of items	N of variables
.764	930	21

The reliability of scales used in this study was calculated by Cronbach's coefficient alpha and normally it ranges between 0 and 1. All constructs obtained an acceptable level of a coefficient alpha above .7, indicating the scales used in this study were reliable.

Using all the Perceptions statements, Factor analysis is performed in order to group these attributes on priority basis based on the strength of inter-correlation between them, called 'Factors' and cluster these statements into the factors extracted and the results are presented in the following tables.

TABLE 3.1.2

PASSENGERS' PERCEPTION ABOUT SERVICES PROVIDED BY OMNIBUS SERVICE PROVIDERS

S.NO	FACTORS	FACTORS						COMMUNALITY
		1	2	3	4	5	6	
1	The omnibus providers use Up-to-date equipment & technology	0.06	0.03	0.71	0.25	-0.14	-0.11	0.60
2	The physical facilities in the omnibus are good	0.02	0.06	0.52	-0.03	0.27	0.43	0.54
3	The quality of omnibus service is highly commendable	0.15	0.19	0.18	0.60	-0.10	-0.18	0.49

4	Professionals are employed in the omnibus service.	0.10	0.14	0.02	0.07	0.04	0.79	0.66
5	The omnibus service provider always keep their promises	0.12	0.06	0.11	0.66	0.12	0.14	0.50
6	The omnibus service provider are always gentle and reassuring	0.55	0.17	0.17	-0.13	-0.04	0.14	0.40
8	The passengers get remedies for their complaints at the first instance	-0.04	0.04	-0.06	0.60	0.29	0.13	0.47
9	The omnibus service providers maintain accurate records	0.07	0.17	0.03	0.17	0.65	0.04	0.49
10	The omnibus service providers are always punctual in operating their buses	0.26	0.63	0.00	0.14	-0.05	-0.05	0.49
11	The omnibus service providers fulfill the requests of the passengers	0.36	0.06	-0.04	0.20	0.53	0.04	0.46
12	The omnibus service providers are not willing to help the passengers	0.20	0.20	-0.15	0.27	-0.42	0.41	0.52
13	The omnibus service providers are always polite towards their passengers	0.31	-0.01	0.59	-0.08	0.03	-0.03	0.45
14	The omnibus service providers maintain good trust among their passengers	0.04	0.36	0.50	0.13	0.08	0.11	0.41
15	The omnibus service providers always focus on the safety of their	0.55	-0.13	0.20	-0.07	0.27	0.10	0.44

	passengers							
16	The omnibus service providers provide miscellaneous support to their passengers	0.07	0.49	0.17	0.11	0.08	0.04	0.30
17	The omnibus service providers provide individual attention to their passengers	0.54	0.17	0.03	0.20	-0.01	0.26	0.42
18	The omnibus service providers provide convenient operating hours	-0.04	0.69	0.05	0.05	-0.01	0.17	0.51
19	The omnibus service providers help to satisfy the best interest of their passengers	0.62	0.04	0.01	0.24	0.05	-0.05	0.45
20	The omnibus service providers float different packages during festive occasions.	0.08	0.55	-0.11	-0.03	0.26	0.12	0.41
21	The omnibus service providers take care of the personal needs o the passengers during the journey	0.49	0.29	0.06	0.12	0.17	-0.13	0.39
Eigen value		2.05	2.01	1.61	1.55	1.32	1.24	9.77
% var exp		9.75	9.56	7.66	7.38	6.26	5.91	46.52
Cum % V exp		9.75	19.31	26.97	34.35	40.61	46.52	

Source: Primary data

Table 32.1 gives the rotated factor loadings, communalities, eigen values and the percentage of variance explained by the factors. Out of the 21 perception statements, 6 factors have been extracted and these 6 factors put together explain the total variance of these statements to the extent of 46.52%. In order to reduce the number of factors. It enhance the interpretability the factors are rotated. The rotations raising the quality of interpretation of the factors. There are so many methods of the initial factor matrix. It attain

to simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given in 3.2.2.

TABLE 3.2.2**CLUSTERING OF STATEMENTS INTO FACTORS ON PRIORITY BASIS**

Factor	STATEMENTS	Rotated factor loadings
I(9.75%)	6. The omnibus service provider are always gentle and reassuring	0.55
	15. The omnibus service providers always focus on the safety of their passengers	0.55
	17. The omnibus service providers provide individual attention to their passengers	0.54
	19. The omnibus service providers help to satisfy the best interest of their passengers	0.62
	21. The omnibus service providers take care of the personal needs o the passengers during the journey	0.49
II(9.56%)	8. The passengers get remedies for their complaints at the first instance	0.39
	10. The omnibus service providers are always punctual in operating their buses	0.63
	16. The omnibus service providers provide miscellaneous support to their passengers	0.49
	18. The omnibus service providers provide convenient operating hours	0.69
	20. The omnibus service providers float different packages during festive occasions	0.55

III(7.66%)	1.The omnibus providers use Up-to-date equipment & technology	0.71
	2.The physical facilities in the omnibus are good	0.52
	13. The omnibus service providers are always polite towards their passengers	0.59
	14. The omnibus service providers maintain good trust among their passengers	0.50
IV(7.38%)	3. The quality of omnibus service is highly commendable	0.60
	5. The omnibus service provider always keep their promises	0.66
	7. The omnibus service providers are always dependable	0.60
V(6.26%)	9. The omnibus service providers maintain accurate records	0.65
	11. The omnibus service providers fulfill the requests of the passengers	0.53
	12. The omnibus service providers are not willing to help the passengers	-0.42
VI(5.61%)	4. Professionals are employed in the omnibus service.	0.79

Source: Primary data

Six factors were identified as being maximum percentage variance accounted. The first statements namely 6, 15, 17, 19 and 21 were grouped together as factor I and accounts 9.75% of the total variance. The second statements namely 8, 10, 16, 18 and 20 constituted the factor II and accounts 9.56% of the total variance. The third statements namely 1, 2, 13 and 14 constituted the factor III and accounts 7.66% of the total variance. The fourth statements namely, 3, 5 and 7 constituted the factor IV and accounts 7.38% of the total variance. The fifth statements namely 9, 11 and 12 constituted the factor V and accounts 6.26% of the total variance. The sixth statement namely 4 constituted the factor VI and accounts 5.61% of the total

variance. Thus the Factor analysis condensed and simplified the 21 Perception statements and grouped into 6 Factors explaining 46.52 % of the variability of all the 21 Perception statements.

TABLE 3.2.3

PROBLEMS FACED WHILE AVAILING OMNIBUS SERVICE PROVIDER

S.No	PROBLEMS	Total score	Mean score	Rank
1	High fare and poor service	50850	54.68	1
2	Impolite behaviour and unnecessary arguments	49870	53.62	2
3	Poor maintenance to the complaints	48310	51.95	3
4	Not responding to the complaints	46770	50.29	6
5	Irregular timings	47560	51.14	4
6	Poor handling of the luggage	46850	50.38	5
7	No alternative arrangements in case of cancellation of service	45900	49.35	7
8	No internet booking	44700	48.06	8
9	Unqualified drivers	39480	42.45	10
10	Lack of packages during festive occasions	43680	46.97	9

Source: Primary data

The above table showed that among the 10 problems faced while availing the omnibus service providers by the respondent, the mean score ranged from 42.45 to 54.68 and the 'High fare and poor service' secured higher mean score and stood at top, followed by 'Impolite behaviour and unnecessary arguments' secured next higher mean score and stood at second, 'Poor maintenance to the complaints' secured next higher mean score and stood at third and finally 'Unqualified drivers' secured least score and stood at last.

3.3. CHI – SQUARE ANALYSIS:

In order to study whether there is any significant association between the two attributes namely personal characters of the respondent such as age, educational qualification, marital status, with factors influencing to choose omnibus service provider, **Chi-square Analysis** performed and the results are presented below:

TABLE 3.3.1

AGE GROUP AND FACTORS INFLUENCE TO CHOOSE OMNIBUS SERVICE PROVIDER

Age group	Level of influence			Total
	Low	Medium	High	
Below 20 years	89	67	88	244
21-40 years	94	113	82	289
41-60 years	82	68	71	221
Above 60 years	44	60	72	176
Total	309	308	313	930

$$X^2_{CAL. VAL} (FOR 8 DF) = 17.03^*$$

$$X^2_{TAB. VAL} (FOR 6 DF) = 16.8$$

The significant Chi-square indicates that there is significant association between age group and factors influence to choose omnibus service provider. It is concluded that the overall level of influence to choose omnibus service provider depends on the age group of the respondents.

TABLE 3.3.2

GENDER AND FACTORS INFLUENCE TO CHOOSE OMNIBUS SERVICE PROVIDER

Gender	Level of influence			Total
	Low	Medium	High	
Male	172	166	121	459
Female	137	142	192	471
Total	309	308	313	930

$$X^2_{CAL. VAL} (FOR 2 DF) = 21.79^*$$

$$X^2_{TAB. VAL} (FOR 2 DF) = 5.99$$

The significant Chi-square indicates that there is significant association between gender and factors influence to choose omnibus service provider. It is concluded that the overall level of influence to choose the omnibus service provider depends on the gender group of the respondents.

TABLE 3.3.3

EDUCATION QUALIFICATION AND FACTORS INFLUENCE TO CHOOSE OMNIBUS SERVICE PROVIDER

Educational Qualification	Level of influence			Total
	Low	Medium	High	
School level	89	69	83	241
Graduate	102	119	135	356
Postgraduate	51	62	45	158
Professionals	39	32	31	102
Others	28	26	19	73
Total	309	308	313	930

 $X^2_{CAL. VAL FOR 12 DF} = 12.03 \text{ ns}$
 $X^2_{TAB. VAL FOR 8 DF} = 20.1$

The significant Chi-square indicates that there is significant association between education qualification group and factors influence to choose omnibus service provider. It is concluded that the overall level of influence to choose the omnibus service provider depends on the education qualification group of the respondents

TABLE 3.3.4

OCCUPATION AND FACTORS INFLUENCE TO CHOOSE OMNIBUS SERVICE PROVIDER

Occupation	Level of influence			Total
	Low	Medium	High	
Employed	91	83	80	254
Self employed	70	79	53	202
Professionals	47	54	61	162
Others	101	92	119	312
Total	309	308	313	930

 $X^2_{CAL. VAL FOR 2 DF} = 11.30 \text{ ns}$
 $X^2_{TAB. VAL FOR 8 DF} = 20.1$

The significant Chi-square indicates that there is no significant association between occupation group and factors influence to choose omnibus service provider. It is concluded that the overall level of influence to choose the omnibus service provider is independent of the occupation groups of the respondents.

TABLE 3.3.5

NO OF TIMES TRAVEL PER YEAR AND FACTORS INFLUENCE TO CHOOSE OMNIBUS SERVICE PROVIDER

No of times Travel per year	Level of influence			Total
	Low	Medium	High	
More than 25 times	78	80	53	211
21-25 times	60	55	45	160
20-10 times	61	73	67	201
Less than 10 times	110	100	148	358
Total	309	308	313	930

$$X^2_{\text{CAL. VAL FOR 2 DF}} = 20.32^*$$

$$X^2_{\text{TAB. VAL FOR 6 DF}} = 16.8$$

The significant Chi-square indicates that there is significant association between no of times travel per year group and factors influence to choose omnibus service provider. It is concluded that the overall level of influence to choose the omnibus service provider depends on the no of travel per year group of the respondents.

SUGGESTION:

The following suggestions are the problems faced by the omnibus service providers.

- Omnibus operators have to concentrate on competitors and fix the price as per the norms of government so as to avoid the switching of customers.
- Omnibus operators have to analyse the customers and give focus on strategies adopted by the competitors in order to maintain customer relationship management.
- The appointment of drivers and conductors has to adhere the rules and regulations framed by the government of Tamil Nadu.
- While appointing drivers and conductors, omnibus operators have to fix the monthly salary considering their marital status and the size of the family.
- The conductors of omnibuses have a direct contact with the passengers. Omnibus operators have to fix reasonable incentives to the conductors and improve their working conditions to avoid over burden of their work so as to satisfy them.
- Proper checking has to be done to verify whether the driver is drunkard and if so, he has to be strictly restricted to drive the bus. If it is repeated, the omnibus companies have to take severe action against the drunkards.

- Omnibus companies have to arrange for awareness programmes in the form of demonstrations and power point presentations to the drivers and conductors in order to avoid accidents.
- Omnibus operators have to provide free medical facilities, education fees to their children, free bus pass to their family so as to improve the work of employees.
- Omnibus operators have to contribute an amount to provident fund for the benefit of employees and to take group insurance scheme so as to improve their job security.
- Rewards have to be given to the employees by the management as a token of appreciation of their work.
- Omnibus operators have to take necessary steps for providing rest room facilities.
- Sufficient rest has to be given to the drives and conductors so as to ensure safety to the passengers.
- Omnibus operators have to charge reasonable additional rates while booking online tickets.
- The rules and regulations relating to refund of money at the time of cancellation have to be informed to the passengers and the refund has to be done according to the prescribed rules.

CONCLUSION:

Now-a-days, people have started preferring luxury rather than mere comfort. To satisfy the desires of the passengers, the omnibuses are designed with Hi-tech facilities such as low flooring, intercom facility, internet facility, Wi-Fi connectivity, washrooms, chemical toilets, individual TVs with more than 70 channels, pantries, anti-lock braking system, electronic engine management, wide LCD screens, reading lights and audio speakers, *etc.* The omnibus is specially designed for extreme comforts, keeping sheer luxury in mind.

The implementation of the online ticket booking system has inherent benefits for the bus service providers. Though private bus operators have started online bookings, they need to upgrade their systems to a higher level. An increased adoption to online booking facility will enhance the number of passengers thereby increasing the revenues which will result in better profitability.

A satisfied employee can deal better with the customers and help in increasing customer satisfaction fostering a harmony between the employees and the organization. The success of every business depends upon the management but the glorious success depends upon the employees' satisfaction. When an individual is satisfied with his job to the maximum extent that his job can provide him, he performs effectively in his job. Omnibus operators have to take necessary steps for improving the job satisfaction of employees in order to get their full participation in the work and to compete in the competitive market.

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