



# TRAVELER'S PERCEPTION ON THE DETERMINANTS OF E – TICKETING SYSTEM-AN INVESTIGATION

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## Abstract

Globalization and digitalization made many conventional organizations as transformational organizations. In order to make themselves as sustainable organizations and also to face stiff competition in the market place, technological up gradation is very much necessary. The penetration of internet and wider usage of smart phones have made the digital literate customer as smart. A customer today wants sophistication and have entire market information in his palm. The present study is confined to travel e-ticketing and to understand the perceptions of the customers towards e-ticketing. With a sample of 100 responses among the travelers of road, rail and air transport. The study is conducted to understand the underlying motives and limitations towards e-ticketing.

*Keywords- Consumer, perception, e-ticketing, internet, convenience, security.*

## Introduction

Raised globalization of world economies has created a plethora of options for marketers, but it has also increased competition among firms, prompting many enterprises to seek out unusual marketing methods. Internet marketing is an example of an out-of-the-box marketing technique. Over the last several years, the popularity of soft technologies has skyrocketed. As a result, businesses have been working hard to come up with innovative ways to interact with customers. The invention of an E-Ticketing has been crucial to this process. E-ticketing, in general, refers to using technological infrastructure that allows data to be sent and received electronically, consumer buys the ticket online. The fact that the number of people transacting business electronically is growing at an exponential rate proves that the

concept has transformed organization's marketing strategies. When compared to purchasing a ticket manually or in person, purchasing a ticket online can save time and money. In most parts of the world with well-developed internet infrastructures, the internet is frequently used to support marketing efforts.

### **Need and significance of the study**

Electronic ticketing services are gradually replacing traditional ways of ticketing due to technological advancements. The term electronic ticketing service refers to online ticket bookings that make use of a digital payment device. Nowadays, most consumers prefer to use an e-ticketing service rather than a traditional booking method. According to the research, electronic ticketing is a commonly used medium for all forms of travel ticket booking. On the utilisation of E-ticketing services, extensive research has been conducted across the universe. However, just a few studies have been done on the use of E-Ticketing among people of different backgrounds. So, the focus of this research is to determine how different groups use E-Ticketing services, whether there are any security issues, what factors cause people to avoid using it, and to offer safeguards and safety measures for improved E-Ticketing service use. The focus of the research is to uncover customer perceptions of E-Ticketing services, security concerns associated with their use, and causes for not including E-Ticketing services. A brief but thorough investigation into the use of E-Ticketing among consumers.

**Literature review-**Organizations tend to benefit from e-tickets in a number of ways, including decreased costs and better operational excellence. An e-ticket is a digital ticket that functions similarly to a paper ticket. Although we usually identify the term 'e-ticketing' with travelling purpose, it can refer to any ticket purchased online. It can be considered as digital form of ticketing for any type of industry. E-ticketing facilitating consumers by saving valuable time and cost but it also suffers with lot of challenges like security and integrity in operations. Internet as a channel enables the sales to grow fastly but focusing on customers and their needs and focusing on further technological changes is still vital(Debashi and Shima). Marketing through internet is an unconventional form of marketing trough which many companies have resorted success (Mansour Samadhi) Customer adoption to these technological innovations is important while delivering services online. According to Ainin Suleman and others, more than 50 percent of the customers are buying tickets online when they book airline tickets and customers under the demographic brackets such as young, educated and high income are showing more tendencies towards e ticketing.

Cognitive ability to save time, cost and trust has significant impact on buying the tickets over online (Hossain and Hasan). Perceived risk is a major obstacle while a customer is purchasing tickets over online platform. Seyed Rajab and others have identified three types of risks such as perceived risk; psychological

risk and customer trustiness are the key drivers of online ticketing. Sangeeta Sahney and others noticed that there is no much significant difference in online buying behavior between male and female but some divergent buying behavior among different age groups. Besides security, many consumers perceive quality as one of the major worrying factor while shopping online (Mohammed Julfeequer and others).

**Research Methodology**-The present study is a descriptive study. For the study the required data was collected from Primary sources. Though e-ticketing covers wider number of areas including travel, entertainment and entry ticketing of various forms, the present study is confined to only travel e-ticketing. The study was conducted basing on the primary objective to determine the Consumer perception on E – Ticketing. In addition, the study also focus on its usefulness, reliability, security and efficiency of electronic devices for E – Ticketing A structured questionnaire was designed to collect the primary data with various areas such as pricing, security, payment and transparency. A sample of 100 responses was considered for the study among the customers who use e-ticketing option while booking tickets. For the purpose of collecting the data, a snowball sampling technique was used.

**Online ticketing**-Quick and convenient forms of transportation, increased customer confidence in digital payments, and the possibility to compare various available transportation options are driving the online ticket marketplace. Mobile platforms and smart phones are now extensively used among industry players to provide transportation services, as they are one of the most popular modes of ticket booking, particularly among young professionals. In India, overall e-ticketing services market is divided into three categories: railway tickets, bus tickets, and air tickets. Owing to the availability of a greater variety of promotions, offers, and other incentives, the e-ticketing sector is predicted to be the fastest expanding segment.

The most widely utilized service in the Bus Transport System is e-ticketing, which is used by individuals from all walks of life in rural, urban, and metro areas. Only long-distance transportation can be booked online so far. Recently Government owned road transport corporations also allows to book tickets online even for short distances in compliance with covid norms. The two main types of business models used by online bus ticketing platforms are pooled business models and self-owned business models.

Indian railways implemented automated ticketing and reservation before 1990s. The majority of ticketing i.e. railways moved online in the early twenty-first century. IRCTC has become India's only internet portal for purchasing railway tickets, with millions of visitors every day. Passengers can now order tickets online using apps such as Paytm. Besides websites such as Goibibo, Ixigo also enables the users to book train tickets online. Within the online ticketing sector, train tickets have become one of the fastest-growing segments with nearly seven lakh tickets booked every day. In air ticketing, online ticketing

system was first introduced in US. After 2008, entire air ticketing in India has become online in India. In India air ticketing happens through travel agents and websites such as makemytip, Goibibo and in-house kiosks at the terminals.

**Advantages and limitations-** With the increasing digital literacy, many users are adapting to e-ticketing. One of the primary advantages of e-ticketing is time saving, cost saving, effort saving and decreasing psychic costs. More than 70% of the train passengers are booking tickets over online platform. Almost entire air ticketing becomes digital. Public road transportation corporations and private transportation companies allow the customers to book tickets from their own website and mobile sites in line with third party websites. Increasing smart phone penetration can be a major booster for e-ticketing. But one of the major limitations is digital literacy. Those passengers who know internet and digital transactions can only inclined towards e-ticketing. Another factor that limits digital ticketing is trust worthiness. Physical transactions create greater confidence in customers than virtual ticketing.

### Discussion and analysis

The opinions are collected from 100 respondents of diversified profiles. They are segregated into different demographic profiles such as Age, Gender, Education and occupation. The responses are tabulated in the below table.

#### Demographic factors

Age	Below20	21-30	31-40	41-50	Above50
	13	64	10	11	2
Gender	Male	Female			
	51	49			
Education	SSC	Intermediate	Graduation	Post graduation	Others
	4	13	34	44	5
Occupation	Student	Employee	Business	Others	
	23	37	28	12	

From the above table it is evident that most of the respondents are in the age group of 21-30. Both male and female respondents are equal in proportion as considered in this study. Generally there is no such clutter between male and female as far as travelling factor is considered. There is greater diversification in the education group. Majority of the respondents are Post graduates and graduates. These are the people having good knowledge towards e-ticketing. Also it is evident that under occupation, majority of the respondents are employees and business people.



**Consumer perception towards e-ticketing**

The responses of the customers towards the statements on customer perception towards e-ticketing on various factors are collected and tabulated as below.

Factor	Statements				
Reasons for choosing E - ticketing services	Convenience (24%)	Time saving (44%)	Price Reduction(12%)	Safety and security (10%)	Ease of use(10%)
Ways of customers to book their ticket	Website (13%)	App (11%)	Travel agent(19%)	Third-party web(26%)	Third party app(31%)
Methods of payments you prefer in E-Ticketing	Internet Banking(37%)	Debit card /Credit card(28%)	E-cash(17%)	E-wallet(17%)	Others(1%)
Ratings provided by customers to the particular Mode of payments	Excellent(26%)	Good(48%)	Fair(22%)	Poor(4%)	Very poor(0%)
What are the problems faced by customers while using E - Ticketing	Privacy Problem (12%)	Identify theft(9%)	Data security(29%)	Fraudulent practices(26%)	Lack of trust(24%)
Level of satisfaction towards Consumer data protection and privacy	Highly Satisfied(34%)	Satisfied(37%)	Neutral(14%)	Dissatisfied(7%)	Highly dissatisfied(8%)
Providing great individual deals and communicating promptly	Regularly(43%)	often(27%)	Some times(8%)	Rare(13%)	Very rare(9%)
Overall satisfaction level of consumer with e ticketing	Highly Satisfied(32%)	Satisfied(38%)	Neutral(20%)	Dissatisfied(8%)	Highly dissatisfied(2%)
Customers facing Fraudulent practice during E - Ticketing	Regularly(14%)	often(11%)	Some times(10%)	Rare(31%)	Very rare(34%)
Website/App is simple to use e ticketing services	Strongly Agree(44%)	Agree(32%)	Somewhat agree(15%)	Disagree(5%)	Strongly disagree(4%)
Recommending e-ticketing to other reference groups	Very likely(27%)	Likely(24%)	Neutral(8%)	Unlikely(20%)	Very unlikely(21%)
Extent of satisfaction with the overall functioning of e-ticketing websites/Apps	Highly Satisfied(33%)	Satisfied(41%)	Neutral(8%)	Dissatisfied(9%)	Highly dissatisfied(9%)

Majority of the customers choose e-ticketing with a reason to save the time followed by other reasons such as convenience. Also it is evident from the study that most of the customers are booking e tickets using third part apps and websites other than the company owned mobile sites and websites. For the payment, most of the customers choose net banking as charges for transactions through the net banking are less. Also from the study it is noticed that general problems or apprehensions majority of the customers towards e-ticketing are data security, privacy and lack of trust over the online platform. But from the study it is observed that most customers are happy with the e-ticketing organizations regarding the data protection and privacy. Majority are of the customers have opined that regularly they are receiving promotional messages and deals individually. Also it is observed that very rarely consumers are facing fraudulent practices while transacting online. From the study, it is observed that good numbers of customers are satisfied with the e-ticketing services, websites and apps used for e-ticketing. Satisfied customers are the happiest customers. As far as services are concerned, word of mouth will play an important role. It's evident from the study that majority of the customers are ready to recommend e-ticketing services to other reference groups such as friends and relatives.

## Findings and recommendations

The study on consumer perception towards e-ticketing led to infer some meaningful conclusions and recommendations. With the increase in the usage of internet widely led to many customers especially in service sector, towards adaptation of booking tickets over online platform. Though majority of the digitally literate population are habituated towards e-ticketing, still there are apprehensions towards security, privacy and trustworthiness. As majority of the customers making transactions through internet banking facility, it may be further advised for e-ticketing companies to encourage customers to buy tickets through UPI.

Further, the websites and apps may be designed at convenience to customers by creating more ease. As many third party apps may be allowed by the firms to encourage more number of customers. Government owned transport corporations may conduct specific awareness campaigns to encourage passengers to book tickets online. Personalized promotion campaigns like price discounts, coupons and cash backs may be provided to get more people to go for e-ticketing. Further 100% refund may be provided to the customers in case of last minute cancellations by keeping in mind that existing customer is more important than new customer. It may be further advised to limit the mandatory data from the customers at the time of registration. Loyalty points and Referral points may be provided to the customers in case of suggesting the e-ticketing facility. As majority of the customers are feeling happy with the e-ticketing facility, it may be suggested for the firms to more convenience to the consumers as digitalization in India is expanding to leaps and bounds. Internet environment becomes primary platform for 21<sup>st</sup> century organizations to reach wider customers. Marketing today is personalization than promotion.

## Conclusion

With the rapid penetration of internet and increasing Smartphone usage in India, digital transactions play an important role. E-ticketing is one of the digital transformations in ticketing process. A typical traveler without visiting physical facilities, can book their travel tickets on desktop, laptop or on smart phone. This facilitates convenience to the consumers in terms of reduced cost and time. Any new technological application will be having its own limitations. If some confidence is created in customers in terms of privacy, trustworthiness and data security, e-ticketing will pave a path for 100% digital transactions and the dream of digital India.

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