JETIR.ORG

ISSN: 2349-5162 | ESTD Year: 2014 | Monthly Issue



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

FACTORS INFLUENCING THE ATTITUDE OF RAIL PASSENGERS

¹Dr. T.P. Ramprasad and ²Dr. T.T. Karthik

¹Assistant Professor ²Assistant Professor Dept. of Commerce and Research Centre Sourashtra College (Autonomous), Madurai, Tamil Nadu

ABSTRACT

Railways are the cheapest and quickest means of transport. It covers long distances and carries heavier types of goods and also the passengers. It is the central 'nerve system' in the economy of a nation. Indian Railways is Asia's largest and world's second largest network under one management, with a separate Ministry and its own annual budget. Although key business operations are freight and passenger, Indian Railway is also engaged in several allied services including parcel, catering and production units. More than 23 amenities are provided by the Railway Department at Madurai Railway Junction. This study highlights the factors that influence the attitude of Rail Passengers.

KEY WORDS

Amenities, Madurai Junction, Passengers, Railway, and Transportation,

INTRODUCTION

The most primitive means of transport are the human beings. Due to the increase in the activities of man, he took a forward step. Domestic animals such as, ass, camel, elephant, horse, bullock, etc. were used for transporting goods. Then were introduced wheeled carts. It was an important development in the history of transport. But the progress in transportation was very slow before the Industrial Revolution. After the Industrial Revolution in the 18th century, there occurred a revolutionary change in each and every sphere of the economy. Due to that, there is increase in the production. Increase in trade leads to increase in the transportation system. For the large scale development of trade and commerce, cheap and rapid transport is essential. Transport is the blood stream of nation's economy. Transportation is described as 'physical marketing', because without the physical supply of goods there will not be any transaction i.e., buying and selling. Transportation is the 'key link' between the production and other marketing functions. Transportation plays a very important role in the economic development of a nation.

NEED OF THE STUDY

Railways are the cheapest and quickest means of transport. It covers long distances and carries heavier types of goods and also the passengers. It is the central 'nerve system' in the economy of a nation. It helps in the starting and running of industries throughout the world. It helps greatly trade. Through railways movement of food for workers, movement of raw materials to feed the machines and the movement of finished products to the markets are possible. It is of great help to agriculturists that the utilities of perishable goods are increased and urban and rural areas are brought close in contact. It strengthens the defence of a nation.

Indian Railways is Asia's largest and world's second largest network under one management, with a separate Ministry and its own annual budget. Although key business operations are freight and passenger, Indian Railway is also engaged in several allied services including parcel, catering and production units. It offers various amenities to passengers. Hence, an attempt is made to highlight the factors which influence the Rail Passengers.

REVIEW OF LITERATURE

Raghuram, G. (2007) in his working paper on "Turnaround of Indian Railways: A Critical Appraisal of Strategies and Processes" attempts a diagnosis of the 'turnaround'. This paper then carried out an analysis of the various determinants of the 'turnaround' related to goods, passenger, and other operations. In an article in the Hindu (2008), Madurai Edition, the details regarding the 'Madurai Station to be modernized' has been highlighted. The Hindu (2009), Madurai Edition, in their article pointed out the details regarding Railway unit revenue, net ticketing facility at railway station, and increasing passenger earnings at Madurai Railway Division. Luis Oliveira, Claudia Bruen, Stewart Birrell, and Rebecca Cain (2019), in a research article titled "What passengers really want: Assessing the value of rail innovation to improve experiences" pointed out that the technology has the potential to provide more up-to-date information and customised services to train passengers and therefore improve the rail journey experience. However, there is a lack knowledge about which innovations and services are preferred by the travelling public. The purpose of this study was to understand the value which passengers placed on technological innovations to improve

the overall passenger journey experience. In an article in the Business Standard (2022), the Ministry of Railways reveals that after two and a half years into the Covid-19 pandemic, rail passenger mobility is finally showing a consistent upward trajectory, as Indian Railways' passenger boarding numbers in the first quarter (Q1) of the current financial year (2022-23, or FY23) show a 70 per cent recovery against pre-pandemic levels. It is evident from the previsou studies that there is a research gap exists. Hence, this study is attempted.

STATEMENT OF THE PROBLEM

The means of transport can be classified into three main divisions and they are called the medium of movement or transport – a) Land transport, b) Water transport, and c) Air transport. Due to the inventions of modern scientists, we have another means of transport, i.e. space transport which is used for going to the moon and other planets. Land transport is the oldest one and is very important to each and every person. Without land transport nothing can be done. Land transport can be divided into four. They are – pathways, roadways, railways and other ways of tramways and pipe lines.

In land transport, railway had the monopoly before the coming of the motor transport. It is the principal means of transport of the world. Railway development took place in India in the 19th century. There were a few railroads during those days. Its development was very slow due to the ignorance of its advantages. Now-a-days the importance is known by all and the development of railways has increased. Railways were built for military purposes before independence. Now is used for transportation of goods and passengers. To avoid public inconvenience and to enforce safety regulations, railways are given the status of social monopolies in almost all the countries. As Indian Railways is a public utility undertaking it has to fulfil the social obligations towards the community at large. In 2002-2003, the Madurai Junction has been declared as 'Passenger Amenities Year' by Railways. This study is an attempt to know the amenities available at Madurai Railway Junction and the factors which influence the attitude of Rail Passengers.

OBJECTIVE OF THE STUDY

The study highlights the following objectives:

- To study the amenities available at Madurai Junction.
- To highlight the factor that influences the attitude of Rail Passengers.

METHODOLOGY

Both primary and secondary data have been used for the current research. Secondary data for this study is collected through websites, divisional offices of railways, books, working papers, journals and newspapers. For collecting primary data, a well structured interview schedule has been framed with the guidance of the supervisor and railway officials. A sample of 150 respondents was chosen for collecting primary data. Convenience sampling method was followed by the researcher for collecting the primary data. Madurai Junction has been chosen as the study area.

Field work for this study was carried out by the researcher himself. The researcher has used interview schedule for collecting data from passengers. A pre-test was done to finalize the interview schedule by the researcher. The researcher contacted most of the respondents at waiting hall, retiring room, cloak room, booking counters and various platforms for gathering information. All the respondents were personally met by the researcher. After collecting the information through the interview schedule the data have been verified and edited by the researcher.

RESULTS AND DISCUSSION

AMENITIES AVAILABLE AT JUNCTION

The amenities provided by the Railway Department at Madurai Railway Junction are listed out. They are - 1) reservation counter, 2) current booking counter, 3) touch screen, 4) parcel office, 5) enquiry centre, 6) display board for train arrival and departure, 7) waiting/retiring hall, 8) wheel chair facility, 9) special counter for physically challenged person (PCP), 10) cloak room, 11) STD booths, 12) book stalls, 13) ATM facility, 14) hot and cool drink 15) stall, snacks and sweet stall, 16) restaurants, 17) fast food stalls, 18) pay and use toilets, 19) drinking water facility, 20) tourist information centre, 21) hotel information centre, 22) parking stands, 23) coach indication board, etc. are offered by the Railway Department.

FACTORS INFLUENCES THE ATTITUDE OF RAIL PASSENGERS

This section identifies and presents factors which influence the attitude of rail passengers towards amenities available at Madurai Junction. There are eight factors which influence the attitude of rail passengers towards various amenities. These factors are viz. gender, age, marital status, educational qualification, occupation, family monthly income, frequency of travel, and number of amenities availed. In order to find out whether these factors influence the attitude of rail passengers towards amenities, chisquare test has been applied.

Gender-wise Classification

Gender is the important factor for classifying the respondents. Both male and female can make travel through train. Hence, an attempt is made by the researcher to classify the respondents on the basis of their gender. Table 1 shows the gender-wise distribution of sample respondents.

Table – 1 Gender-wise Distribution of Respondents

Gender	No. of Respondents	Percentage
Male	93	62.00
Female	57	38.00
Total	150	100.00

Table 1 reveals that 62 percent of the respondents are male and 38 per cent are female. The gender-wise classification of respondents has been identified as one of the factors influencing the attitude. In order to find out where there is any relationship between gender and the attitude level, chi-square test has been applied and it is shown in Table 2.

 $\label{eq:Table-2} Table-2 \\$ Gender of Respondents and the Level of Attitude

Gender \ Attitude Level	High	Medium	Low	Total
Male	16 (17%)	65 (70%)	12 (13%)	93 (100%)
Female	13 (23%)	33 (58%)	11 (19%)	57 (100%)
Total	29	98	23	150

Table 2 shows that the percentage of respondents having high level of attitude is more in the case of female respondents than in the male. In order to see whether there is a relationship between gemder and attitude, chi-square test has been applied.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 2.295Table Value at 5% Level of Significance = 5.991

Since the calculated value is less than the table value, there is no significant relationship between the gemder of sample respondents and their level of attitude.

Age-wise Classification

Age is one of the important socio-economic factors in analyzing the consumer awareness. Table 3 shows the age-wise distribution of sample respondents.

Table – 3
Age-wise Distribution of Respondents

Age	No. of Respondents	Percentage		
Up to 20 Years	11	7.33		
20 to 40 Years	24	16.00		
40 to 59 Years	76	50.67		
Senior Citizen	39	26.00		
Total	150	100.00		

Table 3 indicates that majority of respondents, i.e. 50.67 percent, are in the age group of 40 to 59. This is because of the aged group prefer rail travel. Followed this 26 percent are senior citizen, 16 percent are in the age group of 20 to 40 years and 7.33 percent are up to 20 years category.

Age is also a factor which may influence the rail passengers toward various amenities available at Madurai Junction. In order to find out whether there is any relationship between age and the attitude level, chi-square test has been framed. For this purpose, age has been grouped into two categories. Table 4 shows the age of respondents and the level of attitude.

Table – 4

Age of Respondents and the Level of Attitude

Age \ Attitude	High	Medium	Low	Total
Up to 40 years	11 (31%)	14 (40%)	10 (29%)	35 (100%)
Above 40 years	18 (16%)	84 (73%)	13 (11%)	115 (100%)
Total	29	98	23	150

Table 4 reveals that the percentage of tourists having high level of attitude is more in the case of respondents belonging to the age group 'up to 40 years' as compared to those respondents belonging to the age group 'above 40 years'. In order to see whether there is any relationship between age and attitude, chi-square test has been applied.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 13.157Table Value at 5% Level of Significance = 5.991

The calculated value is more than the table value and hence the chi-square test reveals that the relationship is significant. Thus there is a relationship between the age of respondents and the attitude level.

Marital Statis

The marital status of the respondents is an important parameter for analyzing the behaviour of consumer. The respondents are classified on the basis of their marital status and it is given in Table 5.

Table – 5
Marital Status of Respondents

Marital Status	No. of Respondents	Percentage	
Married	112	74.67	
Unmarried	38	25.33	
Total	150	100.00	

Table 5 shows that among the sample respondents, 74.67 percent of them are married and 25.33 percent are unmarried. Out of 150 sample respondents about 25 percent constitute unmarried category.

Marital status has been identified as one of the factor influencing the attitude of respondents. In order to find out whether there is any relationship between the marital status and the attitude of respondents, chi-square test has been prepared. Table 6 explains the marital status of the respondents and the attitude level.

Table-6 Marital Status of Respondents and the Level of Attitude

Marital Status\ Attitude	High	Medium	Low	Total
Married	20 (18%)	81 (72%)	11 (10)	112 (100%)
Unmarried	9 (24%)	17 (45%)	12 (31%)	38 (100%)
Total	29	98	23	150

Table 6 indicates that the percentage of respondents having high level attitude is more in the case of unmarried respondents than in the married respondents. In order to see whether there is any relationship between marital status and attitude, chi-square test has been applied.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 12.563Table Value at 5% Level of Significance = 5.991

Since the calculated value is more than the table value there is significant relationship. Hence, there is a relationship between the marital status and the attitude level.

Educational Qualification

Literacy has a great impact on the social and economic life of respondents. It creates better understanding of anything and it increases their efficiency and develops awareness. The researcher solicited the information about the educational qualification of the sample respondents.

Table – 7
Educational Qualification of Respondents

Educational Qualification of Respondents				
Educational Qualification	No. of Respondents	Percentage		
Illiterate	23	15.33		
Up to 12 th Std.	14	9.33		
Diploma Holder	16	10.67		
Graduate	7	4.67		
Post-Graduate	41	27.33		
Professional	49	32.67		
Total	150	100.00		

The researcher identified that 15.33 percent of the sample respondents have illiterates, 9.33 percent studied up to 12th standard, 10.67 percent are diploma holders, and graduates constitutes 4.67 percent. It is also noted from Table 7 that the majority of respondents, i.e. 32.67 percent, are professionally qualified and 27.33 percent are post-graduates which is clear from the above table.

Educational qualification is identified as one of the factors which may influence the attitude of rail passengers. In order to test whether there is any relationship between the educational qualification and the attitude level, the researcher has classified all respondents into two groups namely graduates and non-graduates. Table 8 shows the educational qualification of the sample respondents and the attitude level.

Table – 8

Educational Qualific	cation of Respondents	and the Level of Attitude
----------------------	-----------------------	---------------------------

Educational Qualification \ Attitude	High	Medium	Low	Total
Non-Graduates	13 (25%)	30 (57%)	10 (19%)	53 (100%)
Graduates	16 (17%)	68 (70%)	13 (13%)	97 (100%)
Total	29	98	23	150

Table 8 reveals that the percentage of respondents having high level of satisfaction is more in the case of non-graduates than in graduates. With a view to verifying whether there is any relationship between the educational qualification and the attitude level, chi-square test has been applied.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 2.768Table Value at 5% Level of Significance = 5.991

Since the calculated value is less than the table value there is no relationship. Hence, the hypothesis – the educational qualification influences the level of attitude – does not hold good.

Occupation of Respondents

It is necessary to classify the respondents according to their occupation which is helpful for analyzing the awareness. The respondents classified according to their occupation are presented in Table 9.

Table – 9 Occupation-wise Distribution of Respondents

Occupation No. of Respondents Percentage					
Student		21	14.00		
Private Employee		23	15.33		
Govt. Employee		27	18.00		
Business	1	44	29.33		
I.T. Professional		19	12.67		
Others		16	10.67		
Total		150	100.00		

Table 9 reveals that 14 percent of the respondents are students in the sample study, 15.33 percent are working as private employee, 18 percent are employed in government organization, 29.33 percent of respondents are doing business, 12.67 percent of the respondents are engaged in I.T. professionals and other category constitutes 10.67 percent of respondents. It is pointed out from the above table that majority of sample respondents are doing business.

Depending upon the nature of employment, respondents are classified into two categories, namely employment and other than employment for analyzing the level of attitude. Table 10 shows the growing of respondents on the basis of their occupation.

Table – 10
Nature of Occupation of Respondents

Occupation	No. of Respondents	Percentage
Employment	50	33.33
Other than Employment	100	66.67
Total	150	100.00

Table 10 exhibits that 50 (33.33%) respondents are in employment category and 100 (66.67%) are in other than employment category. The researcher has identified this occupation category as a factor influencing the attitude of sample respondents. To test whether there is any relationship between the natures of occupation, chi-square test has been prepared. Table 11 shows the nature of occupation and the level of attitude.

Table – 11
Occupation of Respondents and the Level of Attitude

occupation of respondents and the never of retitude				
Occupation \ Attitude	High	Medium	Low	Total
Employment	12 (24%)	29 (58%)	9 (18%)	50 (100%)
Other than Employment	17 (17%)	69 (69%)	14 (14%)	100 (100%)
Total	29	98	23	150

Table 11 exhibits that the percentage of respondents having high level of attitude is higher in the case of respondents belonging to the category of employment than those belonging to the category of other than employment. In order to see whether there is any relationship between occupation and attitude, chi-square test has been made.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 1.81 Table Value at 5% Level of Significance

As the calculated value of chi-square test is less than the table value. Thus there is no relationship between the occupation and the attitude of respondents.

Family Monthly Income

The income of the consumer is treated as an important parameter of their economic position for analyzing consumer awareness. The data regarding income of the respondents on the basis of their family monthly income is given in Table 12.

> Table – 12 Family Monthly Income of the Respondents

Family Monthly Income	No. of Respondents	Percentage
Below Rs.10,000	61	40.67
Rs.10,000 to Rs.20,000	53	35.33
Above Rs.20,000	36	24.00
Total	150	100.00

It is inferred from Table 12 that 40.67 percent of the respondents came in the income group of below Rs.10,000, 35.33 percent of the respondents are in the income of group of Rs.10,000 to Rs.20,000, and 24 percent of the respondents were in the income group of above Rs.20,000.

Family monthly income has been considered as one of the factors influencing the attitude of respondents. In order to test whether there is any relationship between the family monthly income of respondents and the level of attitude, chi-square test has been calculated. The family monthly income of respondents has been group into two categories for calculating the level of attitude. Table 13 indicates the family monthly income and the level of attitude.

> Table – 13 Family Monthly Income of Respondents and the Level of Attitude

Income \ Attitude	High	Medium	Low	Total
Up to Rs.20,000	21 (18%)	79 (70%)	14 (12%)	114 (100%)
Above Rs.20,000	8 (22%)	19 (53%)	9 (25%)	36 (100%)
Total	29	98	23	150

Table 13 shows that the percentage of respondents having high level of attitude is more in the case of respondents belonging to 'above Rs.20,000 category' as compared to 'up to Rs.20,000 category'. In order to see whether there is any relationship between family monthly income and the level of attitude, chi-square test has been applied.

Degree of Freedom = (c-1)(r-1) = (3-1)(2-1) = 2Calculated Value Table Value at 5% Level of Significance = 5.991

The calculated value of chi-square is less than the table value and there is no relationship between them. Hence, the hypothesis – Family monthly income of respondents influences the level of attitude – does not hold good.

Frequency of Travel

Train journey is considered as most convenient journey by majority of people. The necessity of journey may vary from one person to another. The researcher solicited information regarding the frequency of travel through rail made by the respondents. Table 14 shows the frequency of rail travel made by the sample respondents.

> Table – 14 Frequency of Rail Travel by the Respondents

Frequency of Travel	No. of Respondents	Percentage
Daily	56	37.33
Weekly	12	8.00
Fortnightly	13	8.67
Monthly	8	5.33
Occasionally	61	40.67
Total	150	100.00

It is evident from Table 14 that 40.67 percent of respondents have travelled through rail occasionally, 37.33 per cent of respondents travelled daily, 8.67 percent of respondents travelled fortnightly, and 8 percent travelled weekly. Only a meager percent of respondents, i.e. 5.33 travelled through rail monthly. Table 15 shows the classification of nature of frequency of rail travel.

Table – 15

Nature of Frequency of Rail Travel by Respondents

Frequency of Travel	No. of Respondents	Percentage
Regular Travel	81	54
Rare Travel	69	46
Total	150	100.00

Table 15 reveals that 81 (54%) respondents have made regular travel through rail and 69 (46%) have travelled rarely. The frequency of travel has been considered as one of the factors influencing the attitude of respondents. In order to find out whether there is any relationship between the natures of frequency of travel and the attitude level, chi-square test has been prepared. Table 16 explains the nature of frequency of travel and the attitude level.

Table – 16

Nature of Frequency of Travel by Respondents and the Level of Attitude

Frequency of Travel \ Attitude	High	Medium	Low	Total
Regular Travel	18 (22%)	54 (67%)	9 (11%)	81 (100%)
Rare Travel	11 (16%)	44 (64%)	14 (20%)	69 (100%)
Total	29	98	23	150

Table 16 indicates that the percentage of respondents having high level attitude is more in the case of regular travel as compared to rare travel category.

In order to see whether there is any relationship between the frequency of travel and attitude, chi-square test has been applied.

Degree of Freedom = (c-1) (r-1) = (3-1) (2-1) = 2Calculated Value = 2.855Table Value at 5% Level of Significance = 5.991

It is evident that the calculated value of chi-square is less than the table value. So, the hypothesis is rejected. Thus there is no relationship between the nature of frequency of travel of respondents and the level of attitude.

Number of Amenities Availed

There are so many amenities available at Madurai Junction. The extents at which these amenities are availed by the respondents are analyzed by the researcher. Table 17 exhibits this fact.

Table – 17
Number of Amenities Availed by the Respondents

- · · · · · · · · · · · · · · · · · · ·			
No. of Amenities Availed	No. of Respondents	Percentage	
Less than 4	6	4.00	
4 to 8	14	9.33	
8 to 12	77	51.33	
12 to 16	18	12.00	
More than 16	35	23.33	
Total	150	100.00	

It is inferred from Table 17 that out of 150 respondents, 51.33 percent of respondents availed between 8 and 12 amenities, 23.33 percent of respondents availed more than 16 amenities, and 12 percent of respondents availed between 12 and 16 amenities. A minimum number of respondents, i.e.9.33 percent and 4 percent availed 4 to 8 and less than 4 amenities respectively.

Number of amenities availed has been considered as one of factors influencing the attitude of respondents. For analyzing the level of attitude, respondents are classified into two categories, namely less than 12 and more than 12 for analyzing the level of attitude. To test whether there is any relationship between the number of amenities availed and the attitude, a chi-square test has been framed. Table 18 shows the number of amenities availed by respondents and the level of attitude.

 $Table-18 \\ Number of Amenities Availed and the Level of Attitude$

1 (difficulties 11 (difficulties 11 (difficulties 12 (dif				
Amenities Availed \ Attitude	High	Medium	Low	Total
Less than 12	21 (22%)	63 (65%)	13 (13%)	97 (100%)
More than 12	8 (15%)	35 (66%)	10 (19%)	53 (100%)
Total	29	98	23	150

Table 18 exhibits that the percentage of respondents having high level of attitude is higher in the category of 'less than 12 amenities availed' than 'more than 12 amenities availed'. In order to see whether there is any relationship between the number of amenities availed and attitude, chi-square test has been made.

Degree of Freedom = (c-1)(r-1) = (3-1)(2-1) = 2Calculated Value = 1.436Table Value at 5% Level of Significance = 5.991

The calculated value of chi-square test is less than the table value. Thus there is no relationship between the number of amenities availed and the attitude of respondents.

Ranking of Amenities

More than 23 amenities are provided by the Railway Department at Madurai Railway Junction. The important amenities included are - 1) reservation counter, 2) current booking counter, 3) touch screen, 4) parcel office, 5) enquiry centre, 6) display board for train arrival and departure, 7) waiting/retiring hall, 8) wheel chair facility, 9) special counter for physically challenged person (PCP), 10) cloak room, 11) STD booths, 12) book stalls, 13) ATM facility, 14) hot and cool drink 15) stall, snacks and sweet stall, 16) restaurants, 17) fast food stalls, 18) pay and use toilets, 19) drinking water facility, 20) tourist information centre, 21) hotel information centre, 22) parking stands, 23) coach indication board, and so on. The respondents are asked to rank the amenities according to their choice. The result of the analysis is presented in Table 19.

> **Table – 19** Ranking of Amenities by Sample Respondents

Amenities Amenities by Sample Respondents Rank Given			
	Kalik Given		
Current Booking Counter	1		
Parking Stands	2		
Display Board for Train arrival & departure	3		
Reservation Counter	4		
Snacks & Sweet Stall	5		
Enquiry Centre	6		
Waiting/Retiring Hall	7		
ATM Facility	8		
Hot & Cool Drink Stall	9		
Fast Food Stalls	10		
Drinking Water Facility	11		
Coach Indication Board	12		
Touch Screen	13		
Cloak Room	14		
Wheel Chair Facility	15		
Pay and Use Toilets	16		
Others	17		
Restaurants	18		
Special Counter for PCP	19		
Book Stalls	20		
STD Booths	21		
Parcel Office	22		
Tourist Information Centre	23		
Hotel Information Centre	24		

Table 19 shows the ranking given by the respondents to various amenities available at Madurai Junction. According to this table, the amenity current booking counter secured the first rank. The second rank was secured by the amenity parking stands. Third rank goes to the amenity display board for train arrival and departure.

Two amenities such as reservation counter, and snacks and sweet stall secured the fourth and fifth place respectively. Sixth rank was assigned to the amenities like enquiry centre, and seventh to waiting/retiring hall. The amenities like ATM facility, hot and cool drink stall, fast food stalls, and drinking water facility are ranked to eighth to eleventh position respectively by the sample respondents. All other amenities given in the above table are ranked 12th to 24th accordingly thereafter.

FINDINGS

- a) Eight factors namely gemder, age, marital status, educational qualification, occupation, family monthly income, frequency of travel and number of amenities availed have been identified. Then the influence of each factor on the attitude has been examined with the help of chi-square test.
- b) On analysis it was found that two factors namely age and marital status have significant relationship and the remaining factors such as gender, educational qualification, occupation, family monthly income, frequency of travel and number of amenities availed do not have significant relationship on the attitude of sample respondents towards various amenities available at Madurai Junction.
- According to this study, the amenity 'current booking counter' secured the first rank. The second rank was secured by the amenity 'parking stands'. Third rank goes to the amenity 'display board for train arrival and departure'.

REFERENCES

Raghuram, G. Working Paper on Turnaround of Indian Railways: A Critical Appraisal of Strategies and Processes, Indian Institute of Management, Ahmedabad, Feb. 2007.

Luis Oliveira, Claudia Bruen, Stewart Birrell, and Rebecca Cain, "What passengers really want: Assessing the value of rail innovation to improve experiences", Transportation Research Interdisciplinary Perspective, Vol. 1, June 2019, pp.1-9.

Business Standard, "Rail Passenger mobility at 70% of pre-Covid levels still shy of target", Aug. 5, 2022.

The Hindu, March 21, 2008.

The Hindu, Jan.27, 2009.

