

**A STUDY ON PASSENGER PREFERENCE TOWARDS KSRTC
WITH SPECIAL REFERENCE TO KOTTAYAM CITY**

*A Project report submitted in partial fulfilment of the
requirement for the award of*

Bachelor's Degree in Commerce

Submitted by

RIONA ANNIE RAJU (Reg.No.170021083303)

SANTHI SIVANANDAN (Reg.No. 170021083309)

SARAH JOY ATTIYIL (Reg. No. 170021083310)

SAYANA K S (Reg.No.170021083311)

SHANU ANN SHIBU (Reg.No.170021083312)

Under the supervision of

Ms. Surabhi Sudhakaran P

(LECTURER)



SAINTGITS

COLLEGE OF APPLIED SCIENCES

KOTTAYAM, KERALA, INDIA

PG DEPARTMENT OF COMMERCE

2019-2020



SAINTGITS
COLLEGE OF APPLIED SCIENCES
KOTTAYAM, KERALA, INDIA

Pathamuttom, Kottayam
Kerala, India-686532
Te:0481-2433787
Mob:954432772

Date:

CERTIFICATE

*Certified that this is a bonafide report of the project report undertaken by by **RIONA ANNIE RAJU** (Register No:170021083303),**SANTHI SIVANANDAN** (Register No:170021083310), **SARAH JOY ATTIYIL** (Register No:170021083310),**SAYANA KS** (Register No:170021083311),**SHANU ANN SHIBU** (Register No:170021083312) of B. Com Semester VI, in partial fulfilment of the requirements for the award of the master's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.*

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

*I do hereby declare that the project titled “**A STUDY ON PASSENGER PREFERENCE TOWARDS KSRTC WITH SPECIAL REFERENCE TO KOTTAYAM CITY**” is a bonafide report of the project report undertaken by me in partial fulfilment of the requirements for the award of the Bachelor’s of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of **Ms. Surabhi Sudhakaran** Lecturer, PG. Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

Pathamuttom

31- 03 -2020

RIONA ANNIE RAJU

SANTHI SIVANANDAN

SARAH JOY ATTİYIL

SAYANA KS

SHANU ANN SHIBU

ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

*I thank **Prof. M.C. Joseph, Principal** and **Mr. Anish B Bhaskaran, Assistant Professor and Academic Co-ordinator of PG Department of Commerce, Saintgits College of Applied Sciences** for their valuable support and encouragement in the preparation of the project.*

*I take this opportunity to express my profound sense of gratitude to my guide **Ms. Surabhi Sudhakaran P, Lecturer, PG Department of Commerce, Saintgits College of Applied Sciences** for the valuable guidance, advice, inspiration, constant encouragement and constructive criticism given throughout the study.*

I express my sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable help.

I thank all my friends who have directly or indirectly helped me in completing this work.

Pathamuttom

31 -03-2020

RIONA ANNIE RAJU

SANTHI SIVANANDAN

SARAH JOY ATTIYIL

SAYANA KS

SHANU ANN SHIBU

CONTENTS

TABLE NO.	TITLE	PAGE NO.
1.	LIST OF TABLES	6-7
2.	LIST OF FIGURES	8-9
3.	INTRODUCTION	10-13
4.	REVIEW OF LITERATURE	14-17
	THEORETICAL FRAMEWORK	
5.	DATA ANALYSIS AND INTERPRETATION	18-38
6.	FINDINGS, SUGGESTIONS & CONCLUSION	39-43
7.	BIBLIOGRAPHY	44
8.	APPENDIX	45-49

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
3.1	GENDER OF THE RESPONDENTS	19
3.2	AGE OF THE RESPONDENTS	20
3.3	OCCUPATION OF THE RESPONDENTS	21
3.4	SALARY OF THE RESPONDENTS	22
3.5	TABLE SHOWING TRAVELLERS IN KSRTC	23
3.6	SATISFACTION OF THE VISIBILITY OF THE KSRTC NAME BOARDS	24
3.7	UNDERSTANDABILITY OF THE KRSTC BUSSTOP AMONG PASSENGERS	25
3.8	AWARENESS OF FIRST AID IN BUS AMONG PASSENGERS	26
3.9	AVAILABILITY OF STAFF IN FIRST AID EMERGENCY	27
3.10	TIMELY SOLUTION AND INTEREST SHOWN BY KSRTC STAFF TO WARDS PASSENGERS	28
3.11	SATISFACTION OF KSRTC SERVICES AMONG PASSENGERS	29
3.12	SATISFACTION OF LOW FLOOR BUSES AMONG PASSENGERS	30
3.13	AWARENESS OF MODERN FACILITIES IN KSRTC	31
3.14	TIMELY PERFORMANCE OF KSRTC	32
3.15	PERFORMANCE OF KSRTC DURING BREAKDOWN OF VEHICLES	33
3.16	FACILITIES PROVIDED BY KSRTC TO BOTH RURAL AND URBAN AREAS	34
3.17	AWARENESS OF ONLINE BOOKING FACILITIES BY KSRTC	35
3.18	SATISFACTION OF ONLINE BOOKING AMONG PASSENGERS	36

3.19	SATISFACTION OF TRAVELLING IN KSRTC	37
3.20	BASIS ON WHICH THEY TRAVEL	38

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
3.1	GENDER OF THE RESPONDENTS	19
3.2	AGE OF THE RESPONDENTS	20
3.3	OCCUPATION OF THE RESPONDENTS	21
3.4	SALARY OF THE RESPONDENTS	22
3.5	TABLE SHOWING TRAVELLERS IN KSRTC	23
3.6	SATISFACTION OF THE VISIBILITY OF THE KSRTC NAME BOARDS	24
3.7	UNDERSTANDABILITY OF THE KSRTC BUSSTOP AMONG PASSENGERS	25
3.8	AWARENESS OF FIRST AID IN BUS AMONG PASSENGERS	26
3.9	AVAILABILITY OF STAFF IN FIRST AID EMERGENCY	27
3.10	TIMELY SOLUTION AND INTEREST SHOWN BY KSRTC STAFF TOWARDS PASSENGERS	28
3.11	SATISFACTION OF KSRTC SERVICES AMONG PASSENGERS	29
3.12	SATISFACTION OF LOW FLOOR BUSES AMONG PASSENGERS	30
3.13	AWARENESS OF MODERN FACILITIES IN KSRTC	31
3.14	TIMELY PERFORMANCE OF KSRTC	32
3.15	PERFORMANCE OF KSRTC DURING BREAKDOWN OF VEHICLES	33
3.16	FACILITIES PROVIDED BY KSRTC TO BOTH RURAL AND URBAN AREAS	34

3.17	AWARENESS OF ONLINE BOOKING FACILITIES BY KSRTC	35
3.18	SATISFACTION OF ONLINE BOOKING AMONG PASSENGERS	36
3.19	SATISFACTION OF TRAVELLING IN KSRTC	37
3.20	BASIS ON WHICH THEY TRAVEL	38

CHAPTER 1:
INTRODUCTION

1.1 INTRODUCTION

The **Kerala State Road Transport Corporation (KSRTC)** is a state-owned road transport corporation in the Indian state of Kerala. It is one of the country's oldest state-run public bus transport services. The corporation is divided into three zones : South , Central and North. Its headquarters is in Thiruvananthapuram (Kerala's capital city). The corporation transports an average of 3.145 million passengers per day. The native name given was 'Aana Vandī'.

The corporation's history dates back to before the formation of Kerala, making it one of India's oldest state-operated public road transport services. The Travancore government, headed by King Chithira Thirunal Balarama Varma, decided to establish the Travancore State Transport Department (TSTD) to improve the existing public-transport system.

The state road-transport service was inaugurated on 20 February 1938 by Maharaja Sree Chithira Thirunal, who rode the first bus on the Main Road to Kowdiar Square; Salter drove the bus. On 21 February 1938, the first bus operated from Trivandrum to Kanyakumari.

The Kerala State Road Transport Corporation (KSRTC) was established by the Kerala government on 15 March 1965 after the Road Transport Corporation Act, which came into force in 1950. The Transport Department became an autonomous corporation on 1 April 1965.

On 1 July 1989, KSRTC buses began registration at a dedicated RTO in Trivandrum with the KL-15 registration series.

In 2001 K. B. Ganesh Kumar became transport minister, and his brief tenure brought beneficial changes to the corporation. KSRTC was the first state to introduce Volvo buses into its fleet.

The corporation has a fleet of 6241 buses consisting Volvo, Scania, Ashok Leyland, Tata Motors, Eicher Motors and minibuses. The vehicles owned by KSRTC is registered under a dedicated RTO at Thiruvananthapuram with a registration series KL-15.

Although KSRTC has a dedicated RTO (Regional Transport Officer) to register its fleet, all its buses have bonnet numbers (for internal identification) adjacent to the depot mark at the front of the vehicle. *RPE981*, a typical fleet number, can be split into three parts: *RP*, *E* and *981*. *RP* indicates the vehicle series, derived from the word *transport*; each series contains 1,000 vehicles. During the 1960s, KSRTC began assigning the serial number *T* to its buses; *R* followed the first 1,000 buses, followed by *A* and so on until the *P* series. Repetitive letters and the letter *O* were exempted. Later, two-letter combinations were used to identify bus series. The 1,000th bus in each series is numbered with a multiple of 1,000, indicating the total number of buses introduced by the corporation.

1.2 OBJECTIVES OF THE STUDY

- To study how well KSRTC is meeting customer perception on the service quality dimensions.
- To study the customer satisfaction and understanding the customer perception.
- To know the awareness level of passengers regarding the facilities provided by KSRTC.
- To analyze the current performance of KSRTC.

1.3 SIGNIFICANCE OF THE STUDY

KSRTC is one of the public sector undertakings, providing bus services to cater to the needs of travelling public. It has grown to a large size and enlarged its services to carry out smoothly and efficiently in the transport system. Now it is running under continuous losses. Inflexible faces rise in prices, running the bus on uneconomic routes high levels of taxation imposition of concessional faces and high interest burden are responsible for the increase in both the capital and operating cost. They were created new to ensure an effective transport system thereby supporting the social and economic development of the country.

1.4 SCOPE OF THE STUDY

The present study is conducted in Kottayam city for KSRTC passengers . Information regarding awareness and satisfaction of various facilities provided by the KSRTC towards the passengers of Kottayam city are out of the preview of scope.

1.5 STATEMENT OF THE PROBLEM

This particular topic is being chosen because Kerala Road Transport Corporation service KSRTC started at 1933 in the past 77 years it has bloomed and now runs in almost all parts of Kerala.

UDF appoint a subcommittee to submit politically feasible proposals to the Kerala State Road Transportation (KSRTC). The subcommittee has a long list of issues to address when it starts to work.

Safety: - The safety record to KSRTC buses is much better than the private buses in the states, but the level of accident frequency is very high when compared to the size of the state and the number of vehicles.

Project: - In fact, revenue earnings per passenger kilometer close to face per passenger kilometer of ordinary service. In other words, the KSRTC is not able to derive the benefit of minimum fare rate for express deluxe service.

Kerala State Transport Corporation is a medium created with the objective to ensure an effective and efficient transport system thereby supporting the social and economic development of the country. The reason to choose KSRTC, is there on-time performance and there are no drastic delays as compared to private vehicles. An other benefit is that during festive season, KSRTC deploys extra special buses at slight premium price.

1.6 RESEARCH METHODOLOGY

- **DATA:** Method of data involves the designing of a well-structured questionnaire to collect the required data from the respondents.
- **SAMPLE SIZE:** Sample size measures the number of individual sample measures or observations used in a study or experiment. The sample size determined for the study consist of 100 people.
- **SAMPLING TECHNIQUE:** The sampling method selected for the study is online questionnaire method. It is a technique by which a set of survey questions is sent out to a target sample and the members of this sample can respond to the questions over the world wide web.
- **TOOLS OF ANALYSIS:** The analysis used is percentage analysis and to list out the figures Pie Charts are used.

1.7 LIMITATIONS OF THE STUDY

- Data collection process was restricted to few areas.
- Time of study was comparatively within a short span of time.
- There were limitations prevailing on the equipment of study.
- There was lack of knowledge from respondents due to which it caused partial fulfillment of data.

CHAPTER 2:
REVIEW OF LITERATURE OR THEORTICAL FRAMEWORK.

- **Dr.K.Saravana(2016)** explored the topic “They play an incredible role in improving the public transport system of Kerala: A study based on the satisfaction level of KSRTC passengers”, in this study researcher found out several variables that adversely affecting the of satisfaction of passengers are bus fare, timeliness, service outside Kerala, travel comfort , concessional rates, employee behavior towards passengers, additional bus services during festival seasons and other facilities and services. Researcher found out that rural services and outside Kerala services should need improvement and employee behavior towards passengers was favorable. He provided innovative solution to increase the satisfaction level of customers such as Wi-Fi, spot the bus, online reservation and provide good bus maintenance services.
- **Vini M.S, Sreekrishnan. P (2017)** conducted a study in “An Evaluation of the Performance of Kerala State Road Transport Corporation-A Case Study” here the researcher checked out financial report of the corporation from the year 2012-2016 to analyses the performance. Variables for evaluating the performance are schedules operated number of buses, average daily collection, average earnings per kilometer, and average earnings per bus. The performance of the KSRTC shows a declining trend due to its increasing operational cost.
- **Sanesh.C (2015)** in his journal of “Human Resource Issues in Kerala State Road Transport Corporation” studied Human Resource Policies of KSRTC and various HR issues pertaining to the corporation. He found out some major issues affecting the corporation are inter-union rivalry, lack of professionalism, under qualified personnel’s, absence of scientific training and poor administrative experience are some of these.
- **Dr. K. Gopalakrishnan Nair (1992)** in his thesis titled “Management of Public Road Transport System in Trivandrum City” studied the operational aspects of urban Road Transport management. He framed the research on the basis of factors such as assessing travel demand, depot location, fleet allocation, vehicle scheduling and maintenance. Main objective of the study was to ascertain financial and organizational aspects of Trivandrum city services and assess public travel needs. Researcher concluded the study by saying that, a successful urban road transport system is the net result of combining factors such as collective effort by the bus operator, the town planning authorities, local bodies, the government and the travelling public. Researcher provided some suggestion to improve the urban public transport system, staggering of office and school hours, encouraging educational institutions and other organizations to operate their own buses, Rail –road co-ordination, Town planning and road development, Point to point mini bus service, Replacement age of vehicles and adequate maintenance are some of these.

- State policies that affecting the competition of Public Transport System of Indian States and latter verified. **Dr.InduVijayan (2018)** conducted research regarding “Pricing policy of KSRTC-A Comparative Study with Karnataka State Road Transport Corporation”, here the researcher found out two types of fares operating in KSRTC, basic fare and minimum fare. In Kerala the fare revision is done by a research agency named PISCO. In Kerala, along with PISCO, State government’s approval is needed for the fare fixation, on the contrary Karnataka had a separate committee, exclusively for fare fixation. Managing Director of Karnataka RTC suggesting that, every Road transport Corporation should appoint an automatic fare revision Committee to prevent the loss and it is devoid of government approval. Researcher found out that among the 55 road transport Corporation, only Karnataka, Bangalore and Maharashtra are making profit, other’s case was very pathetic. Researcher also found out that in Kerala, bus fare is increasing irregularly this should compel the short distance passenger’s to personal mode of transport and long distance passengers to train services, thus weakening the market share of the Corporation.
- **Centre for Public Policy Research (2016)** conducted a research on to the subject of “Challenges to the role of Private participation in Public Transportation: A case of Kerala” studied the issue that, in 2012, Kerala state government ceased issuing new permits to the inter –district buses in Kerala, while exempting KSRTC .Here the author evaluates, how this issue make an impact to the public Transport System of the country. Government undertook this measure to curb the monopoly of private buses. This study also discusses the increased role of private buses in the public Transport System due to its improved performance, customer service, efficiency, especially on factors like bus utilization and earnings per kilometer. This act as a yardstick to measure the efficiency of public transport system. Author concludes by saying that restrictive rules regarding the banning of private operators from inter –district operations need to be lifted so that sound economic progress should be guaranteed.
- **National Council of Applied Economic Research (2007)** conducted a research on “State Policies affecting Competition: Passenger Road Transportation Sector” here the researcher studied the economic benefits that derived from competition and its effect on profit, efficiency and market structure. Researcher used three types of index such as Competition, Efficiency and Composite Customer Satisfaction to analyze the impact of state policies on competition in respective public transports of different states. The research progressing in two phases “Internal Learning” and “External Learning” . Former, he analyzed the some foreign countries. The study concluded by proposing a model of Franchising and Competitive Bidding for Commercial and Non-Commercial Routes.

Kerala SRTC is one of the premiers of public transport systems in India. The survival of this concern is more relevant in these present conditions. The public is facing a steep hike in transportation costs. The performance of public transport is becoming worse. An overview of the performance of Kerala State Road Transport Corporation is given by Vini MS et al. (2017). The study is purely theoretical work which depends on secondary data and it is confined to five financial years from 2012 to 2016. The key variables taken for the study are schedules operated, number of buses, average daily collection, average earnings per kilometer, and average earnings per bus. This study found that the schedules of the KSRTC show a positive slope when compared to the number of buses for the study period. Even the number of buses is increasing; the rate of increase is less when compared to a number of schedules operated. This proves that the public prefers this service more than that of other private services. But the average daily collection, average earnings per kilometer and average earnings per bus show a declining trend. The slight variation in the earnings can be the result of increased operating costs. The findings of the study are also pointing towards that the functioning of this concern is not so satisfactory. The number of schedules and buses is not correlated with its earnings capacity. And they concluded that the operational efficiency should be enhanced so as to robust the overall performance of the Kerala SRTC.

The State of Kerala in 2012 through a notification stopped issuing new permits to inter-district buses in Kerala while exempting state-run Kerala State Transport Corporation. This was the beginning of the government's action against private operators as it eventually started taking up routes were private buses used to operate. Madhu Sivaraman(2016) studied the effect of private buses in the operation of public transport and he found that the public-private modal share has tilted in favor of private transport, due to the inefficiency and absence of public transport systems for supporting people's transportation needs and now the cities in India do not have an efficient public transportation system, as more people use their cars or depend on private taxis. Also, they concluded that Kerala has a favorable market for the growth of public transport, which is being distorted due to Government action. Public transportation can only be built with the support of private players, who should take the lead to offer efficient and effective transport services. Therefore, the rule related to banning private operators from inter- district operations needs to be lifted. This will give a strong positive signal to further private participation in Kerala and other states.

CHAPTER 3:
DATA ANALYSIS AND INTERRETATION OF DATA

3.1 GENDER OF THE RESPONDENTS

TABLE 3.1
GENDER OF THE RESPONDENTS

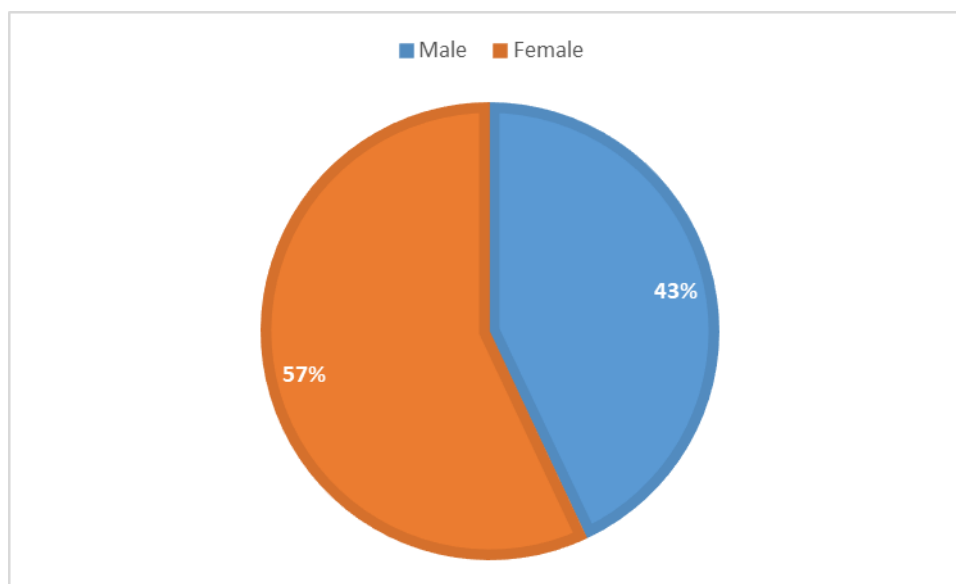
OPTIONS	RESPONDENTS	PERCENTAGE
Male	43	43%
Female	57	57%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 43% of the respondents are male and 57% are female.

The details given in table 3.1 are depicted in figure 3.1.

FIGURE 3.1
GENDER OF THE RESPONDENTS



3.2 AGE OF THE RESPONDENTS

TABLE 3.2
AGE OF THE RESPONDENTS

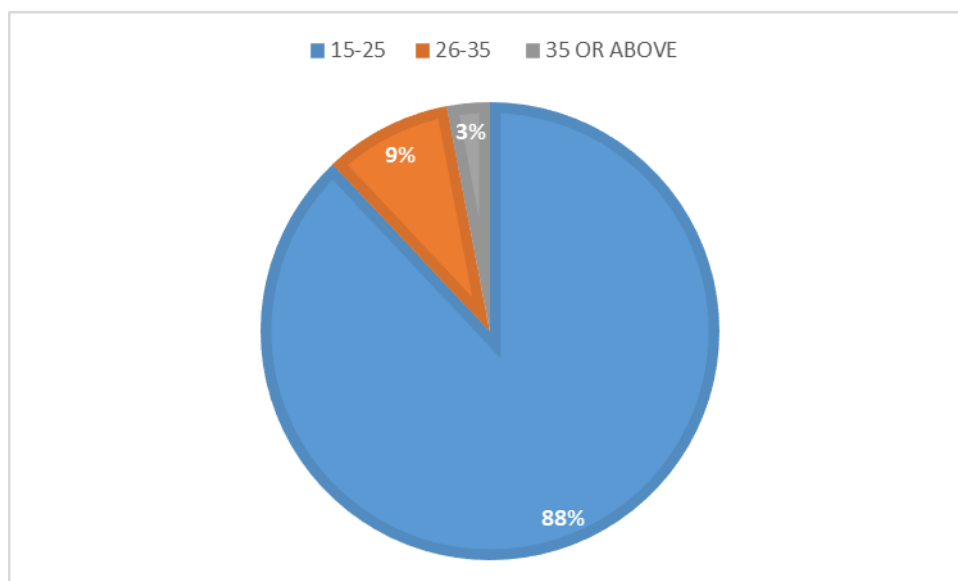
OPTIONS	RESPONDENTS	PARCENTAGE
15-25	88	88%
26-35	9	9%
35 or above	3	3%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that the age of the respondent ranging from 15 - 25 are 88% ,9% ranging from 26-35 and 3% for 35 and above.

The details given in table 3.2 are depicted in figure 3.2.

FIGURE 3.2
AGE OF THE RESPONDENTS



3.3 OCCUPATION OF THE RESPONDENTS

TABLE 3.3
OCCUPATION OF THE RESPONDENTS

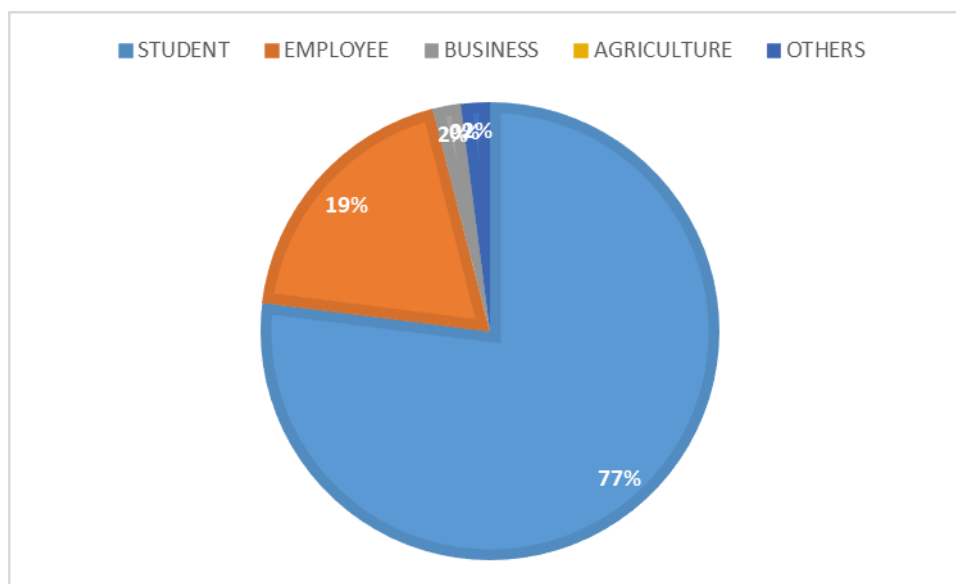
OPTIONS	RESPONDENTS	PERCENTAGE
Student	77	77%
Employee	19	19%
Business	2	2%
Agriculture	0	0
Others	2	2%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 77% of the respondent are students, 19% of the respondent are employees, 2% of the respondent are businessmen, 2% of the respondent are others.

The details given in table 3.3 are depicted in figure 3.3.

FIGURE 3.3
OCCUPATION OF THE RESPONDENTS



3.4 SALARY OF RESPONDENTS

TABLE3.4
SALARY OF RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE
Below 10000	72	72%
10000-20000	8	8%
20000-30000	12	12%
Above 30000	8	8%
Total	100	100%

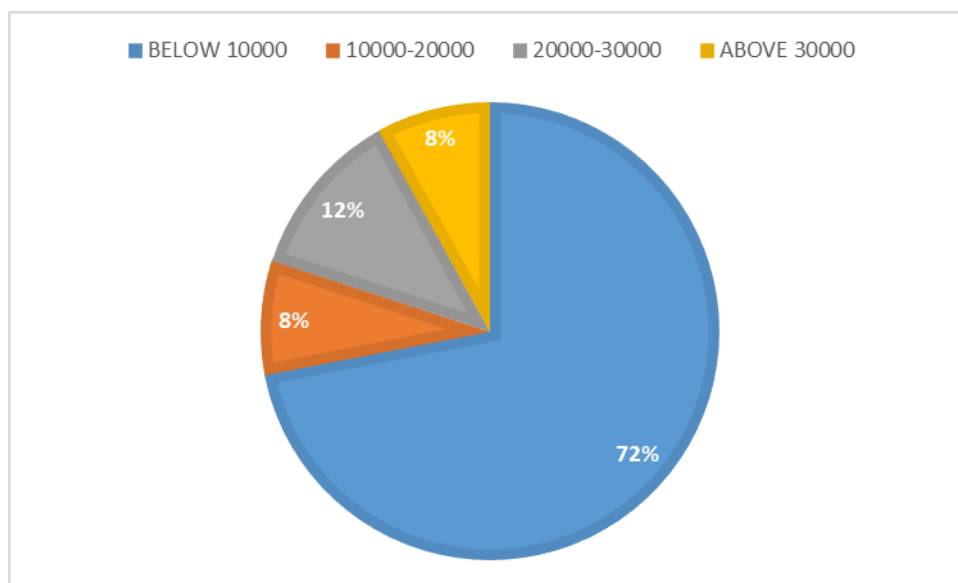
Source: Primary data

INTERPRETATION:The above table shows that 72% of the respondents have salary below 10000 8% have salary in the range 10000 – 20000 ,12% have salary in the range 20000 – 30000 & 8% of the respondents have salary above 30000.

The details given in table 3.4 are depicted in figure 3.4.

Figure3.4

TABLE SHOWING SALARY



3.5 TABLE SHOWING TRAVELLERS IN KSRTC

TABLE 3.5
TABLE SHOWING TRAVELLERS IN KSRTC

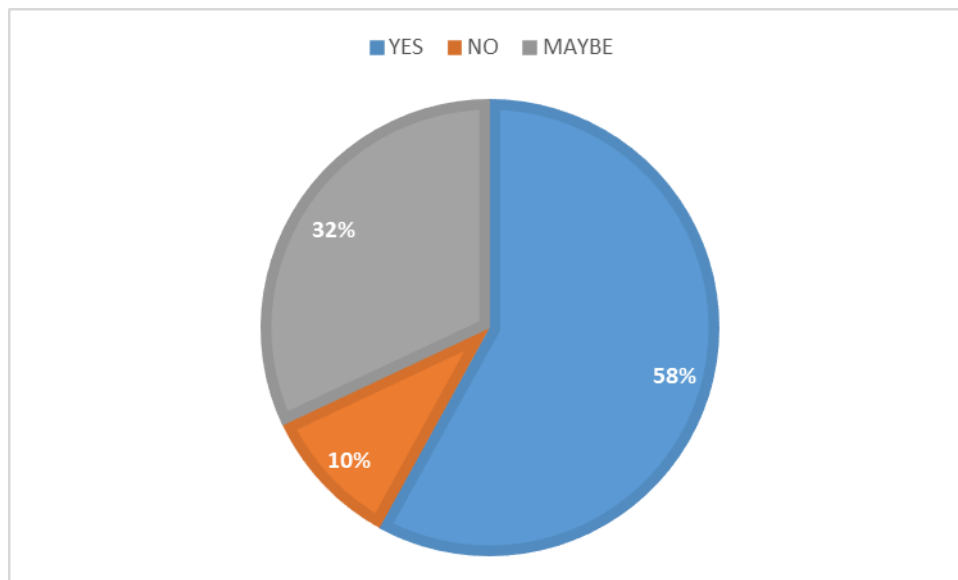
OPTIONS	RESPONDENTS	PERCENTAGE
Yes	58	58%
No	10	10%
Maybe	32	32%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 58% of the respondents are KSRTC travelers, 10% respondents are not KSRTC travelers, 32% of the respondent use both private & public transport.

The details given in table 3.5 are depicted in figure 3.5.

FIGURE 3.5
TRAVELLERS IN KSRTC



3.6 SATISFACTION OF THE VISIBILITY OF THE KSRTC NAME BOARDS

TABLE 3.6

SATISFACTION OF THE VISIBILITY OF THE KSRTC NAME BOARDS

OPTION	RESPONDENTS	PERCENTAGE
Strongly disagree	1	1%
Disagree	17	17%
Neutral	41	41%
Agree	36	36%
Strongly agree	5	5%
Total	100	100%

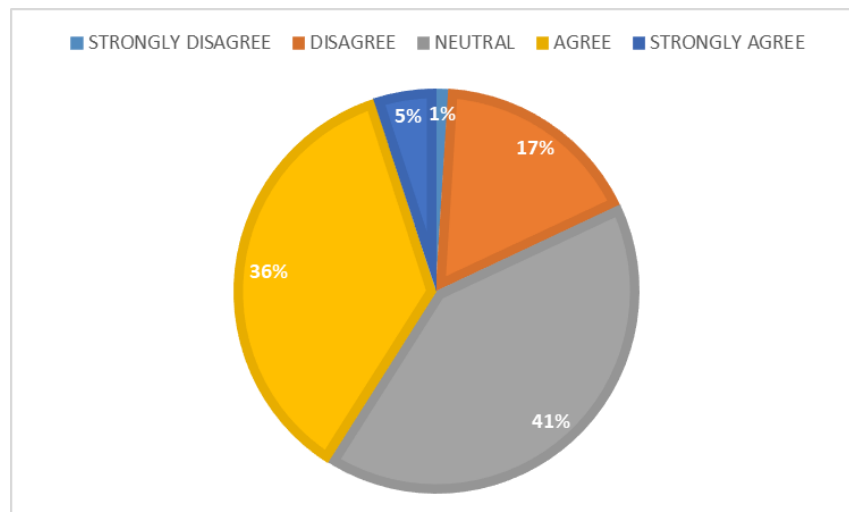
Source: Primary data

INTERPRETATION: The above table shows that 41% of the respondents are neutral with above statement ,36% of the respondents agree with the statement,1%of the respondents strongly disagree with the statement.

The details given in table 3.6 are depicted in figure 3.6

FIGURE 3.6

SATISFACTION OF THE VISIBILITY OF THE KSRTC NAME BOARDS



3.7 UNDERSTANDABILITY OF THE KRSTC BUSSTOP AMONG PASSENGERS

TABLE 3.7

UNDERSTANDABILITY OF THE KRSTC BUSSTOP AMONG PASSENGERS

OPTIONS	RESPONDENTS	PERCENTAGE
Strongly disagree	8	8%
Disagree	22	22%
Neutral	34	34%
Agree	32	32%
Strongly agree	4	4%
Total	100	100%

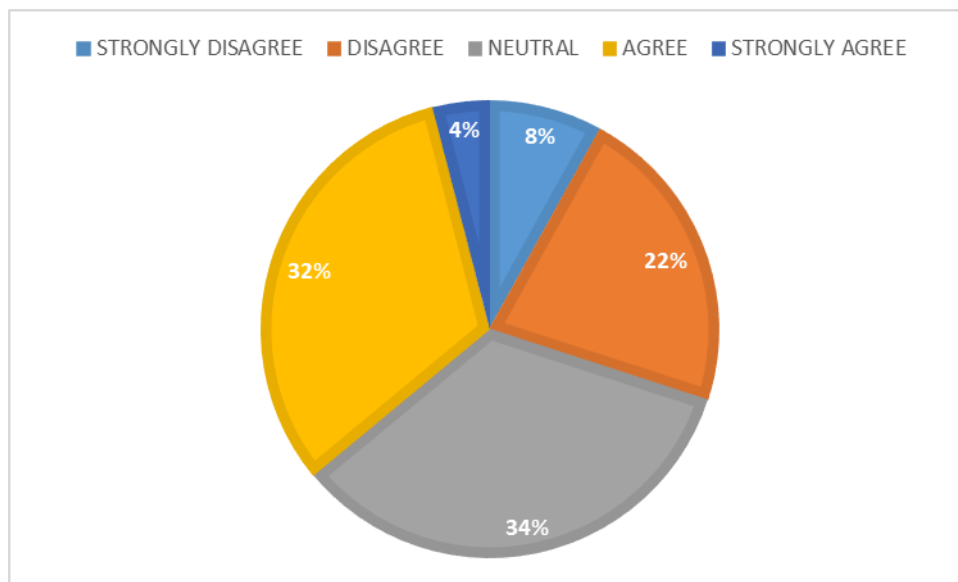
Source: Primary data

INTERPRETATION: The above table shows that 34% of the above respondent are neutral with the above statement, 32% of the respondents agree with the statement and 8% of the respondent strongly disagree with the statement.

The details given in table 3.7 are depicted in figure 3.7.

FIGURE 3.7

UNDERSTANDABILITY OF THE KSRTC BUSSTOPS AMONG PASSENGERS



3.8 AWARENESS OF FIRST AID IN BUS AMONG PASSENGERS

TABLE 3.8
AWARENESS OF FIRST AID IN BUS AMONG PASSENGERS

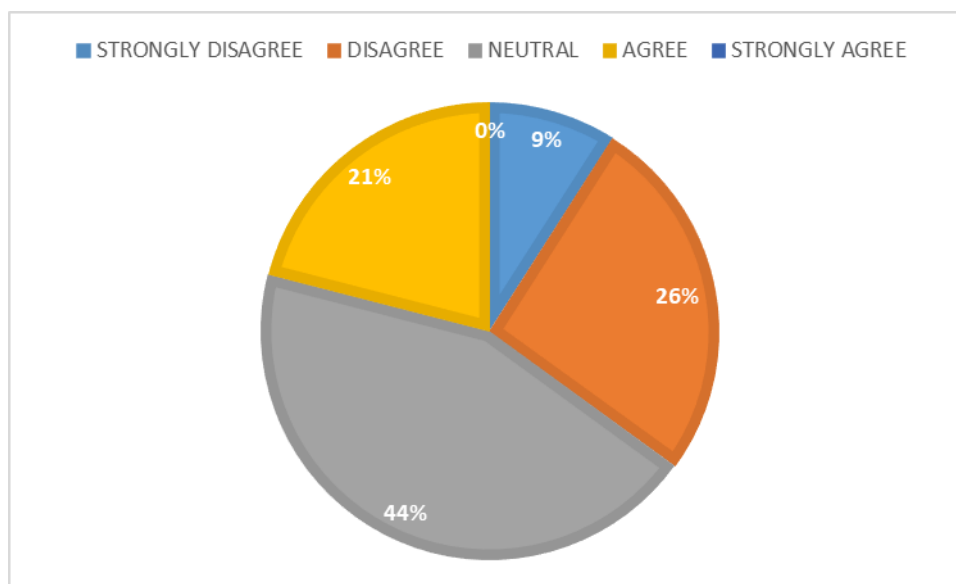
OPTIONS	RESPONDENTS	PERCENTAGE
Strongly disagree	9	9
Disagree	26	26
Neutral	44	44
Agree	21	21
Strongly agree	0	0
Total	100	100

Source: Primary data

INTERPRETATION: The above table shows that 44% of the respondent are neutral regarding the above statement, 21% of the respondents agree with this statement and 9% of the respondents strongly disagree with this statement.

The details given in table 3.8 are depicted in figure 3.8.

FIGURE 3.8
AWARENESS OF FIRST AID IN BUS AMONG PASSENGERS



3.9 AVAILABILITY OF STAFF IN FIRST AID EMERGENCY

TABLE 3.9
AVAILABILITY OF STAFF IN FIRST AID EMERGENCY

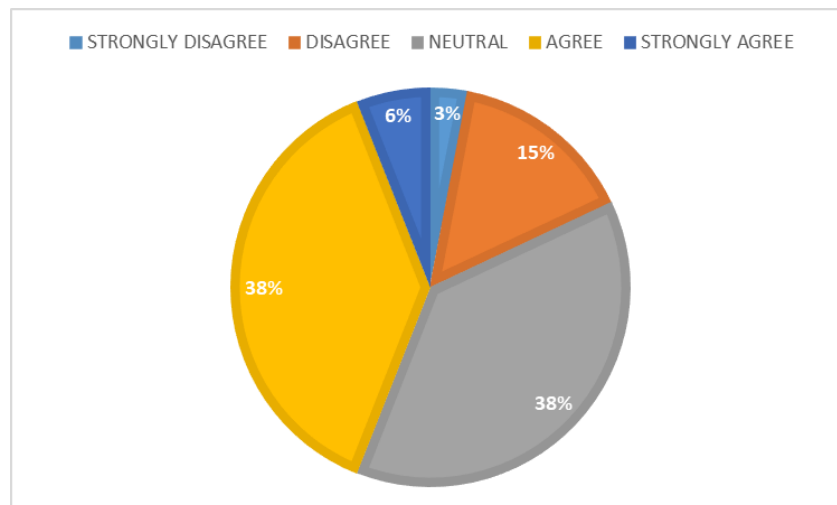
OPTIONS	RESPONDENTS	PERCENTAGES
Strongly disagree	3	3%
Disagree	15	15%
Neutral	38	38%
Agree	38	38%
Strongly agree	6	6%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 38% of the respondents have a neutral opinion, 38% of the respondents agree with the statement, 3 %of the respondents disagree with the statement.

The details given in table 3.9 are depicted in figure 3.9.

FIGURE 3.9
AVAILABILITY OF STAFF IN FIRST AID EMERGENCY



3.10 TIMELY SOLUTION AND INTEREST SHOWN BY KSRTC STAFF TO WARDS PASSENGERS

TABLE 3.10

TIMELY SOLUTION AND INTEREST SHOWN BY KSRTC STAFF TO WARDS PASSENGERS

OPTIONS	RESPONDENTS	PERSENTAGES
Strongly disagree	2	2%
Disagree	15	15%
Neutral	43	43%
Agree	39	39%
Strongly agree	1	1%
Total	100	100%

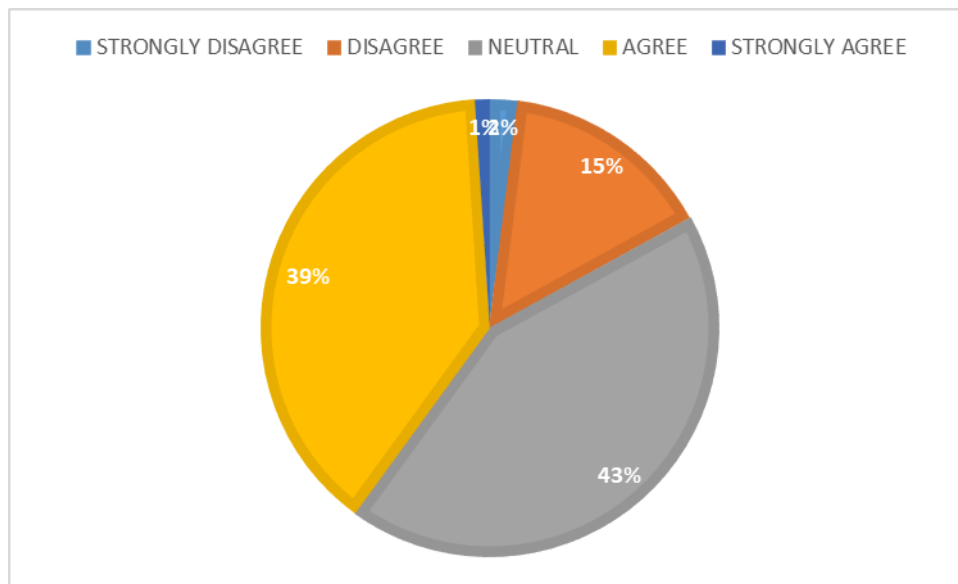
Source: Primary data

INTERPRETATION: The above table shows that 43 % of the respondents have neutral opinion,39% respondents agree with the statement and 2% of the respondents strongly disagree with the statement.

The details given in table 3.10 are depicted in figure 3.10.

FIGURE 3.10

TIMELY SOLUTION AND INTEREST SHOWN BY KSRTC STAFF TO WARDS PASSENGERS



3.11 SATISFACTION OF KSRTC SERVICES AMONG PASSENGERS

TABLE 3.11

SATISFACTION OF KSRTC SERVICES AMONG PASSENGERS

OPTIONS	RESPONDENTS	PERCENTAGE
Strongly disagree	3	3%
Disagree	15	15%
Neutral	45	45%
Agree	35	35%
Strongly agree	2	2%
Total	100	100%

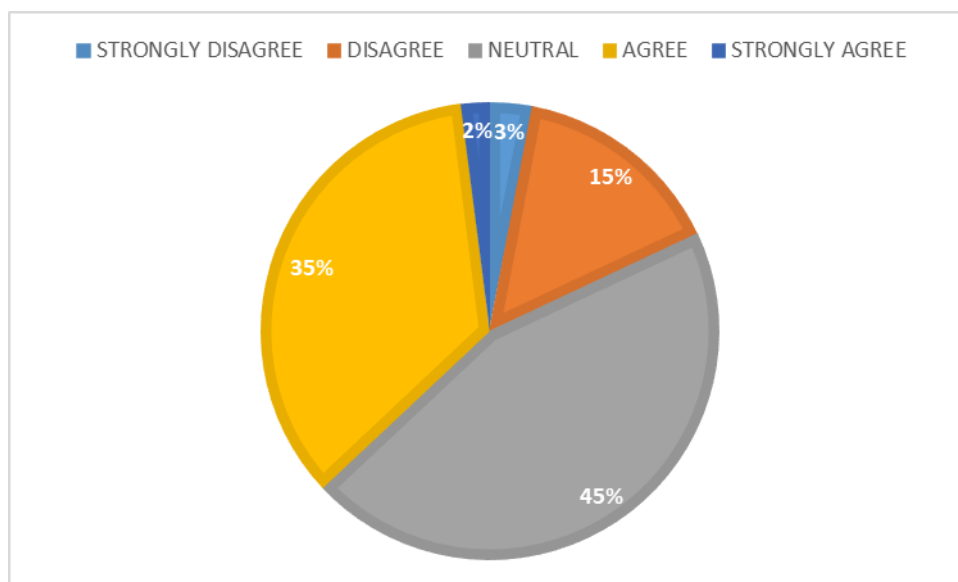
Source: Primary data

INTERPRETATION: The above table shows that 45% of the respondents have neutral opinion, 35% respondents agree with the statement and 3% of the respondents strongly disagree with the statement.

The details given in table 3.11 are depicted in figure 3.11.

FIGURE 3.11

SATISFACTION OF KSRTC SERVICES AMONG PASSENGERS



3.12 SATISFACTION OF LOW FLOOR BUSES AMONG PASSENGERS

TABLE 3.12

SATISFACTION OF LOW FLOOR BUSES AMONG PASSENGERS

OPTION	RESPONDENTS	PERCENTAGE
Yes	71	71%
No	9	9%
Maybe	20	20%
Total	100	100%

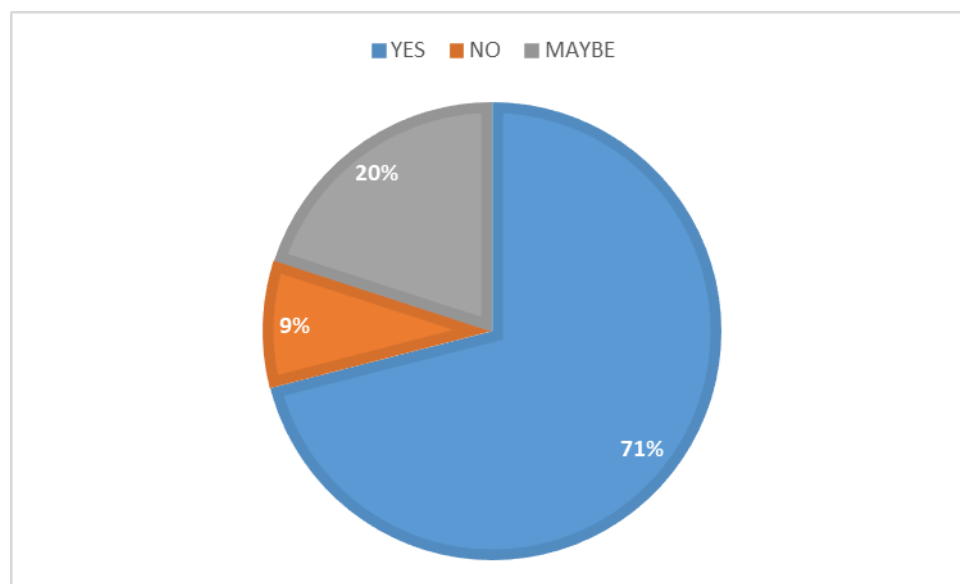
Source: Primary data

INTERPRETATION: The above table shows that 71 % of the respondents are satisfied within the low floor bus, 9% of the respondents are dissatisfied with the low floor bus.

The details given in table 3.12 are depicted in figure 3.12.

FIGURE 3.12

SATISFACTION OF LOW FLOOR BUSES AMONG PASSENGERS



3.13 AWARENESS OF MODERN FACILITIES IN KSRTC

TABLE 3.13
AWARENESS OF MODERN FACILITIES IN KSRTC

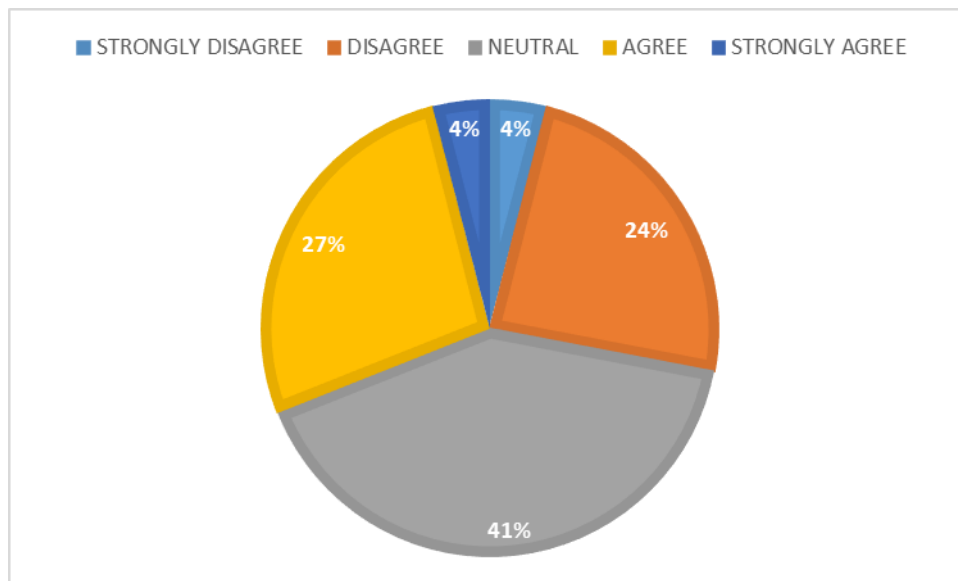
OPTIONS	RESPONDENTS	PERCENTAGES
Strongly disagree	4	4%
Disagree	24	24%
Neutral	41	41%
Agree	27	27%
Strongly agree	4	4%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 41 % of the respondents have neutral opinion, 27% respondents agree with the statement and 4% of the respondents strongly disagree with the statement.

The details given in table 3.13 are depicted in figure 3.13

FIGURE 3.13
AWARENESS OF MODERN FACILITIES IN KSRTC



3.14 TIMELY PERFORMANCE OF KSRTC

TABLE 3.14
TIMELY PERFORMANCE OF KSRTC

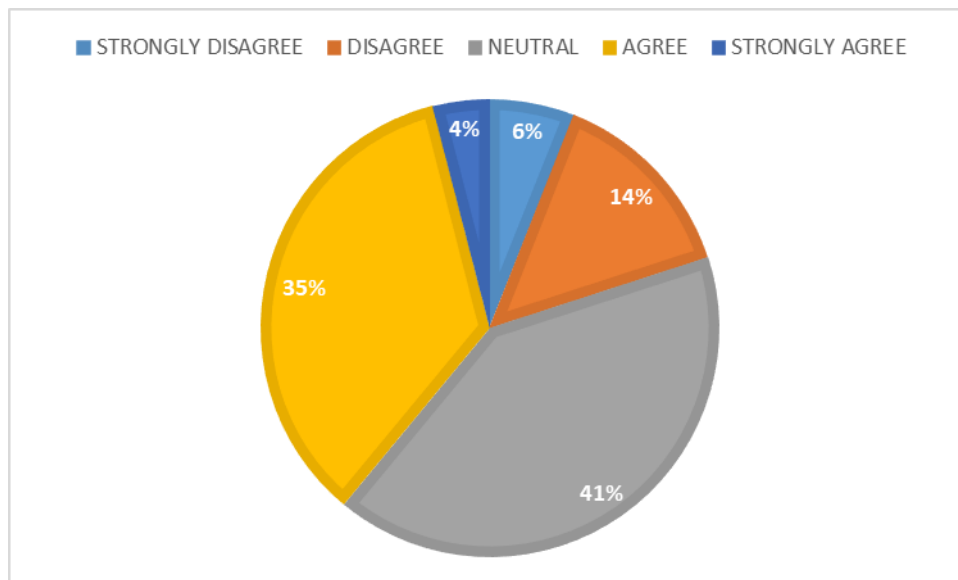
OPTIONS	RESPONENTS	PERCENTAGE
Strongly disagree	6	6%
Disagree	14	14%
Neutral	41	41%
Agree	35	35%
Strongly agree	4	4%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 41% of the respondents have neutral opinion, 35% respondents agree with the statement and 6% of the respondents strongly disagree with the statement.

The details given in table 3.14 are depicted in figure 3.14.

FIGURE 3.14
TIMELY PERFORMANCE OF KSRTC



3.15 PERFORMANCE OF KSRTC DURING BREAKDOWN OF VEHICLES

TABLE 3.15

PERFORMANCE OF KSRTC DURING BREAKDOWN OF VEHICLES

OPTIONS	RESPONDENTS	PERSENTAGE
Strongly disagree	4	4%
Disagree	20	20%
Neutral	28	28%
Agree	38	38%
Strongly agree	10	10%
Total	100	100%

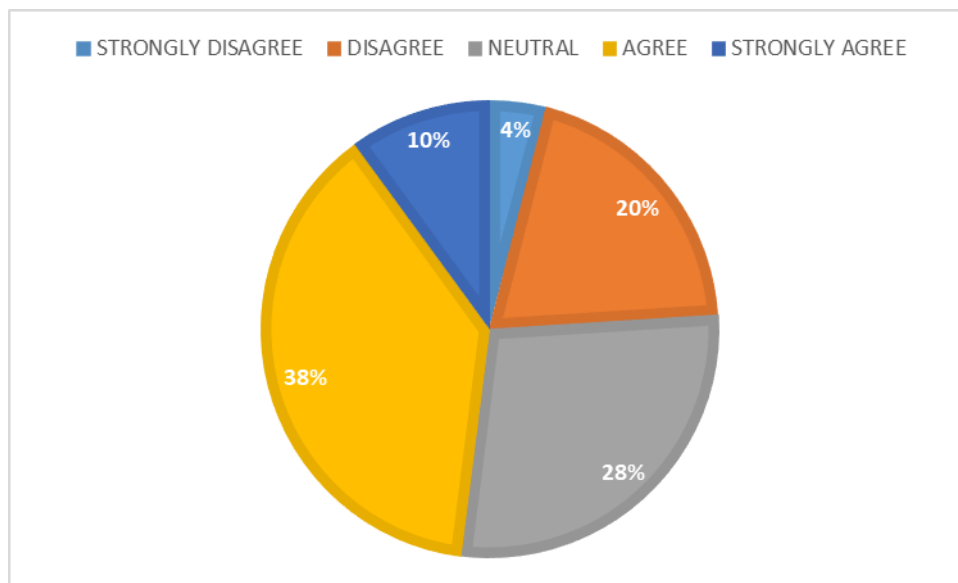
Source: Primary data

INTERPRETATION: The above table shows that 28 % of the respondents have neutral opinion,38% respondents agree with the statement and 4 % of the respondents strongly disagree with the statement.

The details given in table 3.15 are depicted in figure 3.15.

FIGURE 3.15

PERFORMANCE OF KSRTC DURING BREAKDOWN OF VEHICLES



3.16 FACILITIES PROVIDED BY KSRTC TO BOTH RURAL AND URBAN AREAS

TABLE 3.16

FACILITIES PROVIDED BY KSRTC TO BOTH RURAL AND URBAN AREAS

OPTIONS	RESPONDENTS	PERSENTAGE
Yes	56	56%
No	13	13%
Maybe	31	31%
Total	100	100%

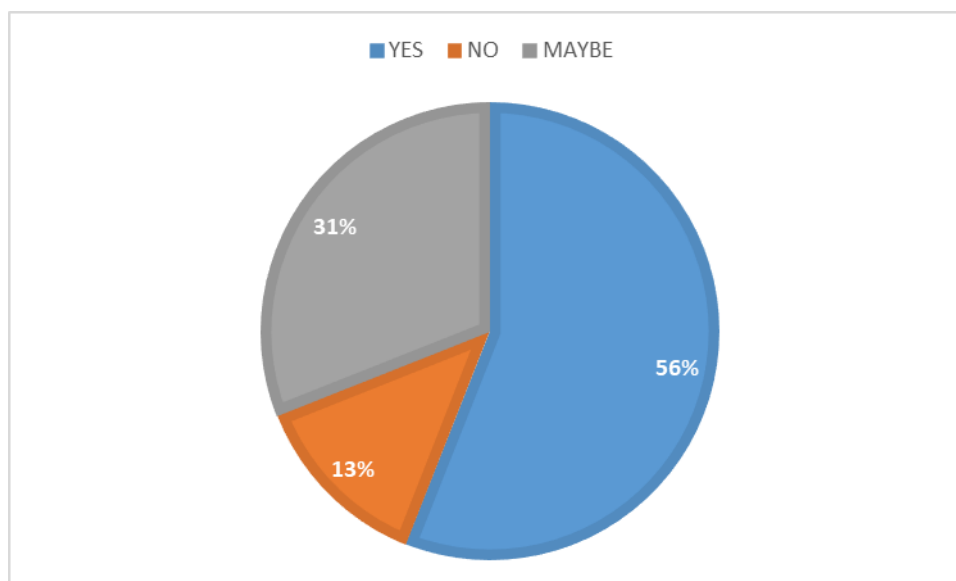
Source: Primary data

INTERPRETATION : The above table shows that 56% of the respondents have a positive opinion, and 13% respondents have negative opinion with the statement.

The details given in table 3.16 are depicted in figure 3.16.

FIGURE 3.16

FACILITIES PROVIDED BY KSRTC TO BOTH RURAL AND URBAN AREAS



3.17 AWARENESS OF ONLINE BOOKING FACILITIES BY KSRTC

TABLE 3.17

AWARENESS OF ONLINE BOOKING FACILITIES BY KSRTC

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	43	43%
No	19	19%
Maybe	38	38%
Total	100	100%

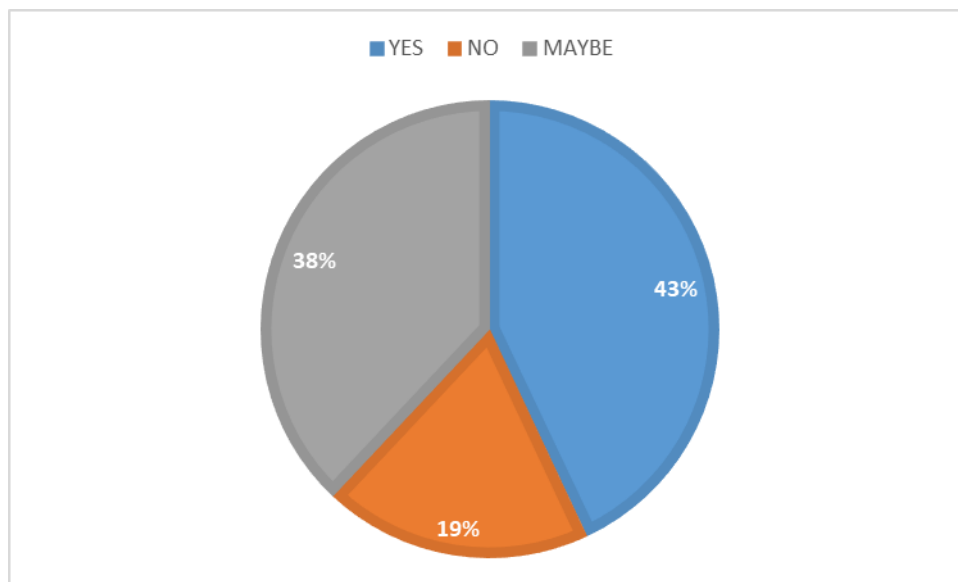
Source: Primary data

INTERPRETATION: The above table shows that 43% of the respondents have positive opinion, 38% respondents have negative opinion with the statement.

The details given in table 3.17 are depicted in figure 3.17.

FIGURE 3.17

AWARENESS OF ONLINE BOOKING FACILITIES BY KSRTC



3.18 SATISFACTION OF ONLINE BOOKING AMONG PASSENGERS

TABLE 3.18

SATISFACTION OF ONLINE BOOKING AMONG PASSENGERS

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	28	28%
No	64	64%
Maybe	8	8%
Total	100	100%

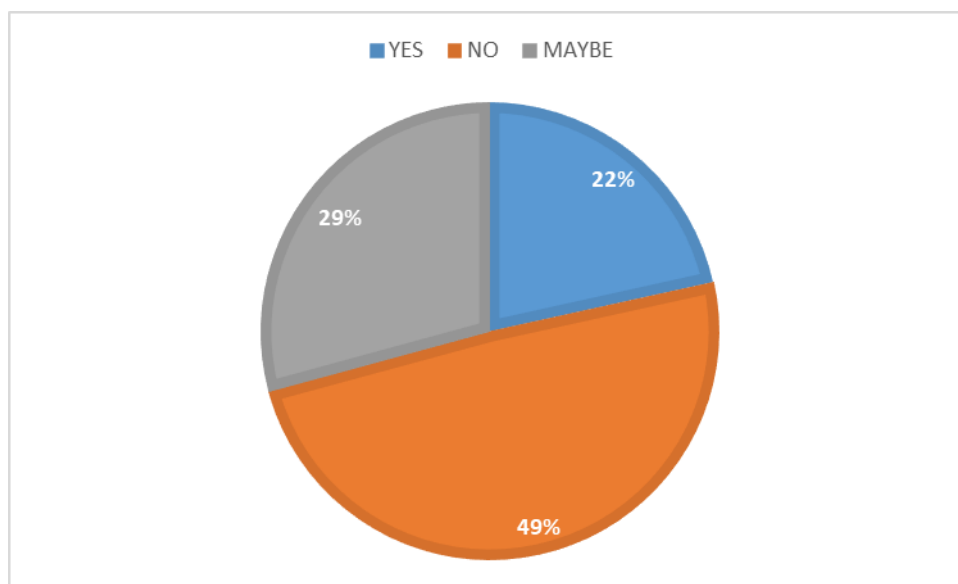
Source: Primary data

INTERPRETATION: The above table shows that 28 % of the respondents have positive opinion, 64% respondents have negative opinion with the statement.

The details given in table 3.18 are depicted in figure 3.18.

FIGURE 3.18

SATISFACTION OF ONLINE BOOKING AMONG PASSENGERS



3.19 SATISFACTION OF TRAVELLING IN KSRTC

TABLE 3.19
SATISFACTION OF TRAVELLING IN KSRTC

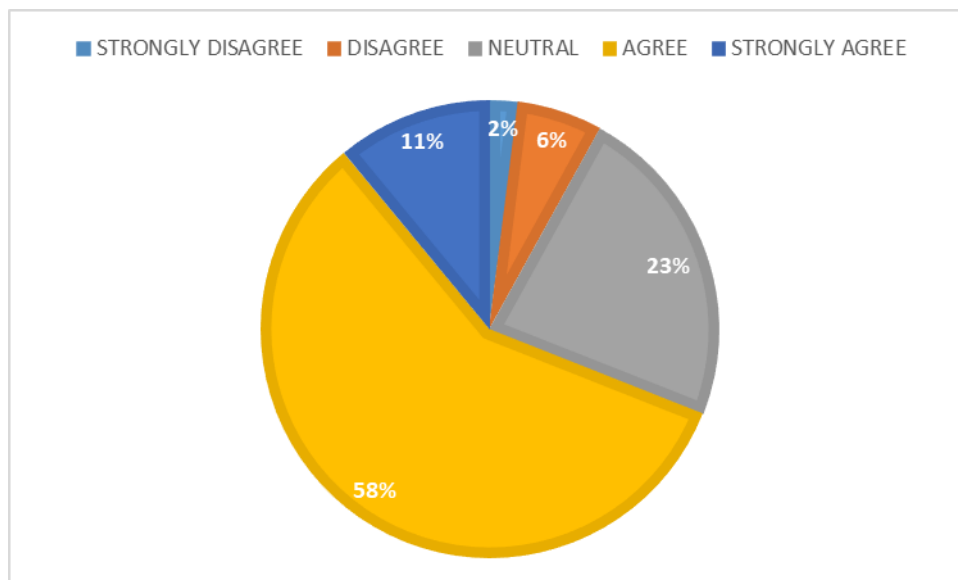
OPTIONS	RESPONDENTS	PERSENTAGE
Strongly disagree	2	2%
Disagree	6	6%
Neutral	23	23%
Agree	58	58%
Strongly agree	11	11%
Total	100	100%

Source: Primary data

INTERPRETATION: The above table shows that 58% of the respondents have positive opinion, 2% respondents have negative opinion with the statement.

The details given in table 3.19 are depicted in figure 3.19.

FIGURE 3.19
SATISFACTION OF TRAVELLING IN KSRTC



3.20 BASIS ON WHICH THEY TRAVEL

TABLE 3.20

BASIS ON WHICH THEY TRAVEL

OPTIONS	RESPONDENTS	PERSENTAGE
Once	9	9%
Twice	18	18%
Weekly	31	31%
Monthly	42	42%
Total	100	100%

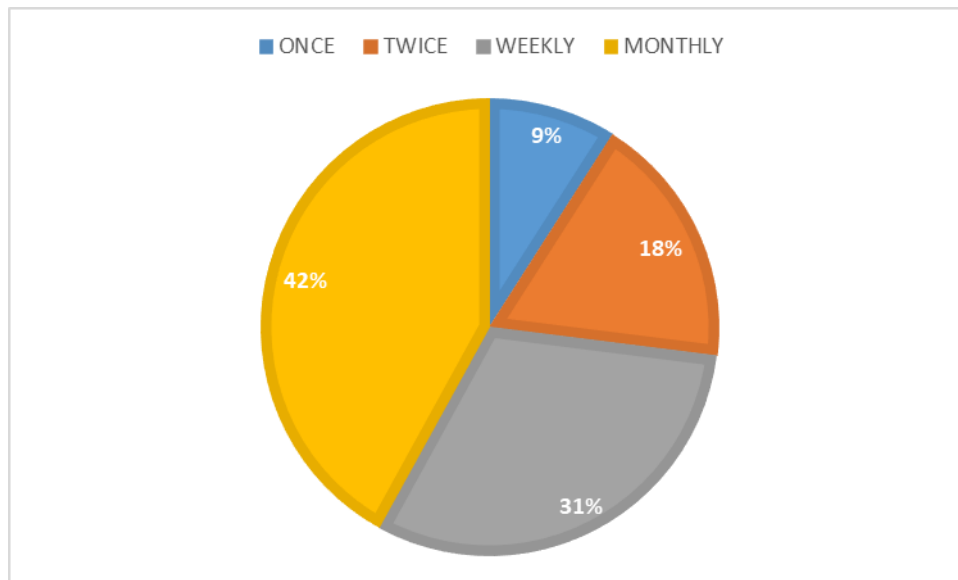
Source: Primary data

INTERPRETATION: The above table shows that 9 % of the respondents travel once a week ,18% travel twice a week,31% weekly and 42% monthly.

The details given in table 3.20 are depicted in figure 3.20.

FIGURE 3.20

BASIS ON WHICH THEY TRAVEL



CHAPTER 4:
FINDINGS, SUGGESTION AND CONCLUSIONS

FINDINGS:

- It is found out that passengers are more comfortable with low floor bus.
- More passengers are not aware of the modern facilities provided by KSRTC.
- Enquiry offices are recruited in the KSRTC bus stand Kottayam.
- From the survey we found that the bus timings and services provide are not up to the mark.
- KSRTC has very much focused services in urban as well as rural areas.
- KSRTC provides replacements in case of breakdown of the vehicle.
- Majority of the youth passengers are aware of the online facilities provided by KSRTC.
- Most of the passengers are satisfied with services provided by KSRTC.
- The sign boards in the bus are not properly visible to the passengers.
- KSRTC failed to control private sector.
- 9 % of the respondents travel once in a week, 18% travel twice a week, 31% weekly and 42% monthly.
- 58% of the respondents have positive opinion, 2% respondents have negative opinion with the satisfaction of KSTRC.
- 28 % of the respondents have positive opinion, 64% respondents have negative opinion with the satisfaction of online booking.
- 43% of the respondents have positive opinion, 38% respondents have negative opinion with the awareness of online booking.
- 56% of the respondents have a positive opinion, and 13% respondents have negative opinion with the facilities provided in rural and urban areas.
- 28 % of the respondents have neutral opinion, 38% respondents agree with the statement and 4 % of the respondents strongly disagree with the performance during breakdown.

- 41% of the respondents have neutral opinion, 35% respondents agree with the statement and 6% of the respondents strongly disagree with the timely performance of KSRTC.
- 41 % of the respondents have neutral opinion, 27% respondents agree with the statement and 4% of the respondents strongly disagree with the modern facilities available from KSRTC.
- 71 % of the respondents are satisfied within the low floor bus, 9% of the respondents are dissatisfied with the low floor bus.
- 45% of the respondents have neutral opinion, 35% respondents agree with the statement and 3% of the respondents strongly disagree with the KSRTC service performance .
- 43 % of the respondents have neutral opinion, 39% respondents agree with the statement and 2% of the respondents strongly disagree with the timely interest shown by the KSRTC staffs.
- 38% of the respondents have a neutral opinion, 38% of the respondents agree with the statement, 3 % of the respondents disagree with the availability of first aid.
- 58% of the respondents are KSRTC travellers, 10% respondents are not KSRTC travellers , 32% of the respondent use both private & public transport.
- 43%of the respondents are male and 57% are female.

SUGGESTION:

- More A/C buses should be made available for passengers.
- Proper schedule should be maintained by KSRTC.
- Proper sign boards should be put forward by KSRTC for the identification of the place.
- First aid box should be made compulsory to help the passengers during injury.
- The non -youth passengers also should be made aware of the online facilities provided by KSRTC.
- We should encourage people to use public transport system provided by the government.
- The performance of KSRTC should be improved so that passengers will prefer it over other private transports.

CONCLUSION:

We here by conclude by stating that KSRTC is the major transportation mode preferred by the public. Therefore, it is their duty to perform well and satisfactory for the passenger's welfare and comfort.

KSRTC is one of the services provided by the Government of Kerala where it tries to reduce pollution due to the private buses, and vehicles also in a reasonable rate. From the above survey we could find out that the passengers would favor more comfortable and safe buses offered by KSRTC. They are although satisfied with the staffs of KSRTC since they lend a helping hand to the needed passengers.

KSRTC gives importance in fulfilling their duty but would like to increase the service dimensions to a more reliable and assured manner.

BIBLIOGRAPHY

STUDIES AND REPORT

1. Dr. K.Saravana (2016), "They play an incredible role in improving the public transport system of Kerala: A study based on the satisfaction level of KSRTC passengers", (vol.no.1, Issue no.5)
2. Vini.M.S, Sreekrishnan (2017), "An Evaluation of the performance of Kerala State Road Transport Corporation-A Case Study,3(8):293-294
3. Sanesh. C (2015), "Human Resource Issues in Kerala State Road Transport Corporation" (vol no.3, Issue no.4)
4. Dr. K. Gopalakrishnan Nair 1992), "Management of Public Road Transport System in Trivandrum City", Ph.D. Thesis Report.
5. Dr.Indu Vijayan (2018), "Pricing policy of KSRTC-A Comparative Study with Karnataka State Road Transport Corporation", (vol.no.5, Issue no.1)
6. Centre For Policy Research (2016) "Challenges to the role of Private participation in Public Transportation: A case of Kerala".
7. National Council of Applied Economic Research (2007), "State Policies affecting Competition: Passenger Road Transportation Sector"

WEBSITES

1. www.google.com
2. www.wikepide.com
3. www.jset.sasapublications.com
4. www.data.conferenceworld.in

APPENDIX

QUESTIONNAIRE:

1. NAME:

2. GENDER:
 - Female
 - Male
 - Prefer not to say

3. AGE:
 - 15-25
 - 26-35
 - 35 or above

4. OCCUPATION:
 - Student
 - Employee
 - Business
 - Agriculture Others

5. SALARY:
 - Below 10k
 - 10k-20k
 - 20k-30k
 - Above 30k

6. Are you a KSRTC traveler?

- Yes
- No
- Maybe

7. Are the KSRTC name boards visible from a longer distance?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. Are the KSRTC bus stops identifiable with proper names and signs?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

9. Is there a full range of first aid in the KSRTC bus?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. Are the staffs in the KSRTC bus stations helpful in case of first aid emergency?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

11. Does KSRTC provide solutions on time and show interest in solving passenger issues?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. Do KSRTC staffs provide services expected by you?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. Are the bus services provided at the time it is scheduled to do so?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. Have KSRTC arranged another transportation in case of break down or other difficulties?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15. Do you feel safe to travel in a KSRTC bus?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16. Are all the modern facilities in a KSRTC bus been advertised?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17. Are you satisfied with the total services provided by KSRTC?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18. Is the low floor bus/AC bus comfortable for passengers?
- Yes
 - No
 - Neutral
19. Does the KSRTC bus services include rural as well as urban areas?
- Yes
 - No
 - Neutral
20. Are you about the online booking services provided by KSRTC?
- Yes
 - No
 - Neutral
21. Have you done online booking for a KSRTC bus?
- Yes
 - No
 - Neutral
22. On a daily basis how many times do you travel in a KSRTC bus?
- Once
 - Twice
 - Weekly basis
 - Monthly basis