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A STUDY ON REDBUS APPLICATION WITH REFERENCE TO COIMBATORE CITY

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Abstract

The Redbus ticket booking through mobile devices could be executed through an SMS or installing a JAVA application and after recording the details; the customer has to provide card details during the registration. A secure payment gateway would be a major decider in the success of e-commerce transactions. In India, besides low internet penetration, there is also reluctance to provide the card details for executing the transactions which is a major barrier for redbus to make the most of this channel. Redbus has introduced one click payment option for bus ticketing to make the online transactions quicker and easier.

Keywords: *Redbus, SMS, JAVA application, customer*

Introduction

The bus travel industry in India is unorganized and highly fragmented. It is a 120 billion annual turnover industry with a growth rate of 25% per year. This industry is growing phenomenally in India, being one of the most preferred modes of transport for millions of Indians. There are around 2000 private bus operators which function with almost 20000 buses on point to point routes. In the Indian bus travel industry, most of the private players were regional players and did not have a pan India presence and therefore there was a lack of a centralized platform for organized scale of operations. The market for online car rentals and bus reservations business was anticipated to arrive at $150 million in the year 2011 as per Applied Travel Intelligence. The two carriage categories when it comes to Indian bus travel industry operations are contract carriages and stage carriages. The contract carriages are usually long distances from city to city with less number of stop points whereas stage carriers are comparatively short distances with several stop points. The contract carriage industry in India is fragmented, with more than 65% of the bus operators possessing over less than 20 buses each.

The Indian bus travel industry could be also segmented on the basis of regular and luxury bus travel catering to the entire population. The growth of this industry is accredited to the fact that airline tickets are relatively expensive and train tickets are booked well in advance, which makes bus travel a viable option. This travel industry in India is predominantly driven by cash and scattered on the regional basis. Most of the firms in this industry are regional players who operate on a small scale and rely heavily on manual systems for ticket bookings and

reservations. The industry was highly decentralized with travel agents playing a major role in managing the bus ticket bookings.

The major challenge with the Indian bus ticketing industry is that despire of being used by millions of people it took a long period to witness some innovations in this sector. Moreover, within the travel industry it is noticed that the train and flight ticketing and centralized booking and reservation process implemented much earlier than bus travel industry. The bus operates are scattered across the country largely supported by conventional travel agents. There was an absolute need for transparency within the industry so that consumers can avail the services of a centralized system where they could be acquainted with the information regarding the total number of bus routes in operation, prices, availability, seat preferences, cancellations, refunds and feedback options.

Statement of the Problem

A study on customer satisfaction on online bus ticket service has face some problem such as different types of travels use of bus, price of bus ticket, utilization preferable travels, types of bus, and utilization of online bus ticket reservation. To payment details of time allotment reservation date and time, payment of details, cancellation and problems faced in the online ticket booking and cancellation process. Further to find out the process, penalty fees has collected etc. Another problem has available factors that influence the satisfaction derived by the respondents on the online bus ticket through factors influencing determinant reservation and the market potential for online bus ticket reservation of satisfaction derived by the customer online bus ticket service in internet. Buses do not reach stations on the time and causes the passengers , passengers are not sure whether they should wait for the bus or use another mode of transport. The manual ticket checking system sometimes causes error and some passengers travel without tickets.

Objectives of the Study

- To study the socio-economic characteristics of the sample respondents.
- To know the factors that affect the preference of customer towards online ticket booking.
- To know about the services provided by redbus application.

Research Methodology

Research Design

The task of defining the research problem is the preparation of the design of the research project. The research design of the study is descriptive in nature. The term research is also used to describe an entire collection of information about a particular subject using the Redbus Application.

Sampling Design

Sampling design refers to the technique or procedure, the researcher would adopt in selecting items for the sample. In this research study, convenient sampling technique has been used for the selecting the sampling respondents.

Area of the Study

The area selected for the research study is Coimbatore city. Coimbatore is well known for redbus app transaction and as an excellent potential for technology growth. Hence, Coimbatore awareness and usage of the redbus application.

Sources of Data

For the purpose of this research study, both primary data and secondary data has been used. Primary data were collected directly from the respondents who are using redbus application by means of questionnaire. The secondary data was collected from websites, journals, textbooks and related studies.

Sample Size

The sample size used for the study is 150 respondents.

Tools for Analysis

Tools used for analysis

- Simple Percentage Analysis
- Ranking Analysis
- Weighted Average Analysis

Limitation of the Study

- Time limit restricts detailed survey work for this particular topic of research.
- Some of the respondents were reluctant to share the information with researcher.
- All the result and conclusion have been drawn on the bases of information provided by the respondents, so it may lack authenticity.
- The study was undertaken only in Coimbatore city, and the result may not be the same in other of the state.

Review of Literature

Review of literature is a study on customer satisfaction in services provided by the tours and travel operates and agencies, expected customer service is the type of service level that customers want to receive from any online ticket booking service providers. Augmented customer service on the other hand is more demanding and includes the activity that enhances the ticket reservation experience and gives travel agencies a competitive advantages.

Alejandro Ortega Hortelano, Andres Felipe Guzman, John Preston, Jose Manuel Vassallo(2016) [1] Reduced travel time, regional cohesion, economic development, and environmental benefits were some of the reasons given to develop a high-speed rail (HSR) network in Spain. Since the first high-speed line in Spain opened in 1992, HSR has been a part of the travel experience, despite recent concerns raised about the lack of demand and low

[1]Alejandro Ortega Hortelano, Andres Felipe Guzman, John Preston, Jose Manuel Vassallo (2016). Impact on the shift in transport modes. *Transportation Research Record,* Vol. 2597. No. 1. PP. 90-98.

occupancy rates of HSR trains compared with those in other countries. In February 2013, RenfeOperadora, Spain's state-owned transport company, implemented a new pricing scheme, which reduced ticket prices by at least 11% and introduced flexibility in their purchase. In this research, the effects of the new scheme were analyzed, and the impact on the shift in transport modes was substantiated through consideration of a discrete choice model.

Isabella Geis, Wolfgang H. Schulz(2016)[2] The past decade has been characterized by a substantial increase in transport volume. In particular, road networks have reached their limits. Increasing emissions, congestion, and accidents have signaled a need for action. Besides technological innovations and behavioral change due to regulations, incentivizing voluntary modal change is increasingly becoming important for European policy makers.

Nathalie Louit-Martinod, Cécile Chanut-Guieu, Cathel Kornig (2016)[3] In France, as in many other countries, considerable attention has been paid to health and safety at work and more particularly to the psycho-social risks associated with work. A case study carried out among bus drivers in urban environments in five companies belonging to one of the largest French public transport groups reveals that drivers' health and well-being at work has deteriorated even though the machinery and equipment they use have improved and working time has been reduced.

Margaret Burnham(2015)[4] The field of retrospective justice has spawned interesting scholarship on the complexities of redress for histories of slavery and Jim Crow, including reparation, official apologies, judicial remedies, and truth commissions. Although numerous studies of Jim Crow in the South have captured the social, economic, and political dynamics of the practice, in the real m of retrospective justice, adequate attention has not yet been given to the massive failure of criminal law enforcement agencies, state and federal, to respond to homicidal racial violence.

Analysis and Interpretation

Table 1 Educational Qualification of the Respondents

Educational Qualification	No of Respondents	Percentage
School level	11	7.33
Graduates	90	60
Professional	45	30
Illiterate	4	2.66
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 7% of the respondents are School level, 60% of the respondents are Graduates, 30% of the respondents are Professional and 3% of the respondents are Illiterate. Most (60%) of the respondents are Graduates.

Chart 1 Educational Qualification of the Respondents

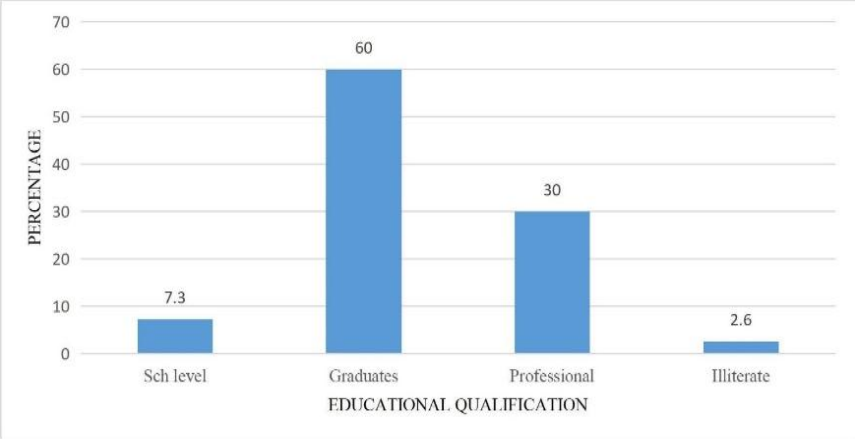


Table 2 Occupational Status of the Respondent

Occupational Status	No of Respondents	Percentage
Government Employee	12	8
Private Employee	72	48
Professional	42	28
Business	9	6
Home maker	15	10
Total	150	100

(Source: Primary Data)

Interpretation

The above table shows that, 8% of the respondents are Government Employee, 48% of the respondents are Private Employee, 28% of the respondents are Professional, 6% of the respondents are doing Business and 10% of the respondents are Home maker.

Majority (48%) of the respondents are Private Employee.

Chart 2 Occupational Status of the Respondents

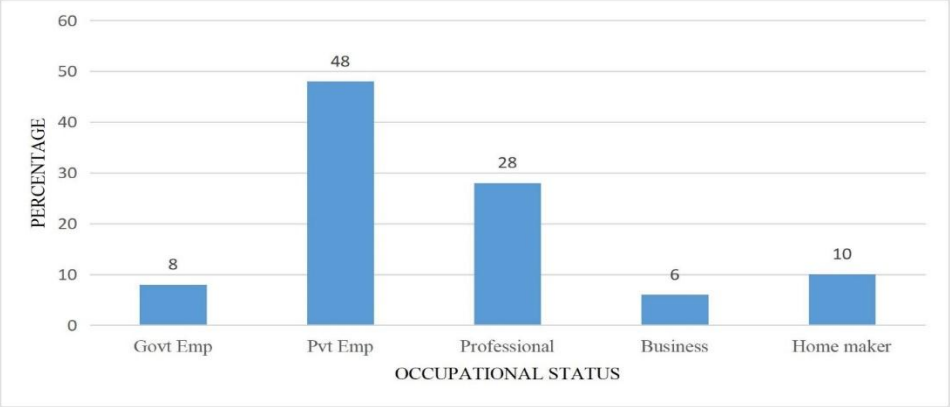


Table 3 Monthly Income of the Respondents

Monthly income	No of respondents	Percentage
Below Rs.10000	40	26.66
Rs.10000 to Rs.25000	74	49.33
Rs.25000 to Rs.35000	24	16
Above Rs.35000	12	8
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 27% of the respondents are Below Rs.10000, 49% of the respondents are Rs.10000 to 25000, 16% of the respondents are Rs.25000 to Rs.35000 and 8% of the respondents are Above Rs.35000.

Majority (49%) of respondents belongs to the income group of Rs.10000 to Rs.25000.

Chart 3 Monthly Income of the Respondents

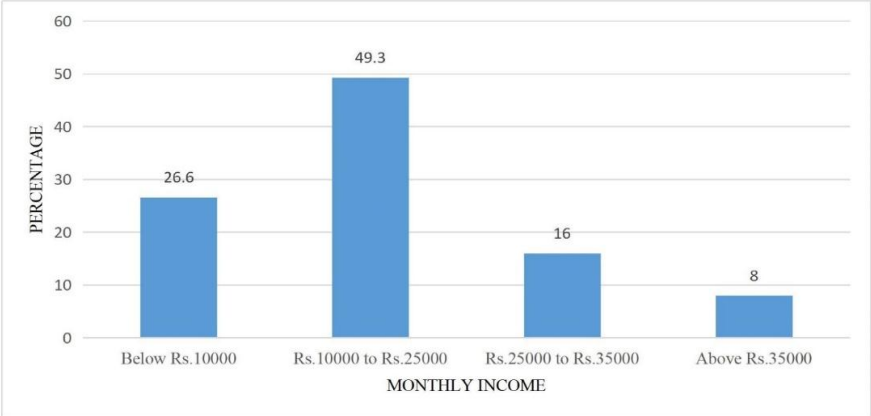


Table 4 Redbus Application

Redbus app	No of respondents	Percentage
Yes	123	82
No	27	18
Total	150	100

(**Source**: Primary Data)

Interpretation

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

Most (82%) of the respondents are using redbus application.

Chart 4 Redbus Application

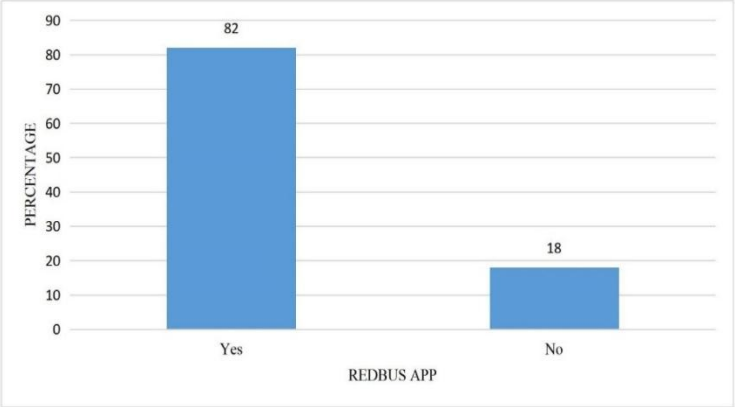


Table 5 Sources of Awareness of Redbus Application

Sources	No of Respondents	Percentage
Friends and Relatives	54	36
Advertisement	63	42
Social Media	19	12.66
Searching in Internet	14	9.33
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 36% of the respondents are come to know about redbus through friends and relatives, 42% of the respondents are come to know about redbus through Advertisement, 13% of the respondents are come to know about redbus through Social Media and 9% of the respondents are come to know about redbus through Searching in Internet.

Majority (42%) of the respondents are come to know about red bus through Advertisement.

Chart 5 Sources of Awareness of Redbus Application

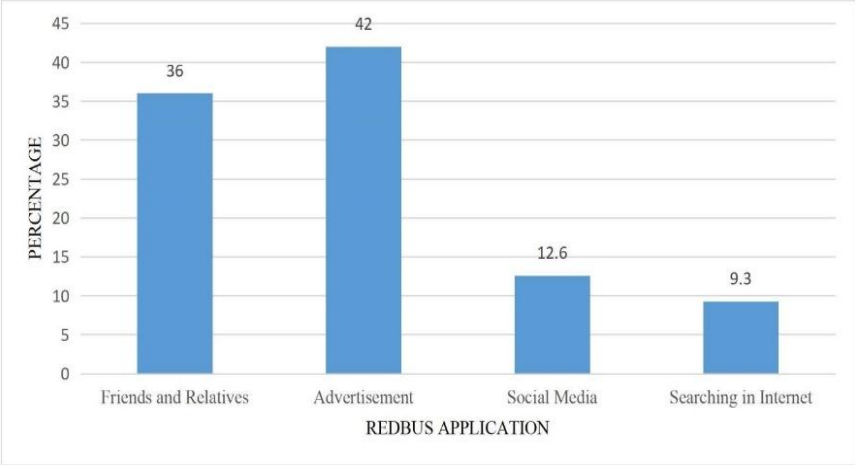


Table 6 Easy to Operate Redbus Application

Easy to Operate	No of Respondents	Percentage
Yes	141	94
No	9	6
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 94% of the respondents felt that easy to operate the redbus application, 6% of the respondents are cannot easy to operate the redbus application.
Most (94%) of the respondents felt that easy to operate the redbus application.

Chart 6 Easy to operate redbus application

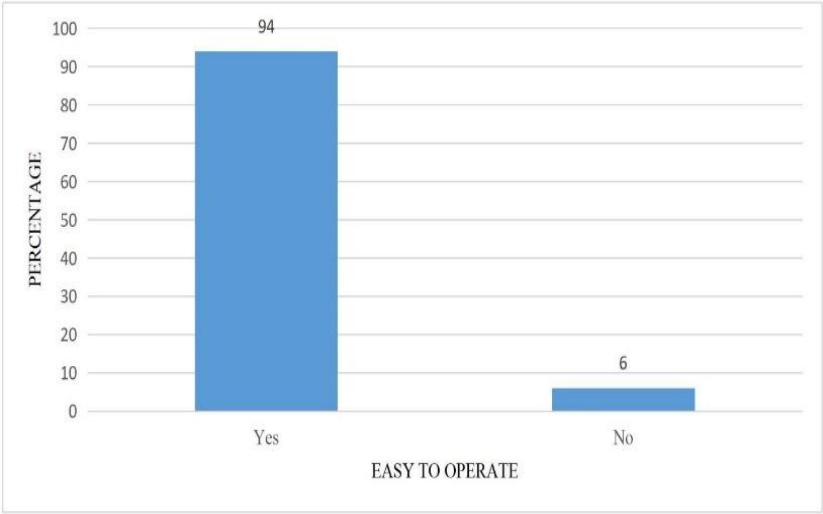


Table 7 Unexpected Cancellation of Ticket Booking

Unexpected Cancellation	No of Respondents	Percentage
1 time	32	21.33
2 times	97	64.66
3 times	21	14
More than 3 times	0	0
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 21% of the respondents states that the ticket booking is cancelled unexpectly for One time, 65% of the respondents are 2 times, 14% of the respondents are 3 time and 0% of the respondents are More than 3 times. Most (65%) of the respondents states that the ticket booking is cancelled unexpectly for 2 times.

Chart 7 Unexpected Cancellation of Ticket Booking

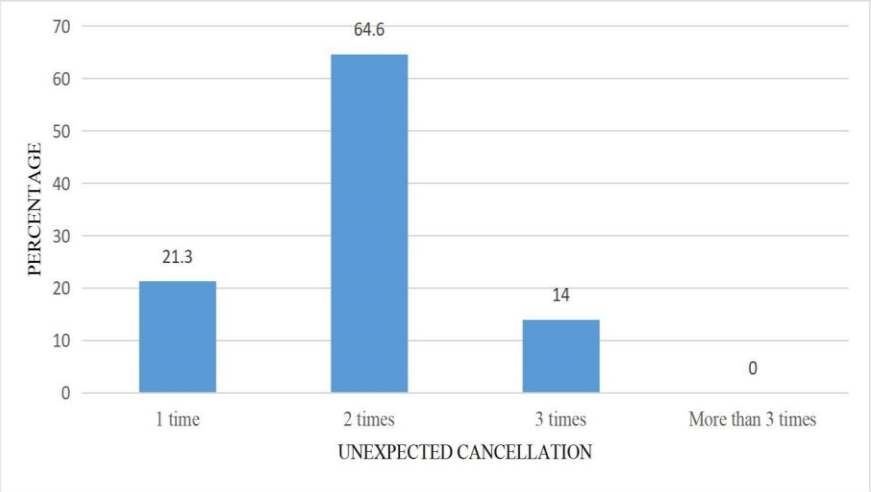


Table 8 Problem Faced by the Respondents While Booking a Ticket

Transaction Failed	No of Respondents	Percentage
Money transaction failed due to redbus application problem	64	42.66
Transaction failed due to network problem	54	36
Transaction failed due to payment problem	27	18
Transaction failed due to unexpected power failure	5	3.33
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 43% of the respondents states that Money transaction failed due to redbus application problem, 36% of the respondents states that Transaction failed due to network problem, 18% of the respondents states that Transaction failed due to payment

problem and 3% of the respondents states that Transaction failed due to unexpected power failure.

Majority (43%) of the respondents states that Money transaction failed due to redbus application problem.

Chart 8 Problem Faced by the Respondents While Booking a Ticket

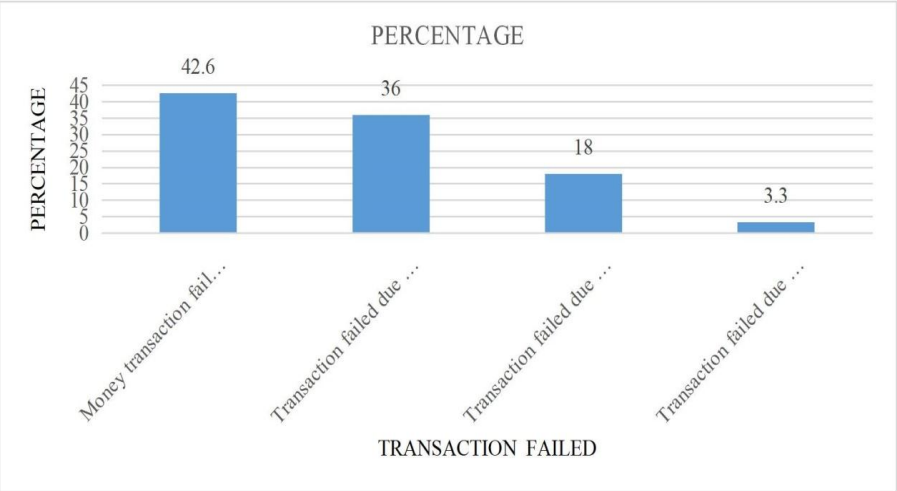


Table 9 Cancelled Ticket Amount

Credit the Money	No of Respondents	Percentage
24 hrs	89	59.33
48 hrs	12	8
One week	18	12
Never get credit	31	20.66
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 59% of the respondents states that cancelled ticket amount is credited within 24hrs, 8% of the respondents states that cancelled ticket amount is credited within 48hrs, 12% of the respondents states that cancelled ticket amount is credited within one Week and 21% of the respondents are Never get credit.

Most (59%) of the respondents states that cancelled ticket amount is credited within 24 hrs.

Chart 9 Cancelled Ticket Amount

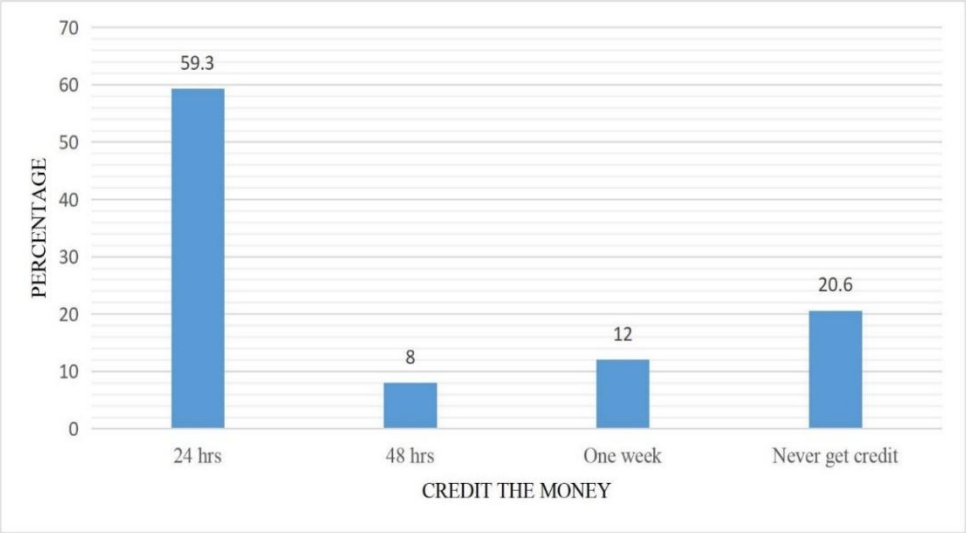


Table 10 Destinations Place While Riding Red Bus

Major Destinations	No of Respondents	Percentage
Yes	118	78.66
No	32	21.33
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 79% of the respondents states that major destinations through redbus application where the redbus riding and 21% of the respondents are No.

Most (79%) of the respondents states that major destination through redbusapplication.

Chart 10 Destinations Place While Riding Red Bus

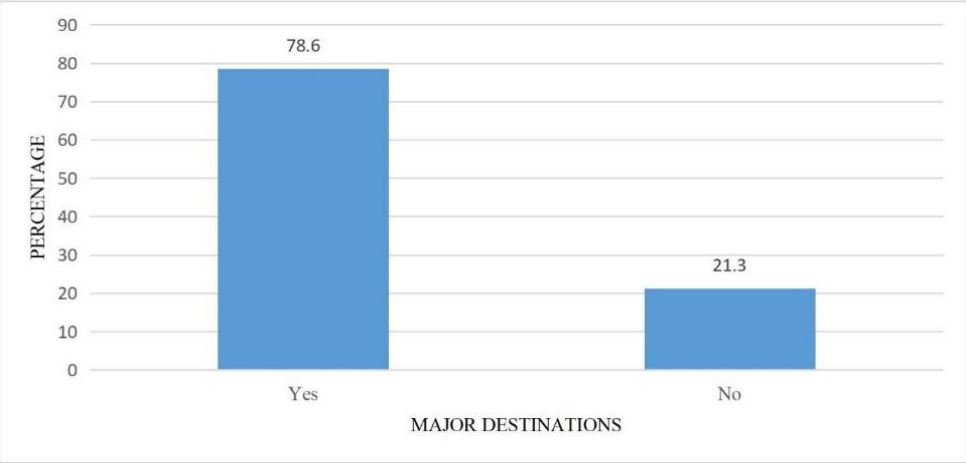


Table 11 Opinion on the Travel Fare of Red Bus

Opinion on the Travel	No of Respondents	Percentage
Lowest of all	45	28.66
Highest of all	45	31.33
Moderate	38	25.33
Not aware	22	14.66
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 30% of the respondents are Lowest of all and 30% of the respondents are Highest of all and 25% of the respondents are Moderate and 15% of the respondents are Not aware.

Majority (29%) of the respondents states that travel fare of redbus application is very low.

Chart 11 Opinion on the Travel Fare of Red Bus

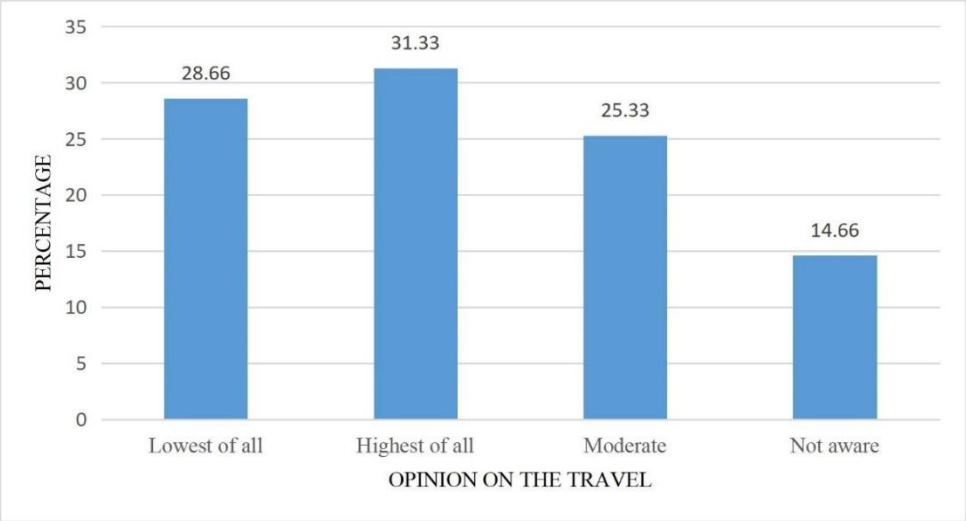


Table 12 Opinion on the Bus Tracking

Opinion on the Bus Tracking	No of Respondents	Percentage
Only stop by stop tracking	60	40
Movement tracking	78	52
Not at all tracking	12	8
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 40% of the respondents states that redbus application has stop by stop tracking facility, 52% of the respondents states that redbus application has Movement tracking, and 8% of the respondents are Not at all tracking.

Most (52%) of the respondents states that redbus application have Movement tracking.

Chart 12 Opinion on the Bus Tracking

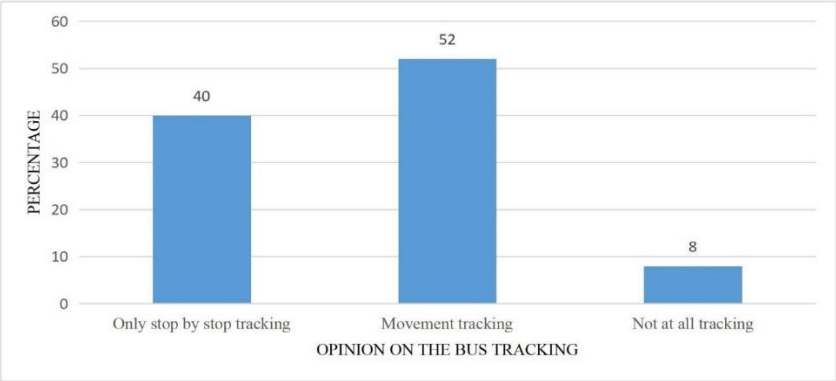


Table 13 Rescheduling Option

Rescheduling Option	No of Respondents	Percentage
It has rescheduling option	67	44.66
Not having rescheduling facilities	83	55.33
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 45% of the respondents states that redbus application having rescheduling option and 55% of the respondents states that redbus application are not having rescheduling facilities.

Most (55%) of the respondents states that redbus application are not having rescheduling facilities.

Chart 13 Rescheduling Option

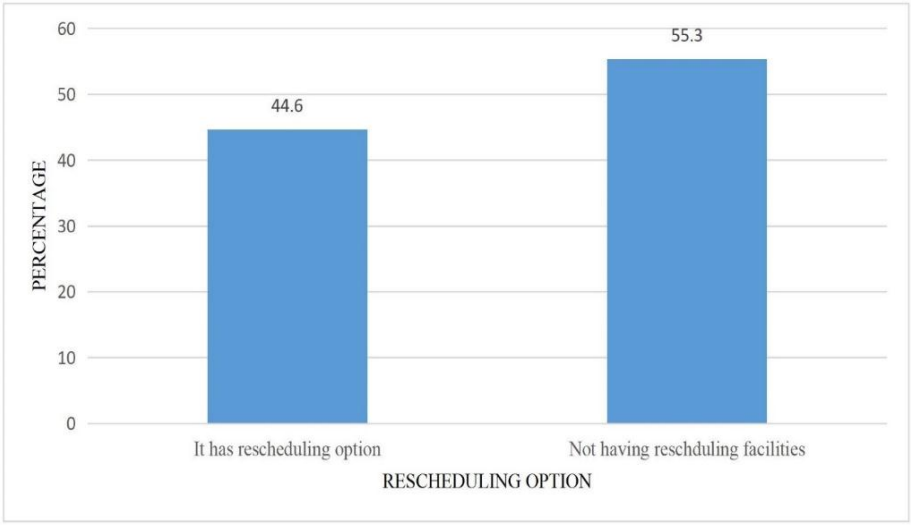


Table 14 Hotel Booking through Redbus Application

Hotel Booking	No of Respondents	Percentage
Tried	68	45.33
Not tried	82	54.66
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 45% of the respondents are tried to book a hotel through redbus application and 55% of the respondents are Not tried to book a hotel booking through redbus application.

Most (55%) of the respondents are not tried to book a hotel through redbus application.

Chart 14 Hotel Booking through Redbus Application

Table 15 Satisfaction of Redbus Application

Satisfied	No of Respondents	Percentage
Highly Satisfied	45	30
Satisfied	93	62
Neutral	10	6.66
Dissatisfied	2	1.33
Highly Dissatisfied	0	0
Total	150	100

(**Source**: Primary Data)

Interpretation

The above table shows that, 30% of the respondents are Highly Satisfied with redbus application and 62% of the respondents are Satisfied with redbus application and 7% of the respondents are Neutral with redbus application and 1% of the respondents are Dissatisfied with redbus application and 0% of the respondents are Highly Dissatisfied with redbus application.

Most (62%) of respondents are satisfied of redbus application.

Chart 15 Satisfaction of Redbus Application

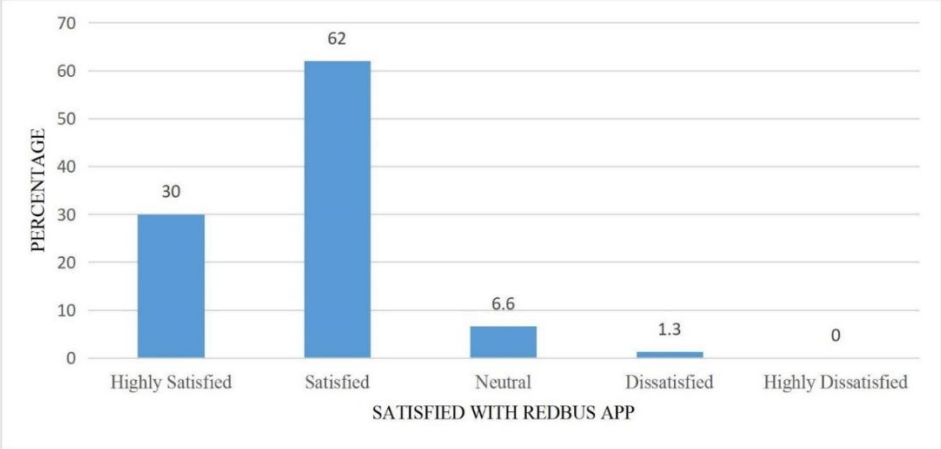


Table 16 Customer Services of Red Bus Application

Customer calls Properly	No of respondents	Percentage
Quick response	90	60
Facing unnecessary delay	39	26
No response	21	14
Total	150	100

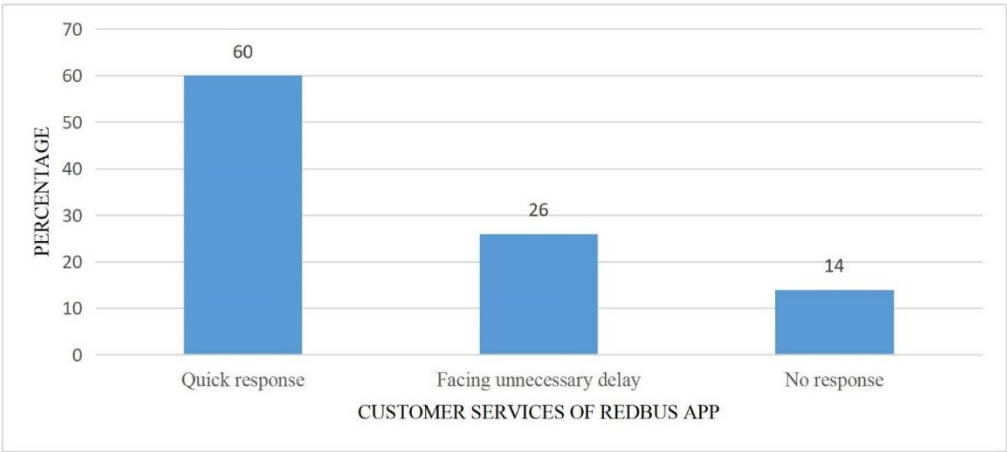
(**Source**: Primary Data)

Interpretation

The above table shows that, 60% of the respondents states that customer services of redbus application is very Quick response and 26% of the respondents states that customer services of redbus application is Facing unnecessary delay and 14% of the respondents states that customer services of redbus application is No response.

Most (60%) of respondents states that customer services of redbus application is very Quick response.

Chart 16 Customer Services of Redbus Application



Weighted Average

Weighted Average is a statistical method used for the study. Weighted average may be defined as the average close component iteams are divided by the total sum of the weighted average method.

Weighted Average = ∑xy / ∑x

∑x = Grand Total

∑xy = Grand Total of weights.

Table 17 Satisfaction Level of Factors Regarding Red Bus Application

Factors	H.S	S	N	D.S	H.D.S	Weighted score	Weighted average	Rank
Fare	49	27	25	32	17	509	33.93	**III**
Comfortability	18	55	42	34	1	505	33.66	**IV**
Service	18	88	43	1	0	573	38.2	**I**
Time	18	80	40	11	1	553	36.89	**II**
User Friendly	15	32	54	32	17	446	29.73	**V**

(**Source**: Primary data)

Interpretation

The above table shows that, Majority 34% of the respondents said that overall services of redbus application is highly satisfied and ranked are Rank as 1st, 34% of the respondents said that overall services of redbus application is highly satisfied and ranked are Rank 2nd, 38% of the respondents said that overall services of redbus application is highly satisfied and ranked are Rank 3rd, 37% of the respondents said that overall services of redbus application is highly satisfied and ranked are Rank 4th and 30% of the respondents said that overall services of redbus application is highly satisfied and ranked are Rank 5th.

Majority (38%) of the respondents are Rank 1 is Service.

Ranking Analysis

Under this method the respondent are asked to rank the choices. The method is easier and faster. Here in this study the respondents are asked to rank the various media through which they are getting awareness about various opportunities and the respondents are used to rank.

Table 18 Ranking Analysis Problem Faced by the Respondents While using Redbus Application

Problems		1	2	3	4	Mean	Rank
Network/Internet Problem	*f* Scrore	52 (52)	39 (78)	27 (81)	32 (128)	339	**I**
Power Failure	*f* Scrore	29 (29)	38 (76)	37 (111)	46 (184)	400	**IV**
Not User Friendly	*f* Scrore	38 (38)	33 (66)	39 (117)	40 (160)	381	**III**
Payment problem	*f* Scrore	30 (30)	43 (86)	47 (141)	30 (120)	377	**II**

(**Source**: Primary Data)

Interpretation

The above table shows that, Majority 339 of the respondents said that network problem is the major problem while using redbus application and ranked as 1, 400 of the respondents said that network problem is the major problem while using redbus application and ranked as 4, 381 of the respondents said that network problem is the major problem while using redbus application and ranked 3 and 377 of the respondents said that network problem is the major problem while using redbus application and ranked 2.

Findings, Suggestions and Conclusion

Findings

A) On the application of the Percentage Analysis the following results were obtained

- 65% of the respondents belong to the age group of 21 to 30 years.
- Most (55%) of the respondents belong to the Male category.
- Most (63%) of the respondents are Unmarried.
- 60% of the respondent's qualification is Graduates.
- Majority (48%) of the respondent's occupational status is Private Employee.
- Most (51%) of the respondents are comes under the category of Joint family.
- Majority (49%) of the respondent's number of members in the family is Four.
- Majority (49%) of the respondents are belonging to the income group Rs. 10000 to Rs. 25000.
- 82% of the respondents Redbus Service is Availability.
- Majority (42%) of the respondents say ethical values from Advertisement is Redbus Application.
- Most (94%) of the respondents are Easy to operate the Redbus.
- Most (65%) of the respondents belong to Calendar is Clearly.

- Most (65%) of the respondents is Unexpected Cancellation is 2 times.
- Majority (43%) of the respondents are Transaction the Money is failed due to redbus application.
- 59% of the respondents are Credit the Money within the 24 hours.
- Most (79%) of the respondents are cover all the major destinations in India.
- Majority (30%) of the respondents given Opinion on the travel fare of redbus in Lowest of all and Highest of all.
- Most (52%) of the respondents have facilities of Opinion on the bus tracking while Movement tracking.
- Most (73%) of the respondents have wake up call work on time.
- 52% of the respondents are time taken to book the ticket in Too low.
- Most (57%) of the respondents is Message received on time while booking ticket.
- Most (85%) of the respondents are departure messages are received on time while bus arrival.
- Most (55%) of the respondents have rescheduling facilities.
- 55% of the respondents have tried hotel booking through redbus.
- Most (62%) of the respondents are Satisfied with redbus application.
- Most (60%) of the respondents attend the Customer Calls Properly executives in Quick response.

B) On the application of the Weighted Average Analysis the following results were obtained

- Majority of the respondents said that overall services of redbus application is highly satisfied and ranked as 1.

C) On the application of the Rank Analysis the following results were obtained

- Majority of the respondents said that network problem is the major problem while using redbus application and ranked as 1.

Suggestion

The following are major suggestions

- Travelling service providers shall take necessary action to create more awareness in rural and urban area of online ticket booking.
- It is to be established to enhance the subscriber base the delivery consumer services.
- To avoid the more time spend on manual process and to keep up less time, one or more small travelling agencies combinely can establish online ticket booking service.

Conclusion

The Redbus ticket booking through mobile devices could be executed through an SMS or installing a JAVA application and after recording the details; the customer has to provide card details during the registration. A secure payment gateway would be a major decider in the

success of e-commerce transactions. In India, besides low internet penetration, there is also reluctance to provide the card details for executing the transactions which is a major barrier for redbus to make the most of this channel. Redbus has introduced one click payment option for bus ticketing to make the online transactions quicker and easier.

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