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A Study on Online Buyer Behavior Towards Ticket Booking in Tiruchirappalli City

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ABSTRACT

Currently, Internet is treated to be the greatly used information and communication mechanization by companies; this can simplify the transaction processes and strengthen the relationship between the organizations and customers. This paper experientially analyses and verifies the impact of online-ticketing approach on customer satisfaction: a simple random sample of passengers of Tiruchirappalli city that had booked tickets in the last 12 months through companies offering online-ticketing services. The analysis disclosed that the determinants namely, on-demand, cashless, all in one, privacy are exploited as solicitous factors and determinants such as less expensive, secure, situation, time saving are exploited as assent factors. This study would be helpful to online based service providers to meet the requirements of increasing level of service.

KEY WORDS: Ticket booking, Online booking, Customer Technical Support; Infrastructure; Security; User-Friendliness

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1. INTRODUCTION

The tourism and tourism sector is one of the spine in the developed and developing countries and one of the main sources of the Foreign Relations Committee. This sector is growing rapidly, with millions of people directly or indirectly involved in the industry. This sector represents 9.9 per cent of global gross domestic product (GDP), 10.9 per cent of global exports, and 9.4 per cent of the world's 10 investment (World Economic Forum, 2018). Internet usage is growing rapidly throughout the day, according to the International Telecom Corporation (2018); at the end of 2018; there are about 3 billion people online. Therefore, it is a useful tool to promote and open up new opportunities through e-commerce with new opportunities for Internet business and ecological industry. Travel and tour operators offer fun, happiness and enthusiasm to its customers. A travel agent is a person who sells travel players such as an intermediary or ticket, hotel booking, and consumer traffic¹. The main purpose of a travel is to attract and provide travel, tourism information, guidance services, and visa and passport services. The Travel agent provides tour packages covering all facilities for the traveller. Some travel agents, such as Uber and Ola, only provide car rentals. They use the latest technology, such as GPS systems to provide better customer service. With the technology, globalization, competition and innovation, travel agents need to change their business trends. The travel agent faces a future threat due to competition from online travel websites^{2,3}. Changes in technology increase in customer expectations, and changes in consumer behaviour, some travel agencies are closing the business^{4,5,6}. The travel agencies do not have enough knowledge and resources and do not recognize the benefits of adopting electronic business^{7,8,9,10,11,12,13,14}. Adoption of technology in tourism and tourism is a new area and limited study has been carried out right now¹⁵. Travelling by bus becomes very convenient by the introduction of an online bus ticket booking system which provides users with the comfort to book tickets being at their convenient place (home/office). The current market price of the online bus ticket is Rs 500-600 crore, which is just 3-4% of the Rs 15,000 crore market. This study has selected online bus ticket booking from travel websites such as makemytrip.com, yatra.com and cleartrip.com, etc.

2. LITERATURE REVIEW

The study of literature, which examines the definitions for online-ticket booking, demonstrates attempts to expand the full spectrum of online-ticket booking for consumer and enterprise. This survey indicates that online-ticketing include more than just a paperless document: instead, online-ticketing refers to a comprehensive structure within the company that receives information on consumer. The roots of online-ticketing go far beyond the interface with the customer. It is read that the benefits of reservation samples observing traffic requirements on

holidays based on state preferences¹⁶. It is recommended that this would be a major priority for improving the best capabilities of the service and utilizing resources in advance by advance reservation. The popularity of Internet technology has increased significantly over the last several years¹⁷. As a result, companies have worked diligently to create new ways of interacting with customers. The center for this action is the development of online-ticketing. Coupons for online - shopping can be utilized by the use of online-ticket services to provide services including ticket for concert or gaming¹⁸. It is clear that the increase in online-tickets is a change in traditional ticket purchase¹⁹. Online-tickets appear to offer many benefits, including low costs and increased operational performance²⁰. Therefore, the use of online-ticket is expected to increase over time. These processes have their own challenges, as the future of the online-ticket services fosters activities and the improvement of customer service, online-ticketing and online-service research²¹. The uses online-ticket services, and is advertised on a promotional basis, like many web and mobile applications²². This has created a situation where the function and use of online-ticket are not actively coordinated by the company's strategy. Other scholars who examine the acceptance of the online-ticket can be a consumer decision-making effect, which poses a positive or negative impression for online-ticket as a policy method for obtaining a service in a company. In addition, the cognitive component of online-ticketing has become the most important concern for companies in recent years, an attempt to expand the online-ticketing progress. Specifically, the online-ticket was a key focus on customer satisfaction issues, prompting companies to investigate specific variables that shaped customer effects when selecting online-ticket options. By using this as a base for trial, current research uses customer satisfaction in assessing specific independent variables (customer support, infrastructure, data security, and / or user friendliness) shape customer satisfaction in decision-making when it comes to purchasing an online-ticket. The correlation of those variables with customer satisfaction gives the clear picture of the customer satisfaction in online-ticket booking.

3. OBJECTIVES OF THE STUDY

- To study the impact on the online-ticket booking on consumers and to find the availability of factors influencing it.
- To find the managerial perspectives of online booking customers.

4. HYPOTHESES

H01: There is no association between Bus type and gender

H02: There is no association between Bus type and comfort

H03: There is no association between Bus type and age

H04: There is no association between Bus type and purpose of travel

5. METHODOLOGY

A well framed enquiry schedule is used to collect the primary data from online ticket booking customers. The questionnaire is distributed to 115 respondents, and 100 useful answers were collected. The users were asked about internet service providers related to others to find answers that satisfy the study's purpose for booking bus tickets with the intention to allow the customers to evaluate the service providers in that particular field. The reasons for supporting and influencing their choice confirm their ideas in improving the service and the reasons behind their wishes are analyzed by conducting the descriptive research, using Simple random sampling, the collected data is provided with appropriate tools and potential recommendations.

6. ANALYSIS AND INTERPRETATION

Table 1 shows the percentage of male and female respondents and their classification with respect to age taken for this analysis. Here, it is nearly 30% under the age group of 18 to 25 and the next highest of 33% under 41 to 55 age group and 27% under 26 to 40 age group and 10% over 50 years. All the age categories of male and female were covered and is the striking feature of the present study.

Table 1 : Distribution of Respondents by Age and Gender

Age	Male N (%)	Female N (%)	Total N (%)
18-25	23 (23%)	7 (7%)	30 (30%)
26-40	17(17%)	10 (10%)	27 (27%)
41-55	16 (%)	17 (17%)	33 (33%)
>55	4 (4%)	6 (6%)	10 (10%)
Total	60 (60%)	40 (40%)	100 (100%)

It is inferred from the table 2 that a wide variety of bus schedule operated by the bus operator, which is preferred by many travellers according to gender convenience. Exactly 42% of them like to travel by 2 axial Volvo A/C bus. Next willingness as expected is given to A/C bus which accounts for 37% to be exact. Put together these 2 types account for 79 % and the remaining 21% of passengers like to travel by Non A/C buses.

Table 2 – Distribution of respondents by bus type

Bus Type	Male N (%)	Female N (%)	Total N (%)
Volvo	28 (28%)	14(14%)	42 (42%)
A/C	25 (25%)	12 (12%)	37 (37%)
Non-A/C	15 (15%)	7 (7%)	21 (21%)
Total	68 (68%)	33 (33%)	100 (100%)

Table 3 : Age details of the respondents by Reasons

Age	24x7	Saves Time	Payment Is Easy	Better Price	Total
18-25	4	6	13	7	30 (30%)
26-40	3	11	7	6	27 (27%)
41-55	4	6	15	8	33 (33%)
>55	0	6	4	0	10 (10%)
Total	11	29	39	21	100 (100%)

The reasons for selecting the online Bus Ticket Booking secrets are revealed in the table 3. Under age group 18 to 25 the secret is 30% agreed to choose it because payment is easy, It saves time and because of better price. Under age group 26 to 40 the secret is 27% and Under age group 41 to 55 the secret is 33% agreed to choose it because of the above same reasons. And 10% over 55 age group also did the same.

Table 4: Mode of payment by sex

Mode Of Payment	Male N (%)	Female N (%)	Total N (%)
Bank Transfer	12 (12%)	4 (4%)	16 (16%)
Credit Card	33 (33%)	14 (14%)	47 (47%)
Debit Card	21 (21%)	16 (16%)	37 (37%)

As many as 47% of customers travelling mostly by bus often use a credit card as seen from Table 4, as method of payment, then 37% uses Debit card and 16% use bank transfer for settling the payment.

Table 5 gives the data regarding customer's first and second preference over choosing a particular website for online bus ticket booking. From this table it is implied that 57% uses redbus, 10% use yatra, 11% use goibibo, 9% use makemytrip and 7% use Easygotrip apps as their 1st preference for booking bus tickets. Remaining websites only account for 6%. If something is unsuitable, as the second priority they use 22% yatra, 15% makemytrip, 16% redbus and 17% goibibo, 14% Easygotrip and 13% A1. Remaining websites only accounts for only 3%. It is interesting to find out that yatra scores only 10% in the first and 22% as second choice. Similarly, the Red Bus is the first choice of 57%. Similarly redbus which scores 57% as first choice and it is not the second choice among customers. So redbus is the top and first choice among customers.

Table 5 : First and Second Preferences of the respondents

PREFERENCE #1	Male N (%)	Female N (%)	Total N (%)
A1	0 (0%)	0 (0%)	0 (0%)
Easygotrip	5 (5%)	2 (2%)	7 (7%)
Goibibo	8 (8%)	3 (3%)	11 (11%)
Holidayiq	2 (2%)	1 (1%)	3 (3%)
KPN	2 (2%)	0 (0%)	2 (2%)
Ksrtc	1 (1%)	0 (0%)	1 (1%)
Makemytrip	6 (6%)	3 (3%)	9 (9%)
Redbus	37 (37%)	20 (20%)	57 (57%)
Yatra	8 (8%)	2 (2%)	10 (10%)
Total N (%)	69 (69%)	31 (%)	100 (100%)
PREFERENCE #2	Male N (%)	Female N (%)	Total N (%)
A1	9 (9%)	4 (4%)	13 (13%)
Mookambika	0 (0%)	0 (0%)	0 (0%)
Rathimeena	1 (1%)	1 (1%)	2(2%)
Easygotrip	8 (8%)	6 (6%)	14 (14%)
Goibibo	13 (13%)	4 (4%)	17 (17%)
Holidayiq	0 (0%)	0 (0%)	0 (0%)
Ksrtc	1 (1%)	0 (0%)	1(1%)
Makemytrip	12 (12%)	3 (3%)	15 (15%)
Redbus	9 (9%)	7 (7%)	16 (16%)
Yatra	12 (12%)	10 (10%)	22 (22%)
Total N (%)	65 (65%)	35 (35%)	100 (100%)

It is clear from table 6, 57% of majority of customers buy 2 tickets, 18% buy 3 tickets, 9% buy 4 and 1 tickets, more than 4 tickets accounts for 7%. Compared to female, almost all male passengers preferred travel by the available service providers.

Table 6 : Distribution of respondents by purchase of number of tickets

No. of Tickets	Male N (%)	Female N (%)	Total N (%)
1	7 (7%)	2 (2%)	9 (9%)
2	52 (52%)	5 (5%)	57 (57%)
3	16 (16%)	2 (2%)	18 (18%)
4	6 (6%)	3 (3%)	9 (9%)
4+	5 (5%)	2 (2%)	7 (7%)
Total N (%)	86 (86%)	14 (14%)	100 (100%)

Table 7 specifies how secure is the service offered by these providers to put confidence in money-related issues. Nearly 82% agree that the service is safe and secure and 18% do not agree with safe and secure feedback. While security is important in the service provider, endless customers have a role to enjoy secure services from the service provider by continuing to update their browser to the latest version and by using the links necessary to protect their computer against any malware.

Table 7 : Opinion polled by the respondents on Safety and Security

		Male N (%)	Female N (%)	Total N (%)
Secure	Yes	67 (67%)	15 (15%)	82 (82%)
	No	11 (11%)	7 (7%)	18 (18%)
Total N (%)		78 (78%)	22 (22%)	100 (100%)

Table 8 shows that the cost of service offered by 68% feels it is expensive and only 32% feels the price is satisfactory. Male consumers have been affected mainly in this context..

Table 8: Opinion of the respondents as to Expensiveness

		Male N (%)	Female N (%)	Total N (%)
Expensive	Yes	45 (45%)	23 (23%)	68 (68%)
	No	18 (18%)	14 (14%)	32 (32%)
Total N (%)		63 (63%)	37 (37%)	100(100%)

Table 9 shows the purpose of travel. 29% use buses to travel for business and family related matters. 15% use for travelling to holly palces, 12% uses it for having a delightful tour. 7% use during their vacation holidays. Remaining customers who use buses as travel mode for other purposes are only 8%.

Table 9 : Purpose of Travel

Purpose of Travel	Male N (%)	Female N (%)	Total N (%)
Business	21 (21%)	8 (8%)	29 (29%)
Education	1 (1%)	1 (1%)	2 (2%)
Family	19 (19%)	10 (10%)	29 (29%)
Festival	1 (1%)	0 (0%)	1 (1%)
Holly Places	12 (12%)	3 (3%)	15 (15%)
Relatives	4 (4%)	1 (1%)	5 (5%)
Tour	9 (9%)	3 (3%)	12 (12%)
Vacation	5 (5%)	2 (2%)	7 (7%)
Total N (%)	72 (72%)	28 (28%)	100(100%)

Table 10 shows the advantages and disadvantages of ticket booking. In advantages 46% go for booking for no need to stand in queue, 41% go for 24x7 hrs. Booking system, 9% go for as it is better price and 4% of them for as it is cheaper. Whereas with regard to disadvantages 56% of the people feel that it is inflated prices, 24% of the people feel it is hidden cost, 18% of people do not want to convey anything and 2% go for restricted options.

Table 10 : Constraints and Opportunities

Advantages	Male N (%)	Female N (%)	Total N (%)
24x7	27 (27%)	14 (14%)	41 (%)
Better price	6 (6%)	3 (3%)	9 (%)
Cheap	3 (3%)	1 (1%)	4 (%)
No Queue	30 (30%)	16 (16%)	46 (%)
Total N (%)	66 (66%)	34 (34%)	100(100%)
Disadvantages	Male N (%)	Female N (%)	Total N (%)
Hidden Cost	16 (16%)	8 (8%)	24 (%)
Inflated Prices	44 (44%)	12 (12%)	56 (%)
Nil	14 (14%)	4 (4%)	18 (%)
Restricted Options	2 (2%)	0 (0%)	2 (%)
Total N (%)	76 (76%)	24 (24%)	100(100%)

Table 11 shows the testing of the null hypothesis using p value of chi-square test. From the Table 11, it is clear that the hypothesis H01 and H04 are accepted (>0.05). And the Hypothesis H02 and H03 are rejected (<0.05). Hence from the study it is found that there is an association between bus type and gender, there is an association between bus type and purpose of travel, there is no association between bus type and comfort and finally there is no association between bus type and age.

Table 11 : Analysis of Hypotheses

Hypothesis	Relationship	P value Sig. (2-tailed)	Status (Sig = 0.05)
H ₀₁	Bus Type with Gender	.702	Accept Null Hypothesis
H ₀₂	Bus Type* Comfort	.028	Reject Null Hypothesis
H ₀₃	Bus Type * Age	.019	Reject Null Hypothesis
H ₀₄	Bus Type * Purpose of travel	.281	Accept Null Hypothesis

7. IMPLICATIONS OF THE STUDY

This study helped in detecting the factors which are of interest and acceptance of online ticket booking. Factors such as on-demand, cashless, privacy, low cost, safe, environmental situation and time saving are the key interest to customers. A strange problem in service faced by the user during the process is the failure of service failure because of unavailability for the website due to the factor that many users accessing the same site at the same time. But the service provider is charged due to this error. Sometimes slow internet connection available at the customers end may also lead to this error. Online ticket booking reduces other economic cost related with the booking process. Many users complain of hidden expenses collected by bus operators not by this service providing websites. Another benefit requested by customers is to remove restrictions on certain websites that restricts the users in allowing to get the full offer over bus ticket booking. Some users agree that the bus is the only mode of access to the service, picking up or dropping them very close to their homes. With this research, all the positive and negative suggestions should be considered. It will certainly contribute

to the creative development of these companies to deliver the maximum number of services in the near future so that all the customers are satisfied with the services offered by the internet industry and thereby making their lives easier.

8. CONCLUSION

Online-ticketing allow users to devote time without physically going to a place where tickets are available. Instead they let you buy from home or in any place convenient for them. Even paper consumption is saved by not printing the ticket and by choosing SMS tickets so that it can be taken with the mobile phone of the booking customer. This study reveals the customer satisfaction over online ticket booking services, providing service provider, tariff, comfort, convenience, service quality and customer service. The findings reflect the satisfaction and satisfaction level of the customer's mood towards service providers operating online ticket booking in Trichy Market. If the firms take these right concepts and possibilities into consideration for their action, it is certain to ensure full satisfaction and make the customers much happy so that the firms can also expand the market base. This will enable all service providers to meet customer expectations and develop their brand image on the market.

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