

Consumers Perception towards BEST Bus Service in Mumbai City

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ABSTRACT

The number of passengers travelling by BEST BUS are shifting to other modes of transport such as metro, metered cabs, taxis, auto rickshaw, private bus, private vehicles etc. The purpose of this study is to find out various demographic factors that affect travelling via BEST BUS. Using cross sectional technique it is found that gender & monthly income adversely affects travelling via BEST BUS.

INTRODUCTION:

Consumer behaviour

Any individual who purchases goods and services from the market for his/her final consumption is called a consumer. Consumer behavior focuses on how individuals select and use products and services. It is the study of how consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods and deals with the various stages a consumer goes through before purchasing products or services for his/her final use.

Perception - the way in which something is regarded, understood, or interpreted.

Customer Perception – is a marketing term which indicates how the customer perceives the product/service. A customer's perception may be positive, negative, indifferent depending on his/her experience with the product/service.

Perception is the process by which individuals select, organise and interpret stimuli, to form a meaningful and clear picture of the world. Perception has strategy implications for marketers,

because consumers make decisions based on what they perceive, rather on the basis of objective reality.

Public transportation

Public transportation is a system which is owned by the government. It's various mode can be trains, buses,taxis, autorickshaws etc.

Brihanmumbai Electricity Supply and Transport (BEST)

The Brihanmumbai Electricity Supply and Transport (BEST) (also known as the Bombay Electric Supply & Transport, the official name until 1995) is a civic transport and electricity provider public body based in Mumbai, Maharashtra, India. It was originally set up in 1873 as a tramway company called "Bombay Tramway Company Limited". In 1947, the BEST became an undertaking of the Municipal Corporation and rebranded itself to "Bombay Electric Supply & Transport (BEST)". In 1995 the organisation was renamed to "Brihanmumbai Electric Supply & Transport (BEST)" alongside Bombay being renamed to Mumbai. It now operates as an autonomous body under the Municipal Corporation.

Public transport in Mumbai involves the transport of millions of its citizens by train, road, and water. Mumbai has the largest organized bus transport network among major Indian cities. BEST operates one of India's largest fleets of buses. The bus transport service covers the entire city and also extends its operations outside city limits into neighbouring urban areas.

Benefits of travelling by bus

- Economical
- Concessions for school students and senior citizens
- Seat reservation for elderly, pregnant ladies, women.
- Safe as compared to other modes
- Environment friendly
- No parking issues

Problems Faced by Commuters

- No fix schedule of buses
- Frequency of bus
- Every route not covered
- Conditions of Indian roads
- Traffic adds to the woes of commuters
- Time consuming depending on traffic
- Sometimes overcrowded
- Behaviour of Driver/Conductor

REVIEW OF LITERATURE

- 1) **Xiaojian Hu, Linna Zhao, Wei Wang** in their research paper titled “Impact of perceptions of bus service performance on mode choice preference” studied the impact of perceptions of bus service performance on mode choice preference to increase bus ridership. The result of the study revealed that passengers give more importance to reliability and comfort of bus services rather than the availability and safety aspect. **Improving reliability and comfort of bus services can improve the ridership of the bus.**
- 2) **Ismail, R., Hafezi, M. H., Nor, R. M., & Ambak, K. (2012)** in their research paper titled Passengers Preference and Satisfaction of Public Transport in Malaysia. Australian Journal of Basic and Applied Sciences, 6(8), 410-416 focused on understanding the reasons of Malaysian’s preference towards private vehicles instead of public transport. The aim of the study was to study the passenger’s preference and satisfaction towards public transport. They concluded that **public transport (buses) must improve quality of services so as to attract future customers.**
- 3) **Kokku Randheer, Ahmed A. AL-Motawa, Prince Vijay. J (2011)** in their research paper titled Measuring Commuters’ Perception on Service Quality Using SERVQUAL in Public Transportation examined the commuters’ perception on service quality provided by the public transport services of cities of Hyderabad and Secunderabad, India. The

study concluded that the commuters are benefited with the service quality delivery by public transport services.

Objectives Of The Study:

1. To identify Consumer's Perception towards travelling by BEST BUS
2. To Find Out Various Factors That Influences THE PREFERENCE OF TRAVELLING.

Hypothesis:

Ho: There is no Relationship Between preference of Travelling & demographic factors

H1 : There is Relationship Between preference of Travelling & demographic factors

Research Methodology:

Research Design: A Research Design Is The Plan For Collection And Analysis Of Data In A Manner That Aims To Achieve Research Purpose With The Economy In Procedure. It Constitutes Blue Print For The Collection, Measurement And Analysis Of Data. The Present Study Uses Exploratory And Descriptive Approach.

- Nature Of Study: The Present Research Study Is Quantitative And Qualitative In Nature.
- Research Plan For Data Collection: For The Present Study Information Has Been Collected From Both Primary Source And Secondary Source.
- Primary Source: The Following Plan Will Be Adopted To Collect Primary Data.
 - Research Technique: Data has been collected through online questionnaire.
- Secondary Source:
 - Books, Journals And Magazines
- Sampling Plan:
 - Sampling Element: Individual.
 - Sample Size:
 - No. of Individuals - 75
 - Sampling Method: For the present study the Researcher uses Non Random Snowball Sampling And Convenience Sampling.
 - Place Of Study: Mumbai City

- Statistical Technique: This Research Study Uses The SPSS (Statistical Package For Social Science) .

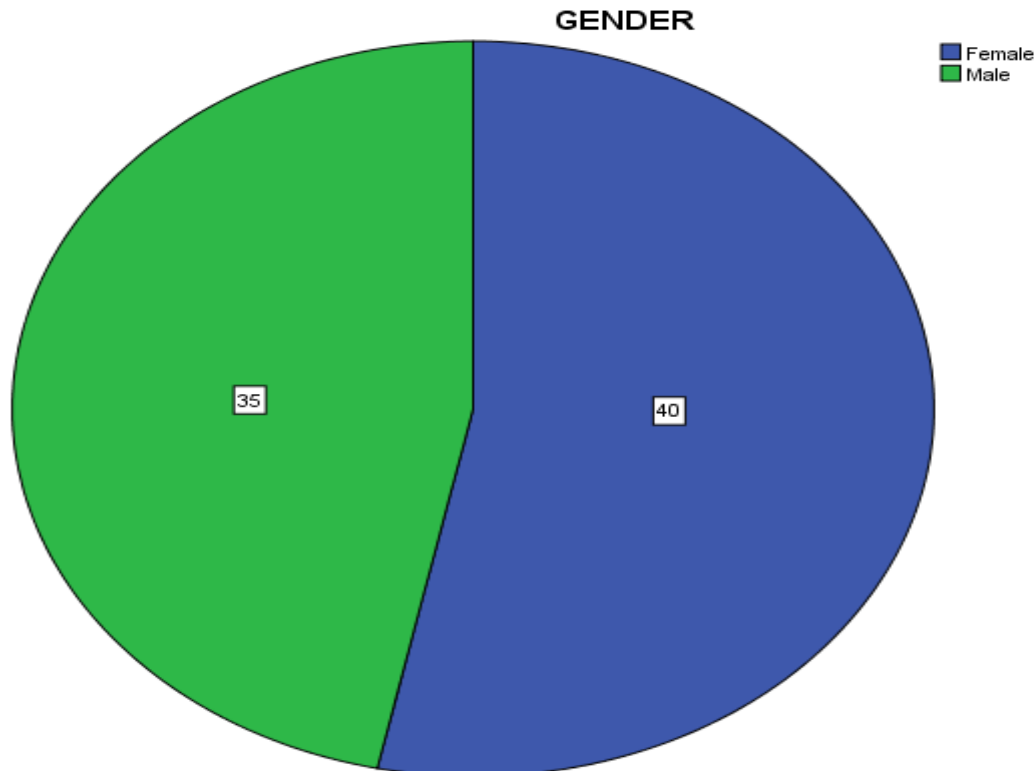
Data collection and respondent profile

Data is collected from pre schedule questionnaire form. The questionnaire consists of 15 questions.

The data collections and analysis has done in an iterative process it consists of 40 females and 35 males.

GENDER

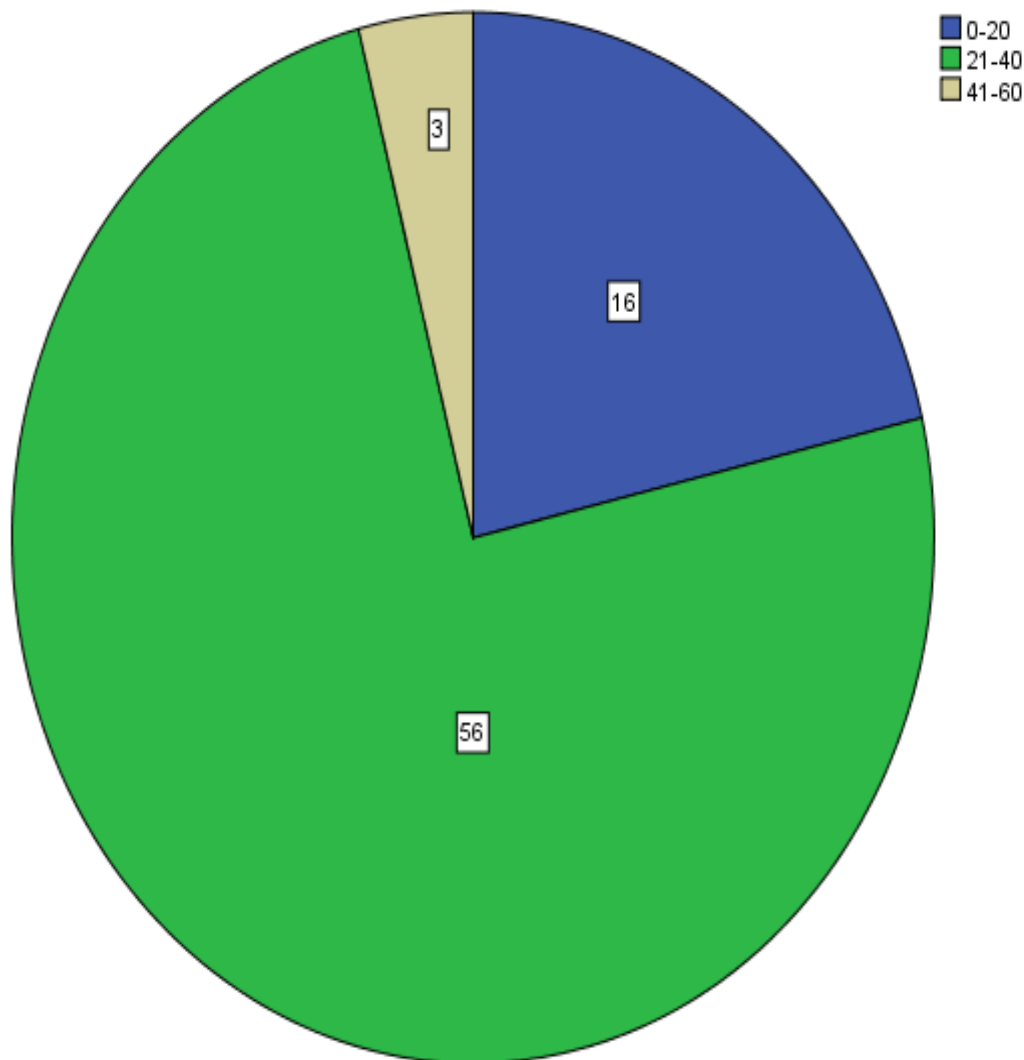
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	40	53.3	53.3	53.3
Male	35	46.7	46.7	100.0
Total	75	100.0	100.0	



AGE GROUP

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-20	16	21.3	21.3	21.3
21-40	56	74.7	74.7	96.0
41-60	3	4.0	4.0	100.0
Total	75	100.0	100.0	

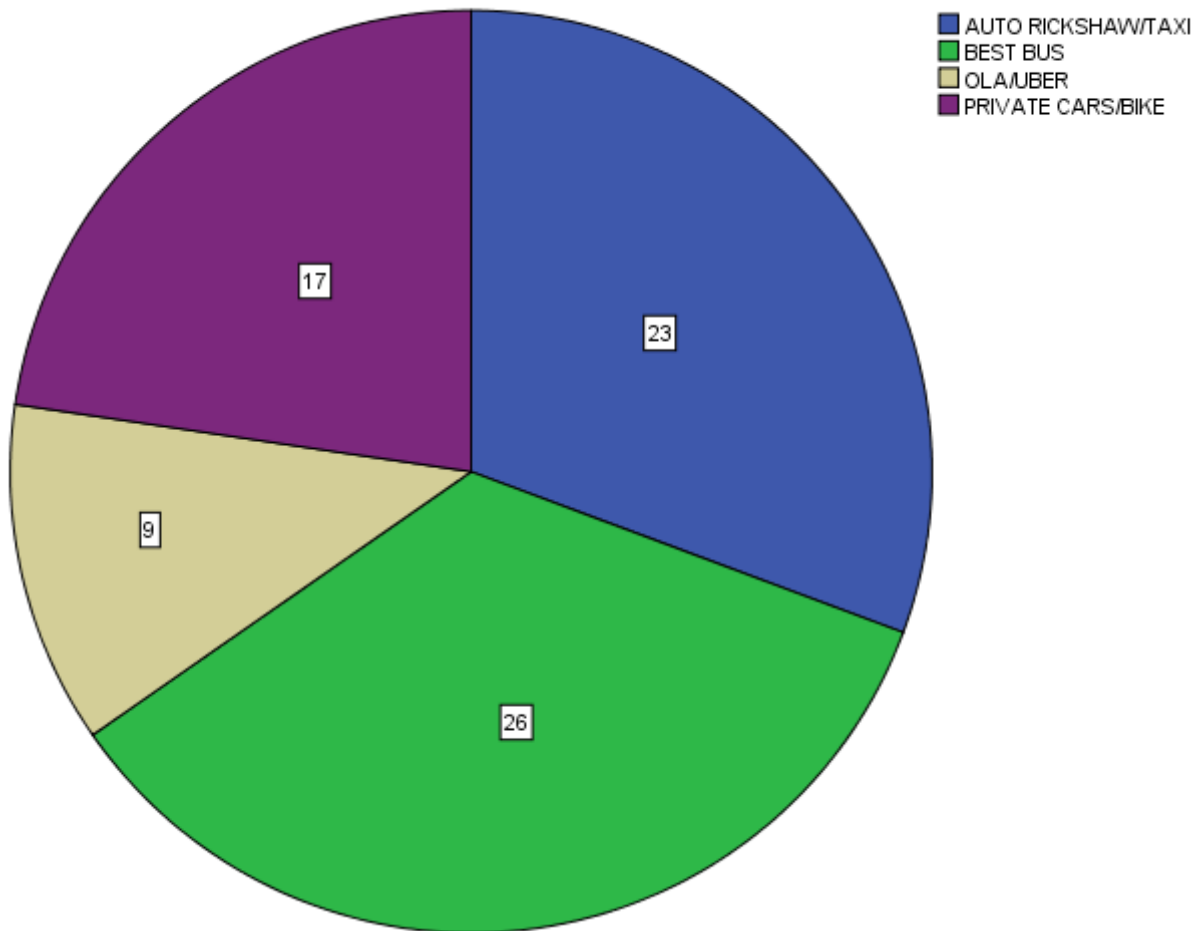
AGE GROUP



PREFERENCE OF TRAVELLING

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid AUTO RICKSHAW/TAXI	23	30.7	30.7	30.7
BEST BUS	26	34.7	34.7	65.3
OLA/UBER	9	12.0	12.0	77.3
PRIVATE CARS/BIKE	17	22.7	22.7	100.0
Total	75	100.0	100.0	

PREFERENCE OF TRAVELLING

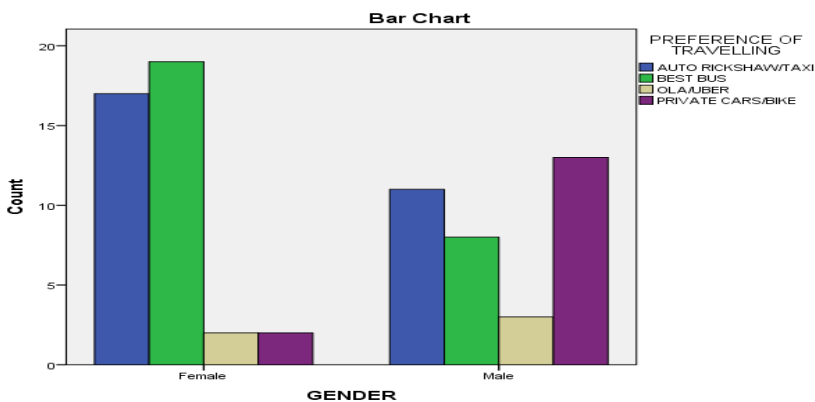


DESCRIPTIVE STATISTICS OF ASSOCIATION BETWEEN PREFERENCE OF TRAVELLING* GENDER

		PREFERENCE OF TRAVELLING				Total
		AUTO RICKSHA W/TAXI	BEST BUS	OLA/UB ER	PRIVATE CARS/BIKE	
GENDE R	Female	17	19	2	2	40
	Male	11	8	3	13	35
Total		28	27	5	15	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.762a	3	.003
Likelihood Ratio	14.792	3	.002



P (value) 0.003 < Level of significance 0.050

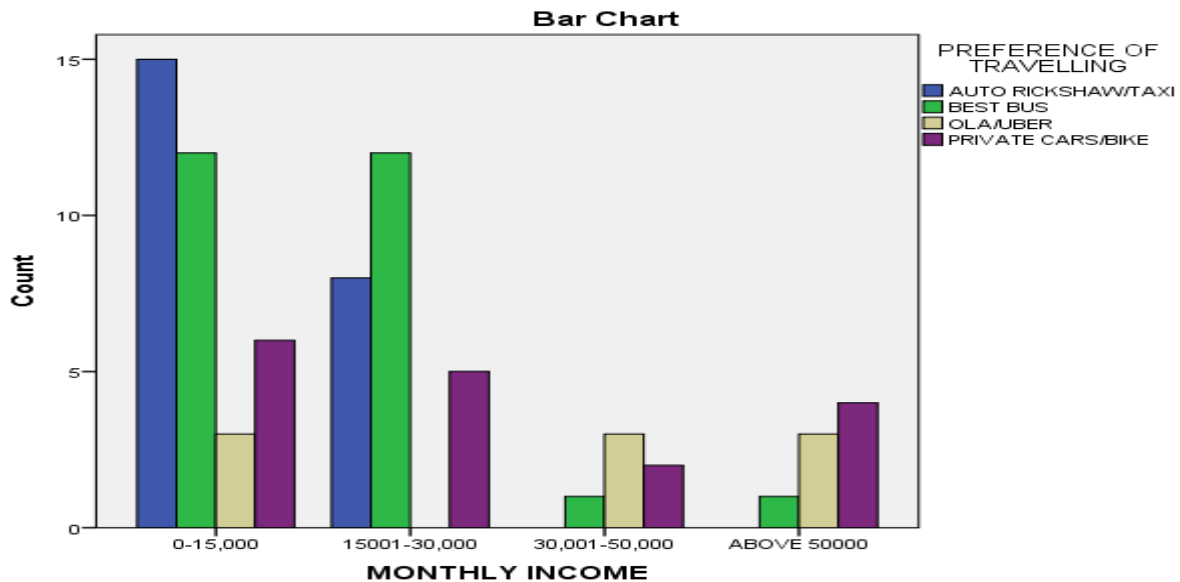
Therefore Ho is rejected and there is significant relationship BETWEEN PREFERENCE OF TRAVELLING AND GENDER.

DESCRIPTIVE STATISTICS OF ASSOCIATION BETWEEN MONTHLY INCOME * PREFERENCE OF TRAVELLING n

		PREFERENCE OF TRAVELLING				Total
		AUTO RICKSHA W/TAXI	BEST BUS	OLA/UBER	PRIVATE CARS/BIKE	
MONTHLY INCOME	0-15,000	15	12	3	6	36
	15001-30,000	8	12	0	5	25
	30,001-50,000	0	1	3	2	6
	ABOVE 50000	0	1	3	4	8
Total		23	26	9	17	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.270a	9	.001
Likelihood Ratio	29.382	9	.001
N of Valid Cases	75		



P (value) 0.001 < Level of significance 0.050

Therefore Ho is rejected and there is significant relationship BETWEEN PREFERENCE OF TRAVELLING AND MONTHLY INCOME.

Conclusion:

Research is a valuable tool for development of any field. There is a growth in travel and tourism industry & demand for public transport (BEST BUS) is diminishing .

There are many factors that affects preference of travelling. Present study contributes that there is a significant association between GENDER, INCOME LEVEL & PREFERENCE OF TRAVELLING. This study also throws light on several factors such as professional drivers, comfort level, cost of ticket, frequency of bus, fixed timings of bus, waiting time etc that correlates to frequencies of travelling by BEST BUS.

References

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