

A STUDY ON PROBLEMS FACED BY THE PASSENGERS IN BOOKING E-TICKET WITH SPECIAL REFERENCE TO KRISHNAGIRI TOWN

Dr.S.M.KRISHNAN

Head, Department of Commerce,
Government Arts College for Men,
Krishnagiri, Tamilnadu

Mrs. K.GAYATHRI

Ph.D, Research Scholar,
Government Arts College for Men,
Krishnagiri, Tamilnadu
(Affiliated to Periyar University, Salem)

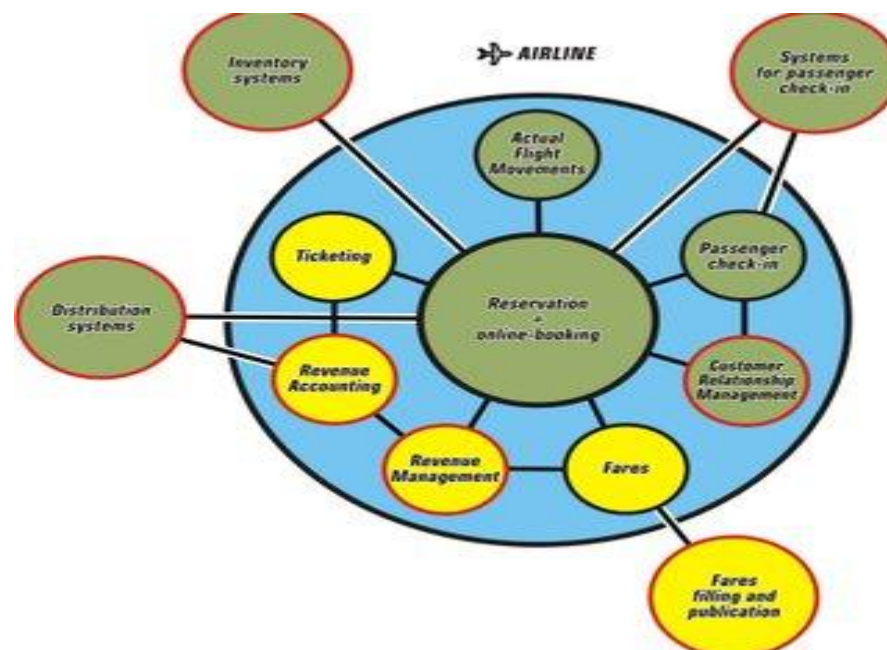
Abstract

A new booking strategy is adopted by the corporation as a result of significant technology advancements and modifications in customer behaviour, with E-ticketing gaining a competitive edge. The purchase of E-tickets changes the global virtual markets. The reservation process for actual E-tickets is open to buyers. The ability to purchase E-tickets is a blessing for many Indian travellers. E-ticketing has grown immensely popular recently. Particularly web-enabled devices like computers, tablets, and smartphones were crucial to the explosion of information technology. E-ticket booking was modified along with the airlines' methods. Customers who have made e-ticket reservations are motivated, and they require more options. One of the key goals of the Indian Railways is to provide passenger amenities out of both corporate and social responsibility. The issue with E-ticket booking for passengers in Krishnagiri town is objectively examined in this study.. The study highlights the problems faced by the passengers while reserving E-tickets. 150 passengers are drawn using Convenience sampling techniques. The study concluded that the opinion of the respondents towards the non-availability of computer or smart phone is consistent.

Keywords: E -ticketing, Consumer Technical Support, Enterprise, Passenger and Reservation.

Introduction

One of the most recent advances in connectivity and knowledge transmission is the internet. It is a technological advantage because of its ability to quickly and efficiently deliver vast amounts of knowledge to a variety of stakeholders, including staff, consumers, shareholders, and suppliers. The internet is now more available and affordable than it was previously, and the number of internet users is exponentially increasing. Consumers may compare the prices of web ticket booking airlines, as well as the norm, features, and other details. The presence of the internet and websites has almost completely transformed the business world over the last few decades, with the rapid growth of electronic booking and payment systems in both the developed and developing worlds. Continuous availability, time savings, global scope, price transparency, time competitive responsiveness, and faster supply chain processes are all advantages of the E-ticketing system and e-commerce in general.



The transportation sector is intervened with all other aspects of a country's economy in a stable and complex way. As a result, an economy's benchmark is a well-organized transportation system. The Indian Railways is one of the world's most widely used and oldest rail transportation networks. Known as the "Lifeline of the Nation," the Indian Railways is more than 150 years old. It contributes significantly to India's social and economic growth through its comprehensive and widespread network across the region. Indian Railways Catering and Tourism Corporation

Ltd is a public sector company owned by the Ministry of Railways (IRCTC). The Indian Railways Catering and Tourism Corporation (IRCTC) was established on September 27, 1999, and began full-fledged operations on August 3, 2002, as an extension of the Indian Railways. The IRCTC assists in the modernization, professionalization, and management of catering and hospitality facilities at stations, trains, and other locations. It also contributes to the growth of budget hotels, special tour packages, information and commercial publicity, and global reservation systems, all of which help to promote domestic and foreign tourism.

Review of Literature

Daniel Michniak (2016) analysed selected problems of Railways in Slovakia which focused on decrease in the importance of railways for passenger transport in Slovakia in the past 20 years. The study shows that development activities such as gradually expanding railway transport, in addition to individual transportation and public bus transportation, necessitate decisions about passenger transportation discontinuance on some lines and the construction (or rather modernization) of other lines, cancellation of existing connections or the creation of new ones. Although train services are difficult to turn into a profitable business in some areas, particularly more peripheral ones where demand for rail travel is small, the closure of passenger transport on many regional railway lines may have a negative impact on tourism growth. In Slovakia, significant railway line modernization occurs only on the main lines, and even then, progress is slow. The building of high-speed trains is not something that will happen in the immediate future. The study concluded that narrow-gauge railways represent an important segment in rail tourism by combining passenger transport of local people with that of tourists in the High Tatras – the most attractive mountain area in Slovakia.

Premasanthi and Sivakami (2016) identified the problems faced by the passengers while booking the tickets and analyzed the level of satisfaction of train passenger in Erode District. The study found no significant relationship between personal factors such as gender, age, educational qualification, respondent's location, family size, occupation status, monthly income, and overall satisfaction with the reservation system, as well as problems encountered during reservations at the counter, but there was a significant relationship between marital status, type of occupation, and monthly income. According to the report, passengers must be made more aware of the mechanism involved in the system of ticket reservation, and they also need more reservation and enquiry counters, as well as area-based service to book their tickets. The study finally stated that

if the suggestive measurements have been considered by the Indian Railways, it can be hoped that the Indian Railways will shine and bring greatness to our country in the near future..

Statement of the Problem

The passenger's awareness and satisfaction in booking their E-Tickets is critical in deciding the railway reservation system's work. The state of mind of a passenger at any given time is depicted by awareness and satisfaction. The aim of this study was to develop and test a measure of passenger problems, awareness and satisfaction, as well as to determine its validity and reliability. To put the development in perspective, the railways' technical innovation has seen phenomenal growth in the last ten years since the inception of e-services. In today's world of techno-savvy consumers, they tend to save time and purchase goods and services in more efficient ways. The Indian Railways' e-services must be strengthened in order to accommodate passengers. Consumers tend to fly by train, so there is a high demand for rail service. As a result, the Indian railway has adopted e-services for fast ticket reservations, tourism, catering and hospitality, and a better query clarification framework in order to cope with the current situation.

Importance of the study

The Indian railway network has brought the entire country together, creating a sense of national unity among Indians. The Indian Railways network links the country's social, cultural, and economic structure and spans the length and breadth of the country, from north to south and east to west, eliminating the need for people to travel long distances. The railways have made online ticket booking services available to passengers for their convenience and comfort. The researcher's aim in this study is to examine about the problems that passengers have with Indian Railways' e-Ticketing services.

Objectives of the study

The purpose of this paper is to identify the problems faced by passengers in the E-Ticket booking.

Methodology

Methodology is the key aspect which governs the outcome of the research. It encompasses and directs the researcher to conduct the research in a systematic process which ensures and facilitates the accuracy of the outcome. The validity of any research is based on the systematic method of data collection and analysis. The main objective of the study was to

understand the problems faced by customers. Descriptive research design was followed for the present study. Convenience sampling techniques was used in the study. The primary data were collected from passengers residing in Krishnagiri town. The sampling technique followed in this study was non - probability sampling method. Primary data collected from 150 passengers from Krishnagiri town. For the study, the researcher collected data from passengers. Data was collected by using online questionnaire (Google form).

Analysis and Interpretation of data

Various problems faced by the travel consumers while using the E-Ticketing service are analyzed below based on three categories i.e., Lack of facilities, operational difficulties and lack of supportive measures. These three areas are analyzed in detail with various problems.

Table 1: Group Wise Problem Score Comparison

Problems		Mean	SD	Group Wise	Result
Lack of facilities	Technical problem	2.88	1.086	Total	17.0000
	Unable to use the Software	2.65	0.918		
	Lack of security	2.79	1.029		
	Cancellation of ticket	2.78	1.000	Mean	2.8333
	Risk of loss of ticket	3.05	1.060		
	Tracking system	2.85	1.106		
Operational difficulties	Non-availability Computer/ Smart phone	2.92	0.983	Total	17.3091
	High Brokerage	2.90	1.001		
	Language	2.73	1.067		
	Unsecure in Payment system	2.96	1.096	Mean	2.8849
	Unavailability of netbanking	2.91	1.102		
	Unavailability of debit/credit card	2.90	1.138		
Lack of supportive measures	Unavailability Internet	2.79	1.161	Total	8.2309
	Difficult to change last minute travel	2.69	1.137		
	Unable to exchange tickets	2.75	1.260	Mean	2.7436
Total score of the problem		42.54	10.018		
Average of the total problem score		2.8360	0.6678		

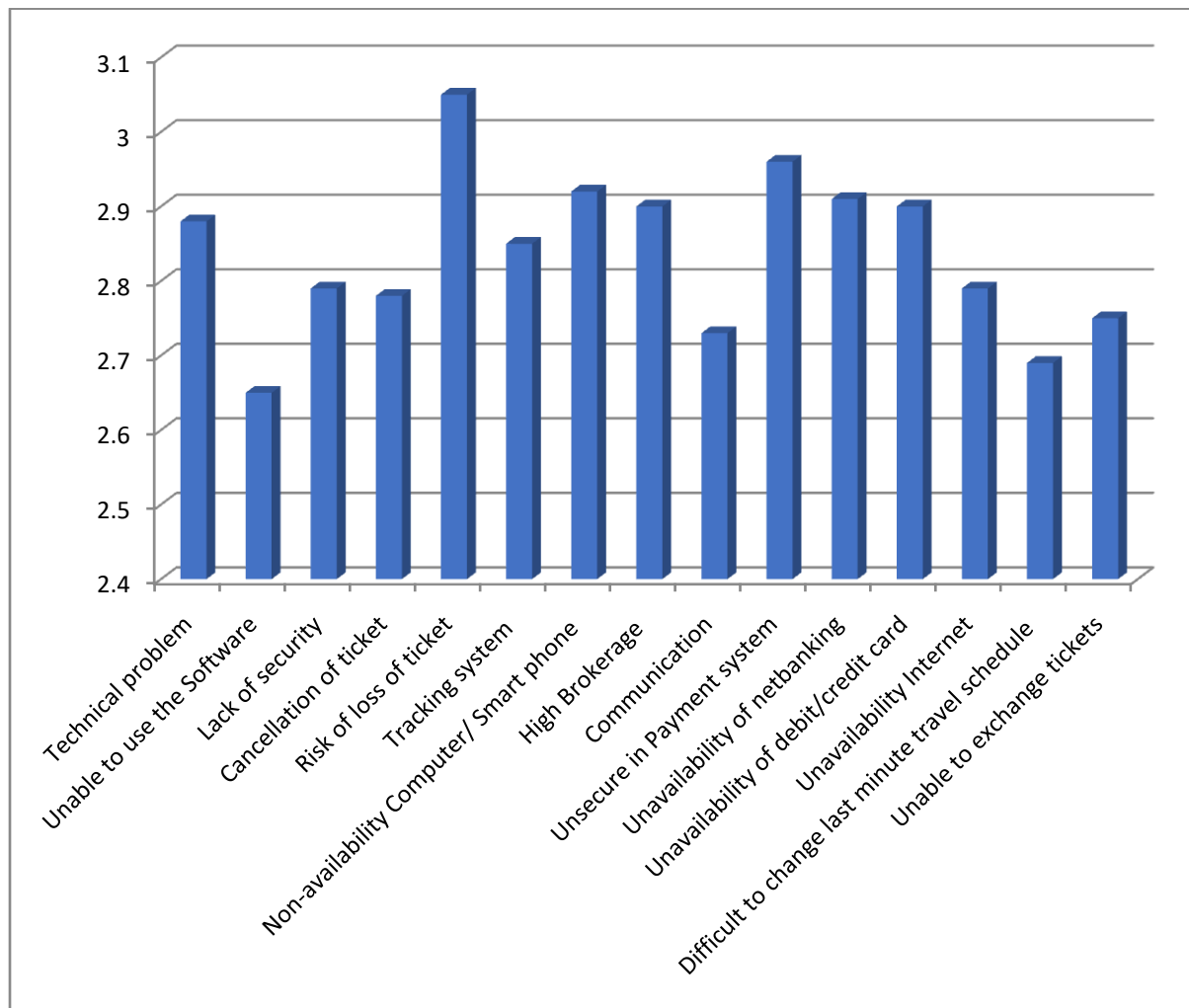
The above table shows that difficulty or unaware to use the application in E-Ticketing is the highest problem (3.05) among the lack of facilities. Technical problem is also found as a big

problem (2.88). the standard deviation for the risk of loss of ticket is less (0.918). It shows that most of the respondents feel that the missing the ticket is very less.

Among operational difficulties, unsecure in the payment system has been identified as big problem (2.96). Non availability of computer or smart phone is another big problem (2.92). But the standard deviation of this problem is very less (0.983). Hence, it is concluded that the opinion of the respondents towards the non-availability of computer or smart phone is consistent.

Unavailability or poor internet connection is found as a big problem in the lack of supportive measures (2.79) and difficulty to change travel schedule in the last minutes is not a big problem (2.69).

The different level of problems are given below in the chart.



Relationship between the demographic variables and the problems of the e-ticketing

The classified problems i.e., lack of facilities, operational difficulties and lack of supportive measures are related with the demographic variables of the respondents. The relationship is tested with the help of comparing means. ONE WAY ANOVA and Z tests are used. Four independent variables, i.e., age, gender, income level and the purpose of the journey are taken. There are 6 statements in lack of facilities and operational difficulties and 3 statements in the lack of supportive measures. To give equal weightage, the problemscore for each classification is averaged. The result of the test is given below.

i. Age and problem

The respondents are grouped into three based on their age i.e., young age, middle age and old age. The result from the 150 sample respondents are given below.

Table 2: Difference in the level of problem according to the age group

Problems	Age group	Mean	Std. Deviation	F	Sig.
Lack of facilities	Young	2.9278	0.70803	0.711	0.494
	Middle	2.7647	0.72022		
	Old	2.9676	0.79962		
Operational difficulties	Young	3.0278	0.75440	4.886	0.010
	Middle	2.5980	0.62377		
	Old	3.0926	0.74689		
Lack of supportive measures	Young	2.9000	0.94747	1.475	0.234
	Middle	2.6667	0.99832		
	Old	3.0556	0.90676		

The Table 2 reveals that old age group respondents have high problem for all three categories (Lack of facilities-2.97; operational difficulties-3.092 and lack of supportive measures -3.0556). Though the mean of the problem score is higher for the old age group respondents, there is no significant difference with other age groups except for operational difficulties. The F value is 4.886 and p value is 0.010. It shows that the problem score of the old age group respondents for operational difficulties is found remarkably higher than young and middle age group respondents.

ii. Gender and problem

The gender of the travel consumers could influence their perception towards the problem. In this view the relationship between the gender and the problem is also tested with the help of Z test as below.

Table 3: Difference in the level of problem according to the gender

Problem	Gender	Mean	Std. Deviation	Z	Sig.
Lack of facilities	Male	2.8763	0.78572	-0.194	0.847
	Female	2.9069	0.66691		
Operational difficulties	Male	2.9470	0.75173	0.792	0.430
	Female	2.8235	0.71178		
Lack of supportive measures	Male	2.9495	0.93231	1.063	0.291
	Female	2.7353	0.99757		

According to the Table 3, the female respondents feel there is more lack of facility in the e-ticketing services than male respondents. The male respondents have more mean for operational difficulties and the lack of supportive measures than female. But the Z score for all three problems falls between 1.96 and -1.96 and the probability values are more than 0.05. Hence, it is concluded that the problems of the e-ticketing does not vary according to the gender of the travel consumers.

iii. Income level and problem

According to the income of the respondents, the travel luxuriousness may vary and their problem may also be different. In this perspective, the relationship between the level of income of the respondents and their problem towards the e-ticketing services is studied.

Table 4: Difference in the level of problem according to the income level

Problem	Income level	Mean	Std. Deviation	F	Sig.
Lack of facilities	Low	2.8519	0.79481	0.185	0.832
	Middle	2.9356	0.67266		
	High	2.7500	1.29636		
Operational difficulties	Low	2.8642	0.78179	0.204	0.816
	Middle	2.9583	0.67831		
	High	2.8333	1.17851		
Lack of supportive measures	Low	2.8951	1.00277	0.022	0.978
	Middle	2.8561	0.91046		
	High	2.8333	1.17851		

The above table indicates that the respondents from the middle income group have opined that the lack of facilities and operational difficulties than low and high income group people. But low income group respondents feel more problem of lack of supportive measures in the e-ticketing services. The result of ONE WAY ANOVA shows that there is no significant

difference in the mean score of the problems between the respondents based on their level of income. The P values are more than 0.05 and the F values are lesser than the table value.

Purpose of travel and problem

The respondents are asked to mention the purpose of the travel in most of the time, i.e., personal or office. In this background, the relationship between the purpose of the travel and the problem of e-ticketing is analysed as below.

Table 5: Difference in the level of problem according to the purpose of travel

Problem	Purpose of travel	Mean	Std. Deviation	Z	Sig.
Lack of facilities	Personal	2.8788	0.74909	-0.285	0.776
	Office	2.9444	0.73627		
Operational difficulties	Personal	2.9110	0.75639	0.219	0.827
	Office	2.8611	0.60232		
Lack of supportive measures	Personal	2.8864	0.97200	0.274	0.785
	Office	2.8056	0.85821		

The Table 5 shows that the respondents who travel mostly for office purpose feel that more lack facilities and the respondents travel for the personal purpose mostly feel more about operational difficulties and lack of supportive measures. But the Z test indicates that the difference in the means of problem do not vary significantly according to their purpose of travel. The p values are more than 0.05.

Implications

The study has been undertaken to find the factors related to Indian Railway services that have an impact on customer satisfaction. The major findings of the study depict that out of the various factors considered; employee behaviour has the maximum effect on satisfaction level of customers with Indian Railways as a whole. The Indian Railways are the country's most important mode of transportation. Rail transportation is critical for economic and industrial growth in developing countries like India. Indian Railways not only transports passengers but also freight throughout the country. The Indian Railways take into account the inconveniences of passengers and provide service that meets their expectations; it will be India's most profitable public sector enterprise. In the light of the situation the passengers are struggling to get tickets in time. There are so many of facilities available to book their tickets. But the problem is how they are satisfied and the problems with the Railway Reservation System..

Conclusion

The identification of factors that impact passenger difficulties with the quality of services given by the ticket booking and reservation system is the study's contribution. The variety of services provided by the Indian railway is essential to its expansion. In order to compete effectively with other forms of transportation, it is essential to accommodate the requirements of travellers. Because it provides a wide range of services and solutions to deal with a diverse collection of issues, information technology is vital not just in one particular domain but also in a great many others. The Indian Railways are quite forward-thinking when it comes to their usage of information technology. It does this through making efficient use of information technology in order to deliver superior customer care to passengers. The railways' online services must be strengthened in order to accommodate passengers. Consumers nowadays are technologically savvy and prefer to do anything via the internet when staying in one place. However, as they use online services, they encounter numerous issues. The research reveals that online services provided by Indian Railways still need improvements.

Reference

- **Daniel Michniak. (2016)** “Role of railway transport in tourism: Selected problems and examples in Slovakia. *QuaestionesGeographicae*”, Vol.35(4), PP.107-120.
- **Premasanthi. P., &Sivakami, M. (2016)** “A study on train passengers satisfaction and problems of ticket reservation in Erode district”. *International Journal of Innovative Research in Management Studies (IJIRMS)*, Vol.1(10), PP.72-78.
- **VijethaS.Shetty , “E- Ticketing in India (2014)** “A Study on the Indian Railway Catering & Tourism Corporation Ltd.”, *Indian Journal of Applied Research*, Vol. 4, (5), PP.109-111.
- **SangeethaSahney, KoustubGhosh and ArchanaSrivastava,(2010)** “Consumer „Personality“ in Railway E-Ticketing: Conceptualization and Empirical Testing in Indian Context”, *International Journal of Business Management and Social Science*, Vol.1, (1), 2010, PP.9- 20.
- **Ghosh S., Surjadjaja H. and Antony J(2004).**, “Optimization of the Determinants of E-Service Operations”, *Business Process Management Journal*, Vol. 10, (6), 2004, PP. 616-636.