Factors Influencing Online Bus Ticket Booking

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ABSTRACT
PC based service applications are promoted to intranet based services as a progression whirl, adaptation of web technology more rapidly transformed the whole lot into cyber based applications available virtually, globally and on-demand over the internet. What’s new is the ability to rapidly scale services; this paradigm shift in provisioning services has an impact on the way real time applications are deployed. This study on cyber ticket booking believes that each factor should be explored for lucrative opportunities unveiled by cyber applications. Results reviled determinants on-demand, cashless, all in one, privacy acts as keenness factors and determinants less expensive, secure, situation, time saving acts as acceptance factors. This study would be beneficial to cyber based service providers to meet the necessities put forth as the scale of service increases.

KEYWORDS: Ticket booking, Online booking, Virtual computing, web services

INTRODUCTION
Internet is becoming more important in this era, so normal business activities started shifting their attention towards internet enabled or web enabled business. This shift is good for business but what about customers? Are all customers computer savvy? These questions need answers. Another secret that must be found out is why people keep on coming back to use these web services offered by different companies. If convenience could be the reason, does it alone is enough for all customers to be satisfied with a service. With increasing popularity of cyber travel portals, this study investigates answers for the questions asked above in addition to finding significant aspect for booming travel portal.

REVIEW OF LITERATURE

- Akahane et al (1996) studied benefits of reservation models which takes care of traffic needs on holidays users which is based on state preference survey.
- DeFeijter et al (2004) suggested advance booking will enhance capabilities of services for better availability and effective utilization of resources this will be of major advantage.
- Malone et al (1987) found out management cost for usage can be reduced by favouring transport of materials across different firms eliminating hierarchies with in a single firm.
- Williamson.O.E (1975) suggest that cost associated with transaction will finally sling with governing configuration rather than technology.
OBJECTIVES OF THE STUDY

To find out the factors influences keenness and acceptance in cyber ticket booking
To find out the customers perspective on cyber booking

HYPOTHESIS

H₀₁: Bus type has no association with gender
H₀₂: Bus type has no association with comfort
H₀₃: Bus type has no association with age
H₀₄: Bus type has no association with purpose of travel

METHODLOGY

This study uses questionnaire to collect primary data from users of cyber ticket booking. Questionnaire was distributed to 225 respondents among which 164 useful responses were collected. The users were asked to mention their favorite cyber service provider along with other related questions to find answers satisfying the objective of this study, for booking bus tickets with a motive to allow them to rank the service providers or operator in that particular field.

ANALYSIS AND INTERPRETATION

Table 1 provides us with % of male & female, under various age groups. Here we have nearly 48.8% under the age group of 18 to 25 and the next highest of 23.8% under 26 to 35 age group and 17.7% under 36 to 45 age group.

Table 1: AGE AND GENDER

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>63</td>
<td>17</td>
<td>80</td>
</tr>
<tr>
<td>% Of Total</td>
<td>38.4%</td>
<td>10.4%</td>
<td>48.8%</td>
</tr>
<tr>
<td>26-35</td>
<td>27</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>% Of Total</td>
<td>16.5%</td>
<td>7.3%</td>
<td>23.8%</td>
</tr>
<tr>
<td>36-45</td>
<td>15</td>
<td>14</td>
<td>29</td>
</tr>
<tr>
<td>% Of Total</td>
<td>9.1%</td>
<td>8.5%</td>
<td>17.7%</td>
</tr>
<tr>
<td>46-55</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>% Of Total</td>
<td>3.7%</td>
<td>4.3%</td>
<td>7.9%</td>
</tr>
<tr>
<td>55+</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.6%</td>
<td>1.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>52</td>
<td>164</td>
</tr>
<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Primary Data
remaining are very negligible amount. Table 2 explains various types of bus operated by the bus operator which are preferred by various passengers according to gender convenience. Exactly 50% 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 43.9% to be exact.
### Table 2: BUS TYPE

#### BT * Gender Cross tabulation

<table>
<thead>
<tr>
<th>BusType</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volvo</td>
<td>57</td>
<td>25</td>
<td>82</td>
</tr>
<tr>
<td>% Of Total</td>
<td>34.8%</td>
<td>15.2%</td>
<td>50.0%</td>
</tr>
<tr>
<td>A/C</td>
<td>47</td>
<td>25</td>
<td>72</td>
</tr>
<tr>
<td>% Of Total</td>
<td>28.7%</td>
<td>15.2%</td>
<td>43.9%</td>
</tr>
<tr>
<td>Non-A/C</td>
<td>8</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>% Of Total</td>
<td>4.9%</td>
<td>1.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>52</td>
<td>164</td>
</tr>
<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Primary Data

Put together these 2 types account for 93.9%. Remaining 6.1% of passengers like to travel by Non-A/C buses.

### Table 3: AGE AND REASONS

#### Age * Reasons Cross tabulation

<table>
<thead>
<tr>
<th>Age</th>
<th>24x7</th>
<th>Saves Time</th>
<th>Payment Is Easy</th>
<th>Better Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>Count</td>
<td>13</td>
<td>21</td>
<td>31</td>
<td>15</td>
</tr>
<tr>
<td>% Of Total</td>
<td>7.9%</td>
<td>12.8%</td>
<td>18.9%</td>
<td>9.1%</td>
<td>48.8%</td>
</tr>
<tr>
<td>26-35</td>
<td>Count</td>
<td>4</td>
<td>17</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>% Of Total</td>
<td>2.4%</td>
<td>10.4%</td>
<td>7.9%</td>
<td>3.0%</td>
<td>23.8%</td>
</tr>
<tr>
<td>36-45</td>
<td>Count</td>
<td>3</td>
<td>9</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.8%</td>
<td>5.5%</td>
<td>7.9%</td>
<td>2.4%</td>
<td>17.7%</td>
</tr>
<tr>
<td>46-55</td>
<td>Count</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.2%</td>
<td>2.4%</td>
<td>2.4%</td>
<td>1.8%</td>
<td>7.9%</td>
</tr>
<tr>
<td>55+</td>
<td>Count</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.0%</td>
<td>1.2%</td>
<td>.6%</td>
<td>.0%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>22</td>
<td>53</td>
<td>62</td>
<td>27</td>
</tr>
<tr>
<td>% Of Total</td>
<td>13.4%</td>
<td>32.3%</td>
<td>37.8%</td>
<td>16.5%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Primary Data

Examining the reasons for choosing cyber bus ticket booking revealed secrets shown in Table 3. Under age group 18 to 25 the secret is 48.8% confessed they choose it because payment is easy, It saves time and because of better price. For the same reasons 23.8% under 26 to 35 age group choose it and 17.7% of 36 to 45 age also did the same. 7.9% under 46 to 55 and 1.8% over 55 age group.
Table 4: PAYMENT MODE

<table>
<thead>
<tr>
<th>Mode Of Payment</th>
<th>Gender Cross tabulation</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bank Transfer</td>
<td>29</td>
<td>11</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>% Of Total</td>
<td>17.7%</td>
<td>6.7%</td>
<td>24.4%</td>
</tr>
<tr>
<td></td>
<td>Credit Card</td>
<td>41</td>
<td>23</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>% Of Total</td>
<td>25.0%</td>
<td>14.0%</td>
<td>39.0%</td>
</tr>
<tr>
<td></td>
<td>Debit Card</td>
<td>42</td>
<td>18</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>% Of Total</td>
<td>25.6%</td>
<td>11.0%</td>
<td>36.6%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>112</td>
<td>52</td>
<td>164</td>
</tr>
<tr>
<td></td>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Primary Data
Those customers who frequently travel by bus mostly used credit card interpreted from Table 5, as mode of payment which accounts for 39%, then 36.6% uses Debit card 24.4% use direct bank transfer for payment settling.

Table 5 provides information regarding user’s 1st and 2nd preference over choosing a particular website for cyber bus ticket booking. From this info it is understood that 54.9% uses redbus, 14% use yatra, 11.6% use goibibo and 8.5% use makemytrip as their first preference for booking bus tickets. If something unfavorable happens then as a second priority 39.6% of customers use yatra, 15.2% make use of makemytrip, 11% use redbus and 11.6% use goibibo as their 2nd choice. Remaining websites only accounts for less than 5% in the 1st preference and less than 10% in case of 2nd priority. It is interesting to find yatra scores only 11.6% in the first and 39.6% as second choice. Similarly redbus which scores 54.9% as first choice does not compete more as second choice among customers. So redbus is securing first place and first preference among customers.

It is clear from table 6, majority (53.7%) of customers buy 2 tickets, 22% buy 3 tickets, 8.5% buy 4 and 1 tickets, more than 4 tickets accounts for 7.3%. Table 7 represents opinion on how secure the service offered by these providers enable them to trust in payment related issue. Nearly 91.5% of them agree that the service offered is safe and secure only 8.5% do not comply with the opinion of

Table 5: 1st & 2nd PREFERENCE

<table>
<thead>
<tr>
<th>Preference - 1</th>
<th>W1 * Gender Cross tabulation</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Count</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.6%</td>
<td>.0%</td>
<td>.6%</td>
<td></td>
</tr>
<tr>
<td>Easygotrip</td>
<td>Count</td>
<td>6</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>% Of Total</td>
<td>3.7%</td>
<td>1.2%</td>
<td>4.9%</td>
<td></td>
</tr>
<tr>
<td>Goibibo</td>
<td>Count</td>
<td>11</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>% Of Total</td>
<td>6.7%</td>
<td>4.9%</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>Holidayiq</td>
<td>Count</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.8%</td>
<td>.6%</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>KPN</td>
<td>Count</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.2%</td>
<td>.6%</td>
<td>1.8%</td>
<td></td>
</tr>
<tr>
<td>Ksrtc</td>
<td>Count</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.2%</td>
<td>.0%</td>
<td>1.2%</td>
<td></td>
</tr>
<tr>
<td>Makemytrip</td>
<td>Count</td>
<td>10</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>% Of Total</td>
<td>6.1%</td>
<td>2.4%</td>
<td>8.5%</td>
<td></td>
</tr>
</tbody>
</table>
Source: Primary Data

safe and secure. Security though important at service provider end customers also have a part in
enjoying secure services from the services provider by regularly updating their browser to the latest
version and applying necessary patches needed to secure their system against any malware.

Table 6: NUMBER OF TICKETS

<table>
<thead>
<tr>
<th>Preference - 1</th>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redbus Count</td>
<td>63</td>
<td>27</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>38.4%</td>
<td>16.5%</td>
<td>54.9%</td>
<td></td>
</tr>
<tr>
<td>Yatra Count</td>
<td>14</td>
<td>9</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>8.5%</td>
<td>5.5%</td>
<td>14.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>52</td>
<td>164</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

W2 * Gender Cross tabulation

<table>
<thead>
<tr>
<th>Gender</th>
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<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>7</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>% Of Total</td>
<td>4.3%</td>
<td>4.3%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Mookambika</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.6%</td>
<td>.0%</td>
<td>.6%</td>
</tr>
<tr>
<td>Rathimeena</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.2%</td>
<td>1.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Easygotrip</td>
<td>8</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>% Of Total</td>
<td>4.9%</td>
<td>4.3%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Goibibo</td>
<td>13</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>% Of Total</td>
<td>7.9%</td>
<td>3.7%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Holidayiq</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.0%</td>
<td>.6%</td>
<td>.6%</td>
</tr>
<tr>
<td>Ksrtc</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>% Of Total</td>
<td>.6%</td>
<td>.0%</td>
<td>.6%</td>
</tr>
<tr>
<td>Makemytrip</td>
<td>17</td>
<td>8</td>
<td>25</td>
</tr>
<tr>
<td>% Of Total</td>
<td>10.4%</td>
<td>4.9%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Redbus Count</td>
<td>15</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>% Of Total</td>
<td>9.1%</td>
<td>1.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Yatra Count</td>
<td>48</td>
<td>17</td>
<td>65</td>
</tr>
<tr>
<td>% Of Total</td>
<td>29.3%</td>
<td>10.4%</td>
<td>39.6%</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>52</td>
<td>164</td>
</tr>
<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 6: NUMBER OF TICKETS

<table>
<thead>
<tr>
<th>NOOT * Gender Cross tabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>% Of Total</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>% Of Total</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>% Of Total</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>% Of Total</td>
</tr>
</tbody>
</table>
4+  Count 6 6 12
% Of Total 3.7% 3.7% 7.3%
Total Count 112 52 164
% Of Total 68.3% 31.7% 100.0%

Source : Primary Data

Table 7 : SAFE & SECURE

Secure * Gender Crosstabulation

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Secure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
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<td>150</td>
<td></td>
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<tr>
<td>% Of Total</td>
<td>62.8%</td>
<td>28.7%</td>
<td>91.5%</td>
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</tr>
<tr>
<td>No</td>
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<td>5</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
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<td>3.0%</td>
<td>8.5%</td>
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</tr>
<tr>
<td>Total</td>
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<td>52</td>
<td>164</td>
<td></td>
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<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Source : Primary Data

Dealing with expensive statement 68.9% agree that cost of the service provided is inflated and expensive, only 31.1% claim the price is satisfactory. Male are the majority gender affected by this issue. This is evident from table 8.

Table 8 : EXPENSIVE

Expense * Gender Cross tabulation

<table>
<thead>
<tr>
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<th>Gender</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Expensive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
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<td>37</td>
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<td></td>
</tr>
<tr>
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<td>46.3%</td>
<td>22.6%</td>
<td>68.9%</td>
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</tr>
<tr>
<td>No</td>
<td>36</td>
<td>15</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>22.0%</td>
<td>9.1%</td>
<td>31.1%</td>
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</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>52</td>
<td>164</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Source : Primary Data

Related to purpose Table 9 of travel majority of them (23.8%) use buses to travel for business and family related affairs. 17.1% use for travelling to holly palces,15.2% use it for having a pleasurable tour along with their family. 8.5% use during their vacation holidays. Remaining customers who use buses as travel mode for other purposes are less than 10%.

Table 9 : PURPOSE OF TRAVEL

Purpose Of Travel * Gender Cross tabulation

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>24</td>
<td>15</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>14.6%</td>
<td>9.1%</td>
<td>23.8%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.8%</td>
<td>1.2%</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td>28</td>
<td>11</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>17.1%</td>
<td>6.7%</td>
<td>23.8%</td>
<td></td>
</tr>
<tr>
<td>Festival</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>1.8%</td>
<td>0.0%</td>
<td>1.8%</td>
<td></td>
</tr>
<tr>
<td>Holly Places</td>
<td>19</td>
<td>9</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>% Of Total</td>
<td>11.6%</td>
<td>5.5%</td>
<td>17.1%</td>
<td></td>
</tr>
</tbody>
</table>
Discussing about advantages and disadvantages in Table 10 of cyber bus ticket booking as merits 42.7% of users claim that no need to stand in long queue and avoiding other hassle is the major reason for shifting toward cyber booking. 41.5% agree that 24x7 booking is one of the attractive features, 11% claim better price as a factor for cyber booking. Related to de merits hidden cost 23.2%, inflated prices 54.3%, restricted option accounts for 1.2% and 21.3% say they are neutral and do not bother about or take in to account merits and de merits.

Table 10 : ADVANTAGES & DISVANTAGES

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Gender Cross tabulation</th>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>24x7</td>
<td></td>
<td></td>
<td>43</td>
<td>25</td>
<td>68</td>
</tr>
<tr>
<td>% Of Total</td>
<td></td>
<td></td>
<td>26.2%</td>
<td>15.2%</td>
<td>41.5%</td>
</tr>
<tr>
<td>Better price</td>
<td></td>
<td></td>
<td>15</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>% Of Total</td>
<td></td>
<td></td>
<td>9.1%</td>
<td>1.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Cheap</td>
<td></td>
<td></td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>% Of Total</td>
<td></td>
<td></td>
<td>3.0%</td>
<td>1.8%</td>
<td>4.9%</td>
</tr>
<tr>
<td>No Queue</td>
<td></td>
<td></td>
<td>49</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>% Of Total</td>
<td></td>
<td></td>
<td>29.9%</td>
<td>12.8%</td>
<td>42.7%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>112</td>
<td>52</td>
<td>164</td>
</tr>
<tr>
<td>% Of Total</td>
<td></td>
<td></td>
<td>68.3%</td>
<td>31.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source : Primary Data

Table 11 helps in testing the null hypothesis using p value of chi-square test shows from the table it is clear that H_01 AND H_04 ARE accepted. Hypothesis H_02 and H_03 are rejected. This is because values greater than 0.05 are accepted and values less than 0.05 is rejected. This is what exactly happened in accepting the null hypothesis. Hence the findings are there is a relationship between gender and how they choose type of bus, there is a relationship between purpose of travel and type of bus selected for
travel, there is no relationship between comfort and type of bus and the last finding is there is no relationship between age and type of bus.

IMPLICATIONS OF THE STUDY

This study helped in identifying factors which are crucial for keenness and acceptance of cyber ticket booking. Factors like on demand, cashless, all in one, privacy, less expensive, secure, situation and time savings are of key interest to customers.

One peculiar problem faced by user during the process are service failure due to non availability of website which could be the causes of many users trying to access the site simultaneously this error can be blamed at service provider end or could be the cause of slow internet connection available at customers end. Cyber booking also reduces other economic cost associated with the process of booking tickets. Many users complain on hidden cost that is being collected from them informally by the bus operators not by these websites that is providing these services.

Another favors requested by customers are to remove the restricted options in some website that does not allow user to have full privilege over bus ticket booking. Some user agrees that bus is the only mode of service that can access, Pick or drop them very near to their dwellings. Taking into consideration all these positive and negative suggestion found out through this research, will surely contribute to the constructive growth of these firms in enabling them to provide surpass services in near future. so that all customers are satisfied in the greater glory of services that is being offered by the web industry in making their life much easier.

CONCLUSION

E-tickets allow users to reserve well in time without moving to a place where tickets are sold. Instead they allow you to buy them from home or whichever place is convenient to you; even you can reduce the consumption of paper by avoiding printing tickets and opt for SMS tickets. In such case you can carry it along with your mobile. These findings will surely help the bus operators and web service provider for tuning up there lacking areas so as to provide a better satisfaction to the customers and increased revenue generated through the revamp.

Table 11 : HYPOTHESIS ANALYSIS

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>P value Sig. (2-tailed)</th>
<th>Status (Sig = 0.05)</th>
</tr>
</thead>
<tbody>
<tr>
<td>H01</td>
<td>Bus Type with Gender</td>
<td>.609</td>
<td>Accept Null Hypothesis</td>
</tr>
<tr>
<td>H02</td>
<td>Bus Type* Comfort</td>
<td>.006</td>
<td>Reject Null Hypothesis</td>
</tr>
<tr>
<td>H03</td>
<td>Bus Type * Age</td>
<td>.039</td>
<td>Reject Null Hypothesis</td>
</tr>
<tr>
<td>H04</td>
<td>Bus Type * Purpose of travel</td>
<td>.182</td>
<td>Accept Null Hypothesis</td>
</tr>
</tbody>
</table>

Source : Primary Data
REFERENCES


